

**RFQ # 14-001-33**  
**REQUEST FOR QUALIFICATIONS**  
**MEMPHIS MPO TRANSPORTATION PLAN PUBLIC OUTREACH**  
**FOR**  
**SHELBY COUNTY, TENNESSEE AND SURROUNDING AREAS**

Shelby County Government (the County), an Equal Opportunity, Affirmative Action Employer, seeks to retain the services of one or more consultant firms to provide professional services for public outreach and community engagement related to the development of the Memphis Urban Area Metropolitan Planning Organization's (Memphis MPO) *Livability 2040* Long Range Transportation Plan (LRTP). The County is issuing this Request for Qualifications (RFQ) to solicit written proposals from consultants or consultant teams who are interested in providing such services. Based on an evaluation of responses to this RFQ, a consultant will be selected and invited to participate in further discussions and negotiation of a contract agreement for the requested services.

**GENERAL INFORMATION:**

The Memphis MPO is the regional transportation planning organization for Shelby County, TN, Desoto County, MS, and portions of Fayette County, TN and Marshall County, MS. The Memphis MPO is responsible for working with local, state, and federal agencies, the private sector, citizens, and stakeholders to plan coordinated transportation systems designed to move people, goods, and services affordably, efficiently and safely throughout the MPO area. The Memphis MPO was established by the federal government to ensure that transportation decisions within the MPO area are performed in a continuing, comprehensive, and cooperative process.

The Memphis MPO has committed itself to creating a comprehensive multi-modal strategy that provides the region's residents with greater mobility, lower transportation costs, safer streets, cleaner air, less traffic congestion, and greater quality of life. The Memphis MPO has recently begun a regional initiative focusing on *livability*, a key element of which is coordinating the development of transportation facilities to connect residents to opportunities such as jobs, education, and amenities.

**Project Background:**

The LRTP public participation process is designed to provide early and adequate opportunities for citizens and public officials to be involved in the plan's development. The process is designed to involve all parties in the various stages of plan development and the subsequent review process. The design allows for a gradual progression from general information pertaining to the plan (goals & objectives) to very specific information regarding alternatives and project selection. Each step of the public involvement process should build upon the input of previous activities, ensuring that the LRTP properly reflects a comprehensive view of the community.

The selected consultant or consultant team will be expected to assist the Memphis MPO in refining and carrying out a public involvement plan specific to the development of the *Livability 2040* LRTP, which is scheduled to take effect by March 2016.

Elements of the scope of work for this project may include, but are not limited to:

- Public Involvement Plan documentation;
- Graphic design for flyers, posters, advertisements, newsletters, etc.;
- Media campaign planning and deployment, including web and social media strategies;
- Public, stakeholder, and advisory committee meeting planning and facilitation;
- Advising and facilitating in outreach to private citizens and stakeholder groups, including surveys/questionnaires;
- Outreach to underserved/hard-to-reach populations, including minority groups, individuals with Limited English Proficiency (LEP), people with disabilities, and others;
- Assistance collecting and responding to public inquiries, requests, and comments related to the LRTP;
- Adherence to Title VI of the Civil Rights Act of 1964 for public outreach.

The following resources are available to assist consultant/team understanding of the Memphis MPO's multimodal planning process, the Long Range Transportation Plan and its planned outcomes, and the MPO's overall public involvement process:

- Memphis Urban Area MPO website: [www.memphismpo.org](http://www.memphismpo.org);
- Direction 2040 Long Range Transportation Plan: <http://memphismpo.org/plans/long-range-plan-lrtp>;
- Memphis MPO Public Participation Plan: <http://memphismpo.org/plans/public-participation-plan>;
- Federal Highway Administration (FHWA) Public Involvement Resource Guide: [http://www.fhwa.dot.gov/planning/public\\_involvement/publications/resource\\_guide/page\\_05.cfm](http://www.fhwa.dot.gov/planning/public_involvement/publications/resource_guide/page_05.cfm).

## **RESPONSES AND EVALUATION**

The maximum contract value for the services described in this RFQ is not expected to exceed \$95,000. Interested consultants should submit a Letter of Interest and Statement of Qualifications not to exceed twenty-five (25) pages in length. Proposals should include, but are not limited to, the following:

- Firm name, address, and telephone number.
- Point of contact: name and telephone number.
- Past experience specific to public outreach and engagement in regional planning projects and familiarity with regulations and guidelines specific to the regional transportation planning process.
- Overview of consultant team including clear statements of expertise in projects of this nature.

- Qualifications of staff and if applicable sub-consultants.
- Demonstrated ability to meet schedules without compromising sound professional practices.
- Statement of level of certified Locally Owned Small Business (LOSB) or Disadvantaged Business Enterprise (DBE) participation.
- Statement of compliance with Title VI and other applicable statutes providing for non-discrimination in the performance of contracts with the County.
- Proposer's Shelby County Equal Opportunity Compliance (EOC) certification number, if applicable.
- At least three (3) project references.

The following guidelines for communication; have been established to ensure a fair and equitable process for all respondents:

Respondents requesting additional information or clarification are to contact Nelson Fowler in writing at [nelson.fowler@shelbycountyttn.gov](mailto:nelson.fowler@shelbycountyttn.gov) or at the address listed above. ***IN ORDER TO PREVENT AN UNFAIR ADVANTAGE TO ANY RESPONDENT, VERBAL QUESTIONS WILL NOT BE ANSWERED. The deadline for submitting questions will be by 12:00 P.M. (Central Time), Friday, February 7, 2014.***

**All written questions submitted by the deadline indicated above will be answered and posted on the County's website at [www.shelbycountyttn.gov](http://www.shelbycountyttn.gov) within forty eight (48) hours of the above cut-off date.**

Please be aware that contact with any other personnel (other than the person clearly identified in this document) within Shelby County regarding this Request for Qualifications may disqualify your company from further consideration.

### **Evaluation Process**

Submittals will be reviewed by a Review Committee that will identify the most qualified proposers. At the discretion of the Review committee, selected consultants may be interviewed to determine the most qualified firm or firms.

Evaluation proceedings will be conducted within the established guidelines regarding equal employment opportunity and nondiscriminatory action based upon the grounds of race, color, sex and creed or national origin. Interested certified Locally-Owned Small Business firms, Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.

### **Evaluation Criteria**

Submittals will be reviewed based on the following criteria:

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| • Firm and Staff Background, Capacity, and Qualifications | 30% |
| • Experience with Similar Projects                        | 30% |

- Demonstrated Ability to Complete Services 20%
- Statement of Adherence to Title VI and Non-Discrimination 5%
- LOSB / DBE Participation Percentage 5%
- Proposer References 10%

**Development of Scope of Work**

Following a selection by the Review Committee, the Memphis MPO will work with the selected qualified respondent to develop a scope of work and fee schedule that will serve as the basis for a contract with the County for the performance of the requested services. The selection of a qualified respondent does not commit the County to award a contract.

**Non-discrimination and Title VI**

The respondent hereby agrees, warrants, and assures compliance with the provisions of Title VI and VII of the Civil Rights Act of 1964 and all other federal statutory laws which provide in whole or in part that no person shall be excluded from participation or be denied benefits of or be otherwise subjected to discrimination in the performance of any contract with Shelby County Government or in the employment practices of the contractor on the grounds of handicap and/or disability, age, race, color, religion, sex, national origin, or any other classification protected by federal, Tennessee State Constitutional or statutory law. The contractor shall upon request show proof of such non-discrimination and shall post in conspicuous places available to all employees and applicants notices of non-discrimination.

Any recipient entity shall be subject to the requirements of Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d et seq., and regulations promulgated pursuant thereto. It shall develop a Title VI implementation plan with participation by protected beneficiaries as may be required by such law or regulations. To the extent applicable, such plan shall include Title VI implementation plans for sub-recipients of federal funds through the entity. The contractor shall produce the plan upon request of Shelby County Government. Failure to provide same shall constitute a material breach of contract.

**Disclosure of Response Contents**

Provider understands and acknowledges that the County is a governmental entity subject to the laws of the State of Tennessee and that any reports, data, or other information supplied to the County is subject to being disclosed as a public record in accordance with the laws of the State of Tennessee. All qualifications and other materials submitted become the property of Shelby County Government. All response information will be held in confidence during the evaluation process and before the time of a Notice of Intent to Award is issued. Thereafter, responses will become public information.

**Submitting Qualifications**

Firms may request consideration by submitting an original, three copies, and two CDs of a letter of interest and statement of qualifications to Mr. Nelson Fowler, Manager A, Purchasing

Department, Shelby County Government, 160 North Main Street, Suite 900, Memphis, TN 38103.

**All qualifications must be received by Mr. Fowler's office on or before 4:00 PM (Central Time) Friday, February 14, 2014.**

