



**REQUEST FOR PROPOSALS  
PROFESSIONAL SERVICES**



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RFP Number: **2057S**

**NPDES PUBLIC OUTREACH AND EDUCATION**

Submission Due Date/Time: **Thursday, September 15, 2022 no later than 2:00 P.M. Local Time**

Three (3) year term with Two (2) possible one-year extensions

Agreement Type: Project Specific

One agreement may be awarded from this solicitation

Funding: State

The anticipated method of payment is cost plus fixed fee

29 Del.C. §6981, 2 CFR part 200

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**PROJECT INFORMATION**

This Request for Proposal (RFP) issued by the Delaware Department of Transportation is for the purpose of acquiring Proposals from interested firms to assist DelDOT, and any permittees that DelDOT has partnered with, with the implementation of the Municipal Separate Storm Sewer System (MS4) Public Education and Outreach plan. Some efforts may be targeted in certain specific areas, but the majority of the campaigns will be applicable statewide.

**PROJECT DESCRIPTION**

DelDOT has a Phase I and a Phase II NPDES MS4 permit that requires DelDOT, and other permittees, to develop and implement a public education and outreach program. Reference DNREC's MS4 website for additional information at <https://dnrec.alpha.delaware.gov/water/surface-water/npdes/municipal-storm-sewers/>.

The MS4 permits require that the public education and outreach program:

- Develop materials to educate targeted audiences on the impact of stormwater pollution. Topics may include water conservation, chemical application on lawns and landscaping, proper car wash procedures, proper disposal of paint and other household hazardous waste, recycling and trash pick-up, and proper pet waste disposal.
  - In addition, DelDOT will need material development and website and/or Facebook page development and management for the Delaware Livable Lawns and 302-STOPPIT programs.
- Conduct educational events or campaigns that may include distributing educational materials describing the impacts stormwater pollutant discharges on waterbodies and methods of reducing stormwater pollution. Materials may be distributed through newsletters, websites, radio or television public service announcements, digital and social media advertising, and informational give-a-ways.
  - In addition, DelDOT will need the selected consultant to participate in public education and outreach events on behalf of the Department.

- The program must have clear goals and objectives, identify target audiences, have messages specific to target audiences, include packaging and distributing the messages, and provide an evaluation of the education and outreach plan, including the number of impressions made.

Firms will need to demonstrate the following qualifications:

- Expertise and experience in the development and implementation of public education and outreach campaigns to meet the requirements of NPDES MS4 permits;
- Knowledge of, and experience in developing water quality education programs;
- Experience in coordination and promotion of public participation events;
- Knowledge of, and experience with innovative, targeted social marketing techniques;
- Expertise in managing websites and social media pages for maximum effect;
- Expertise in evaluating the effectiveness of public education and outreach campaigns, including use of surveys;
- Demonstrated success in providing stormwater education and outreach programs to all age groups and to both the general public and the commercial/business community.
- Sufficient qualified local staff to implement required tasks within the time frames established by DelDOT.

## **QUESTIONS**

Questions must be submitted before the due date identified in the Procurement Schedule for this RFP. All inquiries must be submitted in the Q/A section of the project listing in the [Bonfire Procurement Portal](#).

The Department’s response to questions will be posted, according to the procurement schedule, under the project listing in Bonfire and to the State of Delaware Bid Solicitation Directory Website: <http://www.bids.delaware.gov/>.

## **PROCUREMENT SCHEDULE**

<b>Action Item</b>	<b>Date</b>	<b>Time</b>
Deadline for Questions to ensure response:	Ten (10) business days prior to the proposal due date	2:00 P.M. Local Time
Final Response to Questions posted by:	Five (5) business days prior to the proposal due date	2:00 P.M. Local Time
Proposals Due no later than:*	<b>Thursday, September 15, 2022</b>	2:00 P.M. Local Time

**NOTE:** Only asterisk (\*) marked date changes will be communicated (via posted Addendums).

## **PROPOSAL REQUIREMENTS**

Interested firms must submit the material required herein or they may not be considered for the project:

1. Proposals must be received before the Proposal Due Date and Time, as identified in the Procurement Schedule for this RFP. Responses submitted by hard copy, mail, facsimile, or e-mail will not be accepted. Responses received after the Proposal Due Date and Time will not be considered.
2. **Upload your submission at:** <https://deldot.bonfirehub.com/portal/>

Important Notes:

- Logging in and/or uploading the file(s) does not mean the response is submitted. Users must successfully upload all the file(s) and MUST click the submit button before the proposal due date and time.
- Users will receive an email confirmation receipt with a unique confirmation number once the submission has been finalized. This will confirm that the proposal has been submitted successfully.
- Each submitted item of Requested Information will only become visible to DelDOT after the proposal due date and time.
- If the file is mandatory, you will not be able to complete your submission until the requirement is met.
- Uploading large documents may take significant time depending on the size of the file(s) and your Internet connection speed. The maximum upload file size is 1000 MB.
- Minimum system requirements: Internet Explorer 11, Microsoft Edge, Google Chrome, or Mozilla Firefox. Java Script must be enabled.

Need Help? Please contact Bonfire directly at [Support@GoBonfire.com](mailto:Support@GoBonfire.com) for technical questions related to your submission. You can also visit their help forum at <https://bonfirehub.zendesk.com/hc>.

3. **The Prime Consultant must be Registered**, or submit application for registration, with DelDOT at or before the time of submission in order to be considered. For registration information, click [here](#).
4. **Submit one (1) Original and one (1) Redacted copy** of the Proposal. The original must be a .pdf file of the original signed proposal and should be clearly marked “Original” on the first page of the document. The redacted copy must be a .pdf file of the original signed proposal with any proprietary or confidential information redacted, and this copy should be clearly marked as “Redacted” on the first page of the document. The redacted copy is required even if the submission contains no proprietary or confidential information.

*To determine what information may be considered proprietary or confidential and may be redacted from their Proposal, firms should review Delaware’s Freedom of Information Regulations [here](http://regulations.delaware.gov/AdminCode/title8/1400.shtml#TopOfPage); <http://regulations.delaware.gov/AdminCode/title8/1400.shtml#TopOfPage>. Under Delaware FOIA law, 29 Del. C. §10002(l)(2), “Trade secrets and commercial or financial information...which is of a privileged or confidential nature” are “records that shall not be deemed public” and are therefore exempt from disclosure under FOIA.*

5. **Architect-Engineer Qualifications; GSA SF330:**

<http://www.gsa.gov/portal/forms/download/116486>

Follow instructions for the SF330, and add the following Individual Agency Instructions:

- A. Part I Section C 11, Proposed Team;  
Indicate if the firm is a DBE and provide the approximate percentage of the contract cost they will perform.
- B. Part I Section E, Resumes of Key Personnel Proposed for this Contract;  
Resume information is limited to eight (8) individuals regardless of affiliation.
- C. Part I Section F, Example Projects;  
Example Projects provided are limited to ten (10).

D. Part I Section H 30, Additional Information;

(The Department recommends formatting this section using Times New Roman, 12 pt. font)

- 1) The Prime consultant must indicate the current workload with the Department by listing the following in a table format:  
 Agreement No.; Agreement Title; Consultant PM; Prime or Sub; Total Dollars paid to date; current number of Tasks issued; and date of contract expiration.
- 2) List any DelDOT agreement number your firm has been selected for and not included above.
- 3) Firms may include a "Rating Criteria Support Information" Section, limited to four pages, within Section H, that covers any information that directly relates to the firm’s ability to meet the specific rating criteria listed in this RFP.

Note: Letters of Interest should not be included.

6. **Joint venture** submissions will not be considered.
7. DelDOT reserves the right to reject any and all submissions. Submissions become property of the Department and shall be retained electronically for a minimum period of three (3) years from the date of receipt. DelDOT reserves the right to any and all ideas included in this response without incurring any obligations to the responding firms or committing to procurement of the proposed services.
8. **Required Certification Forms.** All firms responding to the RFP must complete and return the submission forms located in ‘Appendix A’ of this document.

No promotional materials or brochures are to be included as part of the submission.

**RATING CRITERIA**

#	Criteria Description:	Weight
1	Firm’s resources and capability to deliver effective marketing in a timely manner.	20 %
2	Firm’s experience pertaining to water quality educational programs.	20 %
3	Firm’s experience pertaining to public outreach campaigns through multiple platforms including digital and social media.	20 %
4	Firm’s experience managing websites and social media platforms.	20 %
5	Firm’s experience working with MS4 permittees.	20 %
TOTAL :		<b>100%</b>

**OVERVIEW OF SELECTION PROCESS – PROJECT SPECIFIC**

- This is a project-specific agreement where the services as described in this RFP will be provided over the life of the project.
- This is a single-phase solicitation process with the availability for discussions with up to three (3) of the most highly qualified firms. Based upon the listed criteria and evaluation of each firm’s submitted proposal, the Selection Committee may decide if a small sample task and/or discussions will be held with the most highly qualified consultants. If discussions are held, they will serve to clarify the technical approach, qualifications, and capabilities provided in response to the RFP, after which the committee will determine the ranking of the candidate firms.

- Selection Committee members will individually score each firm's submitted proposal which determines individual ranking. The Department's ranking is the combined ranking of all Committee members. Firms, in order of ranking, will have the opportunity to negotiate an agreement with the Department. If the Department cannot reach agreement with the highest ranked firm(s), the Department terminates negotiations and begins negotiations with the next highest ranked firm, and so on until an agreement is reached. The Department notifies via email the awarded firm(s) of the opportunity to enter into an agreement with the Department. This notification also includes information on the next steps for the agreement process.
- After the ranking process has been completed, applicable price information will be requested from the successful candidate firm(s), such as; salary rates for various classifications of personnel; and an indirect cost derivation for the most current accounting period.
- Payroll burden and overhead will be computed on direct salary costs only (not including overtime) at the consultant's audited rate, as per Federal Acquisition Regulations Part 31, and Department policies. Computer and CADD costs are not allowable as a direct cost to this project. Rate determination and applicability is subject to audit by the Department. Additionally, candidates should be prepared for the Department to work with your current accounting firm to provide information and backup documentation. Full and immediate cooperation is required to avoid delays in execution of an agreement. Failure to cooperate may result in breaking off of negotiations and moving to the next ranked firm.
- Selection Committee membership appointments are confidential. The Department's Professional Services Procurement Manual may be viewed [here](#).

## **INSURANCE REQUIREMENTS**

The selected firm(s) must obtain at its own cost and expense and keep in force and effect during the term of the agreement, including all extensions, the minimum coverage limits specified below with a carrier satisfactory to the State.

- a. Worker's Compensation and Employer's Liability Insurance in accordance with applicable law.
- b. Commercial General Liability - \$1,000,000 per occurrence/\$3,000,000 per aggregate.
- c. Professional Liability - \$1,000,000 per occurrence/\$3,000,000 per aggregate.
- d. Automotive Liability Insurance covering all automotive units used in the work (including all units leased from and/or provided by the State to Vendor pursuant to this Agreement as well as all units used by Vendor, regardless of the identity of the registered owner, used by Vendor for completing the Work required by this Agreement to include but not limited to transporting Delaware clients or staff), providing coverage on a primary non-contributory basis with limits of not less than:
  1. \$1,000,000 combined single limit each accident, for bodily injury;
  2. \$250,000 for property damage to others;
  3. \$25,000 per person per accident Uninsured/Underinsured Motorists coverage;
  4. \$25,000 per person, \$300,000 per accident PIP benefits if carrying any of our clients or employees; and

5. Comprehensive coverage for all vehicles leased from the State of Delaware Fleet Services which shall cover the replacement cost of the vehicle in the event of collision, damage or other loss.

Certificate of Insurance and/or copies of the insurance policies will be requested at time of award.

In no event shall the State of Delaware be named as an additional insured on any policy required under this agreement.

### **MISCELLANEOUS**

The Department is not liable for any cost incurred by the consultant in the preparation or presentation of the Proposal.

Any individual, business, organization, corporation, consortium, partnership, joint venture, or any other entity including subconsultants currently debarred or suspended is ineligible to participate as a candidate for this process. Any entity ineligible to conduct business in the State of Delaware for any reason is ineligible to respond to the RFP.

The Department of Transportation will affirmatively insure individuals and businesses will not be discriminated against on the grounds of race, creed, color, sex, or national origin in consideration for an award. Minority business enterprises will be afforded full opportunity to submit bids/proposals in response to this invitation.

Department of Transportation  
State of Delaware  
By: Nicole Majeski  
Secretary  
Dover, DE

## **Appendix A - REQUIRED FORMS**

The following completed forms are required to be returned with each proposal:

- Certification of Eligibility
- Certificate of Non-Collusion

**CERTIFICATION OF ELIGIBILITY**

**Delaware Department of Transportation**

**Request for Proposal 2057S – NPDES Public Outreach & Education**

We have read Request for Proposal number 2057S and fully understand the intent of the RFP as stated, certify that we have adequate personnel and knowledge to fulfill the requirements thereof, and agree to furnish such services in accordance with the contract documents as indicated should we be awarded the contract.

\_\_\_\_\_ hereby certifies that it is not included on the United States Comptroller General’s Consolidated List of Persons or Firms Currently Debarred for Violations of Various Public Contracts Incorporating Labor Standard Provisions.

\_\_\_\_\_ Signature of the Bidder or Offeror’s Authorized Official

\_\_\_\_\_ Name and Title of the Bidder or Offeror’s Authorized Official

\_\_\_\_\_ Date

Sworn and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_ / \_\_\_\_\_ / 20\_\_\_\_  
Month Day Year



**CERTIFICATE OF NON-COLLUSION**

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies, and in the case of a joint bid, each party thereto certifies as to its own organization, under penalty of perjury, that to the best of knowledge and belief:

- 1) The prices in this bid have been arrived at independently without collusion, consultation, communication, or agreement for the purpose of restricting to such prices, with any other bidder or with any competitor;
- 2) Unless otherwise required by law, the prices which have been quoted in this bid have not been knowingly disclosed by the Bidder and will not knowingly be disclosed by the Bidder prior to opening, directly or indirectly, to any other bidder or to any competitor; and
- 3) No attempt has been made or will be made by the Bidder to induce any other person, partnership or corporation to submit or not to submit a bid for the purpose of restricting competition.

\_\_\_\_\_ Signature of the Bidder or Offeror's Authorized Official

\_\_\_\_\_ Name and Title of the Bidder or Offeror's Authorized Official

\_\_\_\_\_ Date

Sworn and subscribed before me this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

\_\_\_\_\_  
Notary Public

My commission expires: \_\_\_\_\_ / \_\_\_\_\_ / 20\_\_  
Month Day Year