



**Wisconsin Department of Transportation
Policy Research Program**

Request for Proposal

WisDOT Customer Satisfaction Survey

Issued September 7, 2016

Proposal Deadline

**Proposals must be submitted no later than
4:30 p.m. Central Time on November 7, 2016**

**For more information regarding this RFP contact the
WisDOT Research Program at research@dot.wi.gov.**

Definitions

The following definitions are used throughout the RFP:

- **Contractor or Researcher** - the proposer that is awarded the contract
- **POC** - the project oversight committee, comprised of WisDOT and/or other representatives to oversee the research
- **Proposer** - a company, agency, institution or individual submitting a proposal
- **RFP** - request for proposal
- **WisDOT** - the Wisconsin Department of Transportation

1. Summary

WisDOT is a major public agency with a variety of customers utilizing a myriad of services and programs to support the entire statewide multimodal transportation system. The department also houses the Division of Motor Vehicles and the Division of State Patrol. Every resident of Wisconsin is a potential customer of the department.

In 2012, the WisDOT Policy Research Program provided funding for a statewide customer satisfaction survey. This research project developed and piloted a comprehensive customer satisfaction data collection tool for the department while also establishing baseline performance measures¹.

Currently, WisDOT is looking to conduct a similar survey based off of the 2012 research project. The Director of WisDOT's Office of Public Affairs and the Chief of the Performance, Policy and Research Section will serve as the technical project managers for this study. The department has also appointed a multi-divisional POC to provide direction to project activities and assist to review interim and final project results.

2. Background and problem statement

WisDOT supports all forms of transportation. The department is responsible for planning, building and maintaining Wisconsin's network of state highways and Interstate highway system. The department shares the costs of building and operating county and local transportation systems - from highways to public transit and other modes. WisDOT plans, promotes and financially supports statewide air, rail and water transportation, as well as bicycle and pedestrian facilities.

The department houses the Division of Motor Vehicles (DMV) that provides all driver licensing, personal identification and vehicle registration services for state residents. WisDOT also includes the Division of

¹ <http://wisconsindot.gov/documents2/research/WisDOT-Policy-Research-0092-12-10-final-report.pdf>

State Patrol that provides traffic and other law enforcement services and commercial vehicle inspection services on key state highways.

The department consists of three executive offices and five divisions organized according to transportation function. WisDOT's main office is located in Madison, but the department maintains regional offices throughout the state as a way to preserve the local approach to transportation development and better serve customer needs.

The following facts provide a quick numerical overview of the range and number of customers that the department serves in a year:

- Wisconsin roadways handled just over 60 billion vehicle miles of travel in 2014. Although the state highway system (numbered state, federal and Interstate highways) accounts for only about 10.2% of Wisconsin's total roadway mileage, it handles nearly 59% of all traffic.
- WisDOT supports 81 public bus and shared ride taxi systems that together provide about 66 million revenue transit rides each year.
- The state supports 98 public use airports and according to the FAA has 6,240 registered aircrafts. About 5 million passengers board commercial flights from Wisconsin each year, and airports handle about 118 million pounds of cargo.
- There are 3,300 miles of freight railroads in the state that handle 200 million tons of cargo annually. The state has preserved about 625 miles of previously abandoned freight railroads that now operate as short-line and regional freight rail service.
- WisDOT provides financial support to Amtrak's Hiawatha Service that carries about 800,000 passengers a year between Milwaukee and Chicago.
- There are 29 commercial ports in Wisconsin on Lake Superior, Lake Michigan and the Mississippi River handling more than 30 million tons of cargo each year.
- Wisconsin has extensive networks of recreational trails and bicycle and pedestrian facilities. According to the 2009 National Household Travel survey, walking accounts for 8.9 percent and biking for 1.4 percent of all trips made in the state.
- In 2015, about 4.7 million people held a valid driver license or identification card in Wisconsin issued by the DMV².

² <http://wisconsindot.gov/Documents/about-wisdot/newsroom/statistics/factsfig/2015ff.pdf>

- DMV registered more than 6 million vehicles in the state in fiscal year 2016.
- In 2015, there were nearly 122,000 reportable vehicle crashes on Wisconsin roadways, resulting in 555 deaths and almost 42,000 injuries³.
- The Division of State Patrol currently operates 15 safety and weight enforcement facilities and the Wisconsin State Patrol academy at Fort McCoy which provides diverse law enforcement training programs for federal, state and local law enforcement officers⁴.

Transportation touches the lives of every Wisconsin resident making each of the 5.8 million residents of Wisconsin a WisDOT customer. The department's latest measure of customer satisfaction is now four years old. By collecting feedback from the general public, WisDOT can make certain that the needs of Wisconsin residents are incorporated in the department's decision-making.

3. Objectives

The department is seeking research proposals to conduct a survey that has a similar methodology and survey instrument as those used in the 2012 statewide WisDOT customer satisfaction survey. The survey results should also meet these criteria:

- a. Recognize the broad base of customer interactions handled by various divisions and business areas within the department.
- b. The data collection should be statistically valid and allow for consideration of major demographic breakdowns in Wisconsin, including by age, race / ethnicity and geography.
- c. The survey should provide feedback specific to WisDOT operations and processes and include areas where the department performed well and also identify opportunities for improvement.

³ <http://wisconsin.gov/Pages/about-wisdot/performance/mapss/default.aspx>

⁴ <http://wisconsin.gov/Pages/dmv/com-drv-vehs/mtr-car-trkr/mc-safety/scale-locations.aspx>

4. Research approach and scope of work

While the full research approach will be negotiated with the selected contractor, the WisDOT project managers, the POC and the Policy Research Program, proposers should base their submissions on the following general tasks:

Task 1 – Review of 2012 WisDOT Statewide Customer Satisfaction Survey

This task will review and examine the data collection methodology and survey instrument used in the 2012 WisDOT survey. A similar methodology and survey instrument should be used in the new survey so that a comparison can be made to the 2012 survey to identify areas of improvement or decline. The department will provide the selected contractor with a set of draft survey questions. The contractor should review and refine the questions and questionnaire and deliver a finalized set of survey questions to the WisDOT project managers and the POC for their approval.

Under this task, the contractor will also review other relevant and similar data collection efforts conducted by other public agencies, especially state DOTs, to use during the review under Task 3.

Task 2 – Data collection

In this task, the contractor will perform the data collection as per the parameters identified in Task 1 and discussion with the project managers and the POC.

Task 3 – Data review and analysis

In Task 3, the contractor will work with the WisDOT project managers and the POC to review the data collected and organize it into relevant and needed analyses, especially to support the department's MAPSS Performance Improvement program. The analysis should also include areas where the department has improved or declined compared to the 2012 survey, where possible, and also how Wisconsin relates to other comparable public agencies.

Task 4 – Development of future recommendations

The contractor will work with the WisDOT project managers and the POC to analyze the results of the data and then develop recommendations for the department to use in the future.

Task 5 – Preparation of final report and presentation

The contractor will compile a final report summarizing all tasks and results from the project and present the findings to the POC.

Task 6 – Executive Team Workshop

The contractor will organize and facilitate an executive team workshop to discuss the results of the survey and future implementation of recommendations for the department. The workshop attendees will include the WisDOT project managers and the POC, as well as WisDOT division leadership.

The proposer should list any relevant experience and qualifications for the principal investigator(s) and all other key project team members, including subcontractors, with a focus on how the experience and qualifications relate to the project.

5. Project requirements (specific results and expected deliverables)

Deliverables and review points

Although final details will be negotiated between the department and the selected contractor, any proposals should at a minimum account for these deliverables and points of review. Proposals should identify likely methods (meetings, conference calls) needed for these steps:

- a. The contractor should meet with the WisDOT project managers and the POC at the beginning of the project to refine the work plan, establish roles and responsibilities and commence research activities.
- b. The work in Tasks 1 and 3 will likely require close interaction among the contractor, the project managers and the POC.
- c. The contractor will present the draft final report at a meeting with the project managers and the POC, and will provide a draft version of the report at least two weeks in advance of the meeting. The draft final report shall include an executive summary. The draft final report will also include a standard report cover and a technical documentation page as per guidelines from the Federal Highway Administration (both formats to be provided by WisDOT). The WisDOT project managers and the POC will approve the report before final submission.

The researcher is expected to submit the draft final report that is professionally written with proper style and grammar. A proposer's team may include a technical editor to help meet these requirements.

Quarterly Progress Reports

The contractor must provide brief written reports of progress to the POC at the end of each quarter of the year (March 31, June 30, September 30, December 31) for the duration of the contract using WisDOT's quarterly report template⁵.

6. Schedule and budget

- Project duration – The contract shall be effective on the date indicated and shall continue for twelve (12) months from that date. Proposers should include a detailed schedule showing the placement of the tasks, meetings and expected review periods. Based on the date of this

⁵ <http://wisconsin.gov/Documents/formdocs/dt1241.doc>

request for proposal, WisDOT expects that the start date of this contract to be effective on or around December 1, 2016.

- Project budget – Proposals cannot exceed \$65,000. Any proposal that exceeds this amount will be considered non-responsive to the RFP requirements and will not be accepted. All proposed budgets should detail the activities of research personnel as well as other direct cost factors (e.g., survey mailing costs).

7. Proposal submission deadlines and guidelines

The issue date for this RFP is September 7, 2016. Proposers may direct any questions, noted errors, discrepancies, ambiguities or deficiencies concerning this proposal via e-mail to research@dot.wi.gov by 4:30 PM Central time on September 19, 2016. WisDOT will collectively post all questions and answers to <http://wisconsindot.gov/Pages/about-wisdot/research/researchers.aspx> by 4:30 PM Central time on September 26, 2016. Proposers must direct questions, etc. about this RFP only to this designated e-mail and not to any other staff or agent of WisDOT.

Proposers must submit an electronic version of a proposal (Adobe PDF preferred) by 4:30 PM Central time on Monday, November 7, 2016 via e-mail to research@dot.wi.gov. Proposals submitted after the deadline will not be accepted for evaluation.

All proposals should conform to the WisDOT policy research guidelines that are posted in Appendix A.

APPENDIX A: WISDOT POLICY RESEARCH GUIDELINES



**WisDOT Policy Research Program
Proposal Preparation Guidelines
WisDOT Customer Satisfaction Survey
September 7, 2016**

The Wisconsin Department of Transportation (WisDOT) Policy Research Program funds projects that focus on safety, operations, policy, financing, planning, economy, environment and other topics. WisDOT contracts with colleges, universities, consultants, foundations and other research institutions to complete policy-related studies. This document provides instructions to interested parties to submit proposals for the Policy Research Program in response to a Request for Proposal (RFP).

1. PROPOSAL PROCESS & FORMAT

- a. Proposers must submit an electronic version of their proposal (Adobe PDF required) on or before the deadline specified in the RFP via e-mail to: research@dot.wi.gov. Proposals submitted after the deadline will not be accepted for evaluation.
- b. Proposals should include page numbers, use single spacing and use a minimum 10-point font. WisDOT recommends that proposals should be concise; however, there is no page limit to the proposal except for the work plan section as indicated below.
- c. Proposers may direct any questions, noted errors, discrepancies, ambiguities or deficiencies concerning this proposal via e-mail to: research@dot.wi.gov by the deadline indicated in the RFP. WisDOT will collectively post all questions and answers to the website designated in the RFP and by the date designated in the RFP. Proposers must direct questions about this RFP only to this designated e-mail and not to any other staff or agent of WisDOT.
- d. WisDOT staff and project committees will review and evaluate all proposals. WisDOT will notify each proposer of the status of the proposal only after a project is awarded or after the department makes a decision not to conduct the project.

2. REQUIRED ELEMENTS

- a. Cover – The cover must contain the title of the project, limited use disclaimer and identification of the submitting agency. An example cover page is provided in Figure 1.
- b. Summary page – The summary page should immediately follow the cover and include the information in Figure 2.
- c. Table of contents.
- d. Background – The proposer should demonstrate a clear understanding of the problem statement as described in the RFP. The proposal should address how the project relates to state DOT

practices and how it will benefit WisDOT. The proposer should demonstrate an awareness of recent research and current practice on the topic.

- e. Work plan – The proposal must limit the work plan to ten (10) pages. The plan should outline the approach the researcher(s) will take to address the objectives, the scope of work, the project requirements and project deliverables. The work plan should demonstrate the following qualities and will be evaluated on the same:
 - i. The work plan should display a clear understanding of how the tasks relate to the overall research objective, especially as it focuses on the needs of WisDOT.
 - ii. The work plan should utilize established and valid research techniques while at the same time providing for creative methods and ideas to deliver effective results.
 - iii. The plan must specify deliverables and note the activities needed to provide those deliverables according to the timeline specified.
- f. Expected contribution from WisDOT staff – The proposal must identify involvement or guidance required or expected from WisDOT staff or agents to support completion of the project.
- g. Implementation plan – The proposal must include a plan or approach for WisDOT to implement the findings of the research, focusing on the following:
 - i. Expected findings (or type of findings) from the research;
 - ii. The stakeholder or intended audience that will likely be impacted by the research findings;
 - iii. The activities, tools, practices, policies or methods in WisDOT and other agencies that would be impacted by the research findings; and
 - iv. The expected benefits to WisDOT and other agencies that could be achieved by implementing the research findings.
- h. Timeline – The time allowed to complete the research project is indicated in the RFP. The proposal must provide a project timeline including a Gantt chart showing the start and end dates of major tasks, project milestones and submittal of deliverables.
- i. Utilization of staff resources – The proposal must detail the number of hours by task committed to the project by each individual member of the research team, including subcontractors, with the Principal Investigator(s) clearly indicated. A template is provided in Figure 3.
- j. Itemized budget – The maximum funding available for the project is provided in the RFP. The proposal must provide a detailed budget based on project tasks. Any proposal that exceeds this amount will not be accepted for evaluation. Proposers should not include matching funds or in-

kind contributions in the proposal or the budget. As per WisDOT contracting / consulting policies, the prime contractor / lead agency must perform at least 30% of the work on the project as measured by the budget. A proposal that does not call for at least 30% of the work by the prime contractor / lead agency will not be accepted for evaluation. **For the deliverables, the researcher will provide six (6) print copies and one (1) electronic copy of both the interim and final reports.** A budget template is provided in Figure 4.

- k. Qualifications of research team – The proposal should list experience and qualifications for the principal investigator(s) and all other key project team members, including subcontractors, with a focus on how the experience and qualifications relate to the project.
- l. Experience and references – The proposal should describe the experience of the organization(s) contributing to the project by identifying up to five previous initiatives that are relevant to the research project. The descriptions should include nature of the work, dates, locations, results and client reference contact information. WisDOT reserves the right to contact any client listed by the proposer as a reference either before or after evaluating the proposal.

3. PROPOSAL EVALUATION

- a. WisDOT staff and project committees will evaluate and score all valid proposals based on the following criteria and points:

Criteria	Guideline section	Points
Background / awareness of recent work	2.d.	5
Work plan – understanding of problem	2.e.i.	20
Work plan – activities & techniques	2.e.ii.	25
Work plan – deliverables	2.e.iii.	10
Anticipated results and implementation plan	2.g.	10
Utilization of staff	2.i.	15
Qualifications of research team	2.k.	15
TOTAL		100

Figure 1

WisDOT Policy Research Program

Project Title

WisDOT Policy Research Program

Agency Name

Date

Figure 2

Summary Page

Project Title:

Proposing Agency and Contact Information: (Use the name, address and telephone number that will appear on a contract for work.)

Person Submitting the Proposal: (Name and title)

Proposal Written By: (Name and title)

Proposal Date:

Principal Investigator: (Name and title, address, telephone number, and email address)

Administrative Contact: (Name and title, address, telephone number, and email address)

Proposed Contract Period: (In months)

Total Contract Amount:

Overhead/ Indirect Cost Portion at ____%

Figure 3: Utilization of staff / subcontractor resources

INDIVIDUALS	TASKS (add columns as necessary)				TOTAL HOURS
	1	2	3	4	
					0
					0
					0
					0
TOTALS	0	0	0	0	0