



Request for Proposals

Integrated Mobility Plan

March 22, 2024

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1 Project Information

The Town of Leland ("Town") is seeking proposals from qualified, professional consultants who will assist the Town in developing a comprehensive transportation plan to be known as the Integrated Mobility Plan ("IMP"). The IMP will update, incorporate, and build upon land use and transportation plans previously adopted by the Town. The plan will establish a vision for the Town's transportation network and identify a scope of projects, policies, and actions that will allow for incremental progress toward that vision over a 25-year planning horizon. The planning area is all land within the Town's boundaries. The consultant(s) awarded this contract will have the primary responsibility of developing the Integrated Mobility Plan document and will work in coordination with the Town's Planning and Inspections Department.

All sealed proposals must be received by 5:00 p.m. March 22, 2024. Inquiries, amendments, or submissions received after the time and date listed above shall not be considered for evaluation.

Questions, requests for information, and responses to this RFP shall be addressed and delivered to:

Jessica Moberly, Transportation Planner
102 Town Hall Drive
Leland, NC 28451
jmoberly@townofleland.com
(910) 726-2235

The Town reserves the right to reject any and all submissions for any reason or no reason. This RFP does not obligate the Town to pay any cost incurred by respondents in the preparation and submission of a response nor does it obligate the Town to accept or contract for any expressed or implied services.

2 Project Background and Goals

Background

Leland, North Carolina is located in Brunswick County ten minutes from downtown Wilmington and was incorporated in 1989. The Town is currently 27.28 square miles and has a population of 28,591 as of July 1, 2022 based on the latest US Census Bureau estimates. Leland is one of the fastest growing municipalities in North Carolina. Demand for housing from in-migrating retirees along with commuters and families seeking alternative housing options to Wilmington and New Hanover County have contributed to the significant population growth and residential development in the Town. The Town anticipates the roadway network will continue to see high counts of daily trips, therefore innovative solutions will need to be incorporated with enhancement of existing infrastructure to better manage this growth.

Retirees in the community contribute to the estimated 27.5% of the population being over age 65, higher than the state average of 17.3%. Nearly 18% of residents are under age 18, and 5.2% are under age 5. An estimated 6.7% of residents under age 65 report having a disability. From 2017 to 2021, the average travel time to work for employees aged 16 or older was 23.1 minutes.

The Interstate 140 connection to Interstate 40, US Highway 421, and US Highway 17 have improved local and regional access to Leland. Other potential and planned transportation improvement projects including the Cape Fear Crossing (additional river crossing to and from Wilmington and New Hanover

County) and the proposed Interstate 74, both of which will further enhance access to and from the Town.

Leland's growth has been dynamic and multi-faceted. Single family detached residential predominates the residential growth, followed by multifamily and townhome projects. Commercial growth has been limited but an increase in demand for service, retail, and institutional uses such as health care support services has been observed. Most of the new growth and investments have occurred along or near the US Highway 17 corridor through conventional zoning districts and design requirements. The Town's Gateway District benefits from the FlexCode, a transect oriented form-based code, with several infill projects beginning to shape the vision desired for the areas near Village Road and Old Fayetteville Road.

More information can be found in the Town's adopted land use and transportation plans:

<https://www.townofleland.com/planning-inspections/planning-zoning/guiding-plans-and-documents>

The Town is also currently undertaking other plans that should be considered and incorporated into the IMP:

- Leland Resilient Routes Project
- Safe Streets and Roads for All (SS4A) Comprehensive Safety Action Plan
- Age Friendly Plan

In addition to the adopted and in-progress land use and transportation plans, consideration should also be given to the following plans, documents, and studies:

- Military Ocean Terminal Sunny Point (MOTSU) Joint Land Use Study:
<http://capefearcog.org/wp-content/uploads/2019/08/MOTSU-JLUS-Final-July-31-2019-1.pdf>
- Town of Leland Parks, Recreation, and Open Space Master Plan:
<https://www.townofleland.com/sites/default/files/uploads/PRCR/parks-recreation-and-open-space-master-plan-2018.pdf>
- Town of Leland 2023-2027 Economic Development Strategic Plan:
<https://www.townofleland.com/sites/default/files/uploads/page-menu-files/leland-strategic-plan-final.pdf>
- Southeastern North Carolina Regional Hazard Mitigation Plan (2021):
<https://www.pendercountync.gov/em/wp-content/uploads/sites/4/2021/07/2021-Hazard-Mitigation-Plan.pdf>
- Cape Fear Moving Forward 2045 Metropolitan Transportation Plan:
https://www.wmpo.org/wp-content/uploads/2020/11/Cape-Fear-Moving-Forward-2045_ADOPTED-November-2020_Reduced-File-Size.pdf

Goals

The two goals of the project are to:

1. Update transportation planning goals to reflect current conditions within the Town and to align with the Leland 2045 Comprehensive Plan.
2. Consolidate existing adopted transportation plans and relevant planning recommendations into one comprehensive document. The IMP will be a comprehensive update to all current active mobility and roadway plans including the Comprehensive Bicycle Plan (2008), Pedestrian Plan (2016), Street Infill Plan (2012), Collector Street Plan (2013), and Street Design Manual (2022). The IMP will be aligned with the Leland 2045 Comprehensive Plan and its Future Land Use Map and Focal Area Plans, as well as other

applicable plans including the Economic Development Strategic Plan (2023-2027), Parks, Recreation, and Open Space Master Plan (2018), and the Gateway Infill Plan (2012).

A successful plan will identify mobility and transportation needs and recommendations for transportation improvements for motorists, bicyclists, pedestrians, and transit. Recommendations should consider elements of equity and inclusivity that will help create mobility and transportation choices that meet the needs of all existing and future residents and visitors. A consolidated plan will be more effective for utilization by staff and will increase accessibility of information for residents. The plan will establish a vision for the transportation network in the Town and identify a scope of projects, policies, and actions that will permit incremental progress toward that vision.

3 Scope of Work

The consultant will be expected to conduct the following tasks. The Town strongly encourages proposers to expand on these tasks, emphasize tasks, and to suggest additional tasks not identified in this RFP that may be necessary or beneficial to the development of the IMP.

- **Project Meetings.** The consultant is expected to meet regularly with staff. When appropriate, these meetings may be via telephone or video conference.
- **Meetings with the IMP Steering Committee, Staff, Planning Board and Council.** The consultant will meet with the Steering Committee to collect input and provide updates. In addition, the consultant will solicit input and feedback from the Planning Board and Town Council and provide interim reports, presentations, and updates to each as required and appropriate, and attend the formal adoption of the IMP by the Planning Board and Town Council.
- **Public Engagement and Communications.** Public participation is essential to this planning effort and must include an outreach and public participation process designed to engage the public and specific stakeholders in envisioning the future of the Town's transportation network. Significant public input will be required throughout the process. The Town anticipates several public meetings will be held to seek the opinions and views of the public at large, report on progress during plan development, solicit comments on specific ideas or concepts, and identify problems or barriers that must be acknowledged and overcome. Public involvement in the planning process and acceptance of the final plan is critical to the success of this effort, and respondents should describe their approach and public participation plan in detail in their responses.
- **Integrated Mobility Plan Development.** The consultant will serve as the primary drafter of the plan and shall perform research and develop materials for the IMP, including but not limited to:
 - A baseline review of existing plans and relevant information, including the plans and documents listed under the Project Background section, current codes and policies, demographic and census data, and other information relevant to the required plan elements.
 - Develop an inventory and assessment of issues and opportunities based on collaboration with staff, Steering Committee, and the public participation process.
 - Develop a transportation vision for the Town that will serve as a focal point for goals, policy, and strategy decisions.
 - Draft the IMP document for Planning Board and Town Council adoption.
 - Provide digital, editable, working, and printable copies of all final documents including reports, maps, and final plan.

- Integrated Mobility Plan Content. The Integrated Mobility Plan document will include assembling and analyzing data regarding existing transportation and mobility conditions within the established planning area and utilizing that data to develop policies, actions, and an implementation plan to guide future transportation network and mobility option development and decision making. It is anticipated the IMP will cover the following content:
 - Multimodal transportation connectivity
 - Travel patterns and demand
 - Bicycle, pedestrian, and trail facility recommendations
 - Transit-ready node recommendations
 - Collector street network recommendations
 - Street infill recommendations
 - Recommendations for complete horizontal cross sections for various street types that match community and node types in the Leland 2045 Plan
 - Implementation including specific goals and policies to execute each element of the IMP

Expectations of Consultant

Throughout the process the selected consultant will be expected to utilize their experience and lead the development of the IMP. To achieve this goal, and utilize the experience of the selected consultant, the Town will require the following expectations be identified and met within the consultant's proposal:

1. Initial meeting with Town staff to review the project timeline, schedule meetings and begin the process of data acquisition.
2. Review all existing plans, maps, documents, data and other materials relevant to the project. The Town will provide all available existing documentation to the consultant. The consultant will study, revise, and consolidate applicable materials into the IMP.
3. Identify a timeline for the public engagement process including meetings with Town staff, citizen groups, applicable advisory committees, school districts, local units of government, etc.
4. Conduct meetings with key elected and appointed officials, citizen advisory groups, and all other relevant stakeholders. The selected consultant will lead stakeholder outreach and participation efforts with Town staff providing assistance as needed.
5. Implement a stakeholder and public outreach process using a variety of methods to inform and engage stakeholders, citizen organizations, and the general public.
6. Develop the IMP vision, goals, objectives, and implementation strategies based on technical data and public input.
7. Draft materials for review and comment by the Town in accordance with a schedule established at the beginning of the IMP planning process.
8. Confirm the final IMP conforms to existing North Carolina General Statutes.
9. Analyze consistency of current Town ordinances and policies in relationship to the established IMP goals and objectives.
10. Prepare a draft document for public review and comment, accompanied by presentations to the Planning Board and Town Council. The plan should be presented in a format and language that is user-friendly and easily understood by the general public.
11. Prepare a final draft document and present contents at all associated meetings and public hearings for adoption of the plan.

12. Provide updates, primarily via e-mail or videoconference and occasionally in-person, to inform Town staff on project status, assess concerns, and review drafts. Periodic written status reports and status update presentations may also be required for the Planning Board and Town Council.

Project Deliverables

Maps and associated digital data and shapefiles shall be in ArcGIS format and shall be provided to the Town as work is being conducted. All such data, graphics, charts, images, etc. as contained in the final adopted version of the Integrated Mobility Plan as adopted by the Town Council shall also be furnished to the Town upon adoption, including an editable version of the final document.

The consultant shall also provide flash drives of all digital products in the following forms as appropriate:

- Text (Document text as well as notes from public engagement sessions or other stakeholder workshops): Microsoft Word, Microsoft PowerPoint, Adobe InDesign, and PDF
- Spreadsheets: Microsoft Excel, Microsoft Word, Adobe InDesign, and PDF
- Mapping Products and Data: PDF and ArcGIS (All spatial data to be delivered as shapefiles using the NAD 1983 State Plan North Carolina FIPS 3200 (US Feet)
- Graphics/Icons (including graphics or icons that represent plan themes): PNG, JPEG, and vector files

At all times and project stages, the consultant shall act in the best interests of the Town and use their best efforts to deliver the project in an expeditious and cost-effective manner consistent with the Town's project requirements, time constraints, and budget. The consultant shall develop a contractually obligated overall project schedule and will be responsible for coordination of all work, in addition to miscellaneous contracts, if needed, for completion of the project within its predetermined budget limits and schedule.

The Town expects all parties to this project to work closely together and attend to project conditions adequately to complete the job successfully. A spirit of cooperation, collaboration, and a commitment among professional service providers to work in the best interests of the project is of utmost importance.

4 Anticipated Schedule

The Town reserves the right to adjust this schedule as necessary.

Preliminary Project Schedule	Date
Issue/Advertise RFP in official advertising publications	March 8, 2024
Deadline for submission of proposals	March 22, 2024
Town completes proposal evaluation to establish shortlist of consultants remaining. Town notifies consultants and schedules interviews, if necessary.	March 2024
Complete interviews, if required.	March 2024
Notify selected consultant and complete contract negotiations	April 2024
Town Council award of contract	April 2024
Notice to Proceed	April 2024
Project Completion	April 2025

5 Evaluation and Selection Criteria

Consultant Minimum Qualifications

The following are knowledge, skills, and abilities desired of the consultant by the Town:

- Experience creating comprehensive and integrated transportation plans and mobility plans.
- Demonstrated ability to effectively conduct comprehensive analysis on complex transportation mobility and safety issues, and objectively present feasible options and recommendations on associated concerns.
- Comprehensive insight of the correlation between transportation and land use.
- Thorough knowledge of the principles and practices of urban planning, comprehensive planning, and transportation planning in North Carolina.
- Thorough knowledge of applicable and relevant state and federal regulations, policies, and programs.
- Thorough knowledge of the use of GIS as a planning tool, specifically ESRI products.
- Thorough knowledge and experience in public interaction, conflict resolution, and consensus building.
- Ability to attend and effectively conduct meetings, public workshops, and public hearings.
- Knowledge and ability to translate the goals and strategies to be incorporated into the Town of Leland Code of Ordinances, policy directives and the budget process.
- Ability of consultant to meet anticipated project completion schedule.

Consultant Evaluation Criteria and Scoring

Consultant selection will be based upon a qualitative evaluation of the proposals submitted. During the review process, staff and a selection committee from the Town may request additional clarifying information from any consultant that submits a proposal. Staff and the selection committee will evaluate the responses to this RFP, may interview the top-rated consultants, and will make a recommendation to the Mayor and Town Council as to the selection of the consultant determined to be the most qualified for the project. It is anticipated that the Town and the selected consultant will enter into a professional services contract for the period beginning in summer of 2024 through project completion.

A series of selection criteria will be utilized (not necessarily in priority order) during the evaluation of proposals and throughout the selection process:

1. Demonstrated level of qualifications, experience, and professionalism for the respondent consultant (or team), its principals, project management team, project manager, key staff, and sub-consultants (if applicable) assigned to the project;
2. Demonstrated level of professional and technical expertise and proven record in the preparation of land use plans / planning experience by the respondent consultant (or team);
3. Demonstrated level of multi-disciplinary experience on the project team, with respect to the range of experience and services;
4. Demonstrated experience in community engagement, public participation, and outreach as part of similar efforts;
5. Demonstrated experience working with public agencies, city and Town departments, and other regional entities as part of similar efforts;

6. Demonstrated adherence to, and ability to stay on task, schedule, and budget as part of similar efforts;
7. Demonstrated capacity and capability of the consultant to perform the work within the specified timeline;
8. Overall value of the proposal and proposed services relative to the level of creativity and innovation in the proposed approach to the project; and
9. Other issues which may arise during the selection process.

Clarifying Qualifications During Evaluation

During the evaluation process, the Town has the right to require any clarification as it may need to understand the consultant/team's view and approach to the project and scope of work. Any clarifications to the Qualification made before executing the contract will become part of the final consultant/team contract.

Interviews and Awards

- Prior to making an award determination, the Town may conduct consultant interviews. Interviews may be conducted virtually.
- The Town reserves the right to reject one or more of the proposals, to waive any deficiencies associated with the submittal, and to accept any proposals that it deems to be in the Town's best interest. The Town also reserves the right to re-advertise and reject any and all proposals which are deemed to be nonresponsive, do not contain all the required submittal information as herein contained, are late, or are deemed unsatisfactory in any way. The Town shall have no obligation to award a contract for services and work as a result of this Request for Proposal.
- The successful responding consultant shall be responsible for obtaining and maintaining adequate liability insurance to complete and fully protect the Town. The consultant shall furnish proof of this liability insurance to be attached to the executed copies of the contract. The consultant will also complete the E-Verify Requirement.
- After making a final consultant selection and taking into consideration quality, performance, and the time specified in the proposal, the Town will begin contract negotiations with the selected responsible, responsive agency. If successful, the consultant/team and Town will enter into a professional services contract for the work.
- A negotiation of the final contract price will be between the Town and the chosen consultant. (NOTE: Consultants shall bear all costs incurred by their agency for interviews and the RFP response preparation and shall not include such costs within the RFP response).
- All respondents are considered fully informed as to the intentions of the Town regarding the timeframe to prepare and complete contract negotiations. Respondents should be prepared to provide a detailed, written Proposal to include the scope of work, staffing plans, action plan, CPM schedule, and fee proposal during negotiations.
- The Town may withdraw this RFP, reject qualifications, or any portion thereof, at any time prior to an award, and is not required to furnish a statement of reason why a particular qualification was not deemed to be the most advantageous to the Town.

E-Verify Compliance

The project contract will require that the selected consultant/team and its subcontractors comply with the requirements of Article 2 of Chapter 64 of the North Carolina General Statutes consistent with state law requirements for municipal contracts.

6 Submittal Requirements and Format

The following materials must be received by the submittal deadline for a proposal to be considered. However, during the selection process, the Town reserves the right to request additional information or to seek clarification from the consultant, or to allow for correction of errors and/or emissions. The submittal requirements are as follows:

1. Project Overview
 - A. General Information: Provides a brief overview of the consultant, including qualifications to execute the contract, and company mission or statement of beliefs.
 - B. Project Understanding: A summary of the consultants' understanding of the project as described in this RFP.
2. Qualifications
 - A. Personnel Qualifications:
 1. Identification of lead project manager and their contact information.
 2. Name, proposed role, hourly rate, anticipated time commitment to the project and biography of each team member.
 - B. References: Include a list of at least three municipal clients for which you have conducted comprehensive transportation planning, visioning, community engagement and /or land use analysis. Experience in working with municipalities in North Carolina is preferred.
3. Proposal
 - A. Proposal Overview: Provide specific approaches, methods and assumptions that will be utilized to accomplish each task.
 - B. Proposed Work Plan and Schedule: Provide a proposed work plan with a schedule based on months of project (ex. Month 1, Month 2), divided into phases identifying key tasks, milestones, approximate dates, project deliverables, and resource needs.
 - C. Community Engagement Plan: Describe at least three approaches for providing innovative, effective stakeholder engagement and public participation. These alternatives should represent different levels and styles of involvement, and complexity. Provide examples of how your agency would conduct public and stakeholder that would capture input that is representative of all the Town's residents.
 - D. Budget: Identify cost estimates for completing each of the elements in the "Expectations of Consultant" and "Scope of Services" sections of this RFP. Itemized cost estimates may include more than one area in these sections provided the combination of the elements is logical or overlapping. Also identify any other anticipated budgetary needs including incidentals. Identify total not-to-exceed project cost.

Physical Submittal: Department Contact, Deadline for Receipt, Format

Respondents must submit five (5) total copies of their written response in a sealed package, including one PDF digital format, to Jessica Moberly, Transportation Planner, by the submission deadline noted in this RFP. The name and address of the respondent should appear on the outside of the submittals and the package should include the RFP title and reference the project ("Integrated Mobility Plan"). Each submittal will remain sealed and not for public disclosure until after the submittal deadline. Each submittal copy shall be identical in content. Responses should be concise, clear, and relevant. The submitter's cost incurred in responding to this RFP is the submitter's alone and the Town does not accept liability for any such costs. The Town will not and shall not be required to return any item submitted.

Minimum Number of Responses

In order to consider submittals, the Town must receive at least three responses to the RFP. If the Town receives fewer than three responses, it will re-advertise the RFP in accordance with General Statute requirements. After the second solicitation, the Town may consider submittals even if three are not received and will follow the same procedures used for the initial solicitation.

It is the sincere intention of the Town to make every effort to be fair and equitable in its dealings with all candidates for selection. If, however, the Town should determine that none of the respondents submitting are advantageous to the Town of Leland, the Town reserves the right to accept or reject any or all responses with or without cause. Issuance of this RFP does not commit the Town of Leland to award a contract, to pay any costs incurred in preparation of a proposal, or to procure or contract for related services or supplies.

