



**CITY OF BELLE ISLE, FLORIDA  
CITY COUNCIL AGENDA ITEM COVER SHEET**

**Meeting Date:** July 18, 2017

**To:** Honorable Mayor and City Council Members

**From:** B. Francis, City Manager

**Subject:** RFP for City-Wide Traffic Study (Traffic Management Plan)

**Background:** The City Council directed the City Manager draft a Request for Proposals for a City-wide traffic study (Traffic Management Plan). This is an important plan to start on with the Council's direction to start the annexation process.

**Staff Recommendation:** Review the RFP to see if it meets the goal of Council's direction.

**Suggested Motion:** I move that we approve the RFP and direct the City Manager to advertise the RFP

**Alternatives:** Do not approve

**Fiscal Impact:** Estimate is \$75,000

**Attachments:** RFP draft

**REQUEST FOR PROPOSALS**

**City of Belle Isle**

**Transportation Master Plan**

**Closing Date:**

**March 21, 2018 at 2:00 P.M. (Local Time) City Hall – Council**

**Chambers**

**1600 Nela Ave.**

**Belle Isle, FL**

**For Additional Information contact: Bob Francis, City  
Manager**

**City of Belle Isle**

**1600 Nela Ave.**

**Belle Isle, FL**

**Telephone: 407-851-7730**

**Fax: 407-240-2222**

**Email: [bfrancis@belleislefl.gov](mailto:bfrancis@belleislefl.gov)**

## DOCUMENT INDEX

<b><u>REQUEST FOR PROPOSAL SUMMARY</u></b> .....	3
--	---

### **BACKGROUND**

1. Preamble .....	4
2. Purpose and Objective of the Study.....	5
3. Scope of the Study .....	5
4. Project Deliverables .....	6
5. Schedule/ Project Timeline .....	7
6. Public Records.....	7
7. Liability for Errors.....	7
8. Modification of Terms .....	8

### **PROPOSAL SUBMISSION INSTRUCTIONS**

9. Closing Date and Time.....	8
10. Requests for Clarification.....	8
11. Omissions & Discrepancies.....	8
12. Proposal Irrevocability.....	9
13. Expenses of Preparing Proposal .....	9
14. Evaluation and Selection Process .....	9
14.1 Mandatory Requirements .....	10
14.2 Criteria for Assessment .....	10
14.2.3 Pricing.....	12
Evaluation Matrix.....	12
15. Proposal Submission .....	13

<b>PROPOSAL ADMINISTRATION</b> .....	13
--------------------------------------	----

## REQUEST FOR PROPOSAL SUMMARY

### Transportation Master Plan

The City of Belle Isle is requesting proposals from qualified professional consultants or firms to develop a Transportation Master Plan for the community. The Proponent will be responsible to:

- Review City planning documents which will form the development of the Transportation Master Plan
- Identify existing transportation conditions
- Plan and lead a public consultation process regarding transportation in the community
- Analyze identified and projected future road deficiencies
- Analyze identified and projected future deficiencies to active transportation
- Provide a final report, including existing conditions, and recommendations for mitigation, in addition to a final master transportation plan

Proponents must refer to the complete Request for Proposals Documents for detailed information regarding proposal submission requirements. The project is to be completed by October of 2018 with the presentation of a final report to Council on **October 23, 2018**.

The City of Belle Isle reserves the right to waive informalities in or reject any or all proposals. The City also reserves the right to negotiate scope and price with the selected preferred proponent, without obligation to any other proponent. The job will be awarded to the proposal deemed to be the most favorable to the interests of the City of Belle Isle. Proposal evaluation will be based on methodology and approach, pricing, and relevant experience/references, as outlined in the evaluation matrix attached to the RFP documents. The City of Belle Isle shall not be obligated in any manner to any Proponent whatsoever until a written agreement has been duly executed relating to a Council approved proposal. Questions regarding the project may be directed to Bob Francis, City Manager, at 407-851-7730 or [bfrancis@belleislefl.gov](mailto:bfrancis@belleislefl.gov)

Proposals will be accepted up to **2:00 p.m. (local time) March 21, 2018**.

Proposals in a sealed envelope, shall be clearly marked "**RFP – Transportation Master Plan**" and will be received by:

Yolanda Quiceno, City Clerk  
City of Belle Isle  
1600 Nela Ave.  
Belle Isle, FL 32809

## **BACKGROUND**

### **1. PREAMBLE**

#### **Community Overview**

The City of Belle Isle is a community that enjoys its lush landscape, Lake Conway and surrounding chain of lakes. Established in 1924, the city is now home to more than 6,400 friendly residents and covers approximately 3 square miles.

The City is located in Orange County south of Orlando and just north and west of the Orlando International Airport. Belle Isle is bordered by three major roadways: Beachline Expressway (FL 528) to the south; Conway Road (FL 15) to the east and S. Orange Avenue (FL527) to the west. Belle Isle is also serviced by Sunrail via the Sand Lake Station. Hoffner Avenue, Nela Avenue, and McCoy Road all run east-west and service Belle Isle in the north, central, and south part of the City respectively.

As population and development has grown over the years in Orlando, challenges within the Belle Isle transportation system have emerged. The popularity of Orlando, the close proximity to theme parks and an international airport, as well as recreational opportunities offered by the Conway Chain of Lakes have all contributed to increased traffic demands in the City of Belle Isle. As with smaller cities in the area, the transportation system focuses on automobiles. Also in need of examination, major intersections are experiencing congestion and safety issues (especially safety for cyclists and pedestrians) that have been identified by residents.

#### **Planning in Belle Isle and Transportation Goals**

The City of Belle Isle is again undertaking several planning initiatives such as annexation, land acquisition, and infrastructure upgrades. With annexation, the City hopes to bring more commercial development within its boundaries to the east and west of the City. The Master Transportation Plan is expected to be consistent with and supportive of these initiatives.

The Comprehensive Plan is the over-arching policy document that guides decision-making at the City and will provide direction for the Master Transportation Plan.

The Comprehensive Plan's transportation section elaborates on the role of transportation within the City and illustrates the transportation network of highways, arterials, collectors, and local roads.

## **2. PURPOSE AND OBJECTIVE OF THE STUDY**

The City of Belle Isle (City) requests a proposal for professional consulting services to develop a Master Transportation Plan. Specific project objectives are to create an innovative plan which:

- Follows the City's goals and guiding principles, and helps implement the goals, objectives, policies, in the Comp Plan;
- Where possible, delivers on the objectives of other Planning initiatives dealing with the environmental, economic, social, and cultural sustainability of the community; and,
- Identifies present and projected future deficiencies in the transportation network, ranked by type and projected cost of improvement.

## **3. SCOPE OF THE STUDY PLANNING PROCESS - TASKS**

The tasks identified below identify the project scope and shall be used as a guide to develop proposals for the Master Transportation Plan. Bidders are encouraged to be innovative in their response while ensuring that the proposed approach and work plan achieve the fundamental objectives of the study. The successful consultant will be expected to:

### 3.1 COLLECT AND REVIEW BACKGROUND INFORMATION AND DATA

### 3.2 IDENTIFY EXISTING TRANSPORTATION CONDITIONS, INCLUDING:

- Community profile identifying the qualitative nature of transportation in the City; City goals, guiding principles, and policies as they relate to transportation; and past/present improvement initiatives,
- Mapping information including the identification of population densities; land use patterns as they relate to transportation including destinations / trip generators; existing transportation network; projected population and employment growth patterns,
- Statistical information including census data and collision data,

3.3 UNDERTAKE A STAKEHOLDERS MEETING PROCESS\* Stakeholder and public consultation must, at a minimum, include:

- Two open houses within Belle Isle;
- A one-page survey;
- Consultation meetings with the following audiences:
  - (1) Technical and other staff (possibly a Project Committee);
  - (2) City Council;
  - (3) Key stakeholders including, but not limited to,
    - Government organizations with a stake in transportation and infrastructure;
    - Schools
    - Non-profit groups;
    - Seniors and youth;
    - Commuters;
    - Businesses and goods movements operators;
    - the general public.

\*City staff will provide logistics coordination and advertising.

### 3.4 ANALYZE IDENTIFIED AND PROJECTED FUTURE ROAD DEFICIENCIES:

- may include road standards, levels of service, obstacles to universal accessibility, traffic calming options, use of roundabouts, transportation demand management strategies;
- ranked by type and projected cost of improvement.

### 3.5 ANALYZE PRESENT AND PROJECTED FUTURE DEFICIENCIES TO ACTIVE TRANSPORTATION

- may include obstacles to universal accessibility and connectivity, transportation demand management strategies, landscaping;
- ranked by type and projected cost of improvement.

### 3.6 MAKE RECOMMENDATIONS

- Compile and synthesize information and analyses obtained throughout the project to develop recommendations. (Refer to “Project Deliverables” below).

## **4. PROJECT DELIVERABLES**

- Report on Existing Conditions
- Draft Master Transportation Plan
- Final Master Transportation Plan

Based on the results of this investigation, the consultant will submit two draft copies (hard and e-file) of the report, which may be posted on the City website and be further distributed as required, and must include:

- Profile and existing transportation conditions;
- Road Network Plan, which must identify present and projected future road deficiencies ranked by type and projected cost of improvement, and traffic calming options ranked by type and projected costs;
- Active Transportation Plan, which must identify present and projected future deficiencies to active transportation ranked by type and projected cost of improvement;
- Transportation Demand Management Strategies;
- Overview of public and stakeholder consultation activities and outcomes;
- Recommendations for implementation which may include phasing, priorities, funding sources, partners, and capital planning and other strategic information.
- A final presentation to Council on October 23, 2018.

## 5. SCHEDULE/PROJECT TIMELINE

Milestones / Major Task Categories	2018 Schedule
Award study	April 10, 2018
Undertake research, modelling, analysis, and public engagement	April - August 2018
Draft report and review	Early October 2018
Final report & presentation to Council	October 23, 2018

## 6. Public Records

All proposals submitted become the property of the City of Belle Isle and as such are subject to the Florida Public Records law and available for public inspection.

## 7. LIABILITY FOR ERRORS

While the City of Belle Isle has used considerable efforts to ensure an accurate representation of information in this Request for Proposal, the information contained in this Request for Proposal is supplied solely as a guideline for Proponents. The information is not guaranteed or warranted to be accurate by the City of Belle Isle, nor is it necessarily comprehensive or exhaustive. Nothing in this Request for Proposal is intended to relieve Proponents from forming their own opinions and conclusions with respect to the matters addressed in this Request for Proposals.



## **8. MODIFICATION OF TERMS**

The City of Belle Isle reserves the right to modify the terms of this Request for Proposal at any time in its sole discretion. This includes the right to cancel this request for Proposal at any time prior to entering into a contract with the successful Proponent. The City reserves the right to request or obtain additional information about any and all proposals.

## **PROPOSAL SUBMISSION INSTRUCTIONS**

### **9. CLOSING DATE AND TIME**

Proposals will be accepted up to **2:00 p.m. (local time) March 21, 2018.**

### **10. REQUESTS FOR CLARIFICATION**

Proponents may inquire into and clarify any requirements of this RFP. Questions must be communicated to the contact person at least five days prior to the RFP closing. Inquiries, in writing, must be directed to Bob Francis, City Manager, at [bfrancis@belleislefl.gov](mailto:bfrancis@belleislefl.gov)

It is the proponent's responsibility to clarify any details prior to submitting a proposal. The City of Belle Isle will assume no responsibility for any oral instruction or suggestion.

### **11. OMISSIONS AND DISCREPANCIES**

If a proponent finds discrepancies in, or omissions from the proposal documents, or if he/she is in doubt as to their meaning, he/she should advise the City immediately.

Responses, if not already addressed in the RFP, will be addressed in the form of addendum, if required and posted to the City website: [www.cityofbelleislefl.org](http://www.cityofbelleislefl.org). No oral interpretations will be effective to modify any provisions of the Proposal, unless a written addendum has been issued by the City Manager, prior to the advertised closing date and time. The Proponent is solely responsible for ensuring any addenda are downloaded, reviewed, and included in their proposal.

## **12. PROPOSAL IRREVOCABILITY**

By submission of a clear and detailed written notice, the Proponent may amend or withdraw its proposal prior to the closing date and time. Any amendment submitted which results in the disclosure of pricing or other salient points of the original proposal will result in disqualification of the Proponent. At closing time, all proposals become irrevocable.

Proposals shall be firm for a period of at least 30 days from the RFP closing date, and shall be used as the basis for and be included as part of the contractual agreement that will be entered into with the selected firm.

By submission of a proposal, the Proponent agrees that should its proposal be successful, the Proponent will enter into a contract for the work with the City of Belle Isle, the content and format of such contract to be determined by the City of Belle Isle.

## **13. EXPENSE OF PREPARING PROPOSAL**

Proponents shall bear sole responsibility for any costs associated with preparing a Proposal in response to this RFP. In no event will the City of Belle Isle be responsible for the costs of preparation or submission of any Proposal. Furthermore, by submitting a proposal, it is agreed that no claim for damages, for whatever reason, relating to the Agreement or in respect of the expense incurred in preparing a proposal will be brought against the City. The consultant, by submitting a proposal, waives any claim for loss of profits if no agreement is entered into.

Pre-contractual expenses are defined as expenses incurred by bidders and the selected consultant, if any, in:

- Preparing and submitting information in response to the Request for Proposal
- Negotiations with the City on any matter related to this procurement
- Costs associated with interviews, meetings, travel or presentations
- All other expenses incurred by a bidder/consultant prior to the date of award and a formal notice to proceed

## **14. EVALUATION AND SELECTION PROCESS**

The City of Belle Isle will first check proposals against the mandatory requirements. Proposals not meeting all mandatory requirements will be rejected without further consideration. Proposals that meet all the mandatory requirements will then be assessed against the criteria for assessment.

Only the information contained in the proposal will be used to evaluate the proposal. There will not be an opportunity to make a presentation to the evaluation committee beyond the information contained in the proposal.

The possibility of actual or perceived conflict of interest or lack in independence will be considered. If, in the opinion of the City of Belle Isle a reasonable person would perceive there to be a conflict of interest or lack of independence on the part of the Proponent, the proposal will be rejected.

#### 14.1 Mandatory Requirements

The following are mandatory requirements. Proposals not clearly demonstrating that they meet them will receive no further consideration during the evaluation process.

- The proposal must be received at the closing location by the specified closing date and time, delivered in an opaque envelope and clearly marked "RFP Transportation Master Plan".
- The proposal must be signed by a person authorized to sign on behalf of the Proponent.
- The Proponent must provide written confirmation of the Proponent's independence and that the Proponent has no conflict of interest with respect to the public body.

#### 14.2 Criteria for Assessment

Proposals meeting the mandatory requirements will be assessed against the criteria noted below, and using the evaluation matrix on page 10:

##### 14.2.1 Capability of Consultant/Firm and Team

- An organizational overview of the consultant firm, including the experience and current capabilities of its partners, managers and staff, an outline of the responsibilities that will be assigned to each team member proposed, and information regarding any additional staff or sub-contractors required by the firm to complete the project, including resumes, experience, and tasks to be assigned to any sub-consultant;
- The proposed team's experience with previous projects of a similar or relevant nature, particularly with projects in cooperation with local government, preferably in Orange County; including two references for clients with whom the proponent has completed similar or relevant work;
- The proponent's availability of resources and a proposed work plan/timeline to ensure the project is completed as per the Schedule outlined in Section 5 are met;
- Policies on notification to clients of changes in key personnel;

#### 14.2.2 Proposed Methodology/Work plan,

- including the public and stakeholder engagement strategy,

#### 14.2.3 Pricing

- The total project cost, including all fees, levies, charges, and permits but excluding taxes, shall be clearly indicated.
- Following the total project cost please provide cost breakdowns as follows:
  - o principal consultant fees – hourly rate and estimated hours required to complete project
  - o sub-consultant fees, if any – total amount allocated for sub-contracted work
  - o travel costs – total amount allocated for travel
  - o other out of pocket costs and reimbursable expenses shall be identified
  - o contingency, if allocated;

The proposal submitted is irrevocable, and will remain in effect and open for acceptance by the proponents for a period of thirty (30) days after the deadline for submission of proposals.

The budget estimate for this study is \$75,000.

EVALUATION MATRIX	Score	Possible Points
<b>VENDOR CAPABILITIES (30% of total points)</b> 0-3 pts. Minimally addressed requirements 4-7 pts. Meets requirements 8-10 pts. Exceeds expectations		10
<b>Experience with government clients:</b> Does the bidder demonstrate experience with clients similar to the size and scope required in the RFP? How clearly does the bidder detail this information?		10
<b>Project personnel qualifications:</b> Are key personnel roles, responsibilities and resumes identified and provided? Did they clearly identify personnel? Does the organization chart support the level of service required? Does the bidder clearly explain any subcontractor roles, responsibility and qualifications?		10
<b>References and professional memberships or certification:</b> Does the bidder provide information on current professional memberships and certifications? To what extent do the references reflect ability? Did the bidder provide sufficient detail to determine ability?		10
<i>Total Vendor Capability Points (A)</i>		30
<b>WORK PLAN (30% of total points)</b> 0-3 pts. Minimally addressed requirements 4-7 pts. Meets requirements 8-10 pts. Exceeds expectations		10
<b>Completeness of descriptive narrative work plan:</b> Did the narrative sufficiently explain how work will be performed, identifies staff, timelines, equipment, supplies, subcontract supervision, strategies, reporting, overall quality of the work plan? Was the plan well organized and presented in a clear, concise and logical manner?		10
<b>Acceptability of proposed plan:</b> Did the bidder provide sufficient detail and insight to the responsibilities? Is work plan clearly and explicitly defined? Was the plan well organized and presented in a clear concise and logical manner?		10
Does the work plan explicitly explain how services are to be provided? To what extent? Did the work plan explain in detail how each aspect of the contract services would be provided?		10
<i>Total Work Plan Points (B)</i>		30
<b>COST (40% of total points)</b>		
(Low bid/this bid) x total maximum points for cost = points (C)		40
<i>Total Cost Points (C)</i>		40
<b>GRAND TOTAL WORKSHEET POINTS (A+B+C) = D (D)</b>		100

## **15. PROPOSAL SUBMISSION**

- The proposal submission should address all factors identified in the same order as identified in Section 15. Failure to address all factors will impair the proposal and the City of Belle Isle will not be obliged to seek clarification or inclusion of vague or incomplete information in making its selection.
- The proponent should include statements concerning independence as follows:
  - Confirming that any other services performed by the proponent for the City of Belle Isle will neither prejudice the independence of this project nor be in conflict of interest under any governing code of professional ethics; and
  - Confirming that the proponent will not benefit financially from the provisions of the Master Transportation Plan.
- The proponent should disclose information where there may be a conflict of interest or perceived conflict of interest (or state that there is no conflict of interest), including:
  - Information on the proponent's partners, managers and members of their immediate family who are on the Council of the City of Belle Isle or in a senior management capacity with the City of Belle Isle.
  - Clients or agents of the firm who are members of the Council or senior management of the City of Belle Isle.
  - Any other information that should be provided to the Council that may influence the consideration of the proposal.

## **PROPOSAL ADMINISTRATION**

The following procedures will be followed:

- a. The proposals received will be reviewed and the City of Belle Isle reserves the right to seek clarification with respect to proposal content.
- b. City staff may conduct interviews of any or all proponent representatives at this stage.
- c. City staff will provide Council with a summary report of the proposals including a recommended proposal.
- d. The City of Belle Isle Council will review the report and select a proposal.
- e. The City of Belle Isle Council will then enter into a contract with the selected proponent. The City of Belle Isle reserves the right to negotiate terms with the highest quality proponent.