



Request for Proposals

Safe Streets and Roads for All (SS4A)

Comprehensive Safety Action Plan

November 08, 2023

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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 creating a Safe Streets and Roads for All (SS4A) Comprehensive Safety Action Plan (“Plan”) that is the first step in the development and implementation of policies that result in safer roadways for all Leland residents. The Plan will identify existing conditions and historical trends to provide a baseline level of the transportation system safety encompassing fatalities and serious injuries. It will also include an analysis of locations where there are crashes and the severity of the crashes, as well as contributing factors and crash types by relevant road users (motorists, people walking, transit users, etc.). The Plan will also recommend a comprehensive set of projects and strategies, including new policies, guidelines, and/or standards, that are shaped by data, the best available evidence, and noteworthy practices, as well as stakeholder input and equity considerations, that will address the identified safety problems. The planning area includes all roadways within the Town’s boundaries. The consultant(s) awarded this contract will have the primary responsibility of developing the Plan and will work in coordination with the Town’s Planning and Inspections Department.

All sealed proposals must be received by 3:00 PM on December 08, 2023. Inquiries, amendments, or submissions received after the time and date listed above will 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

The Town of Leland is located in Brunswick County, ten minutes from downtown Wilmington, and was incorporated in 1989. Leland is currently 27.15 square miles and has a population of 28,591 as of July 1, 2022, based on the latest US Census Bureau estimates. 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 Leland.

The Town of Leland, located in Brunswick County, has expanded rapidly. Numbers from the U.S. Census Bureau for 2020 reveal a pattern of consistent, substantial growth. The population has increased 50% from 13,527 in 2010 to 20,294 in 2019. According to the Demographics Branch of the North Carolina Office of State Budget (“OSBM”), Brunswick County is anticipated to have a 23% growth rate and a 30% net migration rate from 2020 to 2030, making it the fastest growing county in North Carolina. This rapid growth has presented both opportunities and challenges for the Town. Population expansion causes traffic congestion, increases vehicular accidents and fatalities, and necessitates the development of a comprehensive safety action plan to increase safety on our roadways.

The Interstate 140 connection to Interstate 40, US Highway 421, and US Highway 17 provide local and regional access to the Town. Other potential and planned transportation improvement projects including the Cape Fear Crossing (additional river crossing to and from Wilmington and New Hanover County), and Interstate 74 will further enhance access to and from Leland.

The Town's growth has been dynamic and multi-faceted. Single family detached residential predominates the residential growth, followed by townhome and multifamily projects. Commercial growth has been limited, but demand continues to increase for service, retail, and institutional uses such as health care support services. Most new growth and investment have occurred along or near the US Highway 17 corridor, which are part of conventional zoning districts and follow conventional design requirements. Leland's Gateway District benefits from the FlexCode, a transect oriented form-based code, with multiple 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>

Goals

The Plan must meet the goals of the Federal Highway Administration ("FHWA") Office of Safety Safe Streets and Roads for All ("SS4A") program. FHWA's goal is to reduce transportation related fatalities and serious injuries across the transportation system, and for this reason it fully supports the vision of zero deaths and serious injuries on the nation's roads. To support this vision, FHWA continues to collaborate with other United States Department of Transportation ("USDOT") agencies to implement the National Roadway Safety Strategy ("NRSS"), which outlines USDOT's comprehensive approach to significantly reduce deaths and serious injuries to zero on our nation's roadways. The NRSS adopted the Safe System approach, which was founded on the principles that humans make mistakes and that human bodies have limited ability to tolerate crash impacts. The SS4A program supports Secretary of Transportation Pete Buttigieg's National Roadway Safety Strategy and USDOT's goal of zero deaths and serious injuries on our nation's roadways. Consultants should refer to the USDOT guidance for developing Safety Action Plan provided via the USDOT website at the following address: www.transportation.gov/grants/SS4A/resources.

3 Scope of Work

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

- Project Meetings. The consultant is expected to meet regularly with Town staff. When appropriate, these meetings may be via telephone or video conference.
- Meetings with the Safety Action Plan Steering Committee, Town Staff, Planning Board, and Town Council. A Safety Action Plan Steering Committee will be charged with oversight of the Plan's development, implementation, and monitoring. The selected consultant will meet with the Steering Committee to collect input and provide updates. In addition, the selected 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 meeting where the Plan is proposed for recommended adoption by the Planning Board and proposed for adoption by the Town Council.

- Public Engagement and Communications. Public participation is essential to this planning effort, and the Town expects 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 should be analyzed and incorporated into the Plan. Overlapping jurisdictions should be included in the process. Plans and processes should be coordinated and aligned with other governmental plans and planning processes to the practical extent. Respondents should explain their approach and public participation plan in detail in their responses.
- Safety Action Plan Development. The selected consultant will serve as the primary drafter of the Plan and shall perform research and develop materials for the Plan, including but not limited to:
 - Draft the Plan for Planning Board recommendation and Town Council adoption.
 - Provide digital, editable, working, and printable copies of all final documents including reports, maps, and final plan.
- Safety Action Plan Content. The Plan document will include assembling and analyzing data regarding existing conditions within the established planning area and utilizing that data to develop recommended policies, actions, and an implementation plan to guide future development and decision making. Per guidance from USDOT for SS4A, the Plan must include the following components:
 1. Leadership Commitment and Goal Setting
 - a. Include an official public commitment (e.g., resolution) by the Town’s governing body to an eventual goal of zero roadway fatalities and serious injuries. The commitment must include a goal and timeline for eliminating roadway fatalities and serious injuries achieved through one, or both, of the following:
 - i. The target date for achieving zero roadway fatalities and serious injuries, OR
 - ii. 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.
 2. Planning Structure
 - a. A committee, task force, or similar body charged with oversight of the Plan development, implementation, and monitoring.
 3. Safety Analysis
 - a. Research existing conditions and historical trends and provide a baseline level of transportation system safety involving fatalities and serious injuries across the Town’s jurisdictional boundary.
 - b. Conduct an analysis of 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.).
 - c. Conduct an analysis of 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).

- d. Develop a High-Injury Network (or equivalent) map based on the analysis of higher-risk locations.
 - e. To the practical extent, include all roadways within the jurisdiction, without regard for ownership.
4. Engagement and Collaboration
 - a. Ensure representation from stakeholders, community groups, and the public and coordinate with other governmental planning processes.
 - b. Integrate into the Plan the information received through engagements and collaboration.
 - c. Seek inter- and intra- governmental collaboration, as appropriate.
 5. Equity Considerations
 - a. Develop the Plan using inclusive and representative processes that are compliant with civil rights obligations and nondiscrimination laws.
 - b. Collaborate with appropriate partners for the analysis of underserved communities.
 - c. Consider the impact of proposed projects and strategies on disadvantaged populations.
 - d. Include population characteristics and equity impact assessments.
 6. Policy and Process Changes
 - a. Assessment of current policies, plans, guidelines, and/or standards to identify opportunities to improve processes and prioritize transportation safety.
 - b. Identify opportunities for improvements to prioritize transportation safety.
 - c. Incorporate the implementation of revised or new policies into the Action Plan.
 7. Strategy and Project Selections
 - a. Address safety problems identified using proven countermeasures focused on a Safe System Approach.
 - b. Prioritize deployment of mitigation strategies and countermeasures.
 - i. List specific projects or strategies with timeframes.
 - ii. Explain criteria used for prioritization.
 1. Projects and strategies should focus on infrastructure, behavioral and/or operational safety and be 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 Plan.
 8. Progress and Transparency
 - a. Identify the method to measure progress over time after the Plan is developed or updated, including outcome data.
 - b. Establish a means to ensure ongoing transparency with residents and other relevant stakeholders.
 - c. Include, at a minimum, annual public and accessible reporting on progress toward reducing roadway fatalities and serious injuries and public posting of the Plan online.

Expectations of Selected Consultant

The Consultant Team will ensure the satisfactory accomplishment of the tasks described in this Scope of Services. To achieve this goal, and utilize the experience of the selected consultant, the Town will require the following expectations be met and identified within the consultant's proposal:

1. Initial meeting with Town staff to establish a 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 and consolidate applicable materials into the Plan.
3. Facilitate and engage in any public meetings as well as 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 and citizen advisory groups. The selected consultant will lead stakeholder outreach and participation efforts with Town staff providing assistance where needed.
5. Plan and implement a stakeholder and public outreach process using a range of methods to inform and involve stakeholders, citizen organizations and the general public.
6. Develop Plan 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 developed at the beginning of the planning process.
8. Confirm the final Plan conforms to existing North Carolina General Statutes.
9. Analyze consistency of current Town ordinances and policies in relationship to the Plan's goals and objectives.
10. Prepare a draft document for public review and comment, and present to 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 material at all associated meetings and public hearings required for adoption of the plan.
12. Provide expected updates, primarily via e-mail or telephone and occasionally in-person, to update Town staff on project status, discuss issues, 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 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 board workshops): Microsoft Word, PowerPoint, InDesign, and PDF
- Spreadsheets: Microsoft Excel in addition to the tables formatted for Word, InDesign, and PDFs
- 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: 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 deal appropriately with Project conditions to finish 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	Time
Deadline for submission of proposals	December 08, 2023	3:00 PM
Town completes proposal evaluation to establish shortlist of consultants remaining. Town notifies consultants and schedules interviews, if necessary.	December 15, 2023	
Complete interviews, if required.	January 2023	
Notify selected Consultant and begin contract negotiations	January 2024	
Complete contract negotiations with selected Consultant	February 2024	
Town Council award of contract	February 2024	
Notice to Proceed	February 2024	

5 Evaluation and Selection Criteria

Consultant Minimum Qualifications

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

- Thorough knowledge of the principles and practices of transportation planning, comprehensive planning, and urban planning in North Carolina.
- Thorough knowledge of applicable and relevant state and federal regulations, policies, and programs.
- Experience/skills relating to data analysis, data conversion, data presentation, and transportation system analysis.
- 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.

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 of Leland 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 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 commencing in early 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 transportation 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, municipal 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 request any clarification it needs in order 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 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 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 selected consultant shall be responsible for obtaining and maintaining adequate liability insurance as required by the Town. The selected consultant shall furnish proof of this liability

insurance to be attached to the executed copies of the contract. The selected consultant will also complete the E-Verify Requirement.

- After making a final 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 consultant. If successful, the consultant 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 selected 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 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 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;
 - C. Cost of Services: Indicate a fee for service and explanation of the basis for the fee.
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 anticipated duration of project (ex. Month 1, Month 2), divided into phases identifying key tasks, including but not limited to public outreach components, 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 consultant team 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 ("SS4A Safety Action Plan"). Each submittal will remain sealed and not for public disclosure until after the submittal deadline.

1. Each submittal copy shall be identical in content. Responses should be concise, clear, and relevant. 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.

