

Request for Qualifications

Consultant Needed to Assist with Regional Corridor Planning Process

The Mid-America Regional Council (MARC), the metropolitan planning organization and association of city and county governments serving the bistate Kansas City metropolitan region, seeks consulting services to support the development and launch of a regional corridor planning process in support of the Creating Sustainable Communities Grant Award. The selected consultant will be expected to:

- Assist MARC in refining an overall corridor planning deployment strategy to ensure achievement of grant objectives and program goals.
- Support a MARC led public involvement process aimed at engaging local stakeholders and the public, understanding local needs, and establishing a common set of principles to guide follow-up supporting grant activities.
- Develop a model corridor/center planning guidebook to serve as a template for pursuing desired outcomes, deploying corridor specific activities, and aiding in ongoing regional and local planning.
- Identify tools and/or technical resources that could be developed to respond to identified needs and objectives.

Consultants for individual corridor plans, tool development, or other follow-up work will be sought via separate RFQs.

PROJECT OVERVIEW

Background: The Kansas City region shares a vision of achieving sustainability through the creation of vibrant, green and connected centers and corridors. This framework emerged from an extensive visioning process, *Imagine KC*, which took place over 18 months in 2008–09 and engaged some 80,000 residents. The region began its journey toward this vision in 1999 with an initiative called *Creating Quality Places*, whose goal was to encourage the bistate region’s 120 cities and nine counties to shape future development in ways that would maintain and enhance its high quality of life. While the emphasis of this early work was on community design, it yielded 20 principles for quality places that bear a remarkable resemblance to today’s livability principles. The CQP principles call for diverse neighborhoods with multiple housing options, vibrant mixed-use commercial areas and efficient transportation systems — all within a healthy natural environment.

With more than 10 years of planning in this framework, the region is ready and uniquely qualified to move to the next stage — *Creating Sustainable Places (CSP)*. MARC, small and large communities, and numerous stakeholders have collaborated on a wide variety of plans that address in detail the fundamental elements of livability, including transportation choices, environmental health, social equity, housing affordability, neighborhood preservation, community health, and economic competitiveness. The next step is to integrate these components by applying them to specific centers and corridors.

Late last year, MARC received a grant from the US Department of Housing and Urban Development (HUD) to implement the region’s plan for sustainable development, *Creating Sustainable Places*. The grant includes a number of components designed to organize the region’s stakeholders and provide training and opportunities for engagement; to develop technical tools and resources to support actions by local governments to achieve sustainable development in their communities; and to prepare corridor plans for six priority transportation corridors and support implementation plans for six to 10 additional corridors and activity centers, submitted by local communities.

A significant element of the grant work is the advancement of local work along six key transportation corridors that form the heart of the region's system of centers and corridors. These corridors provide the framework for a system of vibrant, green places connected by multimodal transportation corridors. It is essential for the region to solidify the identities of these corridors as a unifying structure that knits together a diverse and dispersed regional community. Five of the corridors are part of the region's recent TIGER (Transportation Investment Generating Economic Recovery) grant and are receiving considerable local and federal investment for bus rapid transit (BRT) and other improved transit services. The sixth corridor is a key trail and transit corridor along an abandoned railroad right-of-way.

The corridor planning process will provide a direct opportunity for local involvement to engage in the overall CSP planning effort, will further define local needs and priorities along the corridors, and will be a catalyst for the development of regional strategies, integrated solutions, and expanded cooperation. It is not expected that each corridor plan will look the same, as local needs differ from community to community. For example, significant planning has already been completed for the Metcalf corridor; thus, grant activities will likely focus on studying the corridor beyond its previously examined boundaries and conducting detailed planning activities for a few key activity centers.

The focus of this request for qualifications (RFQ) is the development and support of the corridor planning piece of the CSP grant. The six corridors are:

- **State Avenue**
The State Avenue corridor connects the Kansas City, Missouri central business district to downtown Kansas City, Kansas, and the employment concentrations at the Village West Shopping center in Wyandotte County, Kansas.
- **Shawnee Mission/Metcalf**
The Metcalf/Shawnee Mission Parkway corridor extends between the 119th Street and Metcalf Avenue area in Overland Park, Kansas, to the Plaza/47th and Troost area in Kansas City, Missouri, using Metcalf Avenue, Martway Street, and Johnson Drive in Johnson County, Kansas. Shawnee Mission Parkway west through Merriam and Shawnee, with a western terminus of I-435, is also included in this corridor.
- **Central KC Corridor**
The Central City/Troost Corridor extends from the Kansas City CBD, south on Troost to 75th Street and Bannister Road.
- **North Oak**
The North Oak corridor extends from downtown Kansas City, Missouri, north along Burlington Street and North Oak Trafficway to Barry Road or Highway 152.
- **Eastern Corridor/ 40HW**
This 40 Highway corridor runs east from 31st and Troost in Kansas City, Missouri, through Independence and continues east to downtown Blue Springs. This corridor generally parallels Interstate 70.
- **Rock Island**
The Rock Island corridor extends from Pleasant Hill, Missouri, in Cass County into Kansas City through the Truman Sports Complex along the old Rock Island Railroad line.

Current project planning calls for bringing together a study management team that comprises representatives from each of the corridor teams, as well as other grant partners, to guide overall study direction, administration and consulting procurement. Individual corridor teams will comprise representatives from local communities, agencies and grant partners interested in each corridor. The corridor teams will lead and oversee the development of individual corridor plans. A team of MARC staff is managing the corridor planning aspect of the CSP project, with Tom Gerend and Lisa Pool as team leaders.

Problem Statement: The Kansas City region is an area of over 4,000 square miles, characterized as low density with limited locations of higher-density commercial and residential development. The built area of the region has continued to expand outward, consuming more land and requiring increased infrastructure to support low-density suburban growth patterns. Past and current trends suggest that these conventional development patterns will continue, and that over the next 25 years, the region's population will grow by about 350,000 residents, urbanizing roughly 400 square miles of land. The low-density, low-cost, and slow growth nature of the region impedes the pace of change toward sustainable development. Corridor planning activities in the six designated corridors seek to reinvigorate these areas with new development and redevelopment opportunities, taking pressure off greenfield sites.

Project Objectives and Deliverables: MARC is seeking a consultant to support and assist staff in launching the corridor planning and tools development portion of the CSP grant. The purpose of this project will be to provide expert advice and technical assistance to support the overall corridor planning work, not to complete individual corridor plans. Consultants for individual corridor plans and the development of specific tools or other resources will be sought via separate RFQs.

At a minimum, the consultant should:

1) Assist MARC in refining an overall corridor planning deployment strategy to ensure achievement of grant objectives and program goals.

The consultant is expected to assist MARC staff in developing and refining an overarching strategy to implement the grant's corridor planning activities. This corridor strategy will need to reinforce the commitments and requirements conveyed in the grant award and serve as a foundational element for the overarching CSP grant program.

As part of the overall corridor planning deployment strategy, the consultant will be expected to support MARC's work in engaging the corridor planning stakeholders and to assist in developing a plan for conducting and completing the six supporting corridor plans via follow-up study. These individual corridor plans will recognize the state of local planning and will strategically position new work to build on past efforts while supporting identified local and regional objectives

2) Support a MARC led public involvement process aimed at engaging local stakeholders and the public, understanding local needs, and establishing a common set of principles to guide follow-up supporting grant activities.

The consultant is expected to support a significant engagement effort aimed at understanding local needs, establishing a common set of goals, objectives, and principals, and setting a clear vision and direction for the supporting corridor planning and the CSP grant program as a whole. This may include providing expert recommendations and general support to MARC on the design of engagement strategies and processes, messaging development, coordination activities, and participation in a limited number of regional workshops, meetings, and engagement activities conducted by MARC.

3) Develop a model corridor/center planning guidebook to serve as a template for the corridor specific activities and aid in ongoing regional and local planning.

In an effort to help communicate the regional corridor strategy and to ensure the individual corridor plans are developed as part of a singular, integrated process, the consultant will develop a model corridor/center guidebook to serve as a template and resource for follow-up corridor specific activities. In addition to serving as a process guide to inform follow-up corridor planning, it is

anticipated this guidebook would also serve to communicate the agreed-to planning principles, communicate the regional “centers and corridors” strategy (with the aid of visualizations and graphics), and ultimately include case studies of the corridors plans and technical tools developed upon their completion.

4) Identify tools and/or technical resources that could be developed to respond to identified needs and objectives.

The consultant will develop a “technical assistance report” as early as is feasible detailing tools and/or technical resources that could be developed with grant funds and respond to needs and objectives identified throughout the process.

Resources: MARC will provide the consultant with existing grant application, the regional plan for sustainable development, and data collected to-date related to the six corridors. Applicable studies and reports include: MetroGreen, the Natural Resources Inventory, Transportation Outlook 2040, Smart Moves, Paint the Town land use data, 2010 Census data, and other relevant information. Local land use plans, area plans, corridor plans, and other similar locally adopted plans should be utilized, as well.

In keeping with the spirit of the grant submitting firms or teams are encouraged to consider including or identifying potential University partners and resources in their applications. Additional financial resources may be available to directly support University partnerships that directly support desired grant and project outcomes.

Project Timeframe: The work will be expedited to the extent feasible in an effort to formally launch the program per the grant guidelines and to provide a solid foundation from which to build on and complete other related grant tasks. The goal for completion of this work is 3 to 4 months from initiation, although MARC staff and the selected consultant will develop a more detailed project timeline.

Budget: Approximately \$80,000 in grant funds and other sources will be available to support this effort. A final contract amount will be established through negotiations with the selected, most qualified, consultant.

SUBMITTAL INFORMATION

Responses to the RFQ are due no later than 5:00 p.m. CST on April 15, 2011. Please send one electronic copy to Tom Gerend, Assistant Director of Transportation, at tgerend@marc.org and seven (7) double-sided copies of an RFQ response, no more than 10 pages in length (one-sided) to the following address:

Mid-America Regional Council
Attn: Tom Gerend
600 Broadway, Suite 200
Kansas City, Missouri 64105

PROPOSAL FORMAT

These items should be addressed in all proposals and submitted in the order outlined below:

1. Applicant Information. State the firm’s name, address and contact name with appropriate phone number, fax number and email address.

2. Understanding & Approach. Clearly state your understanding of the services required to accomplish the project and present an overview of the firm's approach.
3. Qualifications. Include a description of the firm; background on similar analyses, activities or reports; a sample of work; and resumes of key individuals likely to be involved on the project. Provide three references for similar projects completed in the past 5 years.

ASSESSMENT PROCESS

A review committee comprised of MARC staff and corridor workgroup members will evaluate RFQ responses, with interviews of the top candidates tentatively scheduled for April 25, 2011. The selection criteria will include experience with similar projects, execution of ideas, knowledgeable personnel, availability to begin immediately and ability to handle all aspects of the project. Once a consultant is selected, MARC will negotiate the scope of work, including tasks, individuals assigned and budget, with the selected firm. Subject to appropriate approvals and successful contract negotiation, MARC will execute the contract and initiate project activities in May, 2011.

REGIONAL CORRIDOR PLANNING PROCESS – PHASE 1 PROCUREMENT SCHEDULE	
Activities	Schedule
RFQ issued	Tuesday, March 29, 2011
Responses Due	Friday, April 15 , 2011 – <i>no later than 5pm CST</i>
Interviews	April 25, 2011
Contract Execution/ Notice to proceed	TBD after contract negotiation - Tentative MARC Board Authorization April 26, 2011
Project Completion	TBD after contract negotiation

For more information or inquiries, contact Tom Gerend at tgerend@marc.org or 816-701-8303. All inquiries will be compiled and responded to via a group format.

AFFIRMATIVE ACTION POLICY/DRUG-FREE WORKPLACE

MARC has an approved FTA DBE goal of 14%. Proposers are encouraged to assist MARC in meeting this goal. MARC hereby notifies all respondents that it will affirmatively ensure that minority and women-owned business enterprises will be afforded full opportunity to submit proposals in response to this request and will not be discriminated against on the grounds of race, color, national origin, sex, disability or veteran status in consideration of the contract award. It is an objective of MARC to use minority and women-owned businesses to the maximum extent feasible in carrying out its activities. Appendix A contains an "Affirmative Action Checklist" for firms employing 50 or more persons and an

"Intent to Perform as a Disadvantaged Business Enterprise" form for use if applicable to firms submitting proposals.

Consultant must agree to comply with the requirements of the Drug-Free Workplace Act of 1988, P.L. 100-690, Sections 5151 through 5160.

Attachment A

Affirmative Action Checklist

Federal regulations require that any firm of 50 or more employees soliciting an assisted federally funded contract must have an affirmative action program. If applicable, please provide a brief response to the following items that would typically be covered in any such program. You may provide a copy of your program and reference appropriate pages.

1. Date plan was adopted
2. Name of Affirmative Action Officer
3. Statement of commitment to affirmative action by the chief executive officer
4. Designation of an affirmative action officer, of assignment of specific responsibilities and to whom the officer reports.
5. Outreach recruitment
6. Job analysis and restructuring to meet affirmative action goals
7. Validation and revision of examinations, educational requirements, and any other screening requirements.
8. Upgrading and training programs
9. Internal complaint procedure
10. Initiating and insuring supervisory compliance with affirmative action program
11. Survey and analysis of entire staff by department and job classification and progress report system
12. Recruitment and promotion plans (including goals and time tables)

Attachment B
Intent to Perform As a Disadvantaged Business Enterprise

Project Title and Description:

The undersigned intends to perform work in connection with the above project as (check one):

_____ a prime contractor _____ a subcontractor

_____ a joint venture _____ other (please specify)_____

If applicable, name of prime contractor or joint venture partner:

The disadvantaged status of the undersigned is confirmed on (check one):

- ☐ The attached documentation (submit copy of certification papers; MARC may require additional documentation).
- ☐ The undersigned is prepared to perform the following described work in connection with the above project,

(Name of Disadvantaged Contractor)

By: _____
(Signature & Title)

Attachment C
Proposer Guarantees

1. The proposer certifies it can and will provide and make available, as a minimum, all services set forth in Section II, Nature of Services Required.
2. The proposer agrees:
 - A. To comply with the Fair Labor Standards Act, as amended.
 - B. To comply with Title VII of the Civil Rights Act of 1964, as amended, which makes it unlawful for an employer to fail or refuse to hire or to discharge any individual or to discriminate against any individual with respect to compensation, terms, conditions, or privileges of employment because of the individual's race, color, religion, sex or national origin, among other provisions.
 - C. To comply with Public Law 101-336, the Americans with Disabilities Act of 1990 which makes it unlawful to discriminate against persons with disabilities in employment, state and local governmental services, public accommodations, transportation and communications.
 - D. To comply with Section 503, Public Law 93-112, 29 U.S.C. 793, which requires affirmative action to employ and advance in employment qualified handicapped individuals, among other provisions.
 - E. To comply with 29 U.S.C. Section 623, 29 U.S.C. Section 30, and 29 U.S.C. Section 631, as amended, which makes it unlawful for an employer to fail or refuse to hire or discharge any individual or to discriminate against an individual with respect to compensation, terms, conditions, or privileges of employment because the individual is at least 40 but less than 70 years of age, among other provisions.
 - F. To comply with 42 U.S.C. 2011 and 2012, which require affirmative action to employ and advance in employment qualified special disabled veterans and veterans of the Vietnam era as defined, among other provisions.

Signature of Official: _____

Name (typed): _____

Title: _____

Consultant: _____

Date: _____

Attachment D
Proposer Warranties

- A. Proposer warrants that it is willing and able to comply with State of Missouri laws with respect to foreign (non-state of Missouri) corporations.
- B. Proposer warrants that it is willing and able to obtain an errors-and-omissions-insurance policy providing a prudent amount of coverage for the willful or negligent acts, or omissions of any officers, employees or agents thereof.
- C. Proposer warrants that it will not delegate or subcontract its responsibilities under an agreement without the prior written permission of the MARC.
- D. Proposer warrants that all information provided by it in connection with this proposal is true and accurate.

Signature of Official:_____

Name (typed):_____

Title:_____

Consultant:_____

Date:_____

Attachment E
Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1. The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.
2. Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

Date

Signed – Authorized Representative

Title of Authorized Representative

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Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1. By signing and submitting this agreement, the proposer is providing the certification as set below.
2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.

Attachment F
**U.S. Department of Housing and Urban Development (HUD) Office of Sustainable
Housing and Communities Cooperative Agreement Provisions**

MARC and its contractors will be required to comply with the Cooperative Agreement Conditions defined by HUD. These conditions are provided on the MARC website (<http://marc.org/rfp/OSHC-Terms.pdf>) as a separate attachment associated with this request for qualifications.