

Albemarle Commission

REQUEST FOR PROPOSALS

The Albemarle Commission is requesting proposals for the development of a Safe Routes to School Non-Infrastructure Project which will include developing and implementing education, encouragement, enforcement and evaluation activities and programs to serve K-8 students and the general public in the counties of Camden, Currituck, Chowan, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington

Interested firms may obtain the complete RFP package by contacting Angela Welsh, ARPO Director at 252.426.5775 or [awelsh@accog.org](mailto:awelsh@accog.org)

All submittals must be received by 4:00 pm Friday, November 15, 2019

The Albemarle Commission reserves the right to reject all LOIs and not proceed with procurement.

Invitation to Submit Proposals & Letter of Interest  
Albemarle Commission

Safe Routes to School Project

Albemarle Commission  
Albemarle Rural Planning Organization  
Attn: Angela Welsh, ARPO Director  
512 South Church Street  
Hertford, NC 27944

Release of Invitation:  
Tuesday, November 5, 2019

Submittal Due Date:  
Friday, November 15, 2019 at 4pm

For further information regarding this Invitation to submit

Request for Proposals

Contact Angela Welsh, ARPO Director @ 252.426.5775

[awelsh@accog.org](mailto:awelsh@accog.org)

ALBEMARLE COMMISSION  
HERTFORD, NORTH CAROLINA

REQUEST FOR PROPOSALS

The Albemarle Commission is requesting proposals for the development of a Safe Routes to School Non-Infrastructure Project which will include developing and implementing bicycle and pedestrian safety education, encouragement, enforcement and evaluation activities and programs to serve K-8 students and the general public in the counties of Camden, Currituck, Chowan, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington.

**Background**

Safe Routes to Schools (SRTS) is a national program designed to increase the number of children and families walking and bicycling to school. Ultimately, the goal is to increase the health and safety of children and the community and decrease traffic and pollution. Non-infrastructure grants promote walking and biking to school through education and encouragement. They also address safety concerns by encouraging greater enforcement of traffic laws, educating the public, exploring ways to create safer streets, and evaluating activities along the way.

The Albemarle Commission, through the North Carolina Department of Transportation, was recently awarded a SRTS non-infrastructure grant to develop and implement a comprehensive SRTS safety campaign program for the counties of Camden, Currituck, Chowan, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington.

The goal of the Albemarle Commission SRTS non-infrastructure project is to:

- Increase active transportation for children in the region
- Spread bicycle and pedestrian safety tips via social media, posters, videos/graphics, earned media coverage and radio PSA's
- Train local law enforcement and provide social and public media toolkits for departments to foster positive public engagement regarding bicycle and pedestrian safety.

## Scope of Work

The project shall consist of developing a series of videos, posters, social media advertisements and posts, public informational displays and earned media efforts for a bicycle and pedestrian safety campaign for the counties of Camden, Currituck, Chowan, Dare, Gates, Hyde, Pasquotank, Perquimans, Tyrrell, and Washington. The project will also encourage enforcement of laws which protect bicyclists and pedestrians through developing a formal training session for local law enforcement as well as creating and distributing public outreach materials for Public Information Officers. The consultant will also be responsible for creating and conducting a “Walk the World” program for schools, art contests and “Ticket your parent” activities.

The project will include bicycle and pedestrian safety instruction and other encouragement events, as well as parent and community involvement. Program focus areas should include but are not limited to the following:

- Conduct video interviews with parents and children
- Film yielding videos in local communities
- Develop posters for target audiences
- Develop communication toolkit for law enforcement
- Develop “Ticket your Parent” materials
- Host bicycle/pedestrian law enforcement training
- Launch and support “Walk the World” program in local schools
- Launch targeted social media ads for parents, tourists, and general public
- Create and distribute posters to local businesses
- Engage with schools to help them develop bike or walk to school events
- Utilize “Lets Go NC” curriculum in material development and training
- Develop educational and encouragement videos.

Any educational or encouragement materials that are developed through this project, including but not limited to tip sheets, brochures, flyers, and route maps, must be submitted to the ARPO Director for review prior to distribution.

The Albemarle Commission must complete the entire SRTS project, including evaluation activities by the summer of 2022.

### **Small business professional service firm (SPSF) participation**

The NCDOT encourages the use of Small Professional Services Firms (SPSF). 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. The Firm, at the time the Letter of Interest is submitted, shall submit a listing of all known SPSF firms that will participate in the performance of the identified work. The participation shall be submitted on the Department's Subconsultant Form RS-2. RS-2 forms may be accessed on the Department's website at NCDOT Connect Guidelines & Forms. The SPSF must be qualified with the Department to perform the work for which they are listed. Real-time information about firms doing business with the Department and firms that are SPSF certified through the Contractual Services Unit is available in the Directory of Transportation Firms. The Directory can be accessed on the Department's website at Directory of Firms - Complete listing of certified and prequalified firms. The listing of an individual firm in the Department's directory shall not be construed as an endorsement of the firm.

### **Prequalification**

The NCDOT maintains on file the qualifications and key personnel for each approved discipline, as well as any required samples of work. Each year on the anniversary date of the company, the firm shall renew their prequalified disciplines. If your firm has not renewed its application as required by your anniversary date or if your firm is not currently prequalified, please submit an application to the Department prior to submittal of your LOI. An application may be accessed on the Department's website at Prequalifying Private Consulting Firms -- Learn how to become Prequalified as a Private Consulting Firm with NCDOT. Having this data on file with the Department eliminates the need to resubmit this data with each letter of interest. Even though specific DBE/MBE/WBE goals are not required for this project, the Department of Transportation is committed to providing opportunity for small and disadvantaged businesses to perform on its contracts through established Department goals. The 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.

### **Title VI Nondiscrimination notification**

The LGA in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies all RESPONDENTS that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit LETTERS of INTEREST (LOIs) in response to this ADVERTISEMENT and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.

## **Contractual Arrangements**

The successful Consultant will be required to enter into a contract with the Albemarle Commission after award is recommended and approved by the NCDOT. This contract will be invoiced monthly consistent with the following provisions:

- The Vendor must submit one monthly invoice within fifteen (15) calendar days following the end of each month in which work was performed. The method of payment is LUMP Sum per project assignment.
- Invoices must be submitted to:  
Albemarle Commission  
Albemarle Rural Planning Organization  
Attn: Angela Welsh, ARPO Director  
512 South Church Street  
Hertford, NC 27944
- Invoices must be submitted to the Contract Lead in hard copy on the Contractor's official letterhead stationery and must be identified by a unique invoice number. All invoice backup reports and spreadsheets must be provided in electronic format.
- Invoices must bear the correct contract number and purchase order number to ensure prompt payment. The Vendor's failure to include the correct purchase order number may cause delay in payment.
- Invoices must include an accurate description of the work for which the invoice is being submitted, the invoice date, the period of time covered, the amount of fees due to the Vendor and the original signature of the Vendor's project manager.

## **Insurance Requirements**

The selected firm will be required to furnish the Albemarle Commission evidence of Insurance coverage for the following: Workman's Compensation, Commercial General Liability, Business Auto Liability and Professional Liability.

Limits of insurance shall be as follows: Minimum amounts of \$1,000,000 in Workman's Compensation, \$1,000.00 Commercial General Liability, \$500,000 in Business Auto Liability and \$ 1,000,000 in Professional Liability. A certificate of insurance shall be filed with Jeri Hansen (Finance Director, Albemarle Commission) prior to award of contract.

Jeri Hansen  
Albemarle Commission  
Finance Director  
512 South Church Street  
Hertford, NC 27944  
jhansen@accog.org

The Albemarle Commission shall be listed as an additional insured on the certificate of insurance.

### **Evaluation**

The evaluation of firms submitting letters of interest, and proposals, will be based on the following considerations and their respective weights:

1. The firm's experience, knowledge, and familiarity with the type of work in general;  
45%
2. The firm's staff to perform the type of work required, including any designated sub-consultants;  
45%
3. The firm's familiarity with the goals and specific projects outlined in the approved Albemarle Commission Safe Routes to School Non-Infrastructure Grant: 10%

### **Proposal Outline**

All proposals are limited to 20 pages inclusive of the cover sheet, and shall be typed on 8 ½"x11" sheets, single spaced, one sided. In order to reduce costs and to facilitate recycling; binders, dividers, tabs, etc. are prohibited. One staple in the upper left-hand corner is preferred. Letters of interest containing more than twenty (20) pages will not be considered.

### **Section I – Cover/Introductory Letter**

The introductory letter should be addressed to Angela Welsh, ARPO Director. Said letter should contain the following elements of information:

- Expression of firm's interest in the work;
- Statement of submission information with letter of interest;
- Statement regarding firms' possible conflict(s) of interest for the work; and
- Summation of information contained in the letter of interest.

## **Section II– Statement of Qualifications**

All firms must present satisfactory evidence that they have been regularly engaged in this type of work and must demonstrate an understating or familiarity of the Safe Routes to School program 4 E's (education, encouragement, enforcement, and evaluation). Limited to two (2) pages.

## **Section III– Evaluation Factors**

This section is limited to five (5) pages and should contain information regarding evaluation and other factors listed in the advertisement such as:

- Identify project personnel qualifications and experience;
- Understanding of project
- Unique qualifications of key team members; and
- Identify type and location and similar work performed within the last three (3) years.

## **Section IV – Supportive Information**

This section is limited to five (5) pages and should contain the following information:

- Project Manager's resume and resumes of key personnel including (names, classification, and location of the firm's employees);
- Capacity Chart/Graph (available work force);
- Organizational chart indicating personnel to be assigned by discipline; and
- Other pertinent information.

## **Section VI – Implementation**

Clearly outline implementation details for the “Walk the World” and “Ticket your parent” activities; developing a toolkit for law enforcement and sample curriculum of law enforcement training; and sample commentary for targeted social media and traditional media ads.

## **Section VII –Schedule**

Provide a sample schedule of events and curriculum plans for each year of the three (3) year grant. Limited to two (2) pages. The Albemarle Commission must complete the entire SRTS project, including evaluation activities by the summer of 2022.

## **Additional Information**

Private firms are invited to submit letters of interest for providing the requested services to the Albemarle Commission no later than 4:00 PM on Friday, November 15, 2019. Proposals and letters of interest submitted after this deadline will not be considered. Submit three (3) total copies of the proposal and letter of interest and all attachments. Firms submitting fewer copies will not be considered.

Firms submitting proposals and letters of interest are encouraged to carefully check them for conformance to the requirements stated above. If letters of interest do not meet these requirements they will be disqualified. No exception will be granted. The submission packet shall be placed in a sealed envelope marked:

SRTS Non-Infrastructure Project

Proposal and Letter of Interest

Attn: Angela Welsh, ARPO Director

Do not open before 4:00pm on November 15, 2019.

The mailing and delivery address is:

Albemarle Commission

Albemarle Rural Planning Organization

Angela Welsh, ARPO Director

512 South Church Street

Hertford, NC 27944

Hand delivered packets may be left with the receptionist at the front desk and left to the attention of Angela Welsh, ARPO Director and must also be clearly marked as indicated above.

Any questions concerning this Request for Proposals and Letters of Interest or the scope of this work should be directed to Angela Welsh at 252.426.5775 or by email at: [awelsh@accog.org](mailto:awelsh@accog.org). If you feel the information provided is inadequate to submit a letter of interest, please contact Angela Welsh, ARPO Director.

The Albemarle Commissions preferred firm will be notified by the Albemarle Commission no later than Friday, November 22, 2019. Official notification of firm selection shall be announced once the NCDOT has reviewed the Albemarle Commissions preferred firm and authorized the Albemarle Commission selection of said firm. Notification will not be sent to firms not selected. The firm selected will be notified by phone or email.

The Albemarle Commission reserves the right to reject all LOIs and not proceed with procurement.