Perimeter Community Improvement Districts

Request for Proposals
To Provide
Bicycle Strategic Implementation Plan

I. **General Project Information**

A. Overview

The Perimeter Community Improvement Districts (PCIDs) is soliciting Requests for Proposals from qualified firms to provide a Bicycle Strategic Implementation Plan for the Districts. This RFP seeks to select a consultant to develop a comprehensive implementation strategy to increase bicycle usage and commuting within the Districts. The Strategic Plan shall consist of policies, strategies, advocacy, education, and investment recommendations within the Districts as noted in the attached Scope of Work. PCIDs requires that the selected firm have the ability to provide, either with its own forces or through a sub-consultant, comprehensive services which may arise during the course of the anticipated contract.

B. All respondents to this RFP are subject to instructions communicated in this document, and are cautioned to completely review the entire RFP and follow the instructions carefully. PCIDs reserves the right to reject any or all Proposals, and to waive technicalities and informalities at its discretion.

Proposals are due on or before 12:00 pm eastern on October 7, 2013. Proposals received after this time and date will be unopened.

C. DBE Participation
PCIDs is interested in supporting DBEs as well as a diverse project team. The DBE goal for this project is 12%. PCIDs will monitor and assess each bidder for its DBE participation and / or good faith effort to promote equity and opportunity.

D. Contract Term
PCIDs anticipates the Agreements will be in force for a period of up to 12 months. PCIDs intends to immediately engage the successful firm for discussion of services.

II. **Selection Method**

A. Technical Proposals - Proposals will be primarily evaluated using a technical proposal. The technical proposal should be sufficiently detailed and complete to demonstrate your firm's understanding of the requirements, and should provide information pertinent to the evaluation criteria indicated below. A uniform organizational structure has been established that must be followed, consisting of the sections indicated in the following table. Do not exceed the page limitation indicated. *Please use a simple, letter format; elaborate proposals are not intended.*

Mandatory Technical Proposal Outline		
Section No.	**Description / Evaluation Criteria**	**Max. Total Pages (15)**
1.0	**Solutions / Approach for Successful Performance**	Max 5 pages
2.0 2.1 2.2 2.3	**Experience and Past Performance** • Representative Project No. 1 (Attachment A) • Representative Project No. 2 (Attachment A) • Representative Project No. 3 (Attachment A)	Max 4 pages total
3.0 3.1 3.2 3.3 3.4	**Company and Personnel Information** • Financial Strength • Corporate Resources • Key Personnel Organizational Chart • Resumes	Max 6 pages
Required Forms	• Attachment C – E-Verify Form • GDOT Prequalification Certificates	

B. Evaluation Criteria
PCIDs will evaluate all firms using the following criteria:

Bidders must be prequalified in designated Georgia Department of Transportation (GDOT) Area Classes in order to be evaluated. Required proof of prequalification shall be submitted as indicated in Section III, below. (Pass / Fail)

Section 1.0 - Solutions / Approach for Successful Performance (40%)
Firms shall demonstrate an understanding of the project objectives. The firm must also demonstrate an understanding of PCIDs goals, the project issues and challenges and how they may affect project delivery.

Section 2.0 – Experience and Past Performance (30%)
Please provide a description of three (3) projects completed in the past five (5) years that involved requirements similar to the requirements specified in the Scope of Work for this project. For each of the representative projects, provide the client contact on the Past Performance form. Offerors failing to provide a contact for each project will be deemed non-responsive.

Section 3.0 – Company and Personnel Information (30%)

Section 3.1 – Financial Strength
Please provide a brief company history, including the financial strength of your company. Indicate if you are registered to do business in the State of Georgia with the Secretary of State and any area municipalities.

Section 3.2 – Corporate Resources
Please indicate specific resources owned by your firm that would contribute to the success of this project.

Section 3.3 – Key Personnel
Identify key personnel and their experience in developing comprehensive bicycle implementation strategy.

Section 3.4 – Resumes
Please provide a resume for each key personnel identified in the proposal.

C. Selection of Finalist
Based on the proposals submitted in response to this RFP, the Selection Committee will identify the most qualified firm. The Committee will evaluate all submittals deemed responsive and each evaluator will assign points using the criteria identified above. The points assigned to each criterion will be totaled for each evaluator and a rank will be determined. The rankings of all evaluators will be totaled for each submittal evaluated in order to determine the sum of the individual rankings. The firm with the highest rankings determined by using the sum of scores will be determined to be the most qualified firm. Should a tie exist for the highest ranking firm and qualifications appear to be equal, the Selection Committee shall proceed in the following order:

1. Defer to O.C.G.A. § 50-22-4(b) which states that "persons who maintain an office in Georgia shall be given preference when qualifications appear to be equal" and award to the firm who maintains an office in Georgia.

2. If multiple firms tied for the highest ranking maintain offices in Georgia, PCIDs shall defer to the sum of the individual points and the award shall be made to the finalist with the highest sum.

Negotiations shall then be negotiated with the top-ranked firm to finalize the terms and conditions of the contract, including the fees to be paid. In the event a satisfactory agreement cannot be reached with the highest-ranking firm, PCIDs will formally terminate the negotiations in writing and possibly enter into negotiations with the second highest-ranking firm, and so on in turn until a mutual agreement is established and PCIDs awards a contract. The final form of the contract shall be developed by PCIDs.

III. Instructions for Preparing Proposals

The proposal must be submitted in accordance with the instructions below, must be categorized and numbered as outlined below, and must be responsive to all requested information. Prospective bidders should remember the nature of PCIDs and its charter when responding.

A. Minimum Requirements

Prime Consultants and their sub-consultants must meet the minimum qualifications in order to be fully considered.

1. The Prime Consultant MUST be prequalified by GDOT in the area classes identified below:

Number	Area Class
3.13	Facilities for Bicycles and Pedestrians

2. The team (either the Prime Consultant or any of the sub-consultants) MUST be prequalified by GDOT in the area classes identified below.

Number	Area Class
1.07	Attitude, Opinion and Community Value Studies

Submit the "Notice of Professional Consultant Qualifications" for the Prime Consultant and all sub-consultants with your proposal. The Notice must be current by the deadline stated for this RFP.

B. Technical Proposal

The Technical Proposal shall be produced on 8 1/2" by 11" paper. It should be no more than 15 pages, single-sided, including covers and section dividers, but excluding mandatory exhibits, GDOT Prequalification Certificates and Attachments.

(Note: Do not include costs of any kind in the Technical Proposal.)

Section 1.0 - Solutions / Approach for Successful Performance

1. **Technical Approach**

   Consultants are required to describe the procedures and methods that will achieve the required outcome of this project.

2. **Project Management**

   Describe how the project will be organized and managed and identify the main point of contact. Please indicate the number of years of experience in areas that are project specific. Include the anticipated use of sub-consultants. Describe the resources necessary to accomplish the purpose of the project. Describe internal quality control and quality assurance practices and how those will apply to these services.

   Demonstrate familiarity with state and local regulations, if any, required criteria, standards and procedures with respect to development of a bicycle implementation strategy.

Section 2.0 – Experience and Past Performance

1. **Experience of Consultant**

   Complete one Project Experience Form (Attachment A) for three (3) projects completed in the past five (5) years that involved requirements similar to the requirements specified in the Scope of Work for this project. One Project Experience Form should be submitted for each project.

   The proposal will address the following criteria and includes necessary information of any other professional firm to be involved through subcontract.

   The proposal is to include the qualifications of the bidder and the staff who will perform the services.

   The bidder shall demonstrate its experience in similar projects. Describe the past experience of the firm and of the staff on similar projects, as well as other relevant experience.

   The required GDOT pre-qualified classes for required services have been previously stated.

   If the Consultant proposes a team approach for the required services, then the Consultant shall provide 1 copy of the GDOT Prequalification Certificate for each member firm covering the above referenced classes.

Section 3.0 – Company and Personnel Information

1. **Financial Strength**

   Please provide a brief company history, including the financial strength of your firm. Indicate if you are registered to do business in the State of Georgia with the Secretary of State and any area municipalities. Include as an attachment a copy of the business license for the Prime Consultant and each sub-consultant, along with copies of the GDOT Prequalification Certificate for the Prime Consultant and any sub-consultants.

2. **Corporate Resources**

   Describe the experience and qualifications of the project manager and document the onsite time commitment on comparable projects.

   Proposals should include a description of the qualifications and experience of the specific staff members of the project team to be involved in the project. Proposals should demonstrate the ability to retain project managers and key project personnel throughout the project. The Project Manager shall not be changed without the approval of PCIDs staff.

   Local Office

   The Consultant must have an office in the Atlanta metropolitan area or establish an office within 30 days of notice of award.

   In addition, the Consultant shall include current workload and commitments of proposed key personnel, as related to their capacity to perform work satisfactorily.

3. Key Personnel

For this project the following positions have been identified as key personnel:
Project Manager
Public Involvement Manager

Organizational Chart

Include an organizational chart of all personnel, including any sub-consultants of the project team. The Consultant shall identify which sub-consultant team members are performing specific services.

4. Resumes

Include names and brief resumes of key personnel on the project team, citing their past and recent work on similar projects.

IV. Contract Administration

A. Six (6) copies of the Technical Proposal must be submitted to the following address no later than 12:00 pm eastern on October 7, 2013.

Perimeter Community Improvement Districts
One Ravinia Drive, Suite 1125
Atlanta, Georgia 30346

Proposals must be clearly identified on the outside of the envelope with the responder's name and title of the RFP. Later proposals will not be opened.

B. Questions

All questions regarding this RFP should be addressed to Ms. Jennifer Harper, P.E., Program Manager for PCIDs, via e-mail at jharper@perimetercid.org with the title "RFP Question(s)" in the subject line.

All questions concerning the RFP shall be submitted via email only no later than 5:00 p.m. eastern on September 13, 2013. Questions received by the Program Manager after this date will not receive a response. All valid questions and responses will be posted on the PCIDs website by September 19, 2013.

C. Addenda

Addenda may be issued in response to changes in the RFP. Addenda must be acknowledged by signing and returning the Addendum Form to be included in the Technical Proposal. Failure to properly acknowledge any Addendum may result in a declaration of non-responsiveness by PCIDs. All Addendums issued for this project may be found on the PCIDs website at http://www.perimetercid.org.

D. Proposal Duration

Proposals submitted in response to this RFP must be valid for period of 120 days from the proposal submission deadline, and must be so marked.

E. Right to Cancel or Change RFP

The PCIDs reserve the right to cancel any and all RFPs where it is determined to be in the best interest of PCIDs to do so. PCIDs reserves the right to increase, reduce, add or delete any item in this RFP as deemed necessary.

F. Expenses of Preparing Responses to this RFP

The PCIDs accepts no responsibility for any expenses incurred by the responders to this RFP. Such expenses are to be borne exclusively by the responders.

G. Debriefings

Unsuccessful proposers may request a debriefing. If a respondent is notified of non-selection at any time during the procurement process, a Pre-Award Debriefing may be requested. Post-Award debriefings may be requested by a principal of the respondent, but will not be conducted until after the contract has been awarded.

I. Award of Contract

A Selection Committee will review all proposals submitted pursuant to this RFP. The Proposals will be evaluated on the qualifications and information provided in Section II, Selection Method, and Section III, Instructions for Preparing Proposals.

The Selection Committee will score all firms on the information submitted and will compile a ranking of those firms. After all ratings are completed, the Committee will provide the rankings with its' Recommendation for Award to the PCIDs Board of Directors, which will make the final decision as to contract award. The project specific contract amount will be determined based on negotiations with PCIDs. If the PCIDs are unable to reach agreement on reasonable rates to be paid for the services to be provided, the PCIDs reserves the right to terminate negotiations with the highest scoring finalist and begin negotiations with the next highest scoring finalist.

Scope of Work

Project Background:
The Perimeter Community Improvement Districts (PCIDs), representing both the Central (DeKalb) and Fulton Perimeter CIDs, are self-taxing districts that use additional property taxes from commercial property owners to help accelerate needed transportation and infrastructure improvement projects. The PCIDs are leading the charge to develop a bicycle implementation strategy. The PCIDs Bicycle Strategic Implementation Plan will continue to support multi modal options and transportation choices within the PCIDs and expand opportunities beyond PCIDs boundaries. The plan should include: policies, strategies, advocacy, education, investment recommendations, bicycle amenities (lockers and racks), coordination with building managers/owners to accommodate bicycle storage during work hours, bicycle rental program, etc. This implementation is important as Perimeter continues to evolve into a livable center. A district-wide strategic bicycle implementation plan would complement PCIDs district-wide trail system and would consider PCIDs lifelong communities' amenities for aging citizens.

Project Scope of Work:
The work to be accomplished within the scope of this Request for Proposal (RFP) and subsequent contract is:

1. Limits of Work
    a. The project study area for the Scope of Work shall include Central (DeKalb) and Fulton Perimeter CIDs.
2. Development of Bicycle Strategic Implementation Plan
    a. The selected Consultant shall provide services to prepare a Bicycle Strategic Implementation Plan for Central (DeKalb) and Fulton Perimeter CIDs. The strategic plan shall identify the existing bicycle-related policies, advocacy, education, amenities, and programs (e.g. bike rental/sharing) that currently exist in the area. The plan should include information about bicyclist preferences in the area and should identify the benefits and drawbacks of bike use in quantitative and qualitative measures as well as strategies business owners, property managers, and property owners can use to encourage bicycle use.
    b. The proposal shall provide an approach that reflects a strong capacity and capability to complete the project in the required time. The proposal shall also provide by each major task/milestone a methodology that provides a comprehensive understanding of the topics identified in this scope of work.
    c. Services may include visioning and the development of goals, objectives, and performance measures. Additional considerations are comprehensive plan reviews, socio-economic analysis, cost estimating, and facilitation of informative workshops and agency/community outreach.
    d. Coordination will be required with PCIDs and the Cities of Brookhaven, Dunwoody and Sandy Springs. The Consultant must work with the Cities of Brookhaven, Dunwoody and Sandy Springs to adopt the bicycle strategic plan into their

Comprehensive Plan. Coordination will also be required with the Travel Demand Management (TDM) programs, i.e., Georgia Commute Options, Perimeter Transportation and Sustainability Coalition.

e. The Consultant will research relevant policies and programs (education/advocacy/bike rental/bike sharing etc.) in the area. The consultant should also propose how it can determine and incorporate best practices of other bicycle strategic plans.

f. The consultant will also provide maps of at least the following bicycle facilities:

- bike paths, bicycle lanes, shared lanes
- storage lockers,
- bike parking areas,
- and other bicycle amenities.

Based on the above, the consultant will prioritize the areas/business parks that would most benefit from implementing the recommendations of this strategic plan.

g. Agency/Public Involvement - The Consultant will facilitate informational meetings with agency stakeholders, business owners, and the public as directed by PCIDs to determine local issues and concerns related to the development and implementation of the strategic plan. All meeting materials and presentations will be prepared by the Consultant and provided to PCIDs at least ten (10) days prior to such meeting for review. The Consultant will also compile the input and attitudes of commuters and users of the area toward biking regarding possible adoption, reasons for adoption/avoidance, knowledge of facilities and existing programs, and general perception.

h. Deliverables – Bicycle Strategic Implementation Plan

- Executive Summary describing process and recommendation, to include maps
- Prioritized list of projects with cost estimates
- List of best practices regarding bicycle related education, advocacy, storage facilities, lockers, amenities.
- Strategy for businesses to estimate and project bicycle usage as well as receive input from users of the building.
- Prioritization of educational efforts and locations of bicycle amenities.
- Compile data on activities and programs of different organizations, businesses, non-profit agencies, and government agencies that promote biking
- Implementation plan and evaluation strategy

Attachments:
Attachment A – Project Experience Form
Attachment B – Resume Experience Form
Attachment C – E-Verify Form

Attachment A – Project Experience Form

Project Name:	
a.	Client Information
	Name: Location: Period of Performance:
b.	Description of Overall Project and Services
c.	Duration of Services/Overall Budget:
d.	Client Contact Information
	Name: Phone: Address: Email:
d.	Involvement of Key Personnel

Attachment B – Resume Experience Form

	Key Personnel Experience		
Name: Years worked with current employer:			
a.	Education:	b.	Registration:
c.	Relevant Planning/Engineering Experience on Similar Type Projects		
d.	Relevant Project Management Experience on Similar Type Projects		

Attachment C

GEORGIA SECURITY AND IMMIGRATION COMPLIANCE ACT AFFIDAVIT

Solicitation Name:_____

Respondent's Name: _____

State of Georgia
Consultant Affidavit

By executing this affidavit, the undersigned Consultant verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the Perimeter Community Improvement Districts has registered with, is authorized to participate in, and is participating in the federal work authorization program commonly known as E-Verify,* in accordance with the applicable provisions and deadlines established in O.C.G.A. 13-10-91.

The undersigned Consultant further agrees that it will continue to use the federal work authorization program throughout the contract period and, should it employ or contract with any subconsultant(s) in connection with the physical performance of services pursuant to this contract with the Perimeter Community Improvement Districts, Consultant will secure from such subconsultant(s) similar verification of compliance with O.C.G.A. § 13-10-91 on the Subconsultant Affidavit provided in Rule 300-10-01-.08 or a substantially similar form. Consultant further agrees to maintain records of such compliance and provide a copy of each such verification to the Perimeter Community Improvement Districts at the time the subconsultant(s) is retained to perform such service.

_____ _____
EEV / E-Verify™ User Identification Number Date of Authorization

_____ _____
BY: Authorized Officer or Agent Date
(Contractor Name)

_____
Title of Authorized Officer or Agent of Consultant

_____
Printed Name of Authorized Officer or Agent

SUBSCRIBED AND SWORN
BEFORE ME ON THIS THE

_____DAY OF _____, 2013

_____ [NOTARY SEAL]
Notary Public

My Commission Expires: _____

*or any subsequent replacement operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603.