



Northwest Louisiana Safe Streets and Roads for All Regional Action Plan **Request for Proposals**

Northwest Louisiana Council of Governments
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SCOPE OF SERVICES

Project Overview and Background

The Northwest Louisiana Council of Governments (NLCOG) seeks to develop a Safe Streets and Roads for All (SS4A) Regional Action Plan (hereinafter referred to as the “Regional Action Plan”) for the metropolitan transportation planning area consisting of Bossier, Caddo, DeSoto, and Webster parishes in Northwest Louisiana meeting the requirements of the U.S. Department of Transportation Safe Streets for All program. The goal of the Regional Action Plan is to identify and prioritize a list of specific projects that have the greatest potential to eliminate traffic fatalities and severe injuries, and potential funding sources, so that funding for implementation can be sought over the next several years.

The objective of this project is to prepare a Regional Action Plan that will set the framework for improving roadway safety by significantly reducing or eliminating the number of roadway fatalities and injuries in Northwest Louisiana. The Regional Action Plan shall utilize an evidence-based approach to examine trends of accident locations, conditions, and other factors that result in serious injury and fatalities on all streets within the NLCOG planning area, including all State highway system and local roadways. This project should address safety for all users including those driving, walking, or biking focused on all groups, especially our most vulnerable and traditionally underserved communities’ population. Through collaboration with local stakeholders and community members, as well as guidance from FHWA’s Safe System approach and SS4A’s Action Plan Components, this project will develop a comprehensive safety action plan.

NLCOG is seeking a consultant/team that can not only provide the typical qualifications necessary in the development of the Regional Action Plan but also can provide a proactive approach, vision, innovation, and collaboration in examining and proposing strategies and recommendations that will ensure a reduction of fatal and serious crashes for all roadway users. The objective is not only to develop a comprehensive and impactful Regional Action Plan but also to establish the region as formidable contenders for implementation grant funds once the plan is adopted. NLCOG acknowledges the crucial role of grant funding in the successful implementation of our plans. Low-cost, high-impact strategies, as well as the use of Federal Highway Administration proven safety countermeasures, shall be considered in the development of the Regional Action Plan. The implementation of innovative technologies or strategies to promote safety and equity shall also be considered.

The Northwest Louisiana Regional Active Transportation Plan Key Tasks

The Regional Action Plan shall meet all requirements of the Notice of Funding Opportunity [NOFO] for the Safe Streets for All program as found in the Federal Register, Volume 87, No. 100, dated May 24, 2022. The following components as listed in Table 1 of the NOFO shall be addressed in the Action Plan:

- ❖ Leadership Commitment and Goal Setting
- ❖ Planning Structure
- ❖ Safety Analysis
- ❖ Engagement and Collaboration
- ❖ Equity Considerations
- ❖ Policy and Process Changes
- ❖ Strategy and Project Selections
- ❖ Progress and Transparency

(See NOFO for details about each of these components.)

In particular, the selected Consultant shall assist NLCOG staff in robust engagement with the public and community stakeholders and shall incorporate feedback from these efforts into the Regional Action Plan. The Plan shall also include establish performance measures meeting US DOT requirements. The draft Regional Action Plan shall be complete and ready for NLCOG review no later than December 10, 2024.

RFP SUBMISSIONS

MINIMUM QUALIFICATIONS

Firms to be considered shall be experienced in the analysis of existing conditions and historical crash data and in the development of highway safety plans, as well as in the area of community engagement and strategies to promote equity. At least one principal or responsible member of the firm shall demonstrate a minimum of five years' experience in responsible charge of, or major expertise in, the field involved in this Request for Qualifications (RFQ). The offeror must show minimum experience of three (3) projects of similar scope.

If the firm intends to utilize a subcontractor to complete portions of the work, this should be noted and the subcontractor's experience in the specific areas of the work should be specifically documented. Firms must show how they will interact with NLCOG and DOTD consultants who are working on the Regional Active Transportation Plan and Corridor Safety Improvement Plans.

PROPOSAL CONTENT

The response shall include a written proposal that presents the Consultant or Consultant Teams qualifications and understanding of the work performed as outlined above. Each proposal will be evaluated on the quality and creativity of the methodology presented in the response. The following information shall be provided in submittal:

A. Cover letter

The cover letter will provide a summary of the consultant team's experience and demonstrate that the minimum qualifications are met. The letter must identify a point of contact and be signed by an executive qualified to commit the firm's resources.

B. Approach

Clearly describe the unique approach, methodologies, knowledge, and capabilities to be employed in the performance of the Scope of Services. Present innovative concepts, approaches, and methodologies, if any, not discussed in the proposed Scope of Work for consideration. Identify any unique issues or departures from the Scope of Work that would improve the planning and implementation process.

C. Project Schedule, Staffing, and Deliverables

The respondent must provide a detailed work plan, including a staffing plan, in calendar days that describes the individual tasks to be performed and that outlines all deliverables. All deliverables must be identified and described.

D. Project Team, Experience and Qualifications

List the team's qualifications with regard to the expressed Scope of Work. This section should include information on projects that are similar in nature performed by the project team (a minimum of 3 are required). Any reference projects must also include dates of when the work was performed and the role of the consultant team member in the overall project. This section must also include a detailed organizational/project staffing chart including names, company and percentage of time expected of each team member for this project. The organizational chart must identify the project manager.

E. Budget

A detailed budget shall be submitted that breaks down the proposal by task, and by sub consultant (if applicable). Budget should show percent consultant/sub-consultant by task and by total. Contract is to be a Lump Sum Percent Complete by task. NLCOG reserves the right to

negotiate with the successful proposer to ensure that the proposed fee fits within the established project budget.

F. DBE Participation

The consultant team should strive to adhere to the Disadvantage Business Enterprise (DBE) goal of 10.0%.

G. Appendix/Resumes

One-page resumes for each team member shall be attached as an appendix to the RFQ. Additional information or links to completed projects may also be attached to the appendix.

H. DOTD Form 24-102

The respondent shall complete and submit Louisiana DOTD Form 24-102 with the proposal.

SCORING CRITERIA

Responsive proposals will be evaluated according to each Evaluation Criteria and scored on a zero to five (5) point rating. The scores for all the Evaluation Criteria will then be combined to arrive at a final score for each proposal. The final maximum evaluation score is twenty-five (25) points. Top three (3) respondents will be required to make a formal presentation to the NLCOG Metropolitan Planning Organization (MPO) Transportation Policy Committee on Friday, April 12, 2024, beginning at 9:30 am.

Rating Scale

0	Not Acceptable	Non-responsive, fails to meet RFP specifications. The approach has no probability of success. For mandatory requirement this score will result in disqualification of proposal.
1	Poor	Below average, falls short of expectations, is substandard to that which is the average or expected norm, has a low probability of success in achieving project objectives per RFP.
2	Fair	Has a reasonable probability of success, however, some objectives may not be met.
3	Average	Acceptable, achieves all objectives in a reasonable fashion per RFP specification. This will be the baseline score for each item with adjustments based on interpretation of proposal by Evaluation Committee members.

4	Above Average/Good	Very good probability of success, better than that which is average or expected as the norm. Achieves all objectives per RFP requirements and expectations.
5	Excellent/Exceptional	Exceeds expectations, very innovative, clearly superior to that which is average or expected as the norm. Excellent probability of success and in achieving all objectives and meeting RFP specification.

The Evaluation Criteria Summary will be weighted equally and are as follows:

A. Consulting Team (5 points)

The Consulting team will be evaluated based on the qualifications of the Project Manager and other key staff members including relevant experience, specific qualifications, and technical expertise.

B. Past Performance (5 points)

Proposals should demonstrate the consulting team’s previous success in completing projects of this complexity.

C. Methodology & Proposed Schedule (5 points)

The consulting team must demonstrate a good understanding of project requirements, and proposals must be clear, concise, creative, and consistent. Milestones and deliverables will be addressed.

D. Innovation & Technology (5 points)

The consulting team should propose creative and innovative use of technology for project development.

E. Public & Stakeholder Involvement (5 points)

The consulting team should demonstrate innovative means of stakeholder outreach and public involvement, as well as engagement of all stakeholders, throughout the project.

PROPOSAL SUBMISSION

Respondents shall submit 5 bound copies and one electronic copy of the proposal to:
Northwest Louisiana Council of Governments
(SS4A) Regional Action Plan
625 Texas Street, Suite 200
Shreveport, LA 71101

All proposals must be received by 9:00 a.m. C.S.T. on Friday, March 22, 2024. Please direct any questions to J. Kent Rogers, via email at kent.rogers@nlcog.org or Chris Petro, AICP via email at chris.petro@nlcog.org. A list of received questions and responses will be posted on our website. NLCOG will not pay for the development or submission of any proposals in response to this RFP.

RESPONSE SCHEDULE

RFP Distribution (website/social media/email)	Monday, February 05, 2024, 9:00 a.m.
RFP Respondent Letter of Intent (hard copy and email to kent.rogers@nlcog.org)	Monday, February 19, 2024, 4:00 p.m.
RFP Respondent Deadline	Friday, March 22, 2024, 9:00 a.m.
Staff & Technical Review	Wednesday, March 27, 2024
Staff & Technical Top 3 Recommendation to Executive Director	Monday April 01, 2024, 4:00 p.m.
Notification to Top 3	Wednesday, April 03, 2024, 1:00 p.m.
Presentation to MPO By Top 3 respondents	Friday, April 12, 2024, 9:30 am

LINKS

U.S. DOT FY22 Safe Streets and Roads for All Funding NOFO
<https://www.federalregister.gov/documents/2022/05/24/2022-11113/us-dot-fy22-safe-streets-and-roads-for-all-funding>

U.S. DOT Safe Streets and Roads for All
<https://www.transportation.gov/grants/SS4A>

Louisiana Department of Transportation and Development Form 21-102
[DOTD Form 24-102](#)

SS4A Regional Action Plan Notes:

The following notes shall be considered in the development of the SS4A Regional Action Plan:

- Visually represent this plan through network maps and a clear, concise, and graphically rich document (delivers GIS and source files).
- Create a list of recommended education, encouragement, enforcement, and equity policies and programs to increase awareness of transportation safety.
- Identify a set of performance measures and methods to help NLCOG track safety project implementation over time. This data should feed into an annual reporting program.
- A memo outlining public input and how it was used in determining recommendations.
- Use QR codes on flyers and other print media. Make it easy for people to find study information through QR codes or custom short URLs.
- Develop a Partner Toolkit to share with study partners and stakeholders to make it efficient for organizations to spread the word about the study on their channels and broaden the breadth of outreach.
- Esri ArcGIS-based project website (NLCOG proposes a page or set of pages on their website rather than a separate website) provided an excellent and interactive format to review project information, results and geographic data. Visuals are front and center, and key highlights are pulled out – allowing readers to skim or read in-depth. The project website includes a detailed summary of the overall process and results.