

Maryland State Highway Administration

TECHNICAL PROPOSAL EVALUATION WORKSHEET
MD 404 – US 50 to East of Holly Road
SHA CONTRACT NO. AW8965170
EVALUATION FACTORS: TC 2.09.04 – CUSTOMER SATISFACTION

Separate Submittal Element Identified in RFP	Ratings Guidance
<p>A. Provide a Public Outreach Plan that the Design-Builder will implement as part of this project including keeping all roadway users and stakeholders informed of the project and its progress and satisfied both during and after construction. – CRITICAL</p>	<ul style="list-style-type: none"> • Acceptable plan by the Design-Builder (DB) may include: <ul style="list-style-type: none"> ○ Provide a Public Relations Coordinator with evidence of experience in community outreach and experience handling sensitive and/or controversial issues ○ Recognize that the Public Relations Coordinator will perform project research, provide support staff, graphic design, materials, printing, and the duties as listed in section 3.21.01 ○ Provide a plan for the preparation and distribution of project information to the assigned Administration representative, and further dissemination to the public ○ Recognize that the DB must notify the Administration of questions, comments, or complaints within 4 hours, and that the DB will provide the necessary information, staff support, and representation to assist in resolution ○ Provide a plan for public notifications and coordination as noted in Table 1 of Spec 3.21.03.02 – Design Builder Responsibilities and Requirements ○ Recognize that the DB shall maintain a consistent system for documenting contact with business owners, residents, media, and property owners and provide an electronic copy to the Administration by the 1st of each month ○ Recognize that the DB shall maintain information regarding design/construction for public distribution ○ Recognize that the DB shall install signs throughout project to include project name, hotline number, official logo, and project web address

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	<ul style="list-style-type: none"> ○ Demonstrates thorough knowledge of local agriculture/land use, crop schedules, agriculture equipment and equipment moves using state and other roadways. Incorporates agriculture-related communication needs/plans in overall outreach planning ○ Provide a hotline number ○ Recognize that the DB will establish and maintain Telephone trees ○ Recognize that construction progress photographs shall be provided to the Administration on a monthly basis • Ratings above acceptable may include, but are not limited to: <ul style="list-style-type: none"> ○ Provide a Public Relations Coordinator with stated examples of previous work in community outreach, including resume, public forum graphics/materials, examples handling sensitive and/or controversial issues <u>○ Demonstrates thorough knowledge of local agriculture/land use, crop schedules, agriculture equipment and equipment moves using state and other roadways. Incorporates agriculture-related communication needs/plans in overall outreach planning</u> ○ ○ Demonstrates thorough understanding of MD 404 as a regional agricultural and tourist route particularly during warmer months. Demonstrates effective knowledge of, and established relationships with, key regional news media serving known or anticipated tourist-feeder and tourist-destination markets served by MD 404 including but not limited to the

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	<p>Washington, DC and Baltimore, MD metropolitan areas and beach destinations such as Ocean City, Rehoboth, Bethany, etc.</p> <ul style="list-style-type: none"> ○ Provide additional, cost-effective services to enhance overall Public Outreach, adhering to the standards indicated in the Public Outreach Plan ○ Plans and executes media and public communication efforts with a region-wide focus as appropriate and consults with the Administration and regional news media to benchmark effectiveness of outreach. Demonstrates effective knowledge of, and established relationships with, relevant trade media including but not limited to farm/agricultural and tourist media ○ Provide examples of experience working on research-based campaigns and evaluation/measurement including social and digital media measurement and evaluation ○ Includes a plan for measuring community/stakeholder/motorist satisfaction at the end of the project. Develops and administers a post-construction, customer satisfaction survey in electronic and print formats. Collects, compiles and analyzes all surveys and data providing the Administration with a report suitable for distribution in both electronic and print formats. Elements of the survey include but are not limited to questions regarding participant satisfaction with the quality and speed of the project, public outreach during key project phases, contractor-community relations, overall community/motorist satisfaction, etc. ○ Includes specific construction/transportation/engineering

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	<p>examples of public outreach plans that were successful or surpassed project challenges</p> <ul style="list-style-type: none"> ○ Provides evidence of marketing communications/branding influence on large-scale projects; may include summary report examples ○ Explains the D/B and Administration review process for materials; includes information about availability during non-business hours <ul style="list-style-type: none"> • Ratings below acceptable may include, but are not limited to: <ul style="list-style-type: none"> ○ Limited or no presented understanding of project and audience ○ No reference to Public Outreach Plan or language from original RFP ○ Little or no explanation of Public Relations Coordinator duties
<p>B. Provide a plan on how the Design-Builder will coordinate with property owners along the MD 404 corridor, with emergency services, and with schools and address and incorporate their feedback into the project. – IMPORTANT</p>	<ul style="list-style-type: none"> • Acceptable plan by the Design-Builder (DB) may include: <ul style="list-style-type: none"> ○ Recognize that the DB shall maintain a consistent system for documenting contact with business owners, residents, media, and property owners and provide an electronic copy to the Administration by the 1st of each month ○ Provide a plan for the preparation and distribution of project information to the assigned Administration representative, and the further dissemination to the public; includes review of the materials by the Design Builder and the Administration. ○ Includes information on crisis communications; working in partnership with the Administration to resolve issues; includes project examples. ○ Includes demographic and project information about the impacted stakeholders such as timely project and traffic

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	<p>information about lane shifts, temporary road closures, etc.</p> <ul style="list-style-type: none"> ○ Provides examples of previous work for public notifications, public forum graphics/materials; including additional, cost-effective services to enhance overall Public Outreach, adhering to the standards indicated in the Public Outreach Plan. ○ <u>Provides notification to property owners, schools and emergency services of construction activities and progress</u> ○ Provide a Public Relations Coordinator with stated experience in community outreach and experience handling sensitive and/or controversial issues; includes the potential coordinator's resume/work history along with other support staff. • Ratings above acceptable may include, but are not limited to: <ul style="list-style-type: none"> ○ Evidence and explanation of community relations efforts for meetings/workshops (i.e. scheduling opportunities.) ○ <u>Proactively meets with property owners, emergency services, and schools to incorporate their feedback into design and construction.</u> ○ <u>Makes modifications to project construction to address needs of property owners, emergency services, and schools.</u> ○ Provide a Public Relations Coordinator with stated experience in community outreach skills and experience handling sensitive and/or controversial issues; includes the potential coordinator's resume/work history along with other support staff. ○ Includes information on crisis communications; working in partnership with the Administration to resolve issues; includes project examples. ○ Includes previous experience in conflict management and issue

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	<p>resolution for controversial/sensitive issues:</p> <ul style="list-style-type: none"> ○ Includes/states a plan to provide a hotline number and information about the maintenance of telephone trees; includes information on its development and plan to keep it current for the duration of the project. ○ Includes specific construction/transportation/engineering examples of public outreach plans that were successful or surpassed project challenges. ○ Explains the D/B and Administration review process for materials; includes information about availability during non-business hours. ○ Provides examples of previous work for public notifications, public forum graphics/materials; including additional, cost-effective services to enhance overall Public Outreach, adhering to the standards indicated in the Public Outreach Plan. <ul style="list-style-type: none"> ● Ratings below acceptable may include, but are not limited to: <ul style="list-style-type: none"> ○ Limited or no presented understanding of project and audience ○ No reference to customer communications, public outreach or notification to local stakeholders. ○ No explanation of the Public Relations Coordinator's responsibilities or demonstrated experience in customer communications or community outreach ○ Repeats language from the RFP without specific explanation of meeting requirements ○

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