



Christopher J. Gagliastro, MCPPO
Purchasing Agent

RFP NO. 8084-W4
ISSUANCE DATE: 9/22/23

BUYER: Christopher J. Gagliastro, MCPPO

**AN EQUAL OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER
REQUEST FOR PROPOSALS
NOTICE TO PROPOSERS**

RFP TITLE: Vision Zero Safety Action Plan/ DTM

REFER TO PAGE 7 FOR PROPOSAL SUBMISSION INFORMATION

General Conditions:

All proposals are subject to the terms, conditions and specifications herein set forth:

1. **Scope: Provide professional services in support of a citywide Vision Zero Safety Action Plan for the Department of Transportation & Mobility as per the attached requirements and specifications.**
2. A certified check or bid bond made payable to the "City Treasurer, City of Worcester" in the amount of N/A must accompany this proposal. This must be submitted under separate sealed cover marked "Proposal Security." In the case of default, the surety shall be forfeited to the City as liquidated damages.
3. All terms and conditions are applicable to this proposal except the following section(s) which are hereby deleted from this RFP: 4, 22, 23, 27
4. A performance bond in the amount of not applicable will be required. If this proposal is accepted by the City and the Proposer shall fail to contract as set forth in these requirements and to give a bond in the aforementioned amount, within ten (10) days, (not including Sundays, Saturdays, or a legal Holiday) from the date of the mailing of a notice from the City to the Proposer, according to the address given herewith, that the contract is ready for signature, the City may by option determine that the proposer has abandoned the contract and thereupon the proposal and acceptance shall be null and void and the proposal security accompanying this proposal shall become the property of the City as liquidated damages. Performance bond shall be on the City's form only (see sample on pages 12-13).

Any prospective proposer requesting a change in or interpretation of existing specifications or terms and conditions must do so within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal opening date. All requests are to be in writing to the Purchasing Division. No changes will be considered nor will any interpretation issued unless request is in our hands within 5 days (Saturdays, Sundays, and Legal Holidays excluded) before scheduled proposal submission date.

Any inquiries related to technical or contractual matters must be submitted in writing to:

**Christopher J. Gagliastro, MCPPO
Purchasing Director
City of Worcester, City Hall
455 Main Street, Room 201
Worcester, MA 01608
gagliastroc@worcesterma.gov**

5. Nothing herein is intended to exclude any responsible Proposer or in any way restrain competition. All responsible Proposers are encouraged to submit proposals. The City encourages participation by Minority and Women Owned Business Enterprises (M/WBE).
6. The following meanings are attached to the defined words when used in this RFP.
 - a) The word "City" means The City of Worcester, Massachusetts.
 - b) The word "Proposer" or "Respondent" means the person, firm or corporation submitting proposal on these specifications or any part thereof.
 - c) The word "Contractor" means the person, firm or corporation with whom the contract is made by carrying out the provisions of these specifications and the contract.
 - d) The words "Firm Price" shall mean a guarantee against price increase during the life of the contract.
7. All proposals and other documents relating to this RFP are subject to the public records provisions of M.G.L. c.30B and shall remain confidential until the time specified in c.30B section 6 (d).
8. All material submitted by vendors becomes the property of the City. The City is under no obligations to return any of the material submitted by a vendor in response to this RFP.
9. Each vendor's proposal must remain in effect for at least 120 days from the deadline for its submission. The City will decide upon acceptance within 120 days of submission.
10. It is understood and agreed that it shall be a material breach of any contract resulting from this RFP for the Contractor to engage in any practice which shall violate any provision of Massachusetts General Laws, Chapter 151B, relative to discrimination in hiring, discharge, compensation, or terms, conditions or privileges of employment because of race, color,

religious creed, national origin, sex, age or ancestry.

11. The City reserves the right to accept or reject any or all proposals submitted and waive informalities and technicalities.
12. The City will review and analyze each proposal and reserve the right to interview selected proposers. The City shall select the proposer, which in the City's opinion, has made the proposal best suited to the needs and goals of the City and its operations and deemed to be in compliance with the terms of this RFP.
13. The Contractor will be required to indemnify and save harmless the City of Worcester for all damages to life and property that may occur due to his or her negligence or that of his or her employees, subcontractors, etc. during the contract derived from this RFP.
14. The Contract Agreement will be drafted by the City's Law Department in compliance with the terms of the RFP and may incorporate the terms of this RFP and of the proposal selected.
15. The Proposer must certify that no official or employee of the City of Worcester, Massachusetts, is pecuniarily interested in this proposal or in the contract which the proposer offers to execute or in expected profits to arise therefrom, unless there has been compliance with the provisions of G.L.C. 43 section 27, and that this proposal is made in good faith without fraud or collusion or connection with any other person submitting a proposal.
16. Any proposal withdrawn after time and date specified, the proposer shall forfeit deposit on proposal as liquidated damages.
17. A vendor conference will be held as follows: n / a
18. The Contractor shall not assign, transfer, sublet, convey or otherwise dispose of any contract which results from this RFP, or its right, title or interest therein or its power to execute the same to any other person, firm, partnership, company or corporation without the previous consent in writing of the City. Should the Contractor attempt any of the above without the written consent of the City, the City reserves the right to declare the Contractor in default and terminate the contract for cause.
19. The Contractor shall obtain and maintain in force at all times during the term of the contract derived from this RFP, insurance coverage pertaining to Public Liability, Property Damage and Worker's Compensation as outlined in Section IV. INSURANCE REQUIREMENTS of this RFP.
20. The Contractor shall carry Public Liability Insurance with an insurance company satisfactory to the City so as to save the City harmless from any and all claims for damages arising out of bodily injury to or death of any person or persons, and for all claims for damages arising out of injury to or destruction of property caused by accident resulting from the use of implements, equipment or labor used in the performance of the contract or from any neglect, default or omission, or want of proper care, or misconduct on the part of the Contractor or for anyone in his or her employ during the execution of the contract derived from this RFP.
21. Prior to starting on the contract derived from this RFP, the Contractor shall deposit with the Purchasing Division, certificate from the insurer to the effect that the insurance policies

required in the above paragraph have been issued to the Contractor. The certificates must be on a form satisfactory to the City.

22. All prices quoted must include inside delivery, and set-up in place F.O.B. destination to pre-designated City of Worcester departments.
23. No special charges will be allowed for rigging, packing, crating, freight, express, or carriage unless specifically stated and included in the vendor's proposal.
24. The award to the successful proposer may be cancelled in the event of vendor nonperformance as may be determined by the City.
25. The successful proposer shall comply with all applicable federal, state and local laws, ordinances, and regulations. The awarded contract shall be governed under the laws of the Commonwealth of Massachusetts.
26. Purchases made by the City are exempt from Federal and Massachusetts state taxes and proposal prices must exclude any such taxes. Tax exemption certificates will be furnished upon request.
27. When the contract is executed, a performance bond, in the full amount of the contract, is required. See paragraph 4. The bond will be of a surety company qualified to do business under the laws of the Commonwealth of Massachusetts. The cost of this bond is the vendor's responsibility. Bonds shall remain in force and effect thru the performance of the contract.
28. Expenditures by the City and authorization to spend for particular purposes are made on fiscal year basis. The City's fiscal year is the twelve-month period ending June 30 of each year. The obligations of the City under any agreement to be reached are subject to the appropriation or authorization of the necessary funds. The City agrees to make reasonable efforts to obtain funding and all necessary authorization.
29. No amendment to the contract shall be effective unless it is in writing and signed by authorized representatives of both parties and is accepted by the City of Worcester.
30. The vendor (and its insurers, if any) shall bear all risk of loss or damage to the equipment which occurs in transit to the user site. The risk of loss or damage to purchased equipment shall remain with the vendor until the purchase price has been paid and title has passed. The vendor shall also bear the risk of loss or damage to leased or rented equipment during the City of Worcester's possession and use thereof subject, however to such conditions and limitations as may be stated elsewhere in the contract.
31. The vendor shall not assign or in any way transfer any interest in the contract without the prior written consent of the City provided, however, that claims for money due or to become due to vendor from the City may be assigned to a bank, trust company, or other financial institution without such consent so long as notice of such assignment is furnished promptly to the City. Any such assignment shall be expressly made subject to all defenses, setoffs, or counterclaims which would have been available to the City against the vendor in the absence of such assignment.
32. None of the services to be provided by the vendor pursuant to the contract shall be

subcontracted or delegated to any other organization, association, individual, corporation, partnership or other such entity without the prior written consent of the City. No subcontract or delegation shall relieve or discharge the vendor from any obligation or liability under the contract except as specifically set forth in the instrument of consent. Any subcontract to which the City has consented shall be attached to the original of the contract on file in the City of Worcester.

33. Neither party will be liable to the other or be deemed to be in breach of the contract for any failure or delay in rendering performance arising out of causes beyond its reasonable control and without its fault or negligence. Such causes may include but are not limited to, acts of God or the public enemy, fires, floods, epidemics, quarantine restrictions, strikes, freight, embargoes, and unusually severe weather. If the vendor's failure to perform is caused by the default of the subcontractor, and if such default arises out of causes beyond the reasonable control of both the vendor and the subcontractor, and without the fault or negligence of either of them, the vendor shall not be liable for any excess costs for failure to perform, unless the equipment or services to be furnished by the subcontractor were obtainable from other sources in sufficient time to permit the vendor to meet the required delivery schedule. Dates or times of performance will be extended to the extent of delays excused in this section, provided that the party whose performance is affected notifies the other promptly of the existence and nature of such delay.
34. The vendor shall provide to the City of Worcester a warranty and a commitment which clearly states that all equipment and services proposed and supplied by the Vendor, and/or its subcontractors, performs as expected and promised by the Vendor.
35. The vendor represents that no person other than bona fide employees working solely for the vendor, have been employed or retained to solicit or secure this agreement upon an arrangement or understanding for a commission, percentage, brokerage fee, gift or any other consideration contingent upon the award or making of this contract. For breach or violation of the representation, the City shall have the right to annul the contract without liability, or in its discretion to deduct from the contract price or consideration, or otherwise recover the full amount of such commission, percentage, brokerage fee or other consideration.
36. Any contract made by the City in which the Purchasing Agent or any employee of his/her department, the heads of using agencies or any other officer or employee of the City having a part in the placing of such contract is financially interested, directly or indirectly, shall be void.
37. The vendor shall not discriminate against any qualified employee or applicant for employment because of race, color, national origin, ancestry, age, sex, religion or medical handicap. The vendor agrees to comply with all applicable Federal and State Statutes, rules and regulations prohibiting discrimination in employment including: Title VII of the Civil Rights Acts of 1964; The Age Discrimination in Employment Act of 1967; Section 504 of the Rehabilitation Act of 1973; Massachusetts General Laws Chapter 151B, Section 4 (1) and all relevant administrative orders and executive orders.

If a complaint or claim alleging violation by the vendor of such statutes, rules or regulations is presented to the Massachusetts Commission Against

Discrimination (MCAD), the vendor agrees to cooperate with MCAD in the investigation and disposition of such complaint or claim.

In the event of vendor noncompliance with the provisions of this section, the City shall impose such sanctions as it deems appropriate, including but limited to:

- 1) Withholding of payments due vendor under the contract until vendor complies.
- 2) Termination or suspension of the contract.

SUBMISSION OF PROPOSALS

38. Proposals must be submitted in two (2) packages according to the instructions below. The City intends to consider responses in the Technical Proposal evaluation requirements before considering costs. *Therefore, no reference to pricing may be made in the Technical Proposal.*

A sealed package containing **the original, 5 copies, plus 1 PDF copy on USB drive** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Vision Zero Safety Action Plan / DTM – Technical Proposal

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 8084-W4

A sealed package containing **the original copy** of the proposal **must** be labeled as follows:

Purchasing Agent, City of Worcester

Vision Zero Safety Action Plan / DTM – Price Proposal

**455 Main Street, Room 201
Worcester, MA 01608**

Re: RFP No. 8084-W4

PRICE PROPOSAL PAGE IS LOCATED AT END OF SPECIFICATIONS

Proposals must be delivered no later than Friday, October 20, 2023 at 10:00 AM LOCAL TIME. *Late submissions will be rejected, regardless of circumstances.* The City is not responsible for submittals not properly marked.

The evaluation and cost proposals will remain confidential until a formal and finalized contract has been executed.

RFP EVALUATION

39. The City of Worcester Purchasing Agent will assign an evaluation team, hereafter referred to as the Selection Committee, to perform a full and complete evaluation of RFP submittals. The Purchasing Agent will ultimately forward a formal recommendation of award to the City Manager who has final award authority.
40. RFP evaluation responses will be evaluated by the Selection Committee based directly upon vendor's response to mandatory and comparative evaluation criteria. Vendors must meet or exceed the mandatory criteria requirements or be rejected as non-responsive.

Comparative criteria will be evaluated by use of four (4) rating categories as set forth by M.G.L. Chapter 30B:

- 1) HIGHLY ADVANTAGEOUS - Vendor's submittal meets all the stated requirements and offers significant performance above the stated requirements.
- 2) ADVANTAGEOUS - Vendor's submittal meets the stated requirements without risk or disadvantage.
- 3) NOT ADVANTAGEOUS - Vendor's submittal contains some risk or disadvantage but is not unacceptable.
- 4) UNACCEPTABLE - Vendor's submittal fails to meet the standards of the stated requirements.

After proposals have been assigned ratings on the basis of each evaluation criterion, a composite rating will be established by the Selection Committee. Submittals will then be ranked based upon finalized composite rating.

41. The Purchasing Agent will identify the most advantageous proposal based upon the rankings of the Selection Committee and an evaluation of the price proposals received. The Purchasing Agent will forward a recommendation for award to the City Manager based upon the most advantageous proposal received considering evaluation rankings and price proposals received.

GIVE FULL NAMES AND RESIDENCES OF ALL PERSONS INTERESTED IN THE FOREGOING PROPOSAL.

(NOTICE: Give first and last name in full; in case of corporations, give corporate name and names of President, Treasurer, and Manager; and in case of firms give names of the individual members)

Name	Address	Zip Code
_____	_____	_____
_____	_____	_____
_____	_____	_____

KINDLY FURNISH THE FOLLOWING INFORMATION REGARDING BIDDER:

(1) If an Individual or Proprietorship	
Name of Owner: _____	
Business Address: _____	
Zip Code _____	Telephone No. _____
Email _____	
Home Address _____	
Zip Code _____	Telephone No. _____

(2) If a Partnership, Full names and addresses of all partners		
<u>Name</u>	<u>Address</u>	<u>Zip Code</u>
_____	_____	_____
_____	_____	_____
Business Address _____ Zip Code _____		
Tel. No. _____		

(3) If a Corporation

Full Legal Name: _____

State of Incorporation: _____ Qualified in Massachusetts? Yes _____ No _____

Principal Place of Business _____
Street P.O. Box

City/Town State Zip

Email: _____

Telephone No. _____

Place of Business in Massachusetts _____
Street P.O. Box

City/Town State Zip

Telephone No. _____

GIVE THE FOLLOWING INFORMATION REGARDING SURETY COMPANY

Full Legal Name of Surety Company _____

State of Incorporation _____ Admitted in Massachusetts? Yes _____ No _____

Principal Place of Business _____
Street P.O. Box

City/Town State Zip

Place of Business in Massachusetts _____
Street P.O. Box

City/Town State Zip

Telephone No. _____

NOTE:

The Office of the Attorney General, Washington, D.C. requires the following information on all bid proposals amounting to \$1,000.00 or more.

E.I. Number of bidder _____

This number is regularly used by companies when filing their "EMPLOYER'S FEDERAL TAX RETURN, U.S." Treasury Department Form 941.

AUTHORIZED SIGNATURE OF BIDDER _____

TITLE _____

DATE _____

UNDER MASSACHUSETTS GENERAL LAWS, CHAPTER 30B: SECTION 10,
THE FOLLOWING CERTIFICATION MUST BE PROVIDED:

Section 10. A person submitting a bid or a proposal for the procurement or disposal of supplies, or services to any governmental body shall certify in writing, on the bid or proposal, as follows:

"The undersigned certifies under penalties of perjury that this bid or proposal has been made and submitted in good faith and without collusion or fraud with any other person. As used in this certification, the word "person" shall mean any natural person, business, partnership, corporation, union, committee, club, or other organization, entity, or group of individuals."

(Please Print)

Name of Person Signing Bid

Signature of Person Signing Bid

Company

No award will be made without vendor certification of the above.

- **Proposers must sign and submit the above form with their proposal submission.**

VISION ZERO SAFETY ACTION PLAN

REQUEST FOR PROPOSALS

CITY OF WORCESTER

GENERAL INFORMATION

PURPOSE

The City of Worcester (City) is soliciting proposals from qualified engineering/planning firms (Consultant) to assist with professional services supporting the development of a citywide Vision Zero Safety Action Plan (Plan). This Plan is crucial to acting on the City's commitment to the elimination of fatalities and serious injuries from across the transportation system to create safe, equitable, and sustainable mobility for all. Ultimately, this plan will help the City identify projects, policies, programs and strategies to make Vision Zero a routine part of City operations across all departments.

These services are broken down into two components:

1. A Citywide Action Strategy to address Vision Zero goals through policy and systems change, especially in data/evaluation, street design/engineering, community education/engagement, enforcement, and maintenance.
2. A High Injury Network Action Strategy to address location-specific safety issues on high injury corridors that is grounded in a data-and public-informed process. The Plan will include data and public-informed actions and strategies that reduce fatalities and serious injuries on roadways to zero. In addition to targeted actions focused on data/evaluation, street design/engineering, community education/engagement, enforcement, and maintenance, the Plan will recommend policy improvements and system changes to align efforts among and across City departments and external partners to create a safer transportation system.

Primary objectives of the Vision Zero Action Plan process include:

- Assessing traffic safety in Worcester and identifying the High Injury Network
- Introducing the concept and core principles of Vision Zero to the public and key stakeholders and collecting diverse input to inform Plan recommendations
- Creating and vetting specific, actionable strategies across all municipal departments and assigning responsible parties and recommended implementation timelines
- Establishing Safe Systems program that includes a data-driven and transparent framework for change to guide future local work
- Centering values of health; racial, socioeconomic, and mobility equity; safety; sustainability; and accountability

- Connecting Vision Zero work to community goals of access to opportunity, increased quality of life, climate change mitigation and resilience, and land use and housing patterns
- Developing an innovative and inclusive community engagement toolbox for future engagement and education campaigns
- Establish recommendations for performance measures.

BACKGROUND

First adopted in Sweden in 1997, Vision Zero is a systems approach to eliminating traffic fatalities and serious injuries through safer street design, speed management, and improvements in vehicular and road user safety. The Vision Zero approach emphasizes that roadway deaths and serious injuries are preventable, if the transportation system centers safety in decision-making while ensuring access to safe, healthy, and equitable mobility. In the United States, over 40 cities have made Vision Zero pledges and begun to institute targeted changes to improve transportation safety.

The City of Worcester was incorporated as a Town in 1722 and a City in 1848. It is 38.6 square miles in area and bounded by the Towns of West Boylston, Shrewsbury, Grafton, Millbury, Auburn, Leicester, Paxton, and Holden. It is the second largest city in New England with a population of 206,518. The City is home to a diverse and vibrant community including 7 Colleges and Universities and a variety of residential neighborhoods, commercial districts and public amenities that has made it one of the most desirable places to live, work and visit in Massachusetts.

In recent years the City has implemented various policies and programs to realize the community's goal of creating a multi-modal transportation network that prioritizes safe, equitable, and sustainable mobility for all. This has included adoption of a Complete Streets Policy in 2017, the Green Worcester Plan in 2021, creation of the Department of Transportation & Mobility in 2022, a Complete Streets Prioritization Plan in 2023, and the Mobility Action Plan for Safe, Equitable and Sustainable Transportation (ongoing).

ANTICIPATED DURATION OF CONTRACT

The project is expected to be completed no later than July 30, 2024.

PROPOSAL REQUIREMENTS

Competitive sealed proposals are invited in accordance with the provisions of Massachusetts General Laws c. 30B.

Proposal

The proposal shall show the full legal name and business address of the prospective Consultant, including street address if different from mailing address, and shall be signed and dated by the person(s) authorized to bind the prospective Consultant. Proposals by a partnership or joint venture shall list the full names and addresses of all partners or joint ventures. The state of incorporation shall be stated for each corporation that is a party as a prospective Consultant.

The Proposal shall be prepared simply and economically, proving a straightforward, concise delineation of the prospective Consultant's commitment to satisfy the requirements of this RFP.

The preparation of the Proposal shall be at the expense of the prospective Consultant. Prospective Consultants are responsible to full examine this RFP, addenda (if any), and referenced documents.

Minimum/Mandatory Evaluation Criteria

All proposals must satisfy all the minimum criteria below for further evaluation. Proposals shall include information demonstrating compliance with each of these criteria. Proposals that do not meet the minimum criteria will not be further evaluated.

- Evidence of expertise in transportation and/or urban planning.
- Lead consultant has a minimum of ten (10) years' experience in urban and or transportation planning.
- Evidence of direct involvement in at least one (1) relevant or comparable planning projects.

TECHNICAL PROPOSAL REQUIREMENTS

Respondents must submit a sealed envelope containing five (5) printed copies and one (1) PDF copy on USB Drive (**Do not include the Price Proposal with the Technical Proposal**).

The Technical Proposal shall include the following elements:

1. Technical Letter

2. Professional Qualifications and Experience with Similar Projects
3. Project Approach

Professional Qualifications and Experience with Similar Projects

a) Project Team

Provide a brief overview of the project team's proposed organization and areas of responsibility. Identify the person who will be the project manager and other key task leaders and team members. The names, addresses and roles of any sub-Consultants should be identified.

Provide names of subcontractors, roles and degree of participation for each one.

b) Team Resumes

Not to exceed (2) pages per resume; No more than twelve (12) resumes.
Provide resumes for the project manager, task leads, and other key team members, including sub-Consultants (if any). Only resumes of those staff who will be assigned to work on the project should be included in the proposal.

c) Project Experience

Not to exceed seven (7) projects; No more than two (2) pages each.
Provide three (3) project examples for the Consultant where similar services have been completed. Up to two (2) additional project examples may be included for either the Consultant or proposed sub-Consultants.

d) References

Provide three (3) professional municipal references, with contact names, their role/relationship to the Consultant, email addresses, and telephone numbers.

3. Project Approach

a) Statement of Project Understanding

The City of Worcester encourages the Consultant teams to be thoughtful and creative in how to approach the project scope. The discussion should include, but not be limited to how the project will be managed how data will be delivered to the City, communication and coordination and working relationship between the Consultant and City staff.

b) Methodology and Scope

Provide a detailed and comprehensive description of how the Consultant intends to provide the services requested in this RFP. The workplan should be sufficiently clear with details of milestones and all elements included which the Consultant feels are necessary to complete the project. The methodology should specify detail about:

- Proposed public engagement process, including a media/informational campaign, creative and inclusive outreach strategies, and anticipated program of meetings and workshops. Identify all subcontractors and the work for which they will be responsible for completing.
- Analytical capabilities that address needs outlined in the scope.

c) Proposed Schedule

Include a proposed schedule that identifies milestones and deliverable dates, including key public outreach efforts. For purposes of the proposal, the schedule should reflect a planned start date of November 1, 2023 (the start date is subject to change).

d) Team Availability

Describe the ability of the team to meet the proposed schedule and include a listing of team leaders and key staff that details their project roles, anticipated level of participation and availability.

EVALUATION OF PROPOSALS

Proposal Evaluation

Each complete proposal shall be evaluated and rated according to the comparative evaluation criteria set forth herein in order to determine the relative merits of each proposal. Within each category, the degree to which the proposal satisfies each stated evaluation criterion shall be reviewed and rated on a system of “highly advantageous”, “advantageous”, and “not advantageous”.

The comparative review criteria for evaluation of proposals is included in Table 1.

The Evaluation committee reserves the right to reject all proposals, based on technical content. Although it may conduct interviews, the City of Worcester reserves the right to recommend the award of a contract to the most qualified responder(s) without conducting in-person interviews.

TABLE 1: REVIEW CRITERIA

Criteria	Highly Advantageous	Advantageous	Not Advantageous
Professional Qualifications: Resumes of firm's intended team members with professional background, educational, preparation, certifications, and on-going training	Includes staffing plan with qualified team members representing the complete range of disciplines. Primary team members have more than ten (10) years of experience in transportation and/or urban planning The submittal demonstrates the general availability of personnel for the duration of the project.	Includes a staffing plan with qualified team members representing the complete range of disciplines necessary. Lead Consultant has ten (10) years and other primary team members have five (5) to ten (10) years of experience in transportation and/or transportation planning. The submittal demonstrates the general availability of personnel for the duration of the project.	Lead Consultant has ten (10) years of experience in transportation and/or urban planning, but other primary team members have less than five (5) years of experience. The submittal demonstrates the general availability of personnel for the duration of the project.
Experience	Demonstrates substantive involvement by project team and proposed team members in more than five (5) comparable or relevant projects within the past five (5) years. At least two for similarly sized cities.	Demonstrates substantive involvement by project team and proposed team members have some direct experience with comparable or relevant projects but less than five (5) projects projects within the past five (5) years.	Demonstrates limited direct experience for similar projects in similar-sized communities.
Project Understanding and Approach: The response to this RFP should have a written plan that addresses all phases and deliverables outlined in the scope of services.	Demonstrates a creative and comprehensive approach to capably address the plan elements identified in the RFP. The proposed scope of services is consistent with and expands upon the scope outlined in the RFP to	Contains a comprehensive approach that adequately addresses all of the project elements stated in the RFP. The proposed scope of work adequately articulates tasks and deliverables.	The proposed plan is insufficient and provides limited information as to how the proposer will meet the stated scope of services as outline in this RFP.

	articulate a well-organized approach with clearly defined tasks and deliverables. The submittal expresses an exceptional understanding of diverse communities.		
Project Schedule	Proposer demonstrates ability and includes a plan to finish all work and deliverables before July 1, 2024.	Proposer's plan will finish all work and deliverables by July 15, 2024.	Proposer's plan will finish all work and deliverables by July 31, 2024.

SCOPE OF SERVICES AND APPROACH

GENERAL OVERVIEW

The Vision Zero project, funded through the US Department of Transportation's Safe Streets for All discretionary grant, will elevate the safe systems approach with further data analysis and a more comprehensive public outreach and education program. It will involve the collaboration of multiple departments and will require the City to adopt timelines for achieving zero fatalities and serious injuries from crashes. The project will layout a long-term plan with short, medium and long-term deliverables and achievements for the City.

The Consultant should use its expertise to advise the direction of the Plan and the specific goals, strategies, and actions it should incorporate. The Plan should include an overall assessment of how the City can eliminate traffic deaths and serious injuries following the outlined Plan components. The Plan should encompass any action that can improve transportation safety and accessibility, prioritizing those actions that have the greatest impact. Through the planning process, the resulting plan will include:

- The City's Vision and Goals for safety on roadways in City of Worcester
- How the City will adopt and implement the principles of a Safe System Approach
- Identify the high injury network as well as priority actions and notable changes to existing practices and approaches that target our most significant and urgent problems and are, therefore, expected to have the most significant impact.
- Robust and inclusive stakeholder participation and education.
- Call to Action to eliminate fatalities and serious injuries due to roadway crashes.

COMPONENTS OF THE PROJECT

The Consultant will provide professional and technical support and develop the plan working with and under the guidance of the Department of Transportation & Mobility.

PUBLIC ENGAGEMENT/VISION ZERO CAMPAIGN

There will be two phases to Public Engagement that begins with outreach and education about Vision Zero and invites public input into the process. It will then move into a long-term operational phase that will frame how the city will continue to provide information to the public about implementation and performance in a transparent way.

Phase 1: Planning Development The Consultant, in cooperation with DTM staff, will create and recommend a public outreach plan that adds value to current and recent public engagement that has/is occurring for the Complete Streets Prioritization Plan, Now/Next Master Plan and the Mobility Action Plan. The public engagement plan will incorporate elements of encouraging community input into the process as well as elements of Vision Zero education to build an understanding and community language/messaging around what it is and why it is important. The City will look to the

consultant for assistance with visually engaging public outreach materials. This is part of 'Building a Culture of Safety'.

The City is interested in new public engagement ideas and practices and looks to the Consultant to assist with the development/implementation of new techniques/ideas. For example, this could take the form of very small scale temporary tactical urbanism, open streets, demonstrations, etc. The city will pay for the cost of supplies for this type of project, but requires the assistance in designing, implementing and measuring the outreach.

The Consultant is expected to assist in the development of presentations, information boards and presentations at task force meetings and major milestone public engagements.

As part of this outreach effort the Consultant should expect to attend and present, in person, no less than 6 meetings with elected and appointed officials.

Phase 2: Long-Term Public Engagement Public Engagement will then move into a long-term public education and engagement program. The Consultant will create a Vision Zero public engagement toolkit for ongoing use by City staff and Vision Zero partners that includes sample outreach materials (infographics, fact sheets, presentation slides, talking points, and a glossary of key terms) and an outline for an ideal public education process, including timeline and remote/virtual engagement opportunities, to inform the public about Vision Zero.

Deliverables:

- Create graphics and elements for a project web page (on the city web site).
- The public engagement plan will have short-term goals for education and public input into the development of the plan.
- Provide all materials for public engagement and assist with design and implementation of unique engagement techniques/demonstration projects.
- Provide plan for continued education and outreach to the community to achieve the ultimate goal of zero fatalities and serious injuries.
- Evaluate and report on education and outreach.
- Create a public-facing dashboard that can be managed and updated by City staff at the conclusion of the contract.
- Create an annual reporting template.

DATA ANALYSIS AND IDENTIFICATION OF HIGH INJURY NETWORK

Through the Mobility Action Plan, the City of Worcester began examining crash data and high crash locations. The Vision Zero project should not replicate this work, but rather the Consultant will be responsible for enhanced crash analysis as needed to further identify the High Injury Network, causes, strategies, etc. The analysis should take equity into consideration with regard to the analysis and the impacts on the City's underserved populations.

Deliverables:

- Final map of the High Injury Network
- Identification of strategies, infrastructure projects and education needed to reduce crashes and increase safety.
- Examine data with an Equity Lens
- Low-cost/high-cost strategies across departments

POLICY AND PROGRAM ANALYSIS

The Consultant will examine policies, processes, and programs across departments that impact the city's ability to achieve Vision Zero. This phase will require internal interviews about policies, programs, training, etc. The Consultant will examine policies and programs through an equity lens. The Consultant will provide recommendations for policy and program changes. At a minimum, the Consultant will examine policies and programs impacting the Department of Public Works & Parks, Department of Sustainability & Resilience, Department of Transportation & Mobility, Fire Department, Police Department, Fire Department, and the School Department (Facilities and Transportation).

Deliverables:

- The Consultant will assess current policies, processes, and programs and identify opportunities to improve transportation safety.
- Identify strategies across departments.

ACTION PLAN

The Consultant will provide a draft and final plan that outlines actions, responsibility, performance measures and timeframe for strategies across departments. It will be based on data, stakeholder input and equity considerations. Performance measures should be attached to each strategy. The Action Plan will go beyond just outlining prioritized infrastructure projects but will provide a wholistic approach to Vision Zero across departments to ensure a culture change in the city and increase our ability to achieve our goals. The Action Plan will address equity and call out strategies that address equity.

Deliverables:

- Policy, process, and program changes that impact safety in different departments (DTM, DPW, Enforcement, schools, etc.) (Short- and long-term across all departments) that will have high impacts on increasing safety on our roadways.
- Prioritized list of strategies and infrastructure changes that address safety including low/high cost; short- and long-term.
- Public programs, education, marketing and more to maintain momentum

EXPECTATIONS FROM THE DEPARTMENT OF TRANSPORTATION & MOBILITY

The Consultant may expect a collaborative and coordinated working relationship with city staff. Among those expectations include:

- Management of bi-weekly meetings, agendas and action items.
- Management of Task Force meetings.
- Overall project management in collaboration with the Consultant.
- Assistance in gathering necessary data for analysis.
- Collaboration in planning and implementation of Public Engagement Process.
- Translation and interpretation needs.

DOCUMENT REQUIREMENTS

- The Plan should make extensive use of maps, graphics, diagrams, lists and other visual presentation methods to present information in a user-friendly manner that emphasizes key concepts and recommendations in a succinct way.
- All documents shall be prepared in a user-friendly format that is compliant with the American's with Disabilities Act (ADA) requirements, include legible text, searchable documents, may be easily translated into other languages, and can be viewed on both mobile devices and desktop computers.
- Plan documents must be delivered in editable formats compatible with Microsoft Office products (Word, Excel, PowerPoint) or Esri ArcGIS. MS Office or ArcGIS files are preferred for preparation of vector-based images, although Adobe Illustrator documents are also acceptable.
- Final reports shall be compiled and presented in Portable Document Format (PDF) format.

COST / PRICE PROPOSAL**RFP #:** _____**(To be completed by proposer)**

Fee for services must be submitted as a flat, lump sum fee for all tasks/deliverables/phases in the attached scope of services and required under the contract. Please include any and all costs associated in the lump sum fee. No additional fees will be considered. Proposers may not add additional items. City will pay for approved monthly invoices for services rendered and deliverables provided.

Total Cost / Lump Sum for all Services: \$ _____

Signature of person submitting proposal

Date:

Printed

Name _____ Title _____

Company _____

Phone _____

E-Mail _____

Please include below forms with proposal submission
Certification and Restrictions on Lobbying

I, _____ (Name and Title of Official), hereby certify.

On behalf of _____ (Name of Bidder/Company Name) that:

- No federal appropriated funds have been paid or will be paid, by or on behalf of the undersigned, to any person for influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any federal contract, the making of any federal grant, the making of any federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any federal contract, grant, loan, or cooperative agreement.
- If any funds other than federal appropriated funds have been paid or will be paid to any person influencing or attempting to influence an officer or employee of any agency, a Member of Congress, and officer or employee of Congress, or an employee of a Member of Congress in connection with the federal contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.
- The undersigned shall require that the language of this certification be included in the award documents for all sub-awards at all tiers (including sub-contracts, sub- grants and contracts under grants, loans, and cooperative agreements) and that all sub-recipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by 31 U.S.C. § 1352 (as amended by the Lobbying Disclosure Act of 1995). Any person who fails to file the required certification shall be subject to a civil penalty of not less than \$10,000 and not more than \$100,000 for each such failure.

The undersigned certifies or affirms the truthfulness and accuracy of the contents of the statements submitted on or with this certification and understands that the provisions of 31 U.S.C. Section 3801, et seq., are applicable thereto.

Name of Bidder/Company Name _____

Type or print name _____

Signature of authorized representative _ Date _/ _/ _

Signature of notary and SEAL Date _/ _/ _

EQUAL EMPLOYMENT OPPORTUNITY DISCLOSURE

The undersigned states that _____ (Respondent), by its employment policy, standards and practices, does not subscribe to any personnel policy which permits or allows for the promotion, demotion, employment, dismissal, or laying off of any individual due to race, creed, color, national origin, age, sex, religion, or disability. The undersigned attests that they are authorized to make this certification on behalf of the Respondent, and its owners, directors, and officers.

Name and Title/Position of Signatory

Signature

Name of Respondent/Firm

Date

Business Address

CERTIFICATION REGARDING DEBARMENT, SUSPENSION AND OTHER RESPONSIBILITY MATTERS (NON-PROCUREMENT)

The Primary Participant (potential contractor for a major third-party contract) certifies to the best of its knowledge and belief, that it, and its principals:

1. Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any Federal, State or local department or agency.
2. Have not within a three-year period preceding this bid been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (Federal, State or local) transaction or contract under a public transaction; violation of Federal or State antitrust statutes or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
3. Are not presently indicted for or otherwise criminally charged by a governmental entity (Federal, State or local) with commission of any of the offenses enumerated in paragraph (2) of this certification; and
4. Have not within a three-year period preceding this bid had one or more public transactions (Federal, State or local) terminated for cause of default.

If the Primary Participant (potential contractor for a major third party contract) is unable to certify to any of the statements in this certification with respect to it or its principals, the Offeror shall attach an explanation to this certification). The primary participant (potential contractor for a major third party contract) certifies or affirms the truthfulness and accuracy of the contents of the statements submitted on or with this certification and understands that the provisions of 31 U.S.C. sections 3801 et seq. Are applicable thereto.

Primary Participant: _____

Signature and Title of Authorized Official

The undersigned chief legal counsel for the _____ (Offeror)

Hereby certifies that the _____ has authority under State and local law to comply with _____ (Authorized Official) the subject assurances and that the certification above has been legally made.

Signature of Applicant's Attorney: _____

Date: _____

CERTIFICATION OF NON-COLLUSION

The undersigned, having been fully informed regarding the accuracy of the statements made herein, certifies that:

1. This Qualifications Package was developed and submitted independently and without consultation, communication, collusion, understanding, or agreement with any other Respondent or potential Respondent.
2. No attempt has been made or will be made to induce any firm or person to refrain from bidding on this contract.
3. This Qualifications Package is made in good faith and not pursuant to any agreement or discussion with, or inducement from, any firm or person to submit a complementary or other noncompetitive application.
4. _____ (name of firm), its affiliates, subsidiaries, officers, directors and employees are not currently under investigation by any governmental agency and have not, in the last five years, been convicted of or found liable for any act prohibited by state or federal law in any jurisdiction, involving conspiracy or collusion with respect to bidding on any public contract.

The undersigned attests that they are authorized to make this certification on behalf of the Respondent, and its owners, directors, and officers.

Name and Title/Position of Signatory

Signature

Name of Respondent/Firm

Date

Business Address

CERTIFICATE OF AUTHORITY

At a duly authorized meeting of the Board of Directors of the _____ held on _____ Directors were present or waived notice, _____ (name of corporation) _____ (date) it was voted that _____ (officer/title) of this company be and hereby is authorized to execute contracts and bonds in the name and behalf of said company, and affix its

Corporate Seal thereto, and such execution of any contract or bond of obligation in this company's name shall be valid and binding upon this company.

A TRUE COPY, ATTEST:

_____ (Signed)

_____ (Company Name and Address)

I hereby certify that I am the _____ (Title) of the _____ (Name of Corporation) that _____ (Name of Officer) is the duly elected _____ (Title) of said company, and the above vote has not been amended or rescinded and remains in full force and effect as of the date of this contract.

Signature: _____

Name/Title: _____

Date: _____ (Corporate Seal)

COMMONWEALTH OF MASSACHUSETTS

WORCESTER, SS.

On this ____ day of _____, 2018, before me the undersigned notary public, personally appeared _____, who proved to me through satisfactory evidence of identification, which was/were _____, to be the person whose name is signed on the preceding or attached document, and acknowledged to me he/she signed it voluntarily for its stated purpose.

Notary Public

My commission expires