

CITY OF GREENSBORO,
NORTH CAROLINA



Planning Department
Request for Proposals

For

College Hill Municipal Service District – Study and
Evaluation of Street, Intersection, Pedestrian, and
Signage Improvement Concepts

CORRECTED
March 9, 2017

PART I: SPECIFICATIONS

I. INTRODUCTION

College Hill is a turn-of-the-century neighborhood just west of Greensboro, NC's downtown area. This small, urban neighborhood received historic district status in 1980. Over the years, the College Hill Historic District and surrounding properties have experienced an increase in the number of residential housing units while a number of neighborhood streets have been closed, disconnected, or re-routed. These events have coincided with perceived increases in traffic volumes and speeds on certain streets and pedestrian safety concerns throughout the neighborhood. The College Hill Neighborhood Association (CHNA) desires to address these issues proactively through a series of design studies, short-term tactical upgrades to test possible solutions, and long-term physical upgrades to streets, intersections, signage and markings. The intent of this work is to test strategies that will slow traffic, provide safer vehicular and pedestrian movements, and begin the process of creating permanent improvements to the street environment that better identify and enhance the historic character of the College Hill Neighborhood.

Several prior plans and analyses have been completed that provide context and preliminary information for this work program, including:

[College Hill Neighborhood Plan \(2015\)](#): This comprehensive neighborhood plan includes recommendations for reducing the negative impacts of motor vehicle traffic and improving pedestrian safety.

[College Hill Municipal Service District Three-Year Capital Improvements Plan \(2016\)](#): This plan identifies a series of priority projects to enhance pedestrian safety and visual appeal of the neighborhood. The College Hill Municipal Service District fund has a current balance sufficient to carry out implementation activities described in the MSD Capital Improvements Plan.

II. SUBMISSION OF PROPOSALS

A. General Requirements

All responses to the requested information should be answered thoroughly, but be as succinct as possible. Additional information may be included as an appendix, but the responses to information requested in the Specific Requirements below should be fully contained within the body of the response. No Firm may submit more than one Proposal.

B. Specific Requirements

Firms shall submit electronically the following information in the order listed below and all other information identified in the Request for Proposals. Failure to provide any of the items listed below will result in elimination from consideration. The submittal shall include the following items:

1. Letter of Interest

At a minimum, the letter of interest should include the following:

- a. The legal name and address of the Consulting Firm and the states in which Incorporated and chiefly located.
- b. The name, address, telephone number, and e-mail address of the designated contact and principals authorized to conduct negotiations for the Consulting Firm.
- c. A brief description of the Consulting Firm's interest in performing the required services.
- d. Description of previous experience with each of the work tasks described in Section VI. Scope of Services.
- e. Statement indicating the Proposal will remain valid for acceptance for a period of three months from its submission and thereafter until the Firm withdraws or a contract is executed, whichever first occurs.
- f. An acknowledgment of all addenda to this Request for Proposals document.

2. Description of Qualifications and Experience

Qualifications and experience must address the requirements of this Request for Proposals in accordance with the specific Scope of Services being requested. At a minimum, this section should include the following:

- a. Overview of Firm, including size of organization and types of services provided. Include resumes of all project team members and identifying who will serve as the consulting firm's contract project manager and City contact.
- b. State the location of the office(s) from which the work is to be performed and list pertinent information regarding the office(s), such as the range of services provided and number of personnel available to provide services for this project.
- c. Applicable individual and corporate North Carolina licensing and/or certification information. No specific certifications or licenses are required as a criteria for selection, however any relevant certifications or licenses shall be identified.

3. Minimum Submittal Requirements

Responding firms must provide documentation of the following qualifications:

- a. Consulting Firm shall provide a list of three (3) applicable local government references for whom similar work has been performed. Include the name and title of a contact person, current telephone number and email address, and a brief description and dates of services for projects completed.
- b. Documentation verifying certifications pertaining to the Consultant's duties and duties of all subcontractors (if any) shall be submitted with Consulting Firm's Proposal for the City's review.

- c. Selected Consulting Firms may be required to furnish, with the signed contract award package, insurance documentation as specified in this RFP.

4. Supplemental Information Required

- a. Description of previous experience with each of the work tasks described in Section VI. Scope of Services.
- b. Minority/Women owned Business Enterprise (M/WBE) characteristics of the firm or sub-contractor partnerships. Please see M/WBE Special Instructions for additional information regarding M/WBE eligibility criteria.

C. Project Cost and Fee Schedule

Submissions must state the total estimated cost of the project, inclusive of travel expenses; and must provide an itemized fee schedule listing the deliverables, deliverable unit pricing, and estimated hours and fixed costs for each deliverable. A final project cost and fee schedule shall be negotiated with the selected vendor.

D. Submission Schedule

City issues RFP	[March 1], 2017 5:00 PM (EST)
Question and Answer Period Begins	[March 1], 2017 5:05 PM (EST)
Informational Meeting Conference Call	[March 10], 2017 10:00 AM (EST)
Question and Answer Period Closes	[March 15], 2017 5:00 PM (EST)
City posts all questions and answers	[March 17], 2017
Addendum issued, if required	[March 17], 2017
Responses Due (Submission period ends)	[March 24], 2017 3:00 PM (EST)

III. LEGAL DISCLAIMER

A. City not Responsible for Revenue Losses

The City of Greensboro will not be held responsible or liable for future or projected revenue losses.

B. Proprietary Ownership

Any reservations on the use of information contained in a response to this Request for Proposals must be clearly stated and marked "Confidential." Information not clearly indicated as "Confidential" shall be considered by the City to be public information and may be used as such after one or more Consulting Firm(s) have been selected and all other Consulting Firms have been notified of the selection.

The Recipient (City) will not disclose to any third party, or make any use of the Discloser's (Consulting Firm's) Confidential Information except as required by the North Carolina Public Records Act. The Recipient will use at least the same standard of care to maintain the confidentiality of the Discloser's Confidential Information that it uses to maintain the

confidentiality of its own Confidential Information, but in no event less than reasonable care. The obligations hereunder will remain in full force with respect to each item of Confidential Information for a period of ten (10) years after Recipient's receipt of that item. However, The City's obligations to maintain software as confidential will survive in perpetuity. "Discloser" means the party providing Confidential Information to the Recipient. "Recipient" means the party receiving Confidential Information from the Discloser. "Confidential Information" means non-public information of a party to this Agreement that is identified as or would be reasonably understood to be confidential and/or proprietary and is marked "confidential" and meets the requirements of North Carolina General Statutes 132-1.2. Confidential Information does not include information that: (i) is or becomes known to the public without fault or breach of the Recipient; (ii) the Discloser regularly discloses to third parties without restriction on disclosure; (iii) the Recipient obtains from a third party without restriction on disclosure and without breach of a non-disclosure obligation; or (iv) is independently developed by the Recipient without access to Confidential Information.

Pursuant to the North Carolina Public Records Act, trade secrets or confidential information as defined by the North Carolina Public Records Act that are identified as such prior to disclosure to the Recipient is not public information and will not be released to the public by the Recipient except as set out below. Recipient will notify Discloser of any public records request, and if Discloser objects to Recipient disclosing any of the records responsive to the request, Discloser will notify the Recipient in writing within forty-eight (48) hours. If so notified, Recipient will not disclose the records until ordered to do so by a court of competent jurisdiction, and Discloser will enter an appearance as a party in-interest and defend Recipient in any claim, suit, mediation, litigation, or arbitration proceeding concerning the release of the records to which Discloser objected. Discloser will indemnify, save harmless, and pay any and all attorney's fees incurred by Recipient, and any attorney's fees Recipient is ordered to pay to any person(s) or organization(s) as a result of Discloser's objection to the release of the public records. Discloser will also indemnify, save harmless, and pay any and all claims for damages, court costs, or other fees Recipient incurs as a result of Discloser's objection to the release of the records requested pursuant to the North Carolina Public Records Act.

IV. PLANNING DEPARTMENT INFORMATION

The Greensboro Planning Department consists of 33 professional and administrative staff members assigned to two divisions: Current Planning, and Long Range and Strategic Planning. Staff supports the work of several appointed Boards and Commissions, including the Board of Adjustment, Community Sustainability Council, Historic Preservation Commission, Planning Board, Redevelopment Commission, and Zoning Commission. Proposers are strongly encouraged to visit the Greensboro Planning Department's web page at <http://www.greensboro-nc.gov/planning> to review past and current activities, plans and programs of the Planning Department.

V. REQUIREMENTS OF FIRM

A. Billing

1. Firm shall bill City only for services already provided as specified in the contract award.
2. Consulting firm shall invoice the City as frequently as on a monthly basis for work completed with regard to completion of deliverables.
3. Submittal of Invoices for each department shall be submitted to the Planning Department Contact listed in the Contract for payment approval.

B. Contract Oversight and Reporting

The Consulting Firm shall designate a staff member to be responsible for providing oversight to this contract in terms of work product quality, delivery schedule and any reporting that may be required.

C. Insurance

Insurance shall be maintained and documentation thereof shall be provided to the City in accordance with all applicable requirements.

D. Maintenance of Licenses and Certifications

No specific certifications or licenses are required as a criteria for selection, however any relevant certifications or licenses shall be identified. Licenses and certifications submitted by the Firm shall be maintained and made available upon request for the duration of the contract.

E. Performance

Planning Department staff shall approve work products submitted in the performance of work under the contract. Firms shall make themselves available to meet or conference on project needs at the request of the Planning Department.

F. Record Keeping and Reporting Requirements

Firms shall maintain records in accordance with the terms and conditions of the contract, and provided to the City upon request.

VI. SCOPE OF SERVICES

A. Work Tasks

1. The College Hill Neighborhood Association, in collaboration with City staff, will identify priority intersections and street segments, where they will jointly implement a variety of temporary tactical treatments, using techniques and materials such as those described in Tactical Urbanism Guide, Vol 1 and Tactical Urbanist's Guide to Materials and Design, Version 1. The Firm shall perform the following services:
 - a. Review of Current Conditions – Review current studies and reports and visit the neighborhood at various times of the day and week to observe pedestrian and traffic conditions and overall visual impacts of current neighborhood signage and gateway

treatments. Review current traffic count and accident information and GIS base mapping provided by City staff, in order to gain an understanding of existing conditions in the neighborhood. A walking tour of the neighborhood with City staff and CHNA Board members may be conducted during this Task. The result of this analysis will be an understanding of the neighborhood opportunities and constraints and development of an initial list of priority street segments, intersections, and branding options for further study.

- b. Concept Development – Prepare conceptual drawings to illustrate possible design solutions for the priority intersections and street segments along with recommendations for neighborhood signage and branding upgrades to create a cohesive neighborhood street upgrade program. An on-site public workshop in which residents and City staff can vet multiple possible design solutions quickly may be considered. Said concepts shall be developed in close coordination with City staff, to ensure general acceptability to all relevant departments.
- c. Concept Testing – Where appropriate and feasible, recommend and carry out temporary tactical treatments to alter street, intersection, and/or sidewalk configurations, for the purpose of slowing traffic, improving safety, and/or enhancing the experience of pedestrians, bicyclists, and other road users. These temporary treatments may include but are not limited to new paint striping, artistic installations, bollards and landscaping features, street furniture, and signage. Said treatments shall be developed and carried out in close coordination with City staff, to ensure general acceptability to all relevant departments.
- d. Measurement and Evaluation – Identify metrics and conduct evaluation activities before, during, and after implementation of temporary tactical treatments. Metrics and evaluation techniques will be selected based on suitability for understanding which aspects of the temporary treatments worked well and which ones could be improved upon. Metrics and evaluation techniques may include but are not limited to collection, analysis, and/or interpretation of: motor vehicle speed and traffic volume data, on-street parking usage data, bicycle and pedestrian traffic data, traffic law compliance rate data, comparison of posted speed limits to street design speeds, suitability of street geometry, traffic conflict points, resident feedback, etc.
- e. Recommended Permanent Improvements – Based on the results of Tasks c) and d), develop a package of recommended permanent improvements to the neighborhood's streets, sidewalks, crosswalks, bicycle lanes, etc. These recommendations will form the basis of a scope of work for future engineering and implementation project contract(s), and shall be developed in close coordination with City staff, to ensure that the resulting conceptual designs are generally acceptable to all relevant departments.
- f. Branding and Signage Scheme – Develop a coherent branding and signage scheme that integrates proposed supplementary signage and fixtures, with those already in the neighborhood, in order to raise awareness of and enhance the neighborhood's historic character. The branding and signage scheme shall be developed in close

coordination with City staff, to ensure generally acceptability to all relevant departments.

- g. Community Meeting – Conduct a final community meeting, during which the results of Tasks e) and f) above will be presented to property owners, residents, businesses, and other interested parties, for review and feedback.
- h. Communications and Summary Report – Maintain regular communication with College Hill Neighborhood Association and City staff contacts by providing bi-weekly (at a minimum) progress reports via telephone or email. Prepare a summary report documenting the findings and results of tasks a) through g).

B. Engagement Assumptions

The Firm’s work is assumed to require ordinary work time, on-site neighborhood tour time, on-site public meeting and/or workshop time, and travel time.

C. Impact on Independent Contracts

The selection of Firms for this contract award shall have no bearing on existing contracts or restriction on the award of future contracts with the Planning Department.

VII. INFORMATIONAL MEETING CONFERENCE CALL

An informational meeting conference call will be held on March 10, 2017, at 10:00 am, Eastern Time. Participation is optional. Email hanna.cockburn@greensboro-nc.gov by March 9, 2017 at 5:00 pm, to receive instructions for participating. Instructions will be emailed shortly after that time.

VIII. SUBMITTAL PROCESS

A. Electronic Submittal Required

All response documentation required in this Request for Proposals shall be submitted electronically via email to Jeff Sovich at jeffrey.sovich@greensboro-nc.gov, not later than 5:00 pm Eastern Time, on the deadline date stated in the Submission Schedule. Proposers are strongly encouraged to submit their responses in advance of this deadline as the City will not be responsible for any technical system difficulties that might occur.

B. Questions

Questions may be submitted electronically via email to Hanna Cockburn at hanna.cockburn@greensboro-nc.gov. Questions regarding any aspect of this solicitation shall be submitted during this Question and Answer period, which closes at 5:00 pm Eastern Time, on March 15, 2017.

C. RFP Rules of Contact

All RFP related questions must be submitted in accordance with this solicitation schedule, or during the Informational Meeting Conference Call. Answers and an addendum to this RFP will be posted, if appropriate, on the Greensboro Planning Department's web page at <http://www.greensboro-nc.gov/planning>.

D. No Submittal of Additional Information after RFP Closes

No additional information will be accepted after the time and date of the deadline unless requested by the City.

IX. STANDARD OF AWARD AND SELECTION PROCESS

A. Standard of Award for Contract

For proposals that meet the requirements above, the selection of a Firm will be based on the Best Value or Qualifications standard of award, taking into consideration qualifications, past performance and pricing, as listed in the scoring sheet on following page.

B. Responsive Proposals Required

All responsive submittals will be evaluated against the requirements and selection criteria outlined this RFP. Submittals received that do not substantially meet required specifications and instructions or that contain material defects or variations will be considered non-responsive and will be excluded from further analysis or evaluation.

C. Evaluation Panel

Responsive submittals will be thoroughly reviewed by an Evaluation Panel that includes staff of the Planning Department, the M/WBE Office, representatives of the College Hill Neighborhood Association, and any other City departments or entities that may be deemed necessary by the City. Selection will be based on the evaluation and scoring of proposals (or qualifications). Following review by the Panel, one or more Consultants may be asked to provide additional information.

D. Interviews

The Evaluation Panel may request one or more Consultants to submit additional information and/or participate in telephone or in-person interviews.

E. Contract Award Process

Upon a concurring recommendation by the Evaluation Panel the City Council will be asked to approve the final award of the contract. A fee schedule with deliverables shall be negotiated with the selected finalist.

RESPONSE SCORING SHEET (sample)

Reviewer	Reviewer Score	Scoring Ranges				
		Excellent: Meets requirements. Numerous strengths in key areas.	Good: Meets requirements. Some strengths in key areas.	Moderate: Meets most requirements. Minimal strengths provided in respons.	Marginal: Meets some of the requirements with some clear strengths (1-5 points).	Unacceptable: Meets a few to none of the requirements with few or no clear strengths.
Criteria	Evaluation Score					
1. Capacity to carry out the specified tasks in a timely manner (15 possible points).		11.25 to 15 points	7.5 to 11.24 points	3.5 to 7.49 points	1.0 to 3.49 points	0.0 to 0.99 points
Excellent						
Good						
Moderate						
Marginal						
Unacceptable						
2. Examples of similar work products and services; ability to provide creative solutions (20 possible points).		16 to 20 points	11 to 15 points	6 to 10 points	1 to 5 points	0 points
Excellent						
Good						
Moderate						
Marginal						
Unacceptable						
3. Past performance (15 possible points).		11.25 to 15 points	7.5 to 11.24 points	3.5 to 7.49 points	1.0 to 3.49 points	0.0 to 0.99 points
Excellent						
Good						
Moderate						
Marginal						
Unacceptable						
4. Estimated Cost (20 possible points).		16 to 20 points	11 to 15 points	6 to 10 points	1 to 5 points	0 points
Excellent						
Good						
Moderate						
Marginal						
Unacceptable						
5. Education and training of personnel (20 possible points).		16 to 20 points	11 to 15 points	6 to 10 points	1 to 5 points	0 points
Excellent						
Good						
Moderate						
Marginal						
Unacceptable						
6. M/WBE		N/A				
Up to ten (10) evaluation points may be assigned to an eligible M/WBE Prime Consultant and up to five (5) evaluation points for an eligible M/WBE firm sub-consultant.						
Total (up to 100 points)		Proposer:				

X. ANTICIPATED AWARD SCHEDULE

Evaluation Panel Review/Selection of Candidate	April 3, 2017
Public Hearing, Historic Preservation Commission	April 26, 2017
City Council contract approval	May 2, 2017
Firm returns signed contract and requested documents	May 26, 2017
Contract Authorization and Execution Complete	May 31, 2017

XI. RIGHTS OF THE CITY

The City of Greensboro reserves the right to reject any or all submittals, make the award in whole or part, or waive minor defects in order to award a contract which may be determined to be in the best interest of the City of Greensboro.

XII. CONTRACT TERMS

The Contract for Planning Consultant Services will be effective for a Term of not more than 180 days, beginning on approximately May 31, 2017.

XIII. LEGAL DISCLAIMER

A. Legal Relationship

This Request for Qualified Proposals does not constitute an offer by the City of Greensboro to enter into a contract with any Consulting Firm. The City, at its sole discretion, reserves the right to accept or reject any or all responses for any reason. The City further reserves the right to negotiate with any responder following an evaluation of all submittals.

B. City not Responsible for Revenue Losses

The City of Greensboro will not be held responsible or liable for future or projected revenue losses.

PART II. M/WBE PROGRAM

I. M/WBE Program Purpose

The M/WBE Program was adopted by the Greensboro City Council to address disparities in the utilization of certain groups of Minority and Women Business Enterprises. The overall purpose of the program is to provide equal opportunity to M/WBE Consultants who are ready, willing and able to work with the City of Greensboro.

II. M/WBE Program Information

A. M/WBE Program Policy

1. Non-Discrimination Policy

It is the policy of the City not to enter into a contract or to be engaged in a business relationship with any business entity that has discriminated in the solicitation, selection, hiring or commercial treatment of vendors, suppliers, Sub-consultants or commercial customers on the basis of age, color, biological sex, disability, national origin, race, religion, or any otherwise unlawful use of characteristics regarding the vendor's, supplier's or commercial customer's employees or owners; provided that nothing in this policy shall be construed to prohibit or limit otherwise lawful efforts to remedy the effects of discrimination that have occurred or are occurring in the Relevant Marketplace, which includes Alamance, Davie, Davidson, Forsyth, Guilford, Randolph, Rockingham, Stokes, Surry, and Yadkin counties.

As a condition of entering into this agreement, the company represents and warrants that it will comply with the City's Commercial Nondiscrimination Policy, as described under Section V. A. 1. of the M/WBE Program Plan as stated above. As part of such compliance, the company shall not discriminate on the basis of race, color, religion, national origin, biological sex, age, or disability, nor shall the company retaliate against any person for reporting instances of such discrimination. The company shall provide equal opportunity for Sub-consultants, vendors and suppliers to participate in all of its public sector and private sector subcontracting and supply opportunities provided that nothing contained in this clause shall prohibit or limit otherwise lawful efforts to remedy the effects of marketplace discrimination that have occurred or are occurring in the City's Relevant Marketplace. The company understands and agrees that a material violation of this clause shall be considered a material breach of this agreement and may result in termination of this agreement, disqualification of the company from participating in City contracts, or other sanctions. This clause is not enforceable by or for the benefit of, and creates no obligation to, any third party.

2. Link to Full M/WBE Program Policy

Vendors are encouraged to review the City's online [Minority/Women Business Enterprise Program Plan](#).

B. M/WBE Program Compliance

All firms submitting a proposal agree to follow and comply with the City of Greensboro M/WBE Program Plan.

C. Program Eligibility

To be counted for M/WBE participation, eligible M/WBE firms must be certified as a MBE or WBE at the time of the submittal by the North Carolina Department of Administration or the North Carolina Department of Transportation and must have a significant business presence within the Greensboro—Winston-Salem—High Point, NC Combined Statistical Area (currently Guilford, Randolph, Rockingham, Forsyth, Stokes, Davie, Yadkin, Davidson, Alamance and

Surry Counties). Refer to the definition of a Minority/Women Business Enterprise (M/WBE) on page 8 of the Minority/Women Business Enterprise Program Plan.

D. How to Register as a M/WBE with the North Carolina Department of Administration

Firms may read about the M/WBE Certification requirements at the NC DOA Office of Historically Underutilized Businesses website. For assistance with the M/WBE Certification process, please contact the NC HUB Office at 919-807-2330.

E. How to Register as a M/WBE with the North Carolina Department of Transportation Disadvantaged Business Enterprise Program

To become certified as a MBE/WBE with the NCDOT, you must complete the DBE certification application. For assistance with the certification process, please contact NCDOT at 919-508-1940.

III. M/WBE Program Special Instructions

Consultants must follow the M/WBE Special Instructions attached to this RFP and found under the Attachment Tab of the Event.

IV. M/WBE Program Contact Information

Consultants who have questions regarding the M/WBE Program and/or Special Instructions are encouraged to contact the M/WBE Office at mwbe@greensboro-nc.gov. To assure equal access to all information provided to Consultants regarding the RFP, questions regarding the RFP must be submitted through the RFP Question and Answer Tab or at the optional Informational Meeting Conference Call.