

RFQ # 14—010-20
REQUEST FOR QUALIFICATIONS
GREENPRINT RECREATIONAL USE CAMPAIGN
FOR
SHELBY COUNTY, TENNESSEE AND SURROUNDING AREAS

Shelby County Government, an Equal Opportunity, Affirmative Action Employer, seeks to retain the services of one or more consultant firms to provide professional services for the development of a public education campaign to raise awareness and knowledge of the Greenprint initiative and its planned outcomes. Shelby 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:

Shelby County Government was awarded the HUD Sustainable Communities Regional Planning Grant to develop the Mid-South Regional Greenprint and Sustainability Plan. The plan is designed to enhance regional livability and sustainability by establishing a unified vision for a region-wide network of greenspace areas, or Greenprint, which serves to address long-term housing and land use, resource conservation, environmental protection, accessibility, community health and wellness, transportation alternatives, economic development, neighborhood engagement, and social equity in the Greater Memphis Area. The regional Greenprint includes parks, greenways, byways, blueways, conservation lands, natural areas, wildlife management areas, open space areas, farms and community gardens, water management areas, and other similar spaces.

Developing a Greenprint will help our region to:

- Connect where people live to the natural environment, employment, goods and services, and recreational activities;
- Preserve and protect undeveloped land as open space to support future development of quality communities, agriculture, and environmentally sensitive lands;
- Provide alternative transportation routes for pedestrians and bicyclists to connect people and low-income neighborhoods to job centers, bus routes, and needed goods and services;
- Support the design and implementation of pedestrian-friendly communities that can reduce vehicular traffic and improve personal health and well-being;
- Protect important landscapes that support outdoor recreation, such as wildlife viewing and fishing, as well as sustain quality drinking water sources;
- Create opportunities to restore natural habitats and wetlands within the built environment;
- Reduce public and private sector energy consumption;
- Identify areas most appropriate for new communities; and
- Enhance the economic vitality and quality of life of the overall community as a place to live, work and play in order to promote population and employment growth.

The study area for this project is defined as the boundaries of the Memphis Metropolitan Planning Organization (MPO) and West Memphis (Arkansas) MPO. These two MPOs include all of Shelby County, TN, and the cities of Arlington, Bartlett, Collierville, Germantown, Lakeland, Memphis, and Millington; northern DeSoto County, MS, including the cities of Hernando, Horn Lake, Olive Branch, Southaven, and Walls; eastern Crittenden County, AR, including the cities of West Memphis, Marion and Sunset; and western Fayette County, including the cities of Piperton, Gallaway and Braden.

The planning process is driven by the Mid-South Regional Greenprint Consortium (“Consortium”), made up of over 80 groups throughout the region, including nonprofit organizations, businesses, local and state government agencies, educational institutions and citizens. The Consortium is led by an Executive Committee (EC) of roughly 25 members, which acts as a decision-making agency for the planning process. There are eight working groups that will support the EC are: Housing/Neighborhood Land Use, Community Health/Wellness, Alternative Transportation & Fuels, Parks and Greenways Planning, Resource Conservation & Environmental Protection, Workforce Development & Regional Employment, Social Equity, Data/Mapping and Evaluation.

Effective community engagement and capacity building are critical to this process, and the project proposes to demonstrate a citizen-based regional planning process, driven by the consortium working in partnership with governmental bodies and the private sector to establish a regional vision and structure for ongoing collaborative cross-jurisdictional planning. The first year of the process has focused on setting goals for the major focus areas of the working groups, developing the regional vision, capacity building, and engagement.

SCOPE OF SERVICES:

The selected consultant or consultant team will provide the following services:

1. Develop and implement a public education campaign to raise awareness and knowledge of the Greenprint initiative and its planned outcomes, with particular focus toward low-income, minority, and rural communities.
2. Communicate economic, health, and transportation benefits and opportunities of using greenways, bicycle lanes, parks, recreational facilities, and other green spaces in order to increase use of these assets;
3. Raise awareness of existing available greenways, bicycle lanes, parks, recreational facilities, and other green spaces and amenities in the four-county regional study area;
4. Profile a diverse range of community residents who use existing greenways, bicycle lanes, parks, recreational facilities, and other green spaces and amenities in the four-county regional study area to share their experiences.

Proposers should note that the Scope of Services identified herein is considered an advanced draft and may be modified after selection of a consultant based upon changing circumstances and/or negotiations with the proposing firm(s).

The following resources are available to assist consultant/team understanding of the Greenprint initiative and its planned outcomes:

- Mid-South Regional Greenprint and Sustainability Plan website: <http://www.midsouthgreenprint.org>;
- Regional Greenprint Vision plan: <http://www.midsouthgreenprint.org/vision> (check for updates);
- Health Impact Assessment, including Preliminary Report of Baseline Conditions: <http://www.midsouthgreenprint.org/hia> (check for updates);
- Bus Transit to Workplace Study, including State of Employment report: <http://www.midsouthgreenprint.org/transit> (check for updates);

Proposals:

The maximum contract value for the services described in this RFQ will not exceed \$58,000. Interested consultants should submit a Letter of Interest and Statement of Qualifications including, but not limited to, the following:

- Firm name, address, and telephone number.
- Point of contact: name and telephone number.
- Summary of suggested approach to meet the objectives for the project as described in the Scope of Services section, including tasks, deliverables, and timeline. Please include a range of suggested options, which may exceed \$58,000 in total value, but can be negotiated if selected.
- Past experience specific to public education focused toward low-income, minority, and rural communities, along with demonstrated experience and competence in the services to be provided.
- Overview of consulting team including clear statements of expertise in project of this nature.
- Qualifications of staff and if applicable sub-consultants.
- Demonstrated ability to meet schedules without compromising sound planning practices.
- Statement of level of certified Locally Owned Small Business (LOSB) participation (**project goal is 20%**) and approach for meeting the participation requirements.
- At least three (3) project references.
- Fee schedule for suggested approach or approaches.

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 Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.

Respondents requesting additional information or clarification are to contact Nelson Fowler in writing at 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., Friday, November 8, 2013 (CST)***

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

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

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.

PREVAILING WAGE ORDINANCE

Prevailing Wage – Any firm, individual, partnership or corporation awarded a contract by the COUNTY for the construction of, improvement, enlargement, alteration or replacement of a public work or project in excess of \$500,000 and any subcontractors of such public work or project in excess of \$100,000 (“Recipient”) shall be required to pay local prevailing wages and benefits for laborers, mechanics, or other listed classifications as defined by the Tennessee Department of Labor. The prevailing wage rate shall be the most current State of Tennessee prevailing wage established by the Tennessee Department of Labor For Region 1 (Shelby County). The benefit rates shall be the most current rates described in the published schedule by the Memphis and West Tennessee County Code of Ordinances. The applicable rate shall be determined at the time that the project is awarded. In instances where Prevailing wage applies, Prevailing Wage will override the Living Wage requirement.

Non-discrimination and Title VI

The contractor 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 this Contract 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 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 Proposal 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 proposals and other materials submitted become the property of Shelby County Government. All proposal information, including detailed price and cost information, will be held in confidence during the evaluation process and before the time of a Notice of Intent to Award is issued. Thereafter, proposals will become public information.

Submitting Proposal

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, 9TH Floor, Memphis, TN 38103.

All qualifications must be received by Mr. Fowler's office on or before 4:00 PM (Central Time) Friday, November 15, 2013.

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 LOSB firms, Disadvantaged Business Enterprise (DBE) firms as well as other minority-owned and women-owned firms are encouraged to respond to all advertisements.