

**CITY OF GREENVILLE,
North Carolina**

REQUEST FOR PROPOSALS



For

Bicycle and Pedestrian Master Plan

**for the Greenville Urban Area
Metropolitan Planning Organization
Urbanized Area**

RFP DUE: 3:00PM, ET. January 8, 2010

CITY OF GREENVILLE,
NORTH CAROLINA

REQUEST FOR PROPOSALS
Bicycle and Pedestrian Master Plan

The City of Greenville hereafter referred to as the City, will accept proposals for a consultant to develop a Bicycle and Pedestrian Master Plan for the entire Urbanized Area of the Greenville Urban Area Metropolitan Planning Organization (MPO).

SUBMITTAL: All Proposals shall be clearly identified for receipt by the City of Greenville. Eleven (11) copies of the Proposal must be received on or before 3:00 PM ET, January 8, 2010.

Written questions must be submitted and received by the Project Manager by 1:00 pm on December 16, 2009. Responses to all questions raised will be communicated via email to all respondents.

Mark Envelope: Bicycle and Pedestrian Master Plan

Addressed To: The City of Greenville
Attn: Daryl Vreeland, AICP
Transportation Planner
1500 Beatty Street
Greenville, NC 27834

E-Mail Address: dvreeland@greenvillenc.gov

MPO Web site:

http://www.greenvillenc.gov/departments/public_works_dept/information/default.aspx?id=510

DEADLINE ENFORCED

Proposals received after the time and date set for receipt of proposals will **NOT** be accepted. It is the proposer's responsibility to ensure timely delivery of their proposals. Weather, flight delays, carrier errors and other acts of otherwise excusable neglect are risks allocated to proposers and will not be exempted from deadline requirements. Electronic, telephone or facsimile proposals will not be accepted.

The City of Greenville,
North Carolina

REQUEST FOR PROPOSALS

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SECTION I: CONDITIONS AND STIPULATIONS

As Lead Planning Agency (LPA), the City of Greenville is seeking proposals from qualified and professional consulting firms to work with the City in development of a Bicycle and Pedestrian Master Plan for the entire Greenville Urban Area Metropolitan Planning Organization (MPO). It is anticipated the project will get underway in the first quarter of 2010. The following jurisdictions are located within the MPO boundary: Town of Ayden, City of Greenville, Town of Winterville, Village of Simpson, and Pitt County (portion). This Request for Proposal (RFP) describes the elements requested for inclusion in the proposal.

It is expected that this master plan will become a strong planning tool for MPO-member jurisdictions and that it will facilitate the orderly development of both pedestrian and bicycle modes of transportation. The plan is expected to:

- Create a lasting pedestrian and bicycle transportation program;
- Identify convenient and on-street and off-street routes for pedestrian walking/jogging and bicycling to important nodes and destinations;
- Identify connections to other nodes of transportation;
- Address the needs of all ability, age and skill levels;
- Promote safe bicycling and enhance bicycle safety

This project is anticipated to take approximately one calendar year to complete. Proposals will include estimates of starting and completion dates for each phase of the project listed below based on the information contained in this Request for Proposal:

- **Phase I - Identify Project Goals and Community Goals and Objectives**
- **Phase II - Identify Existing Deficiencies and Future Needs**
- **Phase III - Evaluate and Prioritize Capital Improvement Needs**
- **Phase IV - Develop Bike and Pedestrian Design Guide**
- **Phase V - Develop Funding Strategies**
- **Phase VI - Prepare Final Master Plan Report and Bike and Pedestrian Design Guide**

Under the provisions of the North Carolina Freedom of Information Act, all proposals, after opening, will become public information. Unless a specific note is made to the contrary in your proposal or a subsequent contract, we will assume that your proposal conforms to the City of Greenville's specifications and an award to you will bind you to comply fully with all of the following General Conditions and Stipulations.

General Conditions and Stipulations

The City of Greenville reserves the right to reject any or all Proposals, or any parts thereof, waive formalities, negotiate terms and conditions, and to select the consultant and service options that best meet the needs of the City of Greenville and the Greenville Urbanized Area. The project objective is to provide a blueprint for the future Bicycle and Pedestrian needs of the community.

It is expected that all vendors will be able to furnish satisfactory evidence that they have the ability, experience, and capital to enable them to complete this project.

Within thirty (30) days from receiving notice that the City of Greenville has awarded the contract, the firm awarded the contract shall submit to the City of Greenville an action plan and timetable for a proposed scope of services.

SECTION II: BACKGROUND INFORMATION

The City of Greenville is located in Pitt County, North Carolina, in the eastern portion of the State. The Greenville Urbanized Area is about 189 square miles in size with a population of approximately 119,074 residents (2007 North Carolina Office of State Budget and Management estimate). The population estimate of 119,074 is approximately a 17% increase in population over the year 2000 MPO population estimate of 102,051. The MPO anticipates this growth trend to continue well into the future. It is estimated that the population of the Urbanized Area could increase to 224,732 by 2035. The following jurisdictions are located within the MPO boundary: Town of Ayden, City of Greenville, Town of Winterville, Village of Simpson, and Pitt County (portion). The City of Greenville is designated as the Lead Planning Agency for the MPO.

Geographically, the City of Greenville is the county seat of Pitt County, NC. The county is approximately 90 miles from, Atlantic Beach, NC, and approximately 78 miles from the state capital, Raleigh, NC.

In May, 2008 the Greenville City Council established an Ad-Hoc Bicycle Friendly Task Force. Task force members include City of Greenville and Pitt County staff along with various residents and bicycling enthusiasts of the community-at-large. The task force is very enthusiastic about improving conditions for cyclists throughout the area. In September, 2009, the Greenville City Council established a Bicycle and Pedestrian Commission.

A selection committee comprised of representatives of the MPO and other stakeholders will assist in reviewing the proposals. This committee will narrow down the submissions to no more than three finalists, which will be asked to give a presentation to the selection committee. The selection committee's recommendation will be brought forward to City Council of Greenville for recommendation of contract award to the selected firm.

The chosen consultant will be expected to meet with the Bike/Ped Master Plan advisory group. The consultant will develop a plan and schedule detailing proposed meetings and frequency sufficient to provide the consultant necessary guidance and gather information, ideas, and 'brainstorm' with members of this group, to update them on findings, progress, and plan future steps. These meetings will be open to the general public. Furthermore, it is envisioned the selected consultant will make a presentation of the final draft to each MPO-member jurisdiction's governing body for adoption, in addition to presenting at the MPO's Technical Coordinating Committee (TCC) and Transportation Advisory Committee (TAC).

The City of Greenville and the Greenville Urban Area Metropolitan Planning Organization have budgeted \$140,000 for this project.

SECTION III: SCOPE OF SERVICES

PHASE 1 - Identify Project Goals and Community Goals and Objectives

PROJECT GOALS

The purpose of the Bike and Pedestrian Master Plan is to provide clear priorities, tools and programs for improving the bike and pedestrian environments in the Greenville urban area. The ultimate goal is to provide a holistic master plan for a multiple-year time horizon, that can be used by transportation professionals when decisions are being made regarding funding various transportation projects. Specifically, the plan should:

- **Identify what a good bicycle and pedestrian system is, and how it's designed and maintained.**

The plan should provide a clear understanding of what a good bike and pedestrian system looks like, how pedestrians and other users function in it, how it is maintained, and how it varies depending on the type of street, land use, and level of pedestrian activity. It also needs to provide best practice guidance on specific design and operation strategies that contribute to a safe, accessible, convenient, comfortable, and attractive bike and pedestrian environment. This information needs to be clearly communicated for people designing streets, developing properties, maintaining pedestrian facilities, and overseeing pedestrian improvements.

- **Identify the types of bicycle and pedestrian environment and travel patterns the Urbanized Area presently has.**

The plan should provide an understanding of the range of existing conditions, including bike and pedestrian demand, safety, and the presence and condition of facilities and amenities. The plan should also evaluate these processes and practices for their effectiveness in achieving the desired system.

- **Identify the greatest needs for physical improvements over the short, medium, and long-term, and how can these needs be funded**

The plan should identify and prioritize the locations and types of capital improvements that will provide the most benefit to the bike and pedestrian system over these time frames.

- **Detail the most effective short-term strategies for increasing walking and biking within the community and improving the pedestrian and bicycling environment**

The plan should provide guidance on short-term, low-cost improvements that do not require significant reconstruction of streets and sidewalks, such as retrofitting small physical improvements or outreach and events to increase the number of people walking and using bicycles.

- **Provide details of the specific needs and opportunities in the Greenville Urban Area**

While the plan is intended to encompass the Greenville Urban Area, as defined by its MPO boundary, the plan must provide specific recommendations for each of the municipalities within the Urbanized Area, representing the heavily populated areas within the MPO.

- **Bicycle Suitability Map**

The consultant shall assess bike and pedestrian public safety (based upon physical aspects) and construct a bicycle suitability map, using best management practices, to be used as guide indicating the amount of interaction with traffic a bicyclist can expect. The consultant will consider factors such as traffic speed, volume, outside lane width, roadway grade, number of driveways, pavement condition, adjacent land use, and input from the advisory committee and local bicycling organizations. The consultant is requested to deliver a Bicycle Suitability Map intended for distribution, both electronically and physically. The map shall be based upon the MPO's road network system.

- **Application for designation of a Bicycle Friendly Community**

Assist in the development of an application by providing information and maps as required for the League of American Bicyclists Bicycle Friendly Communities Campaign. Information required includes description of engineering, education, encouragement, enforcement, evaluation, and planning activities. A great amount of this information will be derived as a result of the development of the master plan.

COMMUNITY GOALS AND OBJECTIVES

Identify Community Goals and Objectives and define the needs of both pedestrian and bicycle modes of transportation, with special emphasis to include the public/private school systems, public facilities such as the library and City parks, other important destination points in our community. The consultant will be expected to solicit input on objectives, needs and opportunities, improvement options, and recommendations from key stakeholders and from the general public.

When responding to this Request for Proposals, the consultant should propose an approach and schedule for efficiently managing involvement of key stakeholders and the general public during preparation of the Bike and Pedestrian Master Plan. It is expected that the approach will include both public meetings and other outreach strategies by which neighborhood organizations and other stakeholder groups may identify pedestrian needs and propose capital improvement projects. Similarly, it is expected the approach will address involving a broad range of stakeholders both within and outside of local government.

Due to the wide nature of the project and the multi-disciplinary nature of bike and pedestrian issues, completion of this plan will require significant involvement of the public, as well as of stakeholders within local government and partner agencies. To accomplish this, the consultant will be expected to organize, prepare workshop materials, and facilitate a series of five (5) public information workshops, one to be held in each of the MPO-member jurisdiction. In addition, the consultant is expected to work closely, receive input, and meet frequently with the plan advisory group.

In addition to the public and stakeholder workshops, consultant proposals are encouraged to include additional outreach strategies for seeking community input on needs, capital improvement projects, design best practices, and implementation and funding strategies.

Elements of Task 1 will include the following phases:

- Work collaboratively with project committee to develop vision, goals & objectives.
- Review scope & determine data needs and responsibilities relative thereof.
- Define types of facilities and identify existing facilities.
- Develop a schedule and meet with appropriate Advisory Committee and stakeholders accordingly.
- Research relative state, regional, and local planning documents.

All phases and sub-sections of this planning effort described herein will be presented in draft form to stakeholders and advisory committees for review, input, and guidance.

Summary of public meetings that selected firm shall attend:

- A. Meetings with master plan advisory group (likely minimum of 5)
- B. Public informational workshops (total of 5)
- C. Presentation of Draft Plan to City of Greenville Bicycle/Pedestrian Commission (1)
- D. Presentation of Draft Plan to MPO's Technical Coordinating Committee (TCC)
- E. Modify plan per TCC recommendations and present final draft to Transportation Advisory Committee (TAC)

The selected consultant shall provide a printed agenda, power point presentation, and all handouts, displays and materials necessary for each meeting.

The preceding list is not intended to limit the number of meetings. More meetings than those shown on the list may be required or desired.

PHASE II - Identify Existing Deficiencies and Future Needs

Identify the area's current and future pedestrian transportation needs based on roadway configuration (design) and future socioeconomic data, land use and travel patterns. Tasks 2A and 2B can proceed at the same time as Phase 1. Task 2C cannot be completed until the public informational workshops are complete. Consultant shall review existing programs, policies, regulations, and standards. The City will provide the selected consultant with an inventory of existing pedestrian and bicycle facilities. The consultant shall review and update the existing bicycle facilities layer.

Elements of Phase 2 will include the following:

TASK 2A: Incorporate Existing Plans

In the development of a Bicycle and Pedestrian Master Plan, the consultant shall incorporate recommendations from existing plans as policy guidance for bike and pedestrian improvements. The plans include the following:

Greenville

- a. 2004 Comprehensive Plan (Horizons)
- b. 2004 Greenway Master Plan
- c. Comprehensive Recreation and Parks Master Plan

MPO

- a. 2002 Greenville Urban Area Bicycle Master Plan
- b. Comprehensive Transportation Plan (Highway Map)
- c. 2009-2035 Long Range Transportation Plan
- d. 2009-2015 Metropolitan Transportation Improvement Program

Winterville

- a. 2009 Sidewalk Master Plan

Ayden

- a. 2009 Sidewalk Master Plan

Pitt County

- a. Greenways Plan 2025
- b. Comprehensive Land Use Plan
- c. Pitt County Comprehensive Transportation Plan
- d. Pitt County Recreation and Parks Master Plan

North Carolina Department of Transportation

- a) Pedestrian Design Guide

Federal Highway Administration

- a) Designing Sidewalks and Trails for Access Part 2, Best Practices Design Guide
- b) Special Report: Accessible Public Rights-of-Way Planning and Design for Alterations, August 2007
- c) Revised Draft Guidelines for Accessible Public Rights-of-Way, November 2005)
- d) Manual on Uniform Traffic Control Devices (MUTCD)

AASHTO

- a) Guide for the development of bicycle facilities, 1999

Additionally, the consultant shall coordinate among MPO-member jurisdictions' Capital Improvement Plan (CIP), for use in identifying any proposed improvement that may be made incidental to a CIP project.

Task 2B: Detail Traffic Crash History

The consultant shall review, and assess bicycle and pedestrian traffic crash patterns based upon existing summaries of pedestrian and bicycle traffic accidents by location and type of crash relevant to bicycle and pedestrian activity and use. Consultant will obtain and assemble this information in GIS format, including metadata.

Task 2C: Identify Future Needs

Formulate and evaluate a set of short-range, intermediate-range, and long-range projects that have bike amenities, pedestrian amenities, or other intermodal opportunities. The consultant shall assess existing and future bike and pedestrian demand based upon existing data such as: population and employment; planned developments; location of major transit stops and transfer locations; and location of pedestrian generators, such as schools, universities, libraries, parks and open spaces, community centers, sporting venues, tourist destinations, hospitals, and other pedestrian activity centers. Each project will be clearly indicated and delineated and have a cost estimate in present-year dollars.

Pedestrian

- A needs assessment of existing sidewalks and connectivity issues to schools, neighborhoods, parks or facilities.
- A review of existing land-use ordinances to assess infrastructure planning requirements.
- A review of existing pedestrian master plans to assure their connectivity and integration with any proposed strategies or improvements.

Bicycle Lanes and Proposed Routes

- A review of the Existing Bicycle Master Plan to integrate proposed routes in the urbanized area.
- An assessment of the distribution of potential benefits and negative impacts at both the plan and project level.
- Present geometric and design guidelines from American Association of State Transportation Officials (AASHTO).

Develop Proposed Bicycle and Pedestrian Plan

- The consultant shall develop the proposed Bicycle and Pedestrian Plan and obtain community and stakeholder input, criteria, and other associated factors. Plan development shall explain the proposed system and detail the process of recommendation development.

PHASE III - Evaluate and Prioritize Capital Improvement Needs

Task 3A: Develop Methodology

The consultant shall develop a methodology for evaluating and prioritizing bike and pedestrian capital improvement needs, on a per-jurisdiction basis, based upon a comprehensive evaluation of facilities and amenities, demand, safety, and existing policy. Using community input, consultant shall develop criteria for this task. It is expected that capital improvement projects will be at the corridor, district, or neighborhood node level, with some intersection specific improvements. It is possible that some improvement projects may also be identified to address needed improvements that are larger scale in nature.

Task 3B: Evaluate and Prioritize Needs and Develop Capital Improvement Projects

Based upon the methodology in Task 3A, the consultant shall evaluate, prioritize, and document bike and pedestrian facility needs, and develop a prioritized plan of short, medium, and long-range capital improvement projects (on a per-jurisdiction basis).

Task 3C: Refine Improvement Projects and Develop Cost Estimates

The consultant shall refine the bike and pedestrian improvement projects identified in Task 3B based upon community and stakeholder input, and develop cost estimates for those improvements. Projects should be prioritized into short-term, medium-term, and long-term projects.

Based on input, comments and approval for the draft submittals, the final plan will be prepared. The consultant shall attend public hearings before MPO member jurisdiction's governing body regarding the adoption of the Plan.

PHASE IV: Develop Bike and Pedestrian Design Guide

The Bike and Pedestrian Design Guide is expected to be a stand-alone document that clearly communicates how a good bike and pedestrian environment is designed. It will be used to guide bike and pedestrian improvements as opportunities arise through street reconstruction, property development, and other maintenance and improvement activities. It should include specific design guidance on the various elements of the bike and pedestrian environment, the relationship among these elements, and overall principles for good design. It should be flexible enough to accommodate a range of situations, but specific enough to achieve the needed bike and pedestrian system. It is anticipated that the Bike and Pedestrian Design Guide will be a compilation of many existing guidelines and standards, in addition to some possible new guidelines, such as the anticipated update to the MUTCD. The guide will incorporate Federal, State, and Local (municipally-desired) design criteria. The consultant will incorporate Americans with Disabilities Act (ADA) Accessibility Guidelines (ADAAG) into the design guide.

Task 4A: Identify Design Elements

The consultant shall recommend the elements to be included in the Bicycle and Pedestrian Design Guide. The elements to be included should reflect the range of conditions and needs in the Greenville Urbanized Area and may include the following:

- **Sidewalk Corridor Design**

Guidelines for sidewalk and boulevard width, including sidewalks on bridges; sidewalk surface, grade, and material; placement of street furniture, trees, sidewalk cafes, and utilities in the sidewalk corridor; driveway design and location; and lighting.

- **Street Corner Design**

Guidelines for providing adequate bike and pedestrian space, visibility, and accessibility at corners, including through curb extensions and design of corner radius; design and location of curb ramps; location of on-street parking; and placement of street furniture, public utilities, and pedestrian signal push buttons at corners.

- **Crosswalk Design**
Guidelines for design and location of crosswalk pavement markings and signage; stop bar pavement markings; design and location of midblock crosswalks; design and location of pedestrian signals, including push button signals, pedestrian countdown signals, accessible pedestrian signals, leading pedestrian intervals, and selection of minimum pedestrian interval and maximum pedestrian delay times; design and location of pedestrian refuge islands and pork chop islands; and design and location of grade separated crossings and prohibited pedestrian crossings.
- **Pedestrian Trails, Pathways, Bridges, and Stairs**
Guidelines for width, grade, lighting, and locating of bike and pedestrian trails, walkways, bridges, and stairs which are not adjacent to vehicular streets.
- **Site Planning**
Guidelines for the elements of site planning and building placement which impact pedestrian access and movement, including building setback, building entrance location, parking lot landscaping, walkways through parking lots, skyways, and ground level facades and uses.
- **Signage**
Guidelines for the design and use of pedestrian and bicycle wayfinding signage on both non-motorized walkways and bridges which do not have standard street signs and for directing cyclists and pedestrians to major destinations. Coordinate with existing signage requirements as specified by the MPO member jurisdictions' Recreation and Parks Departments.
- **Roadway Bicycle Markings**
Guidelines for the design and use of roadway markings such as "sharrows", bike lanes, etc.

Task 4B: Develop typical cross sections

The consultant shall develop typical cross sections for various roadway right-of-way widths for those roadways identified through the master planning effort containing pedestrian or bicycle accommodations. These cross sections will be developed in a manner that can be incorporated by MPO-member jurisdictions. The consultant shall develop the accompanying narrative for the cross sections in a format consistent with MPO-member jurisdiction's current typical design manual.

Task 4C: Review of Development Regulations

The consultant will describe ideal methodologies, implementation strategies, and suggested potential improvements to development regulations and applicable ordinances as they apply to new bicycle and pedestrian infrastructure. Best management practices for implementation of these strategies will also be discussed. The consultant will review ordinances and development regulations of all MPO-member jurisdictions. The consultant will provide recommended guidelines for improvement to existing ordinance(s) and successful implementation strategies. Copies of existing development regulations and/or ordinances will be provided by MPO-member jurisdictions.

Phase V - Develop Funding Strategies

Prepare an implementation plan based on the project alternatives selected during the study.

Elements of Task 5 will include the following phases:

- Present findings and conclusions to the Advisory Committee and MPO as well as the public.
- An examination of relevant funding sources and other financial mechanisms;
- Review peer cities to determine best-practices with respect to these facilities;
- Meetings with the Advisory Committee and public as necessary.

Task 5A: Evaluate Existing Funding Strategies

The consultant shall evaluate existing funding strategies for maintaining, operating and improving the bike and pedestrian system and recommend improvements to existing implementation and funding strategies by comparing to peer cities to determine best-practices.

Task 5B: Identify New Funding Opportunities

In addition to the existing funding strategies identified in Task 5A, the consultant shall identify potential new funding opportunities for bike and pedestrian improvements, maintenance and operation. Report on updates of Safe Routes to School (SRTS) proposed in the new Federal legislation.

Task 5C: Develop Retrofit Implementation Strategies and Concept Designs

It is anticipated that in order to make needed improvements to the bike and pedestrian environment, the city and county will need to implement more bike and pedestrian improvements by retrofitting existing streets and sidewalks. The consultant shall prepare best practice examples on design and implementation strategies for retrofitting and/or phasing improvements, such as curb extensions, sidewalks, and widening. Inclusion of best practices which incorporate storm water management improvements with bike and pedestrian improvements is desirable. In addition, the consultant shall develop conceptual designs and implementation strategies for retrofitting pedestrian and bicycle improvements for various typical sections, including cost estimates in present-year dollars. This task includes the creation of guidelines for maintaining and improving the connectivity of the pedestrian system, including when gaps should be filled.

Task 5D: Develop Non-Infrastructure Strategies for Increasing Walking and Biking

The consultant should identify best practices nationally and internationally on changing travel behavior to increase the number of people walking and biking and increase the frequency of such trips through outreach, education, and special events. Examples could include biking and walking tours, health-based programs, or programmed events to create bike and pedestrian-oriented street activity or public spaces. A special focus on opportunities for public education and sharing the roadway with bicycle traffic is emphasized. Other options to be investigated

include a review of roadway speed limits as it relates to bicycling based on best management practices.

Task 5E: Develop Draft Recommended Implementation and Funding Strategies

The consultant shall refine and assemble the work developed in Tasks 5A-5D based upon stakeholder and public input.

Phase VI: - Prepare Final Master Plan Report, Bike and Pedestrian Design Guide, and completed “Bicycle Friendly Communities” application

The consultant shall assemble the completed technical work (excluding the Bike and Pedestrian Design Guide) and integrate into a final Bike and Pedestrian Master Plan report. The consultant shall revise the draft Bike and Pedestrian Design Guide as necessary into a final Bike and Pedestrian Design Guide report, including the development of “cut-sheets” and supporting documentation needed for inclusion and/or updating of MPO-member municipalities’ typical design manual.

The consultant will assist in completing the application by providing information and maps as required for the League of American Bicyclists Bicycle Friendly Communities Campaign. Information required includes description of engineering, education, encouragement, enforcement, evaluation, and planning activities.

Final Presentation

In addition to a written Executive Summary, the consultant will be expected to make a variety of public presentations to the public and stakeholders, TCC, TAC, as well as the project advisory group.

Deliverables

- Development and ongoing updates to a new Bicycle and Pedestrian section to be added to the City of Greenville’s website.
- Bicycle Suitability Map: 50 print copies + electronic version
- Bicycle and Pedestrian Master Plan: 25 copies + electronic version
- Bicycle and Pedestrian Design Guide: 25 copies + electronic version
- Copies of all digital files including:
 - The finished Plan
 - Any and all graphics
 - Technical drawings, photographs, maps and GIS files, including metadata
 - Items used to promote the Plan
 - Any of the above items used for public meetings

Document accessibility and ownership:

- All documents, printed or electronically produced as part of this project shall be the property of the City of Greenville, the Greenville Urban Area MPO, and NCDOT.

- The City of Greenville shall remain free to copy and edit any and all documents and presentation materials, electronic or otherwise.
- Electronic documents shall not be locked or password protected and the City of Greenville shall retain the ability to edit and update documents, including original word processing, spreadsheet, database and mapping files and resulting Acrobat files.

SECTION IV: PROPOSAL DEVELOPMENT

Required Contents of Proposal

The detailed requirements set forth in the Proposal Format are mandatory. Failure by any firm(s) to respond to a specific requirement may result in disqualification. The City reserves the right to accept or reject any or all proposals. Offerors are reminded that proposals will be considered exactly as submitted. Points of clarification will be solicited from proposers at the discretion of the City. Those proposals determined not to be in compliance with provisions of this RFP and the applicable law and/or regulations will not be processed.

All costs incurred by the proposer associated with RFP preparations and subsequent interviews and/or negotiations, which may or may not lead to execution of an agreement, shall be borne entirely and exclusively by the proposer.

The information and proposed budget for the contractor selected for contract award will form the basis for negotiation of a contract. The City of Greenville reserves the right to issue a contract without further negotiation using the data contained in the RFP. Failure of a prospective contractor to accept this method of contract development will result in cancellation of the award.

NCDOT's *Prime Consultant Form RS-2* must be included in the proposal.

Proposal Format

The proposal format requirements were developed to aid firms(s) in their proposal development. They also provide a structured format so reviewers can systematically evaluate several proposals. These directions apply to all proposals submitted.

The purpose of the Proposal is to demonstrate the qualifications, service level, and cost for services, competence and capacity of the firms seeking to become a consultant of record for the City of Greenville. The offeror's proposal should include a Technical Proposal which addresses all the points outlined here as required. Proposals should be held to no more than 16 pages in length; this is to include: form RS-2, resumes, and inserts and be printed on standard 8.5" x 11" paper and be bound.

Transmittal Letter: A transmittal letter must be submitted with an offeror's proposal. The letter must include:

1. A statement of the firm's interest in the procurement and why it feels the company is best qualified to be selected.

2. The name of the person or persons authorized to make representations on behalf of the offeror, binding the firm to a contract.

Proposal Title Page: The Title Page must include:

1. The RFP subject.
2. Name of the firm responding, including mailing address, telephone number, e-mail address, and contact person.
3. Be labeled Technical Proposal.

Technical Proposal

A. Firm History and Experience: The consultant team is expected to have expertise in the following areas:

- Bike and Pedestrian master planning
- Bike and Pedestrian traffic safety and intersection design
- Site plan standards and strategies for improving the current bike and pedestrian system.
- Design and costing of bike and pedestrian infrastructure improvements
- Non-infrastructure strategies for encouraging biking and walking.
- Implementation and funding strategies for bike and pedestrian improvements and maintenance
- Project management and community involvement

Proposer is requested to define the overall structure of the firm to include the following:

1. Brief overview of firm's history, primary line of business as well as specialty areas.
2. A description of the firm's principal business location and any other service locations, including the primary office that will service the City.
3. Length of time providing services as described herein.
4. Expected communication responsibilities.
5. Discuss any impending changes in your organization that could impact the delivery of services.
6. Disclose any conflicts or perceived conflicts of interest as well as what procedures your firm utilizes to identify and resolve conflicts of interest.

B. Qualifications: Proposer is requested to provide a description of the proposed project team, staff qualifications, experience and credentials:

1. Description of service philosophy and what sets your company apart from other consulting firms.
2. Describe similar master planning efforts successfully undertaken by your company.
3. Introduce the project team by name with specific roles, qualifications, experience, present client load, and distribution of responsibilities.

4. Indicate current responsibilities of person designated to serve as lead contact for the City of Greenville.
5. State level of organizational responsibility of key project staff members.
6. Include certifications held by Proposer's personnel.
7. Indicate back-up support capability.

C. Scope of Services: As indicated above, please include a detailed explanation of services offered, as they relate to the Scope of Services provided herein, and your recommended approach to addressing the MPO's needs. Include any services offered by your firm that may be above and beyond the Scope of Services indicated by the City.

D. References: Proposer is requested to provide a list of references with the RFP:

1. Provide the contact names and telephone numbers of five (5) references, preferably other municipalities.
2. Include name of the client, address, telephone number, and name of main contact.

This project is funded by the City of Greenville with reimbursement of 80% of the cost by the Greenville Urban Area Metropolitan Planning Organization for a project total budget of \$140,000.

V. PROPOSAL EVALUATION

A. Criteria

The Selection Committee will evaluate proposals based on the factors outlined below which shall be applied to all eligible, responsive proposals in selecting the successful offeror. Award of such a contract may be made without discussion with proposers after responses are received. Proposals should, therefore, be submitted on the most favorable terms. The City reserves the right to void the contract if the successful proposer cannot perform services specified by the proposer's response. Proposal evaluation criteria will be grouped into percentage factors as follows:

1. Responsiveness and completeness of the written proposal with regard to RFP specifications and requirements (overall quality of submittal). 20%
2. Approach and methodology of how Consultant will meet MPO's objectives for the project. 20%
3. Demonstrated and proven successful experience in developing combined bicycle and pedestrian master plans in a multi-jurisdictional (MPO or Countywide) setting. 30%
4. Demonstrated experience in the development of bicycle suitability maps. 10%
5. Qualifications, expertise, and availability of key personnel assigned to the project. 20%

The relative merits of all proposals will be determined at the sole discretion of the Selection Committee.

The successful candidate will be required to enter into a written agreement with the City of Greenville. This agreement will last for the period of time it is estimated to complete this study. The City of Greenville reserves the rights to retain all proposals submitted and use any idea in a proposal regardless of whether that proposal is selected. The City of Greenville will choose the proposal(s) that best fits its needs.

VI. GENERAL ITEMS

NCDOT VENDOR REGISTRATION FORM (W-9)

If the proposer's firm is not presently registered with the North Carolina Department of Transportation's state office as a vendor, the proposer must indicate the intent to do so should the proposer be awarded a contract. Questions concerning this form may be directed to the North Carolina Department of Transportation.

ADDITIONAL DOCUMENTS

The following documents will be required prior to any contract being awarded:

1. NCDOT Vendor Registration Form (W-9), if consultant is not presently registered with NCDOT as a vendor.
2. Certificate of Insurance

Small Professional Services Firms (SPSF)

The City encourages the use of Small Professional Services Firms (SPSF). A firm certified as a Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), and/or Women's Business Enterprise (WBE) automatically qualifies as an SPSF. Only firms certified by NCDOT qualify as a SPSF. North Carolina HUB-certified firms do not satisfy this requirement. The SPSF Program was developed to provide consulting opportunities for firms that meet the eligibility criteria to compete against other consulting firms that are comparably positioned in their industries. Small businesses determined to be eligible for participation in the SPSF program are those meeting size standards defined by Small Business Administration (SBA) regulations, 13 CFR Part 121 in Sector 54 under the North American Industrial Classification System (NAICS). The SPSF program is a race, ethnicity, and gender neutral program designed to increase the availability of contracting opportunities for small businesses on federal, state or locally funded contracts. SPSF participation is not contingent upon the funding source.

After reviewing qualifications, if firms are equal on the evaluation review, then those qualified firms with proposed SPSF participation will be given priority consideration.

The firm, at the time the proposal is submitted, shall submit a listing of all known small professional services firms (SPSF) that will participate in the performance of the identified work. **The participation of each SPSF shall be submitted on a separate Form RS-2.** In the event the firm has no SPSF/subconsultant participation, the firm shall indicate this on the Form RS-2 by entering the word 'none' or the number 'zero' and the form shall be signed and submitted with the proposal. Form RS-2 may be accessed on the internet at: <https://apps.dot.state.nc.us/quickfind/forms/Default.aspx>. Form RS-2 is attached to this RFP.

**NORTH CAROLINA DEPARTMENT OF TRANSPORTATION
PRIME CONSULTANT
TO BE USED WITH PROFESSIONAL SERVICES CONTRACT ONLY
RACE AND GENDER NEUTRAL**

TIP No. and/or Type of Work (Limited Services)

(Consultant/Firm Name and Federal Tax Id)

<i>SERVICE / ITEM DESCRIPTION</i>	<i>Anticipated Utilization</i>
TOTAL UTILIZATION:	
RECOMMENDED BY:	
CONSULTANT:	
*BY:	
TITLE: 	
SPSF Status:	Yes <input type="checkbox"/> No <input type="checkbox"/>

“PRIME CONCONSULTANT” (FORM RS-2)
RACE AND GENDER NEUTRAL

Instructions for completing the Form RS-2:

1. Complete a Prime Consultant Form RS-2 for the prime consultant firm.
2. Insert TIP Number and /or Type of Work (Limited Services)
3. Complete the Consultant/Firm name and Federal Tax ID Number for the primary firm information.
4. Enter Service/Item Description – describe work to be performed by the Prime Firm
5. Enter Anticipated Utilization – Insert dollar value or percent of work to the Prime Firm
6. *Signature of the Prime Consultant **is required** on each RS-2 Form to be submitted with the Letter of Interest (LOI) to be considered for selection
7. Complete “SPSF Status” section - Check the appropriate box regarding SPSF Status, check Yes if SPSF or No if not SPSF