

CONGRESS  
FOR THE  
NEW  
URBANISM

The Congress for the New Urbanism  
Designing Walkable Urban Thoroughfares

Prepared March 22, 2012

Proprietary and confidential

**R E Q U E S T   F O R   P R O P O S A L**

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## INTRODUCTION AND BACKGROUND

### PURPOSE OF THE REQUEST FOR PROPOSAL

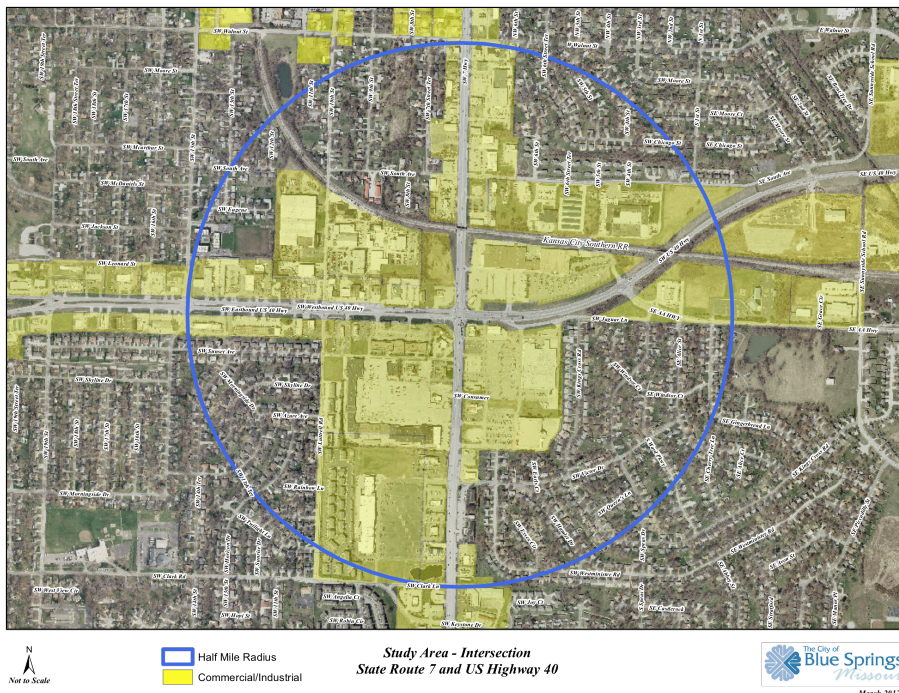
The Congress for the New Urbanism seeks proposals from qualified vendors to train local officials and practitioners on the *Designing Walkable Thoroughfares Manual*. The manual is a joint project of CNU, the Institute for Traffic Engineers (ITE), the Federal Highways Administration and the Environmental Protection Agency and it acts as a how-to document that illustrates best practices for the creation and implementation of walkable, mixed-use streets.

In the fall of 2011, Project for Public Spaces was awarded a grant by the Environmental Protection Agency's Office of Sustainability under their Building Blocks for Sustainable Communities Program to, in conjunction with their partners in Livability Solutions, deploy a series of tools through on-site workshops to recipient agencies. The Livability Solutions coalition includes CNU, Project for Public Spaces, Center for Neighborhood Technology, Reconnecting America, the Walkable and Livable Communities Institute, National Center for Biking & Walking, The Local Government Commission, The National Charrette Institute, Paul Dreher of the Newport City Renaissance Corporation, the Surface Transportation Policy Project, and Leigh Lane of the Center for Transportation and the Environment at NC State University.

As a Livability Solutions partner, CNU will lead a workshop in Blue Springs, MO on the *Designing Walkable Thoroughfares Manual*. The Training will last 1 day (8 hours) in duration and take place on: June 13, 2012.

CNU is seeking instructors for each location to teach the manual. Applicants may submit for one or more locations.

The Blue Springs Community and CNU are seeking engineering applicants with strong community planning skills who can train community leaders and Missouri DOT policy leaders on the benefits of Context Sensitive Solutions. The Community of Blue Springs is seeking to change the surrounding context of State Route 7 and US Highway 40.



Audiences for this training include the Kansas City Development Community; the Missouri State DOT staff; members of the Economic Development Community; and the local PTA and school community.

This work (estimated between 12 and 20 hours) will require:

- Participation in a preparatory coordination meeting with the recipient community and the team.
- Finalization of workshop agenda, supplemental materials and workshop evaluation, in conjunction with CNU.
- 1 day of on-site training in the recipient community, including a site visit and workshop with subsequent debriefing session.
- Travel to and from Blue Springs, MO.
- Collaboration with CNU staff to write a follow-up technical memo describing lessons learned from the training and next steps for the community.

Applicants should demonstrate the following characteristics.

#### Required

- Traffic engineering background.
- Experience changing state and engineering approaches to the details, knowledge and understanding of both the principles and specific street metrics within the CSS Walkable Urban Thoroughfares manual.
- Past experience as an instructor for public workshops, particularly around livability, New Urbanism and Smart Growth.
- Past experience working with a multi-disciplinary, diverse population.

#### Encouraged

- Past experience using the CSS Walkable Urban Thoroughfares Manual in designing, planning and implementing walkable urban thoroughfares will be considered an asset.
- Past experience coordinating and administering a Walkable Urban Thoroughfares Training will be considered a plus, but is not required, nor will it guarantee your selection.
- Past experience in or knowledge of the local community, along with access to local data will be considered a plus, but is not required, nor will it guarantee your selection.
- MBE/WBE status will be considered a plus, but is not required, nor will it guarantee your selection.

## ADMINISTRATIVE

### ADMINISTRATIVE CONTACT

Any questions concerning the Statement of Work (SOW) requirements must be directed to:

<b>Name</b>	Heather Smith, Planning Director
<b>Address</b>	140 S. Dearborn St, Suite 404 Chicago, IL 60603
<b>Phone</b>	(312) 551-7300 x10
<b>FAX</b>	(312) 346-3323
<b>Email</b>	<a href="mailto:hsmith@cnu.org">hsmith@cnu.org</a>

### CONTRACTUAL CONTACT

Any questions regarding contractual terms and conditions or proposal format must be directed to:

<b>Name</b>	Abigail Bouzan-Kaloustian, Administration & Finance Director
<b>Address</b>	140 S. Dearborn St, Suite 404 Chicago, IL 60603
<b>Phone</b>	(312) 551-7300 x13
<b>FAX</b>	(312) 346-3323
<b>Email</b>	<a href="mailto:abkaloustian@gmail.com">abkaloustian@gmail.com</a>

### DUE DATES

All proposals are due by 5pm on Wednesday, April 25, 2012. Any proposal received at the designated location after the required time and date specified for receipt shall be considered late and non-responsive. Any late proposals will not be evaluated for award.

## SCHEDULE OF EVENTS

Event	Date
1. RFP Distribution	03/30/2012
2. Proposal Due Date	04/25/2012
3. Target Date for Review of Proposals	04/30/2012
4. Anticipated decision and selection of Vendor(s)	05/04/2012
5. Training date	06/13/2012
6. Training & follow-up completed	09/01/2012

## **GUIDELINES FOR PROPOSAL PREPARATION**

### **PROPOSAL SUBMISSION**

Award of the contract resulting from this RFP will be based upon the most responsive Vendor whose offer will be the most advantageous to the Congress for the New Urbanism in terms of cost, functionality, and other factors as specified elsewhere in this RFP.

The Congress for the New Urbanism reserves the right to:

- Reject any or all offers and discontinue this RFP process without obligation or liability to any potential Vendor,
- Accept an offer other than the lowest priced offer,
- Award a contract on the basis of initial offers received, without discussions or requests for best and final offers, and
- Award more than one contract.

Vendor's proposal shall be submitted in several parts as set forth below. The Vendor will confine its submission to those matters sufficient to define its proposal and to provide an adequate basis for CNU's evaluation of the Vendor's proposal.

Vendor's proposal in response to this RFP will be incorporated into the final agreement between the Congress for the New Urbanism and the selected Vendor(s). The submitted proposals are suggested to include each of the following sections:

1. Executive Summary
2. Approach and Methodology
3. Budget
4. Appendix: References
5. Appendix: Project Team Staffing
6. Appendix: Company Overview

The detailed requirements for each of the above-mentioned sections are outlined below.

## **DETAILED RESPONSE REQUIREMENTS**

### **EXECUTIVE SUMMARY**

This section will present a high-level synopsis of the Vendor's responses to the RFP. The Executive Summary should be a brief overview of the engagement, specifically state the desired work location(s), and should identify the main features and benefits of the proposed work.

### **APPROACH AND METHODOLOGY**

This section should include a description of which training locations the submitter proposes to work and how they will achieve the deliverables. Access to local knowledge and local data sources are preferred.

### **BUDGET**

Include a fee breakdown by training location and estimates of expenses. As stipulated by EPA's procurement guidelines, CNU is required to abide by the federal consultant labor cap of \$596 per day or the unloaded rate of \$74.50 per hour.

Transportation costs (flight/drive, hotel and per diem) will be considered separately.

### **APPENDIX: REFERENCES**

Provide three current references for which you have performed similar work.

### **APPENDIX: PROJECT TEAM STAFFING**

Include biographies and relevant experience of key staff and management personnel. Describe the qualifications and relevant experience of the types of staff that would be assigned to this project by providing biographies for those staff members.

### **APPENDIX: WORK SAMPLES**

Provide previous work samples to demonstrate prior experience with trainings and instruction.

### **APPENDIX: MBE/WBE STATUS**

If applicable, vendors should submit MBE/WBE documents.

### **APPENDIX: COMPANY OVERVIEW**

Provide the following for your company:

- Official registered name, address, main telephone number, and fax number.
- Key contact name, title, address (if different from above address), and direct telephone and fax numbers.
- Person authorized to contractually bind the organization for any proposal against this RFP.
- Brief history, including year established.



## EVALUATION FACTORS FOR AWARD

### CRITERIA

Any award to be made pursuant to this RFP will be based upon the proposal with appropriate consideration given to operational, technical, cost, and management requirements. Evaluation of offers will be based upon the Vendor's responsiveness to the RFP and the total price quoted for all items covered by the RFP.

The following elements will be the primary considerations in evaluating all submitted proposals and in the selection of a Vendor or Vendors:

- Completion of all required responses in the correct format.
- The extent to which Vendor's proposed solution fulfills CNU's stated requirements as set out in this RFP.
- An assessment of the Vendor's ability to deliver the indicated service in accordance with the specifications set out in this RFP.
  - Vendor's knowledge and understanding of the principles and specifics detailed in the Manual
  - Vendor's prior experience using the Manual
  - Vendor's prior experience teaching the Manual
  - Vendor's prior experience working with a multi-disciplinary, diverse population
  - Vendor's prior experience and/or knowledge of the community
  - Vendor's familiarity and/or prior participation in the Congress for the New Urbanism
- The Vendor's stability, experiences, and record of past performance in delivering such services.
- Availability of sufficient high quality Vendor personnel with the required skills and experience for the specific approach proposed.
- Overall cost of Vendor's proposal.

In line with federal procurement procedures, CNU will make a good faith effort to meet the MBE/WBE goals outlined in our agreement. MBE/WBE vendors should include proof of status with the proposal, as directed in the response requirements.

CNU may, at their discretion and without explanation to the prospective Vendors, at any time choose to discontinue this RFP without obligation to such prospective Vendors.