



Municipality of Anchorage

Dave Bronson, Mayor
Purchasing Department

July 1, 2022

REQUEST FOR PROPOSAL

RFP 2022P026

AMATS Safety Plan

The Municipality of Anchorage is an equal opportunity employer.

Enclosed is pertinent information for use in preparing your proposal.

Pre-Proposal Conference: **3:00 P.M. Local Time, July 12, 2022**

Site Visit: **N/A**

Questions Due: **12:00 P.M. Local Time, July 13, 2022**

Proposals Due: **5:00 P.M. Local Time, August 1, 2022**

ONE SIGNED ORIGINAL, single sided, unbound, plus five (5) complete copies of your proposal must be submitted. In addition to the copies, a flash-drive containing a PDF copy of the complete proposal, including attachments must also be provided.

If applicable, the call-in phone number for Pre-Bid Conferences is 907-343-6089. Conference lines are opened 5 minutes prior to the Pre-Bid Conference times. To attend meetings in person; you may do so at 632 W. 6th Avenue, Suite 520, Anchorage, AK 99501. FOR AUXILIARY AIDS, SERVICES, OR SPECIAL MODIFICATIONS TO PARTICIPATE PLEASE CONTACT THE PURCHASING DEPARTMENT TO REQUEST REASONABLE ACCOMMODATIONS AT 907-343-4590; OR wwpur@muni.org

For further information contact Purchasing at (907) 343-4590 or email wwpur@muni.org. All correspondence should include the **RFP** number and title.

The Municipality of Anchorage reserves the right to reject any and all proposals and to waive any informalities in procedures.

Sincerely,

A handwritten signature in cursive script that reads "Chris Hunter".

Chris Hunter
Deputy Purchasing Director

RFP 2022P026

Provide Professional Services to Develop a Safety Plan

Anchorage Metropolitan Area Transportation Solutions (AMATS)

TABLE OF CONTENTS

Section 1 – General Information

Section 2 – Rules for Governing Competition

Section 3 – Scope of Work

Section 4 - Proposal and Submission Requirements

Section 5 – Evaluation Criteria and Process

Section 6 – Selection Process

Section 7 – Sample Contract or Minimum Mandatory Contract Provisions

Section 8 - Attachments

1.0 GENERAL INFORMATION

1.1 Introduction

The Municipality of Anchorage in partnership with Anchorage Metropolitan Area Transportation Solutions (AMATS) and a selected consultant, are developing a comprehensive Safety Plan to collaborate across departments and jurisdictions and incorporate quantitative safety criteria into project prioritization. This plan will also help set and track five safety performance targets: number of fatalities; rate of fatalities per 100 million vehicle miles traveled (VMT); number of serious injuries; rate of serious injuries per 100 million VMT; and number of non-motorized fatalities and non-motorized serious injuries. This plan is required by federal guidelines set forth in the most recent Transportation Bill, Fixing America’s Surface Transportation (FAST) Act passed in 2015.

1.2 Background

The Municipality of Anchorage completed its first Vision Zero Plan in December 2018. This plan’s goal was to reframe how Anchorage views traffic fatalities, transitioning from “accidents” to incidents that can be prevented through a multidisciplinary approach involving road design, education and enforcement. The plan lays out visible performance metrics that will measure Anchorage’s progress in creating safer speeds, build safer streets, promote a culture of safety, and improve data collection, analysis and accessibility. The

Alaska Department of Transportation and Public Facilities (ADOT&PF) developed the Strategic Highway Safety Plan in 2018. This comprehensive safety plan provides a coordinated framework for reducing fatalities and serious injuries on all public roads. The plan identifies priority areas that will be addressed over a 5-year period, determines critical factors that contribute to crashes, establishes performance goals, presents action items and strategies for improvement and encourages incorporation of other safety plans at the state and local levels. The AMATS Safety Plan will be the first plan of its kind for the Anchorage area MPO. It will work to coordinate with the existing safety plans described above, engage stakeholders to set the plan framework (vision, goals, objectives), review current crash data to prioritize areas targeted for improvement and identify counter measures.

1.3 Resources

Anchorage Vision Zero Action Plan, 2018 https://www.muni.org/Departments/OCPD/Planning/AMATS/Documents/Vision_Zero/2018/2%20Anchorage_VZ_Report_ACTION_PLAN_122618.pdf
Alaska Department of Transportation and Public Facilities -Strategic Highway Safety Plan https://dot.alaska.gov/stwdplng/shsp/index.shtml
AMATS Non-motorized Plan Draft, 2021 http://www.muni.org/Departments/OCPD/Planning/AMATS/Pages/1_nonmotorized.aspx
AMATS MTP 2040 http://www.muni.org/departments/ocpd/planning/amats/pages/1_mtp.aspx
AMATS Public Participation Plan, 2014 http://www.muni.org/transplan/AMATS%20PPP.cfm
Anchorage 2040 Land Use Plan https://www.muni.org/Departments/OCPD/Planning/Publications/Pages/Anchorage2040LandUsePlan.aspx
Title 21-Land Use Regulations http://www.muni.org/Departments/OCPD/Planning/Projects/t21/Pages/Title21Rewrite.aspx
Official Streets and Highways Plan (2014) http://www.muni.org/transplan/Publications.cfm
AMATS 2019-2022 Transportation Improvement Program (TIP) https://www.muni.org/Departments/OCPD/Planning/AMATS/Pages/1_TIP.aspx

1.4 Study Area

The Study Area is within the AMATS Planning Boundary. This area includes the Anchorage Bowl and Chugiak Eagle River, but not the less populated areas of Girdwood and Turnagain Arm.

1.5 Questions

Questions regarding this proposal shall be submitted in writing to:

wwpur@muni.org

For ease of identification please identify the project/title number in the subject line of any correspondence.

Purchasing office hours of operation are: 8:00 a.m. to noon; 1:00 p.m. to 5:00 p.m. local time Monday through Friday, excluding Municipal holidays. Due to time constraints on this project, all questions regarding the scope of work should be received prior to the deadline indicated on the RFP cover letter.

1.6 Preparation Costs

The Municipality shall not be responsible for proposal preparation costs, nor for costs including attorney fees associated with any (administrative, judicial or otherwise) challenge to the determination of the highest ranked proposer and/or award of contract and/or rejection of proposal. By submitting a proposal each proposer agrees to be bound in this respect and waives all claims to such costs and fees.

SECTION 2 – RULES GOVERNING COMPETITION

2.1 Examination of Proposals

Proposers should carefully examine the entire RFP and any addenda thereto, and all related materials and data referenced in the RFP. Proposers should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

2.2 Proposal Acceptance Period

Award of this proposal is anticipated to be announced within 60 calendar days, although all offers must be complete and irrevocable for 90 calendar days following the submission date.

2.3 Confidentiality

The content of all proposals will be kept confidential until the selection of the Contractor is publicly announced. At that time the selected proposal is open for review. After the award of the Contract, all proposals will then become public information.

2.4 Proposal Format

Proposals are to be prepared in such a way as to provide a straightforward, concise delineation of the Proposer's capabilities to satisfy the requirements of this RFP. Emphasis should be concentrated on

- 1) conformance to the RFP instructions;
- 2) responsiveness to the RFP requirements;
- 3) completeness and clarity of content.

2.5 Signature Requirements

All proposals must be signed. A proposal shall be signed: by an officer or other agent of a corporate vendor, if authorized to sign contracts on its behalf; a member of a partnership; the owner of a privately-owned vendor; or other agent if properly authorized by a power of attorney or equivalent document. Signature on the "Letter of Transmittal" (See Para 4.3.4) will meet this requirement.

Failure to sign the Proposal is grounds for rejection. The name and title of the individual(s) signing the proposal must be clearly shown immediately below the signature.

2.6 Proposal Submission Requirements RFP 2021P026 AMATS Safety Plan Plan Page 4 of 11

2.6.1 Provide ONE ORIGINAL, single sided unbound, plus five (5) complete copies of the proposal. They must be received by the Municipality prior to the date and time specified in the cover letter. Copies may be bound or enclosed in folders/binders.

2.6.2 Provide a flash drive containing a PDF copy of the complete proposal, including attachments.

2.6.3 All copies of the proposals shall be submitted in a single sealed cover which should be plainly marked as a Request for Proposal Response with the Number and Title prominently displayed on the outside of the package.

2.6.4 Proposals must be delivered or mailed to:

Physical Address

Municipality of Anchorage
Purchasing Department
632 W. Sixth Avenue, Suite 520
Anchorage, AK 99501

2.7 News Releases

News releases by or on the behalf of any Proposer pertaining to the award resulting from the RFP shall not be made without prior written approval of the Municipal Purchasing Officer.

2.8 Disposition of Proposals

All materials submitted in response to this RFP will become the property of the Municipality of Anchorage. One copy of the submitted material shall be retained for the official files of the Purchasing Department and will become public record after award of the Contract.

2.9 Oral Change/Interpretation

No oral change or interpretation of any provision contained in this RFP is valid whether issued at a pre-proposal conference or otherwise. Written addenda will be issued when changes, clarifications, or amendments to proposal documents are deemed necessary by the Municipality.

2.10 Modification/Withdrawal of Proposals

A Proposer may withdraw a proposal at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The Proposer may thereafter submit a new proposal prior to the final submission date; or submit written modification or addition to a proposal prior to the final submission date. Modifications offered in any other manner, oral or written will not be considered. A final proposal cannot be changed or withdrawn after the submission date, except for modifications requested by the Municipality after the date of receipt and following oral presentations.

2.11 Late Submissions

PROPOSALS NOT RECEIVED PRIOR TO THE DATE AND TIME SPECIFIED IN THE COVER LETTER WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED AFTER

RECOMMENDATION OF AWARD. THE PROPOSALS MUST BE RECEIVED AT THE LOCATION SPECIFIED.

2.12 Rejection of Proposals

The Municipality of Anchorage reserves the right to reject any or all proposals if determined to be in the best interest of the Municipality.

2.13 Equal Employment Opportunity Contract Compliance

2.13.1 Every municipal contract shall include language substantially the same as the following: "The contractor will not discriminate against any employee or applicant for employment because of race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability. The contractor will comply with all laws concerning the prohibition of discrimination including, but not limited to, Title 5 and Title 7 of the Anchorage Municipal Code."

2.13.2 Every municipal contract shall state, in all solicitations or advertisements for employees to work under the contract, that all qualified applicants will receive consideration for employment without regard to race, color, religion, national origin, ancestry, age, sex, sexual orientation, gender identity, marital status, or physical or mental disability.

2.14 Disadvantaged Business Enterprise (DBE) Goals DBE participation goals have been established for this project. Instructions and DBE specification requirements are contained in the appendices of this RFP and made a part hereof. FAILURE TO SUBMIT THE REQUIRED DBE FORMS MAY RENDER THE PROPOSAL NON-RESPONSIVE. A list of currently approved DBE Contractors may be obtained by contacting:

Alaska DOT Civil Rights Office
2200 E. 42nd Avenue PO Box 196900
Anchorage AK 99519-6900

RFP 2021P032 AMATS TSMO Strategic Implementation Plan Page 6 of 11 907-269-0851
907-269-0847 Fax <http://www.dot.state.ak.us/cvlrts/aucp.shtml>

2.15 Confidential/Proprietary Information

The content of proposals will be kept confidential until the selection of the Contractor is announced. At that time, the selected proposal is open for review to the competing proposers only (except for information properly identified as being proprietary). After the award of the contract, all submitted proposals shall become public information except for properly identified proprietary information. If a proposer wishes individual pages, which

contain actual business, proprietary information to be held confidential, each page must be marked, and an explanation furnished of its proprietary nature. In addition to marking individual pages, the Proposal’s Cover must also be annotated with the words "THIS PROPOSAL CONTAINS PROPRIETARY INFORMATION". "Confidential and Proprietary" information is not meant to include any information which, at the time of disclosure, is generally known by the public and/or competitors. MOA’s ability to treat information submitted as confidential is limited by Anchorage Municipal Code. Proposers concerned with the confidentiality of information submitted should familiarize themselves with the following Anchorage Municipal Code provisions:

- AMC 3.90 Access to Public Records
- AMC 3.90.010 Policy
- AMC 3.90.020 Definitions
- AMC 3.90.030 Information Available to the Public
- AMC 3.90.040 Exemptions for Particular Records

SECTION 3 – SCOPE OF WORK

TASK 1: ORGANIZATIONAL SUPPORT

In order to facilitate coordination and technical support to AMATS staff, the consultant will participate in organizational meetings to refine the scope of work and review task expectations. The selected consultant will participate in organizational meetings and phone calls to start the Safety Plan and manage the work program and deliverables.

1.1 Kick-off meeting

The Consultant will participate in a kick-off meeting with city staff to:

- Review project goals and objectives
- Review scope of services
- Establish contacts and working arrangements
- Review available base data

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ Meeting scheduling and logistics ▪ Meeting attendance ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ Meeting agenda ▪ Attendance by consultant team members ▪ Meeting summary

1.2 Bi-weekly phone meetings

The Consultant will conduct bi-weekly (1/2 hour) conference check-in calls throughout the project’s duration. The Consultant will prepare bulleted conference call summaries and action items.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ Meeting attendance ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ Meeting agendas ▪ Attendance by team members ▪ Meeting summaries

1.3 Project Management

The Consultant will provide monthly status updates that will include budget and deliverable progress.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ Ongoing tracking of City activities ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ Monthly progress reports ▪ Project Management Plan including: Detailed critical path schedule with meeting dates and milestones ▪ Contact list and protocols for project management and communication

TASK 2: PREPARE AND IMPLEMENT PUBLIC INVOLVEMENT PLAN

Stakeholder participation will be critical to the success of the AMATS Safety Plan. The selected Consultant will manage technical aspects of the public involvement plan, including quality assurance and quality control and will provide regular reports on the status of the project budget, work effort progress, and schedule. This process should be consistent with the AMATS Public Participation Plan (2014). Use of creative and innovative methods for generating genuine stakeholder and public involvement is encouraged. Social media opportunities, television commercials, smart-phone applications, and other public outreach should also be considered. Throughout the project, there will be ongoing coordination between the selected Consultant project manager and the AMATS project manager including email, telephone calls, and written communication to keep the city apprised of progress.

2.1 Public Involvement Plan

The contractor should expect to conduct an appropriate number of meetings and use a variety of tools throughout the planning process, including but not limited to:

- Create a Public Involvement Plan to define a strategy for completing tasks 2.1-2.6 of this section.
- Create an outreach database and conduct an outreach program that is effective in obtaining stakeholder input, optimizes social media opportunities, and provides key information to decision makers and the general public.
- Meetings with key stakeholder groups, public agencies, and professional organizations.
- Meetings with local decision makers.

- Meetings with municipal staff/project team members. The contractor will meet on a regular basis with municipal staff and other project team members.
- Public meetings.
- Project website. The Contractor will create and host a project-specific website for the AMATS Safety Plan. The contractor will provide graphic and written materials for the site. In addition to the website, other methods such as the media and mailings should be used to communicate information about the project.

Other tools such as focus groups, standard surveys and visual preference surveys should be considered if such methods will augment broader stakeholder and public participation. The Municipality’s role in assisting with implementation of the stakeholder and public involvement plan will be determined by staff and funding availability.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft Public Involvement Plan 	<ul style="list-style-type: none"> ▪ Draft Public Involvement Plan and schedule. ▪ Final Public Involvement Plan and schedule. ▪ Project website (create and host) ▪ Outreach database for public involvement

2.2 Committee Presentation

The Consultant will work with city staff to develop a final presentation of the AMATS Safety Plan Draft to the AMATS Technical Advisory Committee and AMATS Policy Committee.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft presentation materials ▪ Attendance to committee meetings ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final presentation for each committee ▪ Attendance by Consultant team members to present findings via conference phone.

2.3 Stakeholder Committee Meetings and AMATS Advisory Committee Meetings

The Consultant will work with City staff to identify members for the AMATS Safety Plan Stakeholder Committee and AMATS Safety Plan Advisory Committee. Some staff may attend via conference or video call. The Consultant will participate in at least one meeting for each AMATS Advisory Committee during the course of the project to solicit input to the planning process.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ Identify and invite candidates for 	<ul style="list-style-type: none"> ▪ Meeting agendas

<p>AMATS Safety Plan Committee participation</p> <ul style="list-style-type: none"> ▪ Meeting scheduling and logistics (Safety Plan Stakeholder and Advisory Committee meetings) ▪ Meeting attendance ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ Safety Plan Stakeholder Committee Email List ▪ Facilitate up to four (4) Stakeholder Committee meetings ▪ Attendance by consultant team members to Stakeholder Committee meetings (meetings assumed to be 1 hour in length) ▪ Lead discussion of this project at one (1) meeting for each AMATS Advisory Committee ▪ Meeting summaries
--	--

2.4 Stakeholder & Community Workshop

The Consultant will coordinate participation in one (1) stakeholder & community workshop to talk with stakeholders and community members about Safety Plan vision, goals and objectives and review crash data analysis to help prioritize areas of focus and need. The format and facilitation of this workshop will be determined after a Consultant is formally selected.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft presentation materials ▪ Advertise even (City website, project website, social media, press release, etc.) ▪ Secure meeting venue ▪ Meeting attendance ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final presentation materials for each meeting ▪ Attendance by consultant team members ▪ Meeting summary

TASK 3: DEVELOP AN EXISTING CONDITIONS REPORT & PROJECT RECOMMENDATIONS

3.1 Review of Existing Planning Documents

The Consultant will review relevant background documents and information provided by the city or readily available, to understand the context, opportunities and challenges for potential non-motorized connections. These documents include but are not limited to the following:

- Anchorage Vision Zero Plan (2018)
- ADOT&PF Strategic Highway Safety Plan (2018)
- AMATS Non-motorized Plan Draft (2021)
- AMATS 2040 Metropolitan Transportation Plan (2020)
- AMATS 2019-2022 TIP (2019)

- Anchorage 2040 Land Use Plan (2017)
- AMATS Official Streets & Highways Plan (OSHP) 2014

In addition to these documents, the Consultant will review plans or data identified by the city related to safety.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ Provide a list of planning documents to be reviewed by the Consultant ▪ Provide digital or printed copies of the requested planning documents ▪ Provide access to the data outlined in the data request memorandum ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ Memorandum summarizing existing planning documents research ▪ Data request memorandum

3.2 Data Collection

The Consultant will collect and assemble crash data, and other relevant external data sets, to inform data analysis. These include but are not limited to crash data sets, volume and roadway data, and data for equity, land use, active transportation facilities and others.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on assembled data sets and any resulting maps. ▪ List of comments on draft memorandum summarizing data sets and improvement opportunities ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final maps and corresponding tables outlining data collection results ▪ One draft and one final memorandum summarizing data collection results

3.3 Crash and Roadway Analysis

The Consultant will analyze the crash and other data collected to identify the priority safety issues in the planning region as well as locations with the potential for safety improvements. Outputs include typical excel tables/figures, but also infographics and maps. Types of analysis includes a study and review of trends; contributing factors; crash types; roadway classification and ownership; network screening to determine locations (intersections and segments).

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft data analysis outputs ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final data analysis report ▪ One draft and one final memorandum summarizing data analysis results

3.4 Existing Conditions Report

The Consultant will prepare a final Existing Conditions Report. The final report will incorporate comments from city staff on deliverables developed during Task 3: existing documents research, data collection and crash/roadway analysis.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft Existing Conditions Report ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final Existing Conditions Report

TASK 4: EMPHASIS AREA, LOCATION PRIORITIZATION, COUNTERMEASURES

4.1 Emphasis Area and Location Prioritization

Consultant will employ a prioritization approach to determine priority issue areas and create a list of locations for further study.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft emphasis area and location prioritization report ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final concept level location prioritization report

4.2 Countermeasure Identification and Prioritization

For priority issues and top x locations (5-10), Consultant will identify proven solutions (strategies, actions, and countermeasures) to reduce fatalities and serious injuries. Consultant will also develop a countermeasure toolkit to understand what solutions are plausible (and are eligible for HSIP funding) for over-represented crash types and contributing factors.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft countermeasure identification and prioritization report ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final countermeasure identification and prioritization report

TASK 5: DEVELOP FINAL PLAN

The Consultant will deliver a technically sound, reader-friendly, visually appealing safety plan and report. The plan will include a step-by-step action plan and implementation schedule based on a phased approach to achieving plan goals and objectives.

MOA/AMATS Deliverable	Consultant Deliverables
<ul style="list-style-type: none"> ▪ List of comments on draft plan ▪ Oversee City-led deliverables 	<ul style="list-style-type: none"> ▪ One draft and one final plan

SECTION 4 – PROPOSAL AND SUBMISSION REQUIREMENTS

To achieve a uniform review process and obtain the maximum degree of comparability, it is required that the proposals be organized in the manner specified below. Proposals shall not exceed forty-five (45) pages in length (excluding letter of transmittal, resumes, title page(s), index/table of contents, required attachments, or dividers). One page shall be interpreted as one side of a single spaced, letter size sheet of paper (8-1/2" X 11"). Excess pages will be removed prior to evaluation, which could result in incomplete responses and lower scores.

4.1 Title Page

Show the RFP number and subject, the name of your firm, address, telephone number(s), name of contact person, and date. RFP 2022P026 AMATS Safety Plan.

4.2 Table of Contents

Clearly identify the materials by section and page number. Include the RFP Evaluation Criteria.

4.3 Letter of Transmittal (Limited to two (2) pages).

4.3.1 Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.

4.3.2 Give the name(s) of the person(s) who are authorized to make representations for your firm, their titles, address, and telephone numbers.

4.3.3 Provide a statement that your firm is compliant with the requirements of Section 2.14 Equal Employment Opportunity Contract Compliance.

4.3.4 **The letter of transmittal must be signed by a corporate officer or other individual who has the authority to bind the firm.**

4.4 Evaluation Criteria

4.4.1 Firm Qualifications and Experience

The proposer shall identify the firm's experience in Transportation Planning, TSM&O plan or program development, innovative public involvement techniques and strategies, and the firm's adaptability to providing the required services. Provide at least three (3) references for which your firm has provided the same or similar services. Include a point of contact, telephone number, and a brief description of the services provided.

4.4.2 Key Project Staff and Subconsultants

Key personnel proposed to be assigned to the project, including the Contractor Team member(s) and any experts shall be identified and their qualifications and experience shall be described. Area(s) of responsibility of key personnel for the project and the level of their commitment shall be identified. Current resumes for each identified key person shall be provided. If Proposer will rely on vendors (sub-contractors) rather than staff for specific services anticipated for this contract, provide name of vendor, references for vendor, resumes for personnel assigned to this project, and length of time worked for Proposer. An organizational chart for this project shall be provided.

4.4.3 Project Methodology and Approach

The proposer shall describe how the Scope of Work requirements (Section 3 of this RFP) will be undertaken for this project, by task. The methodology shall be described in enough detail to demonstrate the proposer's familiarity with this type of project. The methodology shall include development of a proposed public involvement plan; project work plan and schedule to undertake the work items, with Quality Control Process; and an indication of major project milestones. The Proposer shall describe the overall approach to include any special considerations that may be envisioned.

4.4.4 Contractor Location

Describe the firm's location where the primary services are to be provided and the ability to meet in person with Department personnel when required during the performance of the contract.

4.4.5 Allocation of Resources

The proposer shall provide a proposed project budget showing how the financial resources and hours will be apportioned, by task, and the approximate share of hours for individuals primarily responsible for this project, including sub-contractors, by task. The budget shall include a line item for telephone calls and e-mail communications as necessary throughout the project. This budget breakdown will be used in the scoring of submitted proposals.

5.0 EVALUATION CRITERIA AND PROCESS

5.1 Evaluation Criteria Weighting

The criteria to consider during evaluations, and the associated point values, are as follows:

1. Firm Qualification and Experience	30 points
2. Key Project Staff and Subconsultants	25 points
3. Project Methodology & Approach	30 points
4. Contractor Location	5 points
5. Allocation of Resources	<u>10 points</u>
Total Points Available	100 points

5.2 Qualitative Evaluation Criterion

Firms will be ranked using the following qualitative rating factors for each RFP criterion:

- 1.0 Outstanding
- .8 Excellent
- .6 Good
- .4 Fair
- .2 Poor
- 0- Unsatisfactory

The rating factor for each criteria category will be multiplied against the points available to determine the total points for that category.

EXAMPLE: If an evaluator decides that the response provided for a criterion that has a maximum of 30 points was “Good,” they assign a “qualitative rating factor” of 0.6 to that criterion. The qualitative rating factor is then multiplied by the maximum points available (30) for a resultant 18 points.

5.3 Evaluation Process

A committee of individuals representing the Municipality of Anchorage will perform an evaluation of the proposal(s). The committee will rank the proposal(s) as submitted. The Municipality of Anchorage reserves the right to award a contract solely on the written proposal.

The Municipality also reserves the right to request oral interviews with the highest ranked firms (short list). The purpose of the interviews with the highest ranked firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of two (2)

firms will be short-listed. A second score sheet will be used to score those firms interviewed. The final selection will be based on the total of all evaluators' scores achieved on the second rating. The same categories and point ranges will be used during the second evaluation as for the first. The highest ranked Proposer after the second scoring, if performed, may be invited to enter into final negotiations with the Municipality for the purposes of contract award.

6.0 SELECTION PROCESS

The Proposer with the highest total evaluation points may be invited to enter into contract negotiations with the Municipality of Anchorage. If an agreement cannot be reached, the second highest Proposer may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the Municipality reserves the right to terminate negotiations with any Proposer should it be in the Municipality's best interest. The Municipality of Anchorage reserves the right to reject any and all proposals submitted.

7.0 SAMPLE CONTRACT

All Proposers must carefully read and review the attached Sample Contract (Attachment A). The final Contract with the Municipality of Anchorage will be substantially similar to it. If a Proposer wishes to make changes to the Sample Contract, the proposed changes must be submitted with the proposal. All desired changes must be submitted as separate document, and must be clear, legible, and conspicuous. The Proposer must also provide the rationale for all proposed changes. No changes will be considered until after the highest scored proposal(s) has been determined.

IF NO DESIRED CHANGES ARE SUBMITTED WITH THE PROPOSAL, IT IS UNDERSTOOD THAT THE TERMS AND CONDITIONS OF THE SAMPLE CONTRACT'S HAVE BEEN ACCEPTED.

8.0 ATTACHMENTS

Attachment A - Sample Contract

Attachment B – DBE Documents