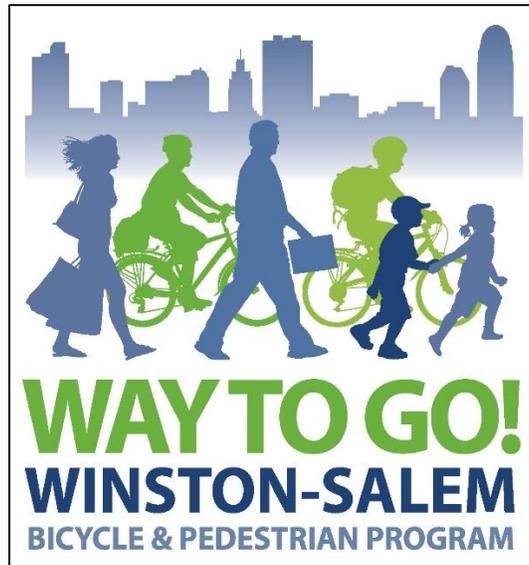


Request for Proposals

# Winston-Salem MPO Bicycle Master Plan



City of Winston-Salem Department of Transportation

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Submittal Deadline: Monday, November 21, 2016 at 5:00 pm

## Overview

The City of Winston-Salem invites qualified firms to submit proposals for consulting services to develop a comprehensive bicycle master plan for the City and its MPO member communities. In 2013, the City earned Bronze status through the League of American Bicyclists' Bicycle Friendly Community program. Also in 2013, local organizers hosted the first annual Winston-Salem Cycling Classic, attracting thousands of racers and spectators. That event has continued to grow each year and in 2016 was combined with the USA Cycling Road National Championships. At the same time, local organizers are beginning construction of the National Cycling Center in downtown Winston-Salem, which will provide a training environment for world-class cyclists. With these developments, Winston-Salem is emerging as a destination for cycling. The goal of this plan is to develop a framework of improvements and recommendations that will position the City towards a future Silver-level designation and attract cyclists of all ages and abilities. The City encourages innovative context-sensitive solutions and strategies, with an emphasis on improving bicycle connectivity, safety, accessibility, and circulation.

## Scope of Services

The City of Winston-Salem anticipates an 18-month timeline for the following scope of services, which was developed to provide guidance and communicate the City's expectations. The City anticipates that there may be alternative solutions that would achieve the City's goals for this project and would accept proposals that contain modified or alternative scope of service elements provided the modifications meet the 18-month timeline.

### *1. Project Management*

Consultant will manage all technical aspects of the plan update. The consultant will also provide email reports twice monthly to the city project manager on the project schedule as well as summaries of activities, progress, and obstacles.

### *2. Public Involvement*

The City encourages creative public involvement proposals that will result in meaningful input from a range of stakeholders including residents, businesses, institutions, agencies, students, and community organizations. Strategies should be designed to engage a broad and diverse audience and include outreach to non-English speaking residents.

The consultant should develop an outreach strategy that includes the following:

- Up to five (5) steering committee meetings with the consultant responsible for all printed handouts, displays and materials. The steering committee will be formed by the MPO and established in time to begin the planning process.
- Up to five (5) public meetings with the consultant responsible for all printed handouts, displays and materials.
- A web-based user input tool to collect information from those unable to attend a public input meeting.
- Presentations of findings and recommendations at five (5) meetings of local elected bodies and NCDOT Transportation Planning Branch, the time and location of which will be determined by the MPO.

### *3. Existing Conditions Report*

Consultant will work with City staff to produce a *State of Bicycling in Winston-Salem* existing conditions report. The report will describe the current conditions of the MPO's bicycle network

and programs. MPO staff anticipates providing the following data and information to the consultant to assist in the development of the existing conditions report:

- Existing relevant plans and guiding documents
- Map of existing bicycle facilities
- Map of bicycle crash data
- Funding overview
- Education efforts
- Encouragement efforts
- Enforcement efforts
- Evaluation efforts

#### 4. *Existing and Planned Bicycle Facility Network Analysis and Recommendations*

The bicycle transportation network in Winston-Salem and other MPO communities, including existing and proposed on-street bicycle facilities and greenways, will be analyzed to create a set of recommendations for a bicycle network that accommodates a variety of users with varying abilities and needs. Resulting recommendations could include, among other facilities, bicycle routes, bicycle lanes, shared lane markings, buffered bike lanes, cycle tracks, separated shared-use paths, urban escape routes, bicycle boulevards, or other innovative methods. In some cases, multiple facilities may be recommended to serve a wider range of potential users. Existing and proposed trail facilities should also be analyzed to develop strategies for creating a seamless network of on and off-street bicycle facilities.

A GIS-based analysis using speed limits, existing lane configurations, existing traffic volumes, forecasted volumes, existing roadway widths, existing right-of-way widths, crashes, and likely destinations will be used to establish the recommendations. Field investigations will be performed to verify the recommendations and to identify additional facility recommendations. The results of the analysis will be compiled into a complete inventory that includes all data collected in advance from the City of Winston-Salem and other sources prior to the commencement of field work.

The consultant will also be asked to include in the planning process and in the plan an educational tool to inform residents about the different types of bicycle facilities and when/why those facilities are used.

**The expected deliverable for this task would be an updated set of bicycle facility maps displaying existing facilities, recommended facilities, and recommended facility types for the street network in Winston-Salem.**

#### 5. *Bicycle Parking Analysis and Recommendations*

Since 2008, the City of Winston-Salem has installed over 200 bicycle racks in parks, at schools, and in the downtown area. While these installations have provided safe and reliable locations for cyclists to secure their bicycles, it is not clear how well the racks are serving the demand. The consultant will develop and execute a strategy, including a final report, to assess the level of use of existing bicycle parking and identify other locations where racks are needed. This task may be accomplished through parking usage studies, user input, and field investigations.

6. *Innovative Programmatic Recommendations*

The Winston-Salem MPO has a strong tradition of programmatic efforts to encourage cycling with successful events, such as Walk & Roll Winston-Salem and Bike Month and effective programs, like Safe Routes to School. The consultant will develop additional programmatic recommendations designed to better integrate cycling into the community. Recommendations will focus on education, encouragement, enforcement, and evaluation efforts.

7. *Implementation, Funding, and Phasing*

The comprehensive bicycle facility network recommendations developed in task four will be broken into logical project segments and each project will be evaluated utilizing a variety of key criteria to be developed jointly between the consultant team and the steering committee. Criteria may include, but are not limited to, connectivity, known road reconstructions, public comment, user groups served, perception of safety by users, destinations served, user level of stress, cost effectiveness, constructability, and route utilization and accessibility.

**At the conclusion of this evaluation process, there will be a draft list of ranked bicycle projects with corresponding conceptual cross-sections, design standards, graphics, and planning level cost estimates.**

8. *Bicycle Map Development*

The consultant will be responsible for developing a bicycle system map for the City of Winston-Salem and the Winston-Salem Urban Area MPO that allows cyclists to make route selections based on the criteria of their choice. Primary criteria will include, but is not limited to, the following:

- Speed limit
- Street width
- AADT
- Number of lanes
- On-street bicycle facilities
- Greenways and shared-use paths
- Terrain
- Signed bicycle routes
- Bicycle parking

The map should also serve as an education tool with information to assist cyclists, including, but not limited to, the following:

- Cycling laws
- On-street cycling tips
- Greenway etiquette
- Helmet fitting tips
- Bike maintenance tips
- Local cycling resources
- Transit bike rack loading and unloading

**Deliverables:**

- **High resolution PDF files suitable for hardcopy printing**

- **Standard resolution PDF files suitable for posting online**
- **Editable native map files in Adobe Illustrator format**

#### 9. *Deliverables*

The following items are to be provided to the City of Winston-Salem and the NCDOT Transportation Planning Branch.

- All graphics, illustrations, photos, and documentation developed throughout the planning process.
- All materials created for steering committee meetings, public meetings, and elected official meetings.
- Meeting summaries, sign-in sheets, comment sheets, bi-weekly project status reports, field work inventories, GIS data, PowerPoint presentations, maps, handouts, and photos generated throughout the planning process.
- Innovative planning document formats that encourage resident involvement and review.
- Draft Winston-Salem Bicycle Master Plan document. The consultant will develop a draft report and plan document integrating all of the components listed in the scope of services. This report will document all comments received from the steering committee, general public, staff, City Council, County Commission, and MPO committees.
- Final Winston-Salem Bicycle Master Plan document. The consultant will develop a final report and plan document that reflects comments collected by the project manager in response to the draft document.

#### Subcontracting

The consultant may use subcontractors to perform work as outlined in this proposal subject to their meeting the required experience or professional qualifications. Qualifications and experience of subcontractors proposed shall be submitted as a part of the proposal. The proposal shall clearly note the type of work they will be performing and the approximate percentage of the total work.

The NCDOT and the City of Winston-Salem are committed to providing opportunity for small and disadvantaged businesses to perform on its contracts. The selected firm, subconsultant and subfirm shall not discriminate on the basis of race, religion, color, national origin, age, disability or sex in the performance of this contract. Participating M/WBE firms must be on the NCDOT vendor list and be qualified as minority businesses.

M/WBE Affidavit of Minority Participation/Good Faith Efforts (forms attached):

This section is limited to three (3 pages), unless additional pages are required to show good faith efforts and should contain the following information:

- Fully-executed Affidavit
- Any additional backup information showing good faith efforts

#### Discretion of the City

The City reserves the right to reject any, or all, proposals and to negotiate changes of any nature with any firm proposing to do the work with respect to any term, condition, or provision in this document and/or in any proposals, whether or not something is stated to be mandatory. All deadlines are for the administrative convenience or needs of the City and may be waived by the City in its discretion.

### Proposal Format

The proposal package should be limited to 13 pages and consist of a cover letter and submission that thoroughly addresses the items described below. The cover letter must identify a contact person for questions during the process and provide contact information including telephone number, fax, e-mail, and postal addresses.

1. Provide a scope of work as it pertains to the tasks addressed in the *Scope of Services* section. The scope should elaborate on the process by which each of the tasks will be completed.
2. Identify your schedule for the project, including project milestones, based upon the scope of services. The project schedule shall also provide a detailed chart showing the percent of total available work time devoted to the project by each key member of the design team.
3. Previous experience and examples of similar projects designed by the office where the work will be performed, giving the name of the client and brief description of the project, dates work was started and completed, construction cost, special design considerations, etc. Please also include a current client contact person with a phone number for each project. Limit projects to those completed within the last five years. Do not include projects on which members of the applicant firm worked on while employed by another firm.
4. Organizational chart of the design team including any sub consultants to be assigned to the project along with their respective assignments/responsibilities. The list of key individuals should include those who are expected to be involved with the project along with a brief statement as to each individual's expected role(s). The Consultant will submit resumes of key individuals outlining their qualifications as it pertains to this proposal. Each resume should be limited to one page and should include projects each member has worked on within the past five years that are similar to the project for which you are proposing.
5. Percent of the project work to be done in your firm's local office and percent of sub consulting work anticipated. Provide the total number of employees at your local office. If there is a "corporate" office, provide its location and the total number of employees in the company.
6. Provide the amounts of professional liability and general liability insurance carried by the firm.

### Evaluation Criteria

The City selects firms to provide professional services based on demonstrated competence and qualification. Once a firm is selected, the City will enter into contract negotiations with that firm; and, as part of that negotiation, will determine a fair and reasonable fee for the services to be provided. Do not submit fee information with your submittal. The City reserves the right to terminate negotiations with the selected firm(s) and proceed to negotiate with other firm(s) should contract/fee negotiations fail. Once a firm is selected, a detailed scope of services (broken down by specific milestone events/deliverables), and associated fee proposal, and implementation schedule will be refined, agreed to and once signed, will be identified and attached to the City's standard professional services agreement form.

Evaluation of proposals will be performed by the NCDOT Transportation Planning Branch, the City of Winston-Salem, and the Winston-Salem Urban Area Metropolitan Planning Organization. The proposals

will be evaluated on the firm's ability to meet the requirements of this RFP. Evaluation criteria will include, but is not limited to:

1. Scope of work and project schedule (25%)
2. Citizen participation and community involvement approach (25%)
3. Previous experience with bicycle planning (25%)
4. Qualifications and availability of team members and staff assigned to the project (25%)

Candidate firms may be asked to present their proposal to city staff before the final selection is made. Final selection and the contract with the successful consultant will be subject to approval by the Winston-Salem City Council and the NCDOT Transportation Planning Branch. The City expects to select one firm, but reserves the right to request substitutions of sub-consultants.

#### Proposal Submittal

Proposals must be received electronically as a PDF electronic file by the Project Manager at the following address, on or before Monday, November 21, 2016 at 5:00 pm. Matthew Burczyk, [mattbk@cityofws.org](mailto:mattbk@cityofws.org).

# AFFIDAVIT

## MINORITY PARTICIPATION/GOOD FAITH EFFORTS

Project:

A 10% goal for participation by minority/women owned businesses has been established on this proposal. A proposer may meet this goal through the participation of M/WBE sub-consultants and/or through his own performance on the project if the proposer is a minority/woman owned firm. Please list below all M/WBE firms to be used on this proposal.

Affidavit of \_\_\_\_\_  
(Name of Proposer)

I hereby do certify that this documentation is a true and accurate representation of my MWBE participation and my good faith efforts. (Attach additional sheets if required).

Minority Firm Name City-State	Phone Number	Minority Category*	Type of Work	Percent of Project Work
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
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_____	_____	_____	_____	_____

\* Minority Categories: Black, African American (B), Hispanic (H), Asian American (AA), American Indian (AI), Female (WF), Socially and Economically Disadvantaged (SE), and Disabled (D).

If the established 10% goal for participation by minority/women owned businesses is not achieved, the proposer must provide, with the proposal, the following documentation to the Owner of his Good Faith Efforts to meet the goals set forth in these provisions.

Examples of documentation include, but are not limited to, the following evidence.

✓	Description	Points	Awarded Points
_____	(a) Did your firm advertise in general circulation, professional association, or minority focus media concerning subcontracting opportunities? <b>NOTE: A consultant must advertise in all three mediums to receive full value for this item).</b>	15	_____
_____	(b) Did your firm provide written notice to a reasonable number of specific M/WBE firms that their interest in the contract is being solicited, at least 10 days before proposals are due to allow M/WBE firms time to participate? Please provide a copy of the solicitations sent to at least 3 minority firms from the source list provided by the owner for each subcontract to be let under this contract (if 3 or more firms are shown on the source list). Each solicitation shall include a specific description of the work to be subcontracted, location where the RFP can be reviewed, and name of representative of the lead consultant.	15	_____

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✓	Description	Points	Awarded Points
_____	(c) Did you follow up initial solicitation of interest by contacting M/WBE firms to determine with certainty whether the M/WBE firms are interested? Please include telephone log of follow up calls you made to confirm interest.	10	_____ (d)
_____	How did your company identify and select portions of the work to be performed by M/WBE firms in order to increase the likelihood of M/WBE participation? Please provide a copy of documentation where this information was included.	15	_____ (e)
_____	What services were used from the City of Winston-Salem's M/WBE office; available minority community organizations; minority contractors' groups; local, state, and federal minority business assistance offices; and other organizations that provide assistance in the recruitment and placement of M/WBE firms? Please <b>provide a copy</b> of this documentation. <b>Note: A proposer must utilize at least two agencies to receive full value.</b>	10	_____ (f)
_____	(f) Did your company negotiate a joint venture or partnership arrangement with minority firms to increase opportunities for minority participation when possible? Please provide copy of any documentation (could be included in Solicitation Letter) advising M/WBE firms what type assistance was available or outlining any other steps taken to fulfill this requirement.	10	_____ (g)
_____	Did your company provide quick pay agreements and policies to enable minority contractors and suppliers to meet cash flow demands? What procedures were initiated to fulfill this requirement and how were the M/WBE firms informed of this assistance? <b>Note: A proposer can receive up to 5 points for offering; 10 points for implementation.</b>	15	_____ (h)
<b>Total Points</b>		<b>90</b>	_____

**NOTE:** A proposer must accumulate at least **55 points** to demonstrate a “**Good Faith Effort**” was made. Partial points may be awarded when the complete requirement of an item is not met.

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**GOOD FAITH EFFORTS (continued)**

Date: \_\_\_\_\_ Name of Officer: \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

State of North Carolina, County of \_\_\_\_\_ subscribed and sworn before  
me this \_\_\_\_\_ day of \_\_\_\_\_, 20 \_\_\_\_\_

Notary Public \_\_\_\_\_ My commission expires \_\_\_\_\_

SEAL

**AFFIDAVIT**

**B**

**INTENT TO PERFORM CONTRACT WITH OWN WORK  
FORCE**

County of \_\_\_\_\_

Affidavit (Name of Firm) \_\_\_\_\_  
of \_\_\_\_\_

I hereby certify it is our intent to perform 100% of the work required for the contract:

\_\_\_\_\_  
(Name of Project)

In making this certification, the Proposer states:

- That the proposer does not customarily subcontract elements of this type project,
- Normally performs, has the capability to perform, and will perform all elements of the work on this project with his/her own current work force; and,
- Agrees to provide any additional information or documentation requested by the City of Winston-Salem in support of the above statement.

The undersigned hereby certifies that he or she has read this certification and is authorized to bind the Proposer to the commitments herein contained.

Date: \_\_\_\_\_ Name of Officer: \_\_\_\_\_

Signature \_\_\_\_\_

Title \_\_\_\_\_

State of North Carolina, County of \_\_\_\_\_ subscribes and sworn before me

This \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_

Notary Public \_\_\_\_\_ My commission expires \_\_\_\_\_

SE  
AL

**In the event the Proposer does not self-perform 100% of the work, the contract will be subject to the M/WBE goals originally established for this project, as well as, good faith efforts and documentation requirements of this program.**