

**REQUEST FOR PROPOSALS
AND
STATEMENTS OF QUALIFICATIONS

ON-CALL PLANNING CONSULTANT
SERVICES**

**Issue Date: April 19, 2019
Submission Deadline: May 10, 2019**

City of Greensboro
Planning Department
300 West Washington Street
Greensboro, North Carolina 27402



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I. INTRODUCTION

The City of Greensboro Planning Department periodically requires additional professional planning services and technical expertise. This Request for Proposals (RFP) will result in Master On-Call Agreements with a pool of Planning Consultants (Consultants) with expertise sufficient to provide professional services for various planning activities undertaken by the Department.

The City of Greensboro does not discriminate on the basis of race, color, national origin, sex, religion, age, disability, political affiliation, genetic information, or sexual orientation in employment or the provision of or contracting for goods or services.

The City promotes equal opportunity through the Greensboro Minority and Women Business Enterprise Program and encourages Minority and Women Business Enterprises (M/WBEs) to participate in City contracting and sub-contracting opportunities through the North Carolina Historically Underutilized Business (HUB) Certification Program.

II. BACKGROUND

Located in the heart of the Piedmont, the City of Greensboro is known for its commitment to cultural history, sustainability, and the arts. The third largest city in North Carolina, Greensboro is home to almost 290,000 citizens across 131.8 square miles. The City boasts six colleges and universities that create a pipeline to employment in the major industries of logistics and textiles, while the revitalization of the historic downtown area attracts families and singles alike. To learn more about Greensboro, please visit the City's website at <https://www.greensboro-nc.gov/>.

The Planning Department is made up of approximately thirty (30) professional and administrative staff members assigned to two divisions: Current Planning and Long Range and Strategic Planning. Consultants are strongly encouraged to visit the Greensboro Planning Department's web site at <http://www.greensboro-nc.gov/planning> to review the past and current activities, plans, and programs of the Department.

III. DESCRIPTION OF REQUEST FOR PROPOSALS

The City of Greensboro is soliciting proposals from qualified planning firms and professionals to provide on-call services and technical expertise for various planning activities undertaken by the Planning Department.

The initial term of each Master On-Call Agreement (MOCA) shall be two (2) years, with an option to renew annually at the City's discretion for a total Agreement term not more than five (5) years.

Sub-Agreements shall be executed under the MOCA for specific tasks and deliverables. Each Sub-Agreement will include a description of deliverables, deliverable unit pricing, schedule for completing task, and a fixed cost for the work. Unless otherwise determined by mutual agreement of the Planning Department and the Consultant, Sub-Agreements shall be on a fixed-cost plus expenses basis as

specified in each Sub-Agreement.

Award of Sub-Agreements will be made by the Planning Department based on the experience and availability of the most qualified Consultant for each task. If multiple Consultants are assessed to be relatively equally qualified and available, it is the goal of the Planning Department to rotate selection among Consultants.

Consultants may respond to this RFP with their interest in and qualifications for any or all of the following categories, but must clearly identify which services are being proposed.

1. Market Analysis;
2. Strategic Planning;
3. Long Range Planning;
4. Public Outreach;
5. Project Development;
6. ASTM Phase I and II Environmental Site Assessments;
7. Landscape Architecture; and
8. Park Planning.

Other related services may be identified by the Planning Department as projects requiring planning consultants' services arise.

IV. REQUIRED CONTENT FOR PROPOSALS

General Requirements

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

Specific Requirements

Consultants shall submit Proposals electronically with the following information in the order listed below. Failure to provide any of the items listed 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. Legal name and address of the Consultant and the states in which incorporated and chiefly located;
 - b. Name, address, telephone number, and e-mail address of designated contact and principals authorized to conduct negotiations for the Consultant;
 - c. A brief description of the Consultant's interest in performing the required

services;

- d. A description of previous experience with each of the proposed services and potential deliverables;
 - e. A statement indicating Proposal will remain valid for acceptance for a period of three (3) months from its submission and thereafter until the Consultant withdraws or a MOCA is executed, whichever first occurs; and
 - f. An acknowledgment of all addenda to this RFP.
2. Statement of Qualifications and Experience must address the specific scope of services being proposed. Consultant may respond to any or all of the listed services, but must clearly identify which services are being proposed. This section should include the following:
- a. Overview of firm, including size of organization and types of services provided. 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.
 - b. Applicable individual and corporate North Carolina licensing and/or certification information. Licenses and certifications submitted by the Consultant shall be maintained and made available upon request for the duration of the MOCA.
 - c. Qualifications and experience specific to the following services:
 - 1. Market Analysis: including data analysis and report development;
 - 2. Strategic Planning: including data analysis and report development;
 - 3. Long Range Planning: including data analysis, land use analysis, plan development, and document and report development;
 - 4. Public Outreach Activities: including public information and outreach materials, public engagement plans, and public engagement process design;
 - 5. Project Development Activities: including planning process design, implementation planning, and project consultation;
 - 6. ASTM Phase I and II Environmental Site Assessments;
 - 7. Landscape Architecture: including site plan and amenity design, community input data analysis, ecology analysis, phase development, and cost estimation;

8. Park Planning: including master planning, community input data analysis, site and data analysis, report development, phase development, and cost estimation.
3. Responses must also include the following:
 - a. Three (3) applicable local government references including a current contact person and a brief description and dates of services for projects completed; and
 - b. Minority/Women-Owned Business Enterprise (MWBE) characteristics of the Consultant or sub-contractor partnerships.

V. SELECTION PROCESS, CRITERIA, AND SCHEDULE

<u>SUBMISSION SCHEDULE</u>	
City issues RFP	April 19, 2019
Question and Answer period	April 22-26, 2019
City posts all questions and answers	April 29, 2019
Addendum issued, if required	April 30, 2019
Submittals due	May 10, 2019

This RFP does not constitute an offer by the City to enter into an Agreement with any Consultant. The City, at its sole discretion, reserves the right to accept or reject any response for any reason. The City further reserves the right to negotiate with any responder following an evaluation of all submittals. In the event that the City does not engage work under a Sub-Agreement, the City will not be held responsible or liable for future or projected revenue losses.

Any reservations on the use of information contained in a response must be clearly stated in the Request for Proposal itself. The City assumes that, unless otherwise stated and clearly marked "Confidential," information submitted in response to this RFP may be used by the City as public information after one or more Consultants have been selected and all other Consultants have been notified.

For Proposals that meet the specific requirements above, the selection of Consultants will be based on the consideration of qualifications listed below. Each item will be scored from 1-20, for a maximum of 20 points in each area. Consultants must receive a minimum score of 75 points to be added to the On-Call Pool of Planning Consultants.

Evaluation Scoring Criteria

1. Capacity to respond to service requests in a timely manner, based on average number of days required to respond to a new requests. At minimum, responses will be expected within a two-week period (20%);
2. Examples of similar work products and services that demonstrate the Consultant's ability

- to provide creative solutions (20%);
3. Past performance (20%);
 4. Billable hourly rates (20%); and
 5. Education and training of personnel (20%).

<u>ANTICIPATED AWARD SCHEDULE</u>
Selection Committee Review/Selection of Candidate (s) May 13-17, 2019
Award offers May 20, 2019
Awards Announced May 22, 2019
Contracts Executed June 1, 2019

VI. DEADLINE AND INSTRUCTIONS FOR SUBMISSION OF PROPOSAL AND STATEMENT OF QUALIFICATIONS

Interested parties should e-mail one digital copy of their proposal and direct all inquiries to:

Russ Clegg, AICP
City of Greensboro Planning Department

E-mail: russ.clegg@greensboro-nc.gov
Telephone: 336.373.2211

Proposals must be received no later than 12:00 pm on Friday, May 10, 2019.