



Request for Proposals for Consultant Services

Destination Safe Comprehensive Safety Action Plan & Vulnerable Road User Assessment

Requested By:	The Mid-America Regional Council
Issue Date:	Monday, July 22, 2024
Deadline to Submit Questions (by 5PM CST):	Monday, August 5, 2024
Proposal Deadline (by 5PM CST):	Monday, August 19, 2024
Submit Proposals To:	Designated Proposal Coordinator: Megan Broll (by email: mbroll@marc.org)
RFP Point of Contact:	Alicia Hunter (by email: ahunter@marc.org)

Overview

The Mid-America Regional Council (MARC) is the nonprofit association of 119 cities and nine county governments and the metropolitan planning organization for the bistate Kansas City region. Our work is organized into separate but interrelated departments and focus areas. MARC has also established a [Destination Safe Coalition](#) which unites federal, state, regional and local agencies to improve transportation system safety for 13 counties (Leavenworth, Wyandotte, Johnson, Miami Counties KS, and Clay, Jackson, Cass, Ray, Lafayette, Platte, Johnson, Saline, and Pettis Counties MO) in the Greater Kansas City. It is governed by a committee with representatives from local, regional, state, and federal agencies, emergency response, law enforcement, public health and nonprofit groups dedicated to transportation safety. MARC and the Destination Safe Coalition are committed to reducing transportation-related fatalities and serious injuries in the Destination Safe Region (13 counties).

Background

MARC, as the Metropolitan Planning Organization for the Kansas City Region, and the Destination Safe Coalition have established a safety culture among transportation and public safety experts through the collaborative development of a [2022-2027 Transportation Safety Plan](#). This plan incorporates strategies that are data-driven and equitable with the goal of achieving zero roadway deaths in the Kansas City region by 2050. MARC develops annual safety reports which provide transparency to the public and stakeholders and illustrates the methods to measure progress towards the targets of the Transportation Safety Plan. As outlined in the [Destination Safe 2022 Annual Safety Report](#), the region did not achieve its fatality reduction targets for 2021. More work is needed to fully embrace elements of the [Safe System Approach](#) that, together, create a holistic approach with layers of protection for all road users.

To further our commitment to reducing transportation-related fatalities and serious injuries and fully embrace the Safe System approach, MARC applied for and received fiscal year (FY) 2023 Safe Streets and Roads for All (SS4A) grant for the development of a Destination Safe Comprehensive Safety Action Plan (CSAP) and Supplemental Planning Activities.

The purpose of this Request for Proposals (RFP) is to solicit proposals from qualified consultants, vendors, or firms (hereinafter “Consultant”) for the development of the Destination Safe CSAP and support supplemental planning activities. This project will allow MARC and the Destination Safe Coalition to develop a guiding document that embraces the Safe System Approach, develop a user-friendly crash data dashboard, and conduct a Vulnerable Road User (VRU) assessment with the intent of improving the safety culture, promoting equity, and provide tools and resources that help strengthen our region’s approach to and understanding of transportation safety issues within the Destination Safe Region.

Context

The US Department of Transportation (DOT) recently published a [notice of funding opportunity](#) for the [Safe Streets and Roads for All \(SS4A\) Discretionary Grant](#). This program provides funding for both planning and implementation of infrastructure and initiatives to support planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users.

Within the MARC Destination Safe Region, there are 12 jurisdictions who were also awarded FY23 SS4A funds. MARC is seeking Consultant support to aid in embracing the complexities and opportunities for collaboration among MARC and the other [local SS4A awarded](#) jurisdictions to find consensus, minimize duplicative efforts, and maximize resources.

In addition, as part of this project MARC has four (4) sub-applicants: Gardner, Kansas; Osawatomie, Kansas; Raytown, Missouri; and Liberty, Missouri. See [Scope of Services](#) for more details on the proposed tasks and Consultant support for the planning activities and sub-applicants.

The primary deliverables from the Consultant are a Destination Safe Comprehensive Safety Action Plan (CSAP), and vulnerable road user (VRU) assessment, along with a Community Profile and Action Plan for MARC sub-applicants. The process used to create the plan, VRU assessment and reports should be creative, help build consensus, and establish new partnerships and collaboration with MARC partners. The Consultant will build upon the work completed by the DOT's and other jurisdictions and look for opportunities to expand research and analysis where others may not have had the resources to do so. The final CSAP will incorporate analysis and findings from the VRU assessment.

This project will also include the development of a user-friendly crash data dashboard. This dashboard will be developed in-house by MARC staff, with the potential for some support from the Consultant (to be finalized during contract negotiations). The dashboard will incorporate analysis and findings from the CSAP and VRU assessment.

Principles

The qualified Consultant will take a strong role in facilitation and coordination with the other SS4A recipients, their consultants, and other entities such as State DOTs, local nonprofit organizations, and the Destination Safe Coalition. Because the CSAP is a regional plan, Consultants will use the 6 Safe System Principles of the [Safe System Approach](#) as guidance when undertaking each proposed task.

- 1. Death and Serious Injuries are Unacceptable:** Leadership Commitment and Consensus
- 2. Humans Make Mistakes:** Educate and Inform
- 3. Humans are Vulnerable:** Equity and Vulnerable Road Users
- 4. Responsibility is Shared:** Collaboration, Progress, and Transparency
- 5. Safety is Proactive:** Policy & Process Changes and Project Selection & Prioritization
- 6. Redundancy is Crucial**

This approach will allow overlapping jurisdictions to focus on the objectives of the Safe System Approach most applicable and relevant to their safety needs, resources, and control.

Objectives

Guided by the above principles, the Consultant will efforts for this project will be driven by the following underlying objectives:

- 1. Maximize resources and efficiency by reducing duplicative efforts and avoiding discrepancies with other local action plans.**
- 2. Establish consensus and shared responsibility amongst decision-makers and responsible parties to support and expand aligning objectives for improving transportation safety within the Destination Safe Region.**
- 3. Think futuristically. This project seeks to establish continuing, comprehensive, and cooperative partnerships, programs, and initiatives that thrive after the conclusion of this grant project.**
- 4. Identify coordination efforts and opportunities among DOT's and local jurisdictions for implementing and funding transportation safety initiatives (e.g., MOU's and Partner Agreements).**

Schedule

Issue RFP	July 22, 2024
Deadline to Submit Questions by 5:00 PM (CT)	August 5
Response to Questions (posted on MARC's website)	August 12
Proposal Deadline by 5:00 PM (CT)	August 19
Proposals Evaluated by Consultant Selection Group	August 21 – September 4
Consultant Interviews (virtual)	September 12 and/or 13
Negotiate Contract and Project Start	September/October
Estimated Period of Performance	19 months

MARC reserves the right to alter the above schedule as necessary.

Scope of Services

MARC is inviting proposals from qualified Consultants to develop a Destination Safe CSAP, conduct a creative vulnerable road user assessment, and (if needed) support the development of a crash data dashboard. MARC intends to be under contract with selected Consultant and start the project in September/October 2024 with an estimated completion date of April 2026 (see the [Schedule](#) section for more details). Estimated available funds for this project are \$350,000. The following section outlines the proposed tasks.

Consultants are encouraged to be creative in developing a sound analytical approach to achieve the project objectives. It is encouraged that Consultants propose alternative tasks or revised tasks based on their expertise and experience so long as it aligns with project objectives. The Consultant is urged to be as specific as possible when describing activities that will be performed to support each task.

Proposed Tasks

Task 1. Project Coordination & Management Plan

The Consultant will maintain consistent communication with MARC staff. The Consultant will develop a clear and concise Project Management Plan (PMP). The PMP will include an overall schedule of task deliverables and team/check-in meetings, coordination and communication procedures, responsibilities, and other important operational information pertaining to the Consultant project coordination of all tasks.

Deliverable:

- Project Management Plan
 - » To be delivered within X days after first project kick-off meeting.

Task 2. Stakeholder & Public Engagement / Education Efforts

Equity is a very important component in this planning and analysis and should be conducted in close partnership with stakeholders and grounded in authentic public input. Through these engagement and education efforts the Consultant will, at a minimum:

- Coordinate, communicate, and collaborate with MARC's Destination Safe Committee, SafeAcross, other local SS4A Recipients, and Sub-applicants when developing and executing engagement and education efforts.
- Conduct stakeholder and public engagement/educational activities especially those that seek input from and inform underserved communities, overrepresented populations, and public officials/decision-makers as it relates to transportation, safety, and equity.
- Coordination that included inter- and intra-governmental cooperation and collaboration.

The Consultant **must** take into consideration [Objectives 1, 2, 3, and 4](#) when determining the best course of action for this task. At a minimum the Consultant will engage and solicit feedback and input from the following four (4) stakeholder groups:

MARC's Destination Safe Committee

This Committee is comprised of members with representatives from local, regional, state and federal agencies, emergency response, law enforcement, public health and nonprofit groups dedicated to transportation safety. This committee will serve as the main sounding board when needing to identify specific goals, initiatives, tasks, or priorities related to this task and the overall the planning and analysis of this project.

SafeAcross

SafeAcross is a pedestrian safety initiative with various elements aimed at normalizing courteous behavior and promoting pedestrian-friendly communities. The SafeAcross program is an education program that reaches the public through unique roadway signage, special events and outreach, as well as various print and digital education pieces. The public outreach portion is supplemented with engineering, evaluation, encouragement, enforcement and policy work to measurably increase crosswalk safety.

SS4A Recipients

There are several agencies within MARC's Destination Safe Region who have been awarded or will be seeking future SS4A funds. MARC staff will take the lead in hosting recurring coordination meetings with past (FY22), present (FY23), and future (FY24) SS4A recipients that fall within the planning boundary of this project. The Consultant will provide assistance as needed (e.g., discussion topics, presentation).

MARC Sub-Applicants

MARC has four (4) sub-applicants: Gardner, Kansas; Osawatomie, Kansas; Raytown, Missouri; and Liberty, Missouri. These sub-applicants will serve on the Consultant Selection Group. Consultants will work with MARC and sub-applicants to ensure that safety issues and behaviors for their specific jurisdiction are addressed. Consultants will coordinate and communicate with sub-applicants throughout the various planning tasks as needed and specified.

Deliverables:

- Engagement and Education Plan
 - » List of proposed engagement/education activities (developed with or using initiatives from the groups listed above).
 - » Schedule of events.
 - » Target audience and objective for each activity.
- Draft Summary Report
 - » Outline a comprehensive understanding of all stakeholder and public input.
 - » Detail how engagement and education efforts are incorporated in the planning process, analysis, and final CSAP.
 - » Final Summary Report to be incorporated in the deliverable of [Task 9](#).
- Draft Engagement & Education Toolkit
 - » Develop resources that provide advice, guidance, and information that MARC partner agencies and organizations could use to implement their own outreach efforts.
 - » Final Engagement & Education Toolkit to be incorporated in the deliverable of [Task 9](#).

Task 3. Crash Data Analysis

The Consultant **must** take into consideration [Objectives 1 and 3](#) when determining the best course of action for task when perform the following analyses:

- Crash Trends
 - » Analysis using crash data to identify existing conditions and historical trends.
 - » Identify the most prevalent existing conditions and trends and relevant insights from the analysis.
- Network Screening
 - » Review network screening methodologies (performance measures) of the [SS4A Recipient Stakeholders](#) to determine the best methodology for MARC/Destination Safe.
- Systemic Safety Analysis
 - » Identify characteristics that frequently contribute to certain crash types
 - » Focus on action steps, strategies, and countermeasures that can be deployed widely across the system.
 - » Structure/organize analysis based on context (e.g., urban, suburban, and rural or signalized intersections, unsignalized intersections, and roadway segments).
- Safety Performance Target Methodology
 - » Review the current methodologies used by Destination Safe Coalition, KDOT, MoDOT, and KCMO.
 - » Recommend new safety performance target methodology for the Destination Safe Coalition (if determined appropriate after review and input from the Destination Safe Coalition).
- Proprietary Data Sources
 - » Identify data sets and any associated cost (if applicable) that may be beneficial for future safety analysis.
 - » Identify data sharing opportunities amongst entities and organizations within the Destination Safe Region.

Deliverables:

- Maps, charts, graphics, and tables summarizing the crash conditions and trends, to be incorporated in the deliverable of [Task 9](#).
- Network screening methodology for incorporation to the Crash Data Dashboard.
- Destination Safe Coalition safety performance target methodology, if deemed necessary.
- Proprietary Data Source technical memo highlighting the review process and list of recommendations and opportunities.

Task 4. Equity Analysis

The Consultant will conduct an equity analysis for the Destination Safe Region using equity indices that can be illustrated in ArcGIS. The Consultant will solicit feedback from stakeholders (to at least include input from the Destination Safe Coalition) to determine equity indices and priorities. Consultants will uses indices established by [USDOT Equitable Transportation Community Explorer Tool](#) as a basis. These indices will be used to illustrate, in ArcGIS, transportation disadvantaged communities and identify any overrepresented populations

involved in fatal and serious injury crashes. Results from this task will be used when MARC develops the Crash Data Dashboard. The dashboard will include a Crash Severity Map, this analysis will be included as a layer in that map. The Consultant **must** take into consideration [Objectives 1, 2 and 3](#) when determining the best course of action for this task.

Deliverables:

- ArcGIS shapefile.
- Maps, charts, graphics, and tables summarizing the analysis and trends, to be incorporated in the deliverable of [Task 9](#).
- Attend and present findings at MARC Committee/Board Meetings.

Task 5. Vulnerable Road User Assessment

MARC and the Destination Safe Coalition are in a unique position for developing a Vulnerable Road User Assessment. As an agency we are not federally required to conduct this assessment as specified by FHWA. This allows Consultants to propose creative and unique techniques, methodologies, and/or analyses that gather and consolidate meaningful information which help members of the Destination Safe Region identify and plan for safety improvements that address VRUs. The Consultant **must** take into consideration [Objectives 1, 2, and 3](#) when determining the best course of action for this task. Activities for this task could include:

- Conducting elements of the [SafeAcross](#) Program, in partnership with activities and efforts undertaken as part of [Task 2](#):
 - » Driver Compliance Studies and Crosswalk Assessments
 - » Public Outreach
- Synthesizing the results from [KDOT](#) and [MoDOT](#) VRU Assessments to the Destination Safe Region.
 - » Consider [BikeWalkKC's comparison](#) of the DOT's assessments and identify opportunities to expand their work through this task.
- After synthesis and with input from stakeholder groups, determine and execute desired VRU assessment activities.
- Identify funding sources for implementation planning projects with the aim of improving safety for VRUs.

Deliverable:

- Vulnerable Road User Assessment Report (PDF and docx.)
 - » Identify safety trends and recommended policy and process changes pertinent to safe travels of VRUs.
 - » Identify VRU funding opportunities for safety demonstrations, analysis, maintenance, and implementation of safety action steps, strategies, and countermeasures.
 - » Report is aesthetically formatted and organized for ease of use and readability and will serve as an addendum to the deliverable for Task 9.

Task 6. State of Practice Review with Identification & Recommendation of Funding and Collaboration Opportunities

After engaging with the appropriate stakeholder groups (as listed in [Task 2](#)) and while conducting Tasks [3](#), [4](#), and [5](#), the Consultant will conduct an assessment of current policies, plans, guidelines, and/or standards to identify opportunities to improve how processes prioritize safety. The Consultant **must** take into consideration [Objectives 1, 2, 3, and 4](#) when determining the best course of action for this task. The Consultant will identify opportunities and make recommendations for:

- Implementation through the adoption of revised or new policies, guidelines, and/or standards.
 - » May include existing and/or recommended guidelines for community engagement and collaboration, policy for prioritizing areas of greatest need, local laws (e.g., speed limit), design guidelines, and other policies and processes that prioritize safety.
- A MARC bicycle and pedestrian counting program.
- Indication of priority for future funding and program opportunities for the Destination Safe Coalition.

Deliverable:

- Draft Recommendations for Funding and Collaboration Opportunities.
 - » Final recommendations to be incorporated with the deliverable for [Task 7](#).

Task 7. Action Steps, Strategies, & Countermeasures

The Consultant will generate a list of action steps and/or strategies categorized by the 5 Es of traffic safety: Education, Encouragement, Engineering, Enforcement, and Evaluation. The list will be generated from the perspective of the Destination Safe Region. In addition to each action steps and/or strategies, each category will include potential indicators of success.

The Consultant will generate a list of countermeasures that address the specific safety issues and concerns for the Destination Safe Region. Countermeasures will be categorized based on urban/suburban and rural contexts. In addition, the Consultant will generate countermeasure recommendation for the top risk/high injury intersections and/or corridors.

Deliverable:

- Draft Action Steps, Strategies, and Countermeasures List
 - » Formatted and organized for ease of use and readability.
 - » Final Action Steps, Strategies, and Countermeasures List to be incorporated in the deliverable of [Task 9](#).

Task 8. Project Scoring Criteria & Prioritization for Transportation Safety & Equity

The Consultant will review all MARC Call for Projects to identify opportunities to add or improve transportation safety and equity scoring criteria for project selection and prioritization. Results from this task will be taken into consideration when MARC's Research Services Department

develops the Crash Data Dashboard. The dashboard will include a Crash Severity Map that will help our partnering agencies determine if their proposed projects meet the updated scoring criteria.

Deliverables:

- Project Selection & Prioritization technical memo highlighting the review process and recommendations.
- Attend and present recommendations at MARC Committee/Board Meetings.

Task 9. Comprehensive Safety Action Plan (CSAP)

The Consultant will develop a final CSAP that will take place of the Destination Safe's [2022-2027 Transportation Safety Plan](#). The CSAP will include and/or address all [Action Plan Components](#) as specified by the SS4A Grant NOFO. The final CSAP will summarize and illustrate efforts, results, recommendations, and outcomes of Tasks 2 through 8 and include:

- Public engagement efforts and incorporation of information and input received into the final plan.
- Highlight opportunities, strengths, and considerations for improving transportation safety and within the Destination Safe Region.

Scope of Services completed for the Sub-Applicants will serve as addendums to the Destination Safe CSAP.

Deliverable:

- Destination Safe Comprehensive Safety Action Plan (PDF and docx.)

Sub-Applicants: Gardner, Osawatomie, & Raytown

Scope of Services

MARC has partnered with Sub-Applicant from Gardner, KS; Osawatomie, KS; and Raytown, MO. The qualified Consultant will complete, at a minimum, the following activities:

- Analysis of existing conditions and historical trends to baseline the level of crashes involving fatalities and serious injuries (10-year crash data).
- Analysis of the location where there are crashes, the severity, as well as contributing factors and crash types.
 - » Network screening (using the methodology identified in [Task 3](#)) to identify and prioritize locations for potential safety investments.
- Analysis of systemic and specific safety needs.
 - » Site specific high-level concepts based on network screening results.
- Identify action steps and/or strategies categorized by the 5 Es of traffic safety: Education, Encouragement, Engineering, Enforcement, and Evaluation.
 - » In addition to each action steps and/or strategies, each category will include potential indicators of success.
- Generate a list of recommended countermeasures that address the specific safety issues and concerns for the community.
- Conduct elements of the [SafeAcross](#) Program:
 - » Driver Compliance Studies and Crosswalk Assessments
 - » Public Outreach
- Public engagement and education activities around transportation safety and vulnerable road users, with at least one in-person event held in their jurisdiction.

Deliverable:

- A Community Profile & Action Plan summarizing the above activities. (PDF and docx.)
 - » Maps, tables, charts summarizing the crash data analysis, driver compliance studies, and crosswalk assessments.
 - » List of recommended countermeasures.
 - » Site specific safety implementation concepts.
 - » List of prioritized safety projects.

Sub-Applicants: Liberty

Scope of Services

MARC has partnered with the Sub-Applicant Liberty, MO. The City of Liberty also received an FY2023 SS4A grant and is developing their own CSAP. The qualified Consultant will coordinate with Liberty and their hired consultant to complete any safety planning activities that enhance and support their current planning efforts through their own SS4A grant.

Deliverables:

To be determined in consultation with City of Liberty and their contracted consultant. Potential activities could include:

- Conduct elements of the [SafeAcross](#) Program:
 - Driver Compliance Studies and Crosswalk Assessments
 - Public Outreach
- Public engagement and education activities around transportation safety and vulnerable road users, with at least one in-person event held in their jurisdiction (if needed).
- Additional capital improvement project planning level concepts and estimates of the recommended improvements.
- Additional active transportation location recommendations.
- Sidewalk inventory.

Proposals

It is the responsibility of each Proposer, before submitting a proposal, to examine the documents thoroughly, and request written interpretation or clarifications after discovering any conflicts, ambiguities, errors or omissions in the documents.

- Late proposals will not be considered.
- MARC reserves the right to award this project, to cancel the solicitation, or to reject any and all proposals; whichever is in the best interest of MARC.
- MARC shall not be held liable for any expenses incurred by the respondent in preparing and submitting its proposal and/or attendance at any presentations, requested supplemental material, final contract negotiations or applicable site visits.
- All proposals, including supporting documentation, shall become the property of MARC.

Consultants are invited/encouraged to revise or suggest new Proposed Tasks so long as they the final deliverables align with the [Objectives](#) outlined in this RFP and include and/or address all [Action Plan Components](#) as specified by the SS4A Grant NOFO. Proposed tasks could be listed as à la carte.

Content

A complete and eligible proposal must contain the following information and be submitted in the order shown below. Please address each section in your proposal submission and divide each section of your proposal by the identifying section headers. Specified page numbers represent the maximum number of pages allowed for each section (section header pages and attachments are not included in the count). Proposals that do not meet the specified requirements and/or are submitted past the deadline will be considered incomplete and ineligible.

Cover Letter: (2 page)

A single page cover letter shall list the name of the prime consultant and any subconsultants/vendors partnering for this project, briefly outlining expertise/specialization of each organization. Provide a point of contact (name, email address, and phone number) to answer questions and for correspondence relating to the procurement process/progress for this RFP.

Section 1: Qualifications & Experience (up to 10 pages)

Consultant shall demonstrate their knowledge and experience in transportation safety analysis and planning and public engagement. Describe relevant and pertinent experiences that illustrate why this Consultant has the qualifications to execute this project successfully. Include relevant related project experience within the last five (5) years. Describe relevant individual experience/expertise of key personnel proposed for this project. Include an organizational chart displaying the experience/area of expertise of key personnel.

Section 2: Project Understanding & Approach (up to 15 pages)

Consultant shall provide a detailed approach to undertaking the tasks proposed in the Scope of Services including a recommended methodology for each task. Consultant shall highlight perceived unique opportunities, challenges, and priorities of this project. Consultants are invited and encouraged to submit and describe additional ideas and strategies to the Scope of Services to enhance the outcomes.

Section 3: Schedule & Availability (up to 2 pages)

The schedule should demonstrate how the Consultant intends to complete the work within the timeframe specified in this RFP. At a minimum, the schedule should include a breakdown by tasks, milestones, major deliverables, and critical events. The Consultant will indicate the availability (including percentage of involvement and specific role) of the project manager and other key personnel to complete the work described in this RFP.

Section 4: Resumes (up to 12 pages)

Consultant shall include brief resumes, one-to-two-pages, for each proposed key personnel associated with this project.

Section 5: Proposed Cost Structure (up to 5 pages)

Consultant shall include a cost structure for services including:

- Actual cost and à la carte cost estimates for each/any proposed tasks.
- Man hours, itemized to include worker categories (project manager, public engagement specialist, engineer, analyst, etc.)
- Supplies and materials
- Travel
- Subconsultant(s), if necessary. Please note that the same detailed cost information must be shown for each subconsultant
- Overhead

Section 6: Disadvantage Business Enterprise (DBE) Goal Requirement

This Project is financed in part by funds from the USDOT and in particular through FHWA. Studies funded in part by USDOT are required to follow 49 CFR part 26 Disadvantage Business Enterprise Program (DBE). MARC's DBE policy requires that qualified DBE's be afforded an equitable opportunity to participate in contracts. Proposers are encouraged to involve DBEs in subcontracts or joint ventures. The proposed project has a **minimum DBE goal of 20%**.

DBE proposers should submit, with their proposals, Intent to Perform as A Disadvantage Business Enterprise (DBE), Attachment A, for each proposed DBE contractor, subcontractor, or joint venture.

Section 7: Certification Regarding Debarment

Each proposer is required to certify by signing the "Certification Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion" (Attachment B). "Certification

Regarding Debarment, Suspension, and Other Ineligibility and Voluntary Exclusion” is a certification that the proposer is not on the U.S. Comptroller General’s Consolidated Lists of Persons or Firms Currently Debarred for Violations of Various Contracts Incorporating Labor Standards Provisions.

Section 8: Regarding Lobbying

See Attachment C.

Section 9: Equal Employment Opportunity Policy

Attach a copy of Equal Opportunity Policy (EEO) if firm has more than 50 employees (weblink to policy is acceptable).

Attachments:

- A. *Intent to Perform as A Disadvantage Business Enterprise (DBE).*
- B. *Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion*
- C. *Certification Regarding Lobbying*

Submission

Consultants shall submit, via email, one electronic proposal in PDF format (15 MB max as attachment or provide a secure file sharing link such as OneDrive or Dropbox) to the designated Proposal Coordinator. Proposals for this RFP must be submitted by 5:00 PM (CT) on Monday, August 19, 2024.

Proposal Coordinator

Name:	Megan Broll
Email:	mbroll@marc.org
Subject Line:	MARC_DS CSAP RFP
Deadline to Submit Proposal by 5:00 PM (CT)	Monday, August 19, 2024

The Proposal Coordinator will acknowledge receipt of proposals. It is the Consultants responsibility to ensure that the proposal has been received and not blocked by a spam filter or rejected due to file size.

Communication & Questions

At the issuance of this RFP all questions, clarifications and communication concerning this solicitation shall be submitted in writing via e-mail to the designated Point of Contact below. MARC will not orally or telephonically address any question or clarification regarding specifications or procedures. If a Consultant visits or calls a MARC employee with such questions, they will be instructed to submit any questions in writing via e-mail. The deadline to submit questions or request clarification is by 5:00 PM (CT) on August 5, 2024.

Should MARC receive any relevant and/or important questions, questions and answers will be included as an amendment and/or addendum to the RFP and posted on [MARC's website](#), by August 12, 2024. MARC is not bound by any oral representations, clarifications, or changes made to the written specifications by MARC staff, unless such clarification or change is provided in a written amendment posted on the website.

Point of Contact

Name:	Alicia Hunter
Email:	ahunter@marc.org
Subject Line:	MARC_DS CSAP RFP
Deadline to Submit RFP Questions	Monday, August 5, 2024

Evaluation & Selection Process

After the proposal submission deadline, MARC staff will review the completeness of each submitted proposal to verify it meets the specification and requirements listed in the [Proposal Content](#) section of this RFP. After a completeness check, eligible proposals will be evaluated by a Consultant Selection Group (CSG).

The evaluation and selection process will involve reviewing proposals and conducting virtual interviews. The CSG will be responsible for evaluating all eligible written proposals and consultant interviews. The CSG will consist of the following anticipated members:

Consultant Selection Group:

- MARC Staff (transportation & research services): 2
- Sub-Applicants: 2 KS / 2 MO
- Destination Safe Subcommittee Chairs: 1 Healthcare / 1 Law Enforcement
- Pioneer Trails Regional Planning Commission: 1

During the evaluation and selection process, MARC and the CSG reserve the right to request additional information or clarification from proposers or allow corrections on omissions.

The written proposal is the only measurement that will be used to identify Consultants that will be invited for an interview. All proposers will be notified in writing by the Proposal Coordinator whether they have been selected for an interview.

The CSG will virtually interview a maximum of four (4) of the top-rated written proposals. Interviews will be scored based on their own merit aside from the written proposal scores. The CSG's scores from the written proposals and interviews will be combined to identify the top-rated Consultant.

MARC staff will schedule a meeting(s) with the top-rated Consultant firm to finalize the scope and negotiate a contract. If negotiations are unsuccessful, WAMPO staff will terminate negotiation efforts with the top-rated Consultant and open negotiation with the 2nd rated Consultant. This process will continue until negotiations are successful.

Proposal Evaluation Criteria

Interviews will be evaluated based on the following rating scale and criteria:

Criteria	Weight
Project Understanding & Approach	x4
Experience & Technical Competency	x3
Availability & Schedule	x2
Proposal Quality	x1

Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent, 5 = Superior

Maximum score of 50

1. Project Understanding & Approach: Proposal shows an understanding of the project principals and objectives. Includes the Consultant's proposed methodology and activities, desired results, and expected outcomes/outputs. Consultant proposals shall demonstrate innovative ideas and efficient approach that accomplish objectives set forth in this RFP.

2. Experience & Technical Competency: Proposal reflects the Consultant's relevant experience and technical capabilities in safety and transportation planning necessary to successfully execute the work set forth in this RFP. The Consultant and/or individuals who will be assigned to this project have applicable and relevant experience.

3. Availability & Schedule: Proposal includes a detailed schedule and includes tasks, deliverables, and milestones. The proposal demonstrates the Consultant's ability to meet the project schedule and indicate all other projects being worked on by key personnel, percentage of involvement and role in those projects.

4. Proposal Quality: Proposal is a well-written, straightforward, and concise document with high-quality graphic/images.

Interview Evaluation Criteria

The Consultant interviews will consist of a 20-minute presentation given by the Consultant (proposed key personnel) to the CSG followed by a 25-minute questions and answer session with the CSG. Interviews will be evaluated based on the following rating scale and criteria:

Criteria	Weight
Qualification & Familiarity with Project Type	x4
Opportunities, Challenges, & Priorities	x3
Innovative	x2

Rating Scale: 1 = Poor, 2 = Fair, 3 = Good, 4 = Excellent, 5 = Superior

Maximum score of 45

1. Qualification & Familiarity with Project Type: Demonstrate why Consultant believes it is especially qualified to undertake this project. Information provided should include, but not be limited to, any awards or recognition received by the Consultant or individuals for similar work, special approaches or concepts developed by the Consultant relevant to this project, etc. Demonstrate Consultant's familiarity with the proposed tasks and experience and capabilities in development of similar safety plans and objectives.

2. Opportunities, Challenges, & Priorities: Demonstrates an understanding of the opportunities, challenges, and priorities of this project for MARC and the Destination Safe Region.

3. Innovative: Identifies any ideas, resources, concepts, tools, methodologies, and strategies that would help accomplish the objectives set forth in this RFP and strengthen the project outcomes.

General Information

U.S. Government System of Award Management

All selected proposers must be registered in the U.S. Government System of Award Management system <https://sam.gov/content/home>.

Artificial Intelligence Policy

Any document or product that has any kind of content produced by generative Artificial Intelligence (AI) on behalf of MARC must be disclosed. This includes (but is not limited to) responses to RFPs, any kind of reports (including progress reports), final reports or documents and artwork/images.

Open Records Act and Proprietary Information

The Mid-America Regional Council (MARC) is a public organization and is subject to the Missouri Open Records Act (Chapter 610, RSMo). All records obtained or retained by MARC are considered public records and are open to the public or media upon request unless those records are specifically protected from disclosure by law or exempted under the Missouri Sunshine Law. All contents of a response to a Request for Bids, Qualifications, Proposals or information issued by MARC are considered public records and subject to public release following decisions by MARC regarding the bid request. If a proposer has information that it considers proprietary, a bidder shall identify documents or portions of documents it considers to contain descriptions of scientific and technological innovations in which it has a proprietary interest, or other information that is protected from public disclosure by law, which is contained in a Proposal. After either a contract is executed pursuant to the Request for Bids, RFQ or RFP, or all submittals are rejected, if a request is made to inspect information submitted and if documents are identified as “Proprietary Information” as provided above under Missouri Sunshine Law, MARC will notify the proposer of the request for access, and it shall be the burden of the proposer to establish that those documents are exempt from disclosure under the law.

USDOT’s FHWA General Terms & Conditions

GRANT AGREEMENT UNDER THE FISCAL YEAR 2023 SAFE STREETS AND ROADS FOR ALL GRANT PROGRAM

This agreement is between the United States Department of Transportation’s (the “USDOT”) Federal Highway Administration (the “FHWA”) and the Mid-America Regional Council (the “Recipient”).

This agreement reflects the selection of the Recipient to receive a Safe Streets and Roads for All (“SS4A”) Grant for the Destination Safe Comprehensive Safety Action Plan.

The parties therefore agree to the following:

(a) In this agreement, “General Terms and Conditions” means the content of the document titled “General Terms and Conditions Under the Fiscal Year 2023 Safe Streets and Roads for All (“SS4A”) Grant Program,” which is available at <https://www.transportation.gov/grants/ss4a/grant-agreements> under “Fiscal Year 2023.” Articles 7–30 are in the General Terms and Conditions. The General Terms and Conditions are part of this agreement.

(b) The Recipient acknowledges that it has knowledge of the General Terms and Conditions. Recipient also states that it is required to comply with all applicable Federal laws and regulations including, but not limited to, the Uniform Administrative Requirements, Cost Principles, and Audit Requirements for Federal Awards (2 CFR part 200); National Environmental Policy Act (NEPA) (42 U.S.C. § 4321 et seq.); and Build America, Buy America Act (BIL, div. G §§ 70901-27).

(c) The Recipient acknowledges that the General Terms and Conditions impose obligations on the Recipient and that the Recipient’s non-compliance with the General Terms and Conditions may result in remedial action, termination of the SS4A Grant, disallowing costs incurred for the Project, requiring the Recipient to refund to the FHWA the SS4A Grant, and reporting the non-compliance in the Federal-government-wide integrity and performance system.

Attachment A

INTENT TO PERFORM AS A DISADVANTAGE BUSINESS ENTERPRISE (DBE)

Project Title and Description:

The undersigned intends to perform work in connection with the above project as (check one):

_____ Prime Contractor

_____ Subcontractor

_____ Joint Venture

_____ Other (please specify) _____

If applicable name of prime contractor or joint venture partner:

The DBE status of the undersigned is confirmed by a DBE Certification from one or all of the following (please provide copy of current Certification Certificate):

_____ MRCC (Missouri Regional Certification Committee)

_____ KDOT

_____ MoDOT

_____ City of Kansas City Missouri

_____ Kansas City Area Transportation Agency (KCATA)

_____ Other (please specify) _____
(MARC may require additional certification documentation)

The undersigned is prepared to perform the following described work in connection with the above project (attach additional sheet in needed),

at the following price _____ (complete only after MARC contract price negotiations)

Date

Name of DBE Firm

By: _____
Signature of DBE Firm's Authorized Representative

Print Name and Title

Attachment B

Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1 The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.

2 Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

Date

Signed – Authorized Representative

Title of Authorized Representative

.....
Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1 By signing and submitting this agreement, the proposer is providing the certification as set below.

2 The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Attachment C

CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

- 1 No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersign, to any person influencing or attempting to influence an officer or employee of a federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.
- 2 If any funds other than Federal appropriated funds have been paid or will be paid to any person for attempting to influence an officer or employee of any federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal or Federally assisted contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.
- 3 The undersign shall require that the language of this certification be included in the award documents of all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 32, US Code and 28 CFR Part 69. Any person who fails to file the required certification shall be subject to a civil penalty of not less that \$10,000 and not more than \$100,000 for each such failure.

(Name of Entity)

(Name and Title of Authorized Official)

(Signature of above Official)

(Date)