



## MACATAWA AREA COORDINATING COUNCIL

### REQUEST FOR PROPOSAL

March 27, 2024

#### SUMMARY AND BACKGROUND

The Macatawa Area Coordinating Council (MACC), the designated Metropolitan Planning Organization (MPO) for the greater Holland/Zeeland, Michigan metropolitan area, is currently accepting proposals from firms interested in being selected to develop a regional safety action plan for the MACC planning area. The MACC transportation planning area is comprised of the cities of Holland and Zeeland, as well as the townships of Port Sheldon, Olive, Park, Holland Charter, Zeeland Charter, Fillmore, and Laketown. The MACC intends to select one firm or team to provide the services as outlined below. The MACC receives federal and state grant funding and other funding from local participating governments.

#### PROPOSAL GUIDELINES

This Request for Proposal (RFP) represents the requirements for an open and competitive process.

Proposals will be accepted until 5:00 p.m. on **Friday, April 26, 2024**. Any proposals received after this date and time will be returned to the sender. All proposals must be signed by an official agent or representative of the company submitting the proposal.

If the organization submitting a proposal must outsource or subcontract any work to meet the requirements contained herein, this must be clearly stated in the proposal. Additionally, all costs included in the proposals must be all-inclusive to include any outsourced or subcontracted work. Any proposals which call for outsourcing or subcontracting work must include a name and description of the organization(s) being subcontracted.

All costs must be itemized to include an explanation of all fees and costs.

Firms, or teams of firms, must respond to the RFP with electronic versions of their proposals in PDF format. Firms must email an electronic copy to Eric Dykstra, Transportation Planner, at [edykstra@the-macc.org](mailto:edykstra@the-macc.org). Electronic submissions shall be titled with the firm's name as part of the document label.

Proposals shall not exceed a total of 30 pages (8.5 x 11, front and back of sheet counted as two pages), inclusive of resumes and firm experience. Covers, end sheets, proposed budget, and an introductory letter shall not count against this maximum. Font size shall be a minimum of 11 point in all cases.

The firm certifies the response submitted has not been made or prepared in collusion with any other respondent and the prices, terms or conditions thereof have not been communicated by, or on behalf of, the respondent to any other respondent prior to the official opening of this request. This certification may be treated for all purposes as if it were a sworn statement made under oath, subject to the penalties for perjury. Moreover, it is made subject to the provisions of 18 U.S.C. Section 1001, relating to the making of false statements.

Submissions may be withdrawn by written request only if the request is received on or before the opening date and time.

Submissions not meeting these criteria may be deemed non-responsive.

The MACC is not liable for any costs incurred by any prospective firm prior to the awarding of a contract, including any costs incurred in addressing this solicitation.

Each submission must be signed by a person authorized to sign contracts on behalf of the firm. The name of the person signing must be followed by their title.

Proposal evaluation will focus initially on the written proposals. Should it be determined that interviews are required, a "short-list" of firms will be selected from the proposals received. The short-listed firms will be invited to participate in an interview process with the evaluation committee. The MACC will confirm interview times with those firms selected for an interview. The MACC reserves the right to award this contract based on initial proposals received without formal interviews.

Contract terms and conditions will be negotiated upon selection of the winning consultant for this RFP. All contractual terms and conditions will be subject to review by the MACC's Legal Consultant and will include scope, budget, schedule, and other necessary items pertaining to the project.

*The Macatawa Area Coordinating Council, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into, pursuant to this advertisement, minority business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award.*

## **PROJECT PURPOSE AND DESCRIPTION**

The MACC has been awarded a federal Safe Streets and Roads for All (SS4A) grant to develop a Regional Safety Action Plan for our planning area (cities of Holland and Zeeland, townships of Port Sheldon, Olive, Park, Holland Charter, Zeeland Charter, Laketown, and Fillmore) in coordination with our partner agencies (counties, cities, townships, and transportation agencies). Led by an inclusive steering committee, this Safety Action Plan should cover all roads and transportation modes in our region, which includes urban, suburban, and rural areas.

In addition to utilizing available safety data and resources to guide recommendations, it is critical that a robust and inclusive engagement strategy is employed to engage a wide variety of public and private stakeholders with special emphasis placed upon engaging underserved populations.

Understanding that safety and infrastructure needs generally outnumber the resources available to address them, the process needs to be data-driven and look to employ low-cost, high-impact strategies to improve safety over broader areas, and reference available resources to make sure strategies are included that have been tested and shown to be effective, along with innovative strategies that will address safety and equity.

Ultimately, implementation of proposed projects and strategies and potential policy changes contained in this safety action plan should move the needle toward zero traffic deaths and serious injuries in the MACC region. This plan should also meet all federal requirements to allow for and support local grant applications for SS4A Implementation funds in the future.

## **PROJECT SCOPE**

### **Leadership Commitment and Goal Setting**

- Work with MACC Committees and Board to develop an official public commitment to an eventual goal of zero roadway fatalities and serious injuries, including a goal and timeline for eliminating roadway fatalities and serious injuries.

### **Planning Structure**

- Work with the MACC's Safety Committee, which will be charged with oversight of the Action Plan development, implementation, and monitoring.

### **Safety Analysis**

- Analyze existing conditions and historical trends to provide a baseline level of crashes involving fatalities and serious injuries for the MACC region.
- Analyze locations where there are crashes and the severity of the crashes, as well as contributing factors and crash types by relevant road users (motorists, pedestrians, transit users, etc.).
- Analyze systemic and specific safety needs (e.g., high-risk road features, specific safety needs of relevant road users, public health approaches, analysis of the built environment, demographics, and structural issues).
- Include all roadways within the jurisdiction, without regard for ownership.
- Develop a mapped High-Injury Network, based on the analysis performed.

### **Engagement and Collaboration**

- Develop and deploy robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback.

- Work with MACC staff to plan for and accommodate translation of key engagement materials into Spanish (and/or other languages) and translation services at engagement events, as appropriate.
- Analyze information received from engagement and collaboration and incorporate it into the Action Plan.
- Coordinate and align with other plans and planning processes to the extent practicable, including MACC plans and those of regional partners.

### **Equity Considerations**

- Use inclusive and representative processes during plan development.
- Identify underserved communities through data and other analyses in collaboration with MACC staff and other appropriate partners.
- Assist with additional targeted outreach and engagement to ensure meaningful representation and participation by people identified in underserved communities.
- Complete equity impact assessments of proposed projects and strategies and policy recommendations.

### **Policy and Process Changes**

- Assess current MACC policies, plans, and guidelines to identify opportunities to improve how processes prioritize transportation safety.
- Recommend revised or new policies, guidelines, and/or standards, as appropriate.

### **Strategy and Project Selection**

- Identify a comprehensive set of projects and strategies—shaped by data, the best available evidence and noteworthy practices, and stakeholder input and equity considerations—that will address the safety problems described in the Action Plan.
  - Focus on a Safe System Approach and effective interventions and consider multidisciplinary activities.
  - Identify and mitigate, to the extent practicable, data limitations.
- Work with the MACC Safety Steering Committee to develop evaluation criteria for prioritizing identified projects and strategies.
- Once identified, work with the MACC Safety Steering Committee and project partners to prioritize projects and strategies into a list that provides time ranges for when the strategies and countermeasures will be deployed (e.g., short-, mid-, and long-term timeframes).
  - Include specific projects and strategies, or descriptions of programs of projects and strategies, and explain prioritization criteria used.
  - The list should contain interventions focused on infrastructure, behavioral, and/or operational safety.

### **Progress and Transparency**

- Work with the MACC staff and Safety Steering Committee to develop a method to measure progress over time after the Action Plan is developed or updated, including outcome data, and establish a means to ensure ongoing transparency with stakeholders and the public.
- Work with MACC staff to develop accessible reporting templates/mechanisms to provide accessible annual updates on progress toward reducing roadway fatalities and serious injuries.
- Deliver final Action Plan and supporting technical documents in publicly digestible formats and language to be posted on the MACC's website.
  - All delivered documents should be easy to translate into multiple languages and incorporate other accessibility features, e.g. alt text, compatibility with screen readers, etc.

### **REQUEST FOR PROPOSAL TIMELINE**

Questions regarding this solicitation are to be submitted in writing to [edykstra@the-macc.org](mailto:edykstra@the-macc.org) prior to 5:00 p.m. on **Wednesday, April 17, 2024**. The MACC will post answers to questions on the MACC website by **Friday, April 19, 2024**.

All proposals in response to this RFP are due no later than 5:00 p.m. **Friday, April 26, 2024**. Evaluation of proposals will be conducted from **Monday, April 29, 2024 to Friday, May 3, 2024**. If additional information or discussions are needed with any consultants during this window, the consultants will be notified.

If interviews are needed, they will be scheduled between **Monday, May 6, 2024** and **Thursday, May 9, 2024**.

The selection decision for the winning bidder will be made no later than **Monday, May 13, 2024**.

Upon notification, the contract negotiation with the winning consultant will begin immediately. Contract negotiations should be complete by **Monday, May 20, 2024**.

### **PROJECT TIMELINE**

Project initiation phase must be completed by **Monday, May 27, 2024**.

Project planning phase(s) must be completed by **Monday, June 3, 2024**. The project planning phase will determine the timeline/schedule for the remaining phases of the project.

The project should be complete by **Monday, May 5, 2025**.

### **BUDGET**

All proposals must include proposed costs, **not to exceed \$280,000.00**, to complete the tasks described in the project scope. Pricing should be listed for each task and subtasks.

### **CONSULTANT QUALIFICATIONS**

Consultants should provide the following items as part of their proposal for consideration:

- Description of experience in developing similar plans
- Examples of three or more applicable plans completed in the past
- Examples of work with regional governmental organizations
- References/testimonials from past clients on related work
- Anticipated resources (key personnel) that will be assigned to this project (total number, role, title, experience) including partners and subcontractors, if applicable
- Detailed description of the technical approach proposed for accomplishing the work
- Proposed schedule and work plan, which should include estimated hours by category for each identified task
- Project management methodology

### **PROPOSAL EVALUATION CRITERIA**

To ensure consideration for this RFP, the MACC will evaluate all proposals based on their completeness. Proposals will be evaluated using the following criteria:

- Overall proposal suitability: proposed work must meet the scope and needs included herein and be presented in a clear and organized manner
- Organizational experience and value: consultants will be evaluated on their experience and cost as it pertains to the scope of this project
- Previous work: consultants will be evaluated on examples of their work pertaining to the project scope and testimonials and references
- Technical expertise and experience: consultants must provide descriptions and documentation of staff technical expertise and experience
- Qualifications of subcontractors, if applicable, and diversity of team: the team should be well-rounded covering all aspects of the project.