



REQUEST FOR PROPOSAL

City of Willmar Safety Action Plan Professional Services

RFP Release Date: January 19, 2024
Proposal Due Date: February 13, 2024



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TABLE OF CONTENTS

- 1.0 GENERAL INFORMATION 1
 - 1.1 Purpose of this Request for Proposal 1
 - 1.2 Project Narrative 1
 - 1.3 References 2
- 2.0 RESPONSE FORMAT 2
- 3.0 SUBMITTAL CONTENT 2
 - 3.1 Outside Cover and First Page 2
 - 3.2 Table of Contents 2
 - 3.3 Transmittal Letter 2
 - 3.4 Key Professionals 2
 - 3.5 Narrative that Addresses Selection Criteria 2
- 4.0 PROPOSED SCOPE OF WORK AND PERFORMANCE TASKS 3
- 5.0 ANTICIPATED SCHEDULE 7
- 6.0 FEE ESTIMATE 7
- 7.0 RESERVATION OF RIGHTS 8
- 8.0 PUBLIC INFORMATION 8
- 9.0 PROPOSAL PREPARATION AND CONTRACT NEGOTIATION COSTS 8
- 10.0 COMPLIANCE WITH FEDERAL, STATE AND LOCAL LAWS, RULES, RESOLUTIONS, ORDINANCES,
REGULATIONS, AND EXECUTIVE ORDERS 8
- 11.0 SUBMISSION DEADLINE 8

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1.0 GENERAL INFORMATION

1.1 Purpose of this Request for Proposal

The City of Willmar (the city), through this Request for Proposal (RFP), is seeking the assistance of a qualified consulting business to assist with the development of a Safe Streets and Roads Action Plan for adoption by the Willmar City Council.

The final document will provide the city with a multiyear actionable, transportation safety plan that incorporates infrastructure projects and potential programs that will lead towards a goal of zero deaths and serious injuries.

This project is associated with a successful US DOT FHWA Safe Streets & Roads For All FY23 funding (SS4A) application. The FHWA has awarded the city \$200,000 of the estimated \$250,000 in total costs for development of the Safety Action Plan.

1.2 Project Narrative

The Willmar City Council understands the importance of reducing or eliminating fatal and serious incidences for all roadway users, including those who walk, bike, drive, ride transit, and travel by other modes in our community. We are committed to a holistic approach in how we think about transportation safety and how we prioritize investments across the city's entire transportation system so that we can build a safe and better system for all users of all modes of transportation.

By developing the city's first Safety Action Plan, we will commit to providing a framework of innovative strategies and implementation actions that will ensure the reduction of fatalities, serious injuries, crashes, and support federal safety initiatives. Through expanded collaboration with stakeholders and community members, as well as guidance from FHWA's Safe System approach and SS4A Action Plan Components, the city will develop a Safety Action Plan that is founded upon the following:

- Stakeholder and public engagement plan, with an emphasis on equity and outreach to BIPOC, New Americans, historically marginalized communities, and economically disadvantaged communities.
- Data collection and review, including a summary of existing programs, policies, and studies.
- Safety analysis, including an analysis of regional trends, contributing factors, and patterns of transportation-related accidents in the city.
- Transportation equity review, including an assessment of equity indicators related to accessibility, connectivity, environment, health, engagement, and effectiveness, and how transportation systems affect and/or influence safe and equitable outcomes.
- Graphic visualizations that illustrate safety countermeasures, context-sensitive solutions, user educational components, and performance measure tracking.
- Implementation matrix for implementing safety measures including:
 - Policies, programs, innovative practices, and low-cost/high-impact strategies; and
 - Specific construction projects with scope, budget, and time frame.

1.3 References

Safe Streets and Roads for All (SS4A) Grant Program

- <https://www.transportation.gov/grants/SS4A>
- <https://www.transportation.gov/sites/dot.gov/files/2023-01/SS4A-FY22-Action-Plan-Grant-Awards-by-State.pdf>

U.S. Department of Transportation – General Terms and Conditions under the Fiscal Year 2022 Safe Streets and Roads for All (SS4A) Grant Program

- <https://www.transportation.gov/grants/ss4a/general-terms-and-conditions-fy22>

2.0 RESPONSE FORMAT

The response to this RFP shall be submitted in a Proposal format within one PDF file, maximum 25 pages total.

3.0 SUBMITTAL CONTENT

Each sectional item in the submittal shall be organized in the following order:

3.1 Outside Cover and First Page

Shall contain the title, "Proposal for Professional Services", City of Willmar Safety Action Plan, the name of the Respondent, and the Submittal date.

3.2 Table of Contents

Include table of contents.

3.3 Transmittal Letter

Include a short Transmittal Letter (two pages maximum). The Transmittal Letter shall:

- Summarize why the Respondent believes itself to be the most qualified;
- Contain the statement that to the best of the Respondent's abilities that the information contained in the Proposal submittal is complete and accurate;
- Contain a statement granting the city and its representative's authorization to contact any previous client of the Respondent (or a Respondent's Team Member) for purposes of ascertaining an independent evaluation of the Respondent's or a Respondent's Team member's performance.

3.4 Key Professionals

Identify the key members of the Respondent's team that will be involved in the project and describe their area of expertise and what role they will perform in the Respondent's team for this project.

3.5 Narrative that Addresses Selection Criteria

Set forth below are the criteria on which the selection will be made. Respondent's Proposal should be organized to clearly address:

- Record of the firm's past work experience with up to two (2) projects of a similar nature. (5x points)

- Provide a summary of relevant projects where the respondent's business was the primary professional services provider. List up to two (2) relevant projects completed within the past five (5) years. A relevant project is one which best exemplifies firm’s qualifications for this project
- Name of project and year completed
- Project location
- Total project cost
- Project description
- Project reference – name, title, phone number, email address
- Other information deemed appropriate by the respondent
- Specialized expertise applicable to the project (4x points)
- Evidence of innovative public engagement techniques and stakeholder involvement (4x points)
- Availability and professional background of key project personnel for the project (3x points)
- History of effective schedule and budget management for similar projects (2x points)
- Familiarity with the US DOT FHWA’s federally funded programs, requirements, and processes (2x points)

Upon review of the Proposals, the city will identify the firm that most closely meets the needs of the project. Top firm(s) may be asked to make a presentation and be interviewed by the selection committee. The above-mentioned factors will be considered by the selection committee. The following rating scale will be used for each of the factors- 1-poor, 2-fair, 3-good, 4-excellent, 5-superior. The evaluation weighting is identified following each factor. The maximum total points available is 100.

4.0 PROPOSED SCOPE OF WORK AND PERFORMANCE TASKS

The city is seeking a consultant that can not only provide the typical services necessary in the development of the Safety Action Plan but also can provide proactiveness, vision, innovation, and collaboration in examining and proposing strategies and recommendations that will ensure a reduction of fatal and serious incidences for the users of all transportation modes.

Outlined below is a proposed scope of work outline that will guide the development of the Safety Action Plan. The city is including the following scope of work as a basis and minimum requirements associated with the project intent, context, coordination, responsibilities, and other elements for the proposal development.

This outline is not necessarily all-inclusive, and the selected consultant may suggest additional or revisions to the performance tasks that will integrate innovative approaches to successfully complete the Safety Action Plan. At a minimum, the consultant shall be expected to establish detailed outlines, analyses, assessments, and recommendations for the following tasks to ensure the requirements outlined in the City’s SS4A Grant Agreement are satisfied.

Task 1: Project Structure and Work Plan. Building on the scope of work presented and incorporating any relevant changes made during contract negotiations, the consultant will prepare a detailed work plan and the achievable timeline for the Safety Action Plan anticipated to be completed by November 2024. The work plan will outline the overall approach, as well as specific actions and activities that will occur during the project and how these will result in a successful conclusion to the study.

Task 2: Project Management and Coordination. The consultant shall be required to manage the study and coordination with any subconsultants, as well as bear responsibility for all documentation and equipment needs. The consultant will identify a project lead from their team to act as the direct point of contact for the city's project manager. This task will also include monthly progress meetings with the city's Project Management Team (PMT), the preparation of monthly progress reports, meeting minutes, documentation of travel and expense receipts, and the preparation and submission of invoices. When submitting progress reports, the consultant will be required to outline the following:

- Performed work;
- Upcoming tasks or milestones;
- Status of scope and schedule;
- Any issues to be aware of; and
- Meeting minutes.

Development of the Safety Action Plan will be supplemented by an Advisory Committee (AC), which will provide input into study assessments, analyses, policies, and recommendations. The AC may be comprised of representatives from city government and city departmental staff (from Administration, Community Development, Public Works, Engineering, Police), Kandiyohi County, and MnDOT District 8 Planning.

The consultant should expect up to three meetings with the AC, with a minimum of one in person. The consultant shall be responsible for the preparation and coordination of all data collection, data analysis, technical memorandum, and draft documents for the AC. The city's project manager shall be responsible for coordinating and scheduling AC meetings and assisting the consultant in developing agendas. The consultant will be expected to work closely with the city's project manager and PMT on the coordination and distribution of materials to the AC as applicable to consultant work tasks, as well as be responsible for the recording of meeting minutes.

Task 3: Leadership Commitment. The consultant shall help develop a policy and resolution(s) to achieve an eventual goal of zero roadway fatalities and serious injuries. The policy shall include a goal and timeline for eliminating roadway fatalities and serious injuries by setting a target date for achieving zero roadway fatalities and serious injuries or an ambitious percentage reduction of roadway fatalities and serious injuries by a specific date with an eventual goal of eliminating roadway fatalities and serious injuries.

Task 4: City Meetings. The consultant shall prepare presentation materials, attend, and present at up to two (2) City Council meetings/work sessions and two (2) Planning Commission Meetings as requested by the City.

The consultant is encouraged to utilize creative methods, opportunities, and activities when collaborating, engaging, and informing stakeholders and the public, especially for communities disproportionately impacted and traditionally underserved. Consultant shall describe their approach to Public Engagement throughout the Safety Action Plan process.

Task 5: Data Collection and Review. The PMT will provide the consultant with existing programs, policies, and activities. The consultant will review and provide a summary of current efforts to address transportation safety in the City of Willmar. The consultant should also review strategies that other cities, counties, and MnDOT Districts are using to address safety, identify programs that have evidence of measurable success, and provide an assessment of the most effective and efficient methods used to achieve outcomes.

As part of this task, the consultant should at minimum:

- Review existing local, regional, state, and federal plans, studies, and initiatives related

- to roadway safety improvements to identify opportunities to improve processes for prioritizing transportation safety and collaboration that could lead to improved effectiveness of safety analysis, project development, and implementation for the city;
- Conduct a peer review and comparison of the crash analyses of similar sized, peer Minnesota Cities/Regional Centers. This review should include, but is not limited to, a comparison based on crashes per VMT and crashes per capita, and exposure to risk/crash risk;
 - Assess the quality and completeness of existing available data including crash, transportation, land use, and demographic data:
 - Demonstrate the capabilities of sourcing and integrating big data (i.e. probe-based data) with outcome based measures (i.e. State Crash Data) to capture predictive safety risk metrics including risky driving behaviors.
 - Develop recommendations based on literature, policy, and data review on best analysis strategies and data requirements.

Task 6: Safety Analysis. The consultant will conduct an analysis of existing safety conditions and historical trends that provides a baseline level of incidences involving fatalities and serious injuries across jurisdictions in the city. This safety analysis shall include an examination of locations where there are transportation related incidences and the severity of the incidences, as well as contributing factors of the incident or crash types by relevant users (personal motorists, bicyclists, micro mobility, pedestrians, freight, etc.). An analysis of systemic and specific safety needs should also be performed, as needed (e.g., high-risk road features, specific safety needs of relevant road users, public health approaches, analysis of the built environment, demographic, and structural issues, etc.). To the extent practical, the analysis should include all roadways within the city that are under the jurisdiction of the City of Willmar, Kandiyohi County, and MnDOT.

Task 7: Robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community representation and feedback. Information received from engagement and collaboration is analyzed and incorporated into the Action Plan. Overlapping jurisdictions are included in the process. Plans and processes are coordinated and aligned with other governmental plans and planning processes to the extent practical.

Task 8: Transportation Equity Review. The consultant will perform a transportation equity review to better understand how current transportation systems, services, and decision-making processes impact the lives of all users, including underserved and underrepresented communities in the Willmar area. This should include an analysis of systems, services, and processes that support safe and easy-to-use multimodal options, amenities that are accessible to all populations for reaching destinations independently, and strategies to reduce socioeconomic disparities experienced by underserved and underrepresented communities.

As part of this task, the consultant should develop and assess transportation indicators that easily measure transportation barriers in the Willmar area and/or potential structural inequalities that different population groups may face. These indicators should include, at minimum:

- Accessibility
- Connectivity
- Effectiveness
- Environment
- Health

- Mobility
- Safety
- Level of community engagement; and
- Other equity indicators, as required.

Task 9: Implementation Matrix. The consultant will develop an implementation matrix that identifies potential projects, strategies, and recommendations for future grant opportunities, measures that can be included in regular maintenance cycles, and potential updates to better align with safety best practices. The implementation matrix will recognize the needs of all users of the city transportation system, potential projects that are feasible and applicable for grant funding, conceptual infrastructure improvements with estimated costs, and schedule for implementation.

Strategies and recommendations shall consider and outline fiscal and staff time resources necessary for a continued, sustained, and successful effort to achieve traffic safety goals and meet SS4A objectives after plan adoption. A project readiness timeline for each strategy and project should be included for short-term (0-3 years), mid-term (4-8 years), and long-term (8+ years).

Task 10: Administrative Draft and Final Plan. Prior to June 7, 2024 the consultant will prepare an administrative draft of the Safety Action Plan for review and comment by the AC, PMT, and City Council. This draft is to be provided as an electronic PDF. Comments received from the AC, PMT and City Council will be incorporated into the final plan.

Upon final review and consent by the AC, PMT, and City Council the consultant will develop a final report that is visually appealing, easy for policymakers and stakeholders to understand, and communicates action plan strategies and recommendations. The report should be able to be used both digitally and in hard copy format. This may take the form of separate print and web formats.

- Specifically, the consultant should develop a final report that:
- Is organized and communicates a clear message both graphically and with accompanying text;
- Is easy to read and understand; and
- Explains key implications as they relate to policies, programs, practices, strategies, infrastructure projects, funding, and other recommendations.

The consultant shall provide the city with appropriate presentation materials for final review and approval of the Safety Action Plan by the City Council and present the plan at a council meeting in November 2024.

Task 11: Executive Summary/Fact Sheet. Upon completion of the Safety Action Plan, the consultant shall develop a brief executive summary or fact sheet in PDF format which relays all pertinent information in an easy-to-follow format. The summary should be concise and highly graphic, highlighting major assumptions, strategies, and recommendations.

Task 12: Deliverables. Upon final project completion, the consultant will be responsible for providing a high-resolution document in PDF format. The consultant is also expected to provide the city with all data and study products. All meeting summaries and technical analyses should be included as an appendix of the study.

NOTE: If the consultant wishes to modify or include additional tasks deemed necessary to complete the study, this must be identified in the proposal and agreed to by the city before issuing the notice to proceed.

5.0 ANTICIPATED SCHEDULE

The following is the anticipated project schedule:

| | |
|-------------------|---|
| January 17, 2024 | Formal announcement date for RFP |
| February 6, 2024 | Deadline for SOQ Clarifications/Questions |
| February 13, 2024 | Deadline for submittal of SOQ |
| February 22, 2024 | SOQ evaluation is completed (anticipated) |
| March 5, 2024 | Contract inception date (anticipated – actual date will depend on the contract negotiations and the recommendation made by the selection committee and the approval by the City Council.) |
| March, 2024 | Project Kickoff and Advancement |
| June, 2024 | Administrative Draft Plan completion |
| November, 2024 | Final Report and Adoption by City Council |

The consultant anticipated schedule associated with tasks and deliverables shall be included in the proposal.

6.0 FEE ESTIMATE

The consultant shall provide an estimate of the total project costs per defined scope of work. The fee estimate shall be broken into work tasks with an hourly estimate of time required by each project personnel or sub-consultant. Any allowances for project costs, such as mileage or indirect office costs shall be identified. The actual fee will be based on hourly and reimbursable costs.

The fee proposal shall be structured as follows:

| Task | Project Manager | Descending order of responsibilities → | Sub-consultants | Expenses (Total mileage, etc.) | Total Hours | Cost per Task |
|-----------------------------------|-----------------|---|-----------------|--------------------------------|-------------|---------------|
| 1. (Ex. Planning) | | | | | | |
| Task Sub-total Hours | | | | | | |
| Descending task per proposal ↓ | | | | | | |
| Total Hours | | | | | | |
| Cost per Hour | | | | | | |
| Total Cost | | | | | | |

7.0 RESERVATION OF RIGHTS

The city reserves the right to accept, reject, and evaluate any and all responses, to change the scope identified in this RFP, to waive any or all informalities or irregularities in the responses received, to investigate the qualifications and experience of any consultant, to reject any provisions in any response, to modify the contents of this RFP, to obtain new responses, and to negotiate the response and contract terms with any consultant. Upon selection of a finalist, the city by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the city, for any reason, is unable to reach a final agreement with this finalist; the city then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The city may also elect to reject all responses and re-issue a new RFP.

8.0 PUBLIC INFORMATION

Information supplied by the Respondent to the city is subject to the Minnesota Data Practices Act. As such, all information will become public unless it falls within one of the exceptions in the state Data Practices Act, such as security information, trade secret information, or labor relations information. If the Respondent believes any information which is not public will be supplied in response to this RFP, the Respondent shall take reasonable steps to identify for the city what data, if any, it believes falls within the exceptions. If the Respondent's data is not marked in such a way as to identify non-public data, the city will treat the information as public and release it upon request. In addition, the city reserves the right to make the final determination of whether data identified by the Respondent as not public falls within the exceptions within the state Data Practices Act.

9.0 PROPOSAL PREPARATION AND CONTRACT NEGOTIATION COSTS

The city shall not be liable for any expenses incurred by the Respondent prior to the signing of a contract including, but not limited to, the Proposal preparation, attendance at interviews or meetings, or final contract negotiations.

10.0 COMPLIANCE WITH FEDERAL, STATE AND LOCAL LAWS, RULES, RESOLUTIONS, ORDINANCES, REGULATIONS, AND EXECUTIVE ORDERS

The Respondent agrees to comply with all federal, state, and local laws, resolutions, ordinances, rules, regulations, and executive orders pertaining to unlawful discrimination on account of race, color, creed, religion, national origin, sex, marital status, status with regard to public assistance, sexual preference, disability, or age. Respondents are encouraged to actively seek and make good faith efforts for the participation of qualified DBE's for sub-consultant tasks.

When required by law or requested by the city, the Respondent shall furnish a written affirmative action plan.

11.0 SUBMISSION DEADLINE

Please e-mail your response to: kbox@willmarmn.gov on or before 1:00pm, February 13, 2024. If your response is larger than 10 MB, please provide a link for download.