



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

REQUEST FOR PROPOSALS

ECONOMIC IMPACT OF TRAILS STUDY

The Mid-Ohio Regional Planning Commission (MORPC) is requesting proposals from experienced individuals, organizations, or teams to act as the consultant(s) for an economic impact of trail study, focused on providing a range of the economic and ***Return on Investment*** (ROI) of building out the Central Ohio Greenways' Regional Trail Vision in Franklin County, an estimated \$175 million investment, by 2030. The project timeline is estimated at 3 months.

MORPC is a voluntary association of local government communities in the 15-county Central Ohio area. Our organization strives to enhance the quality of life and competitive advantages of Central Ohio by working through local governments and other constituents. A catalyst for change, evidence of MORPC's work is seen every day through planning, programming and services in the areas of housing, transportation, water, land use, economic development, environment, public policy and technology. We assist our local government members by providing innovative solutions for the many challenges facing our growing region.

Consultants interested in being considered must submit a **PDF format copy of their proposal via email** to mvonstein@morpc.org with subject line **Economic Impact of Trails Study**. Respondents should expect an email reply upon submission. Proposals will be received by MORPC until **5:00 pm (ET), Friday, February 15, 2021**.

Submit PDF proposals to:

Melinda Vonstein
mvonstein@morpc.org

All questions must be submitted in writing and should be submitted via email to Melinda Vonstein at mvonstein@morpc.org. No answers will be given over the phone. Written answers, including any amendments to the RFP if necessary will be posted on MORPC's website. Responses to questions will be posted at <https://www.morpc.org/rfps-rfqs/>

The Mid-Ohio Regional Planning Commission in accordance with Title VI of the Civil Rights Act of 1964 and the related nondiscrimination statutes, hereby notifies all bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, all bidders including disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, sex, age, disability, low-income status, or limited English proficiency in consideration for an award.

Neither MORPC nor any member agency of the Committee shall be liable for any costs incurred by the consultant in response to this RFP, or any costs incurred in connection with any discussions, correspondence or attendance at interviews or negotiation sessions.

All materials submitted in response to this RFP shall become the property of MORPC and may be returned only at MORPC's option.

All materials received shall be considered public information and shall be open to public inspection.

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I. BACKGROUND

With Central Ohio being on track to become a region of up to 3 million people by 2050, the region must prepare for an increased demand for walkable neighborhoods and more transportation and recreation options primarily as a means to accommodate the needs of low income communities. Trails are a critical element of a diverse transportation system, providing a low-cost option that augments public health and environmental efforts. The existing trails have proven that people will use them. Central Ohio Greenways' (COG) nationally recognized annual trail usage count system has revealed a consistent increase in traffic on the trail network from 2014 to 2019, demonstrating the significance trails play in the quality of life of our growing region. MORPC anticipates that significantly increasing access to trails to its low-income communities will reap substantial economic opportunities, thus advancing social and racial equity efforts.

Based on a recent MORPC study, a "Clarity Report for Readiness and Feasibility," MORPC also knows that there is a community-wide desire to build out the approximately 730-mile Regional Trail Vision as proposed by the COG board and unanimously adopted by MORPC's Commission in 2018. New miles will extend existing trails, fill gaps in trail corridors, connect neighborhoods to job centers, and create a truly interconnected network useful for both transportation and recreation. It is estimated that the community needs to secure well over \$175 million to build out the Trail Vision in Franklin County alone. The creation of a world-class greenways network is undoubtedly a lofty goal, requiring collaboration and investment across the region; something on which the Central Ohio community thrives. To obtain support from both public and private regional leaders in the implementation effort, it will be prudent to clearly identify the true impacts of trails on social equity and economic development.

II. PURPOSE

The purpose of this analysis is to reflect a range of the economic and **Return on Investment (ROI)** of building out the Central Ohio Greenways' Regional Trail Vision in Franklin County, an estimated \$175 million investment, by 2030. The output of this study will be used in conjunction with the results of a 2019 Clarity Report for Readiness and Feasibility, a 2020 Trail Prioritization Effort, trail use data, a 2020 trail user survey, and recent staff research to strategically prepare for fundraising and implementation of the Regional Trail Vision. A credible estimate range of the economic benefit of trails will support COG's efforts in securing new partners who are interested in addressing social equity in Central Ohio through trail development.

III. SCOPE OF SERVICES

Guided by the project steering committee and MORPC staff, the consultant will be responsible for producing a range of economic ROIs of a fully built-out Central Ohio Greenways Regional Trail Vision for Franklin County. In conjunction with MORPC staff and COG stakeholders, the consultant will develop an **analytical strategy** to determine the range of economic ROI. This analytical strategy will consider a variety of factors including, but not limited to:

- Real estate trends (Residential and Commercial)
- Business investment (including local/minority owned) and supported employment
- Opportunity costs associated with pace of network construction
- Other demographic, social, and economic factors as they pertain to social equity

The anticipated data inputs to conduct the ROI should include, but not be limited to:

- Residential/commercial property values
- Business revenues
- Employment (primary and secondary)
- Household income/expenditures
- Other demographic, social and economic components as they pertain to social equity

Other analyses could include the following: number of jobs created to construct the trails, reduced Vehicle Miles Traveled (VMT), household transportation cost savings, and healthcare cost savings. Some of these analyses will be either fully or partially conducted by MORPC staff. Shared work on these analyses will be determined upon selection of the consultant.

The framework in which to consider the impacts will be through illustrating the range of economic ROI per mile of trail constructed. This approach will provide information to support both specific trail segment as well as total network build-out construction to local communities. In addition, the outputs will reflect social equity impacts. The consultant and MORPC will determine the final strategy, considering, but not limited to the following:

- Localize the per mile benefits,
- Present a range of economic impacts that considers various locational factors, and/or
- Apply the per mile benefits to low-opportunity areas.

The final delivery will be a summary document that describes the economic impacts of trails for Franklin County. The summary documents will be used by MORPC to develop a final public facing report.

IV. PROPOSAL FORMAT

The proposal must address the following items in the following order. Failure of the proposal to respond to a specific requirement may be a basis for elimination from consideration during the comparative evaluation. MORPC reserves the right to accept or reject any or all proposals.

Each consultant shall submit a formal proposal not to exceed fifteen (15) 8.5" x 11" pages (excluding tabs, dividers, etc.) and shall contain the following sections:

- A) Cover Letter
- B) Organization, Personnel, Experience & Project Management
 - a. Consultant's Personnel & Profile
 - b. Project Team Availability & Capacity
- C) Consultant's Methodology/Work Plan
- D) List and Description of Deliverables
- E) Project Schedule
- F) Budget Proposal

A.) COVER LETTER

The **cover letter** shall be signed by a representative authorized to legally make an agreement with MORPC, and include:

- Name, telephone number, and e-mail address of a contact person with authority to answer questions regarding the proposal (ideally the day-to-day project manager for this work).
- Name, address, and phone number of a contact person to be notified regarding contractual issues.
- Identification of the individual or firm as a legal entity.

- Acknowledgment and support of MORPC's statements on diversity & inclusion as outlined on page 10.

The letter shall state that the proposer:

- Has sole and complete responsibility for delivery of the required services.
- Is presently not debarred, suspended, proposed for debarment, declared ineligible or involuntarily excluded from covered transactions by any federal department or agency or the Ohio Department of Transportation.

B.) ORGANIZATION, PERSONNEL, EXPERIENCE & PROJECT MANAGEMENT

Consultant's Personnel & Profile

Specific background information on key individuals who are anticipated to be assigned to the project should be included, most notably the project manager. The background information on these individuals would emphasize their experience relative to project requirements. A statement concerning the recent related experience of persons from your team who will be actively engaged in the proposed effort should also be included.

Identify similar projects undertaken by you and/or your firm or proposed teams a) within Ohio and b) in other states. Provide appropriate reference(s), name(s) and telephone number(s).

Project Team, Availability & Capacity

Discuss your own and, if applicable, your team's availability and capacity necessary to accomplish the work contemplated in the work elements as outlined in your technical approach.

If more than one team member is working on the project, please provide an overview of each key personnel and show their relationship to the firm and their affiliations. If subcontracts are utilized, the position in the project team and identity of the sub-contractor shall be stated.

C.) CONSULTANT'S METHODOLOGY/WORK PLAN

This section shall indicate the consultant's understanding of the project scope of work, a definition of the scope of the project (including a discussion of the tasks to be performed to accomplish the scope of work), a definition of the final product, and the consultant's approach to the project.

The consultant's proposal shall contain a description of the proposed methodology and how the methodology addresses MORPC's scope of work. In addition, please explain any aspect of your method that is unique or innovative.

Also, administrative information, such as the consultant's status reporting procedures and the consultant's approach to effective communication with MORPC personnel and sub-consultants, shall be included.

D.) LIST AND DESCRIPTION OF DELIVERABLES

The consultant's proposal shall list and describe the deliverables for the project. All materials created and submitted throughout the lifetime of the projects related to the contract shall become the property of MORPC. All materials received shall be considered public information and shall be open to public inspection.

E.) PROJECT SCHEDULE

Included as part of the proposal, the proposer shall provide a schedule to ensure that the project can be completed by May 31, 2021. If the consultant believes this will adversely affect the quality of the project, the consultant should explain why.

F.) BUDGET PROPOSAL

The proposal shall include a cost proposal for the project. The expected budget for this project is approximately \$20,000. If the price proposal is not received when due or if the proposal does not include requested information, that proposal may be dropped from further consideration.

The proposer should be aware that it is the goal of MORPC to process and pay properly prepared and submitted invoices within 30 days, although that is not guaranteed. Improperly prepared and submitted invoices will be returned and will consequently not be processed and paid within the 30-day goal. Proof of payment will be required for all charges included on invoices.

V. PROCUREMENT PROCESS

RFP TIMELINE

The schedule for the RFP is given below. Dates are tentative and may be modified by MORPC as necessary.

Key Date	Event
January 26, 2021	Proposal is posted on MORPC website for interested parties to retrieve.
February 12, 2021	Completed proposals due to MORPC by 5:00 p.m. EST
February 15, 2021	Proposals will be opened at 10:00 a.m. EST
February 16 – February 19, 2021	Evaluations of proposals.
February 22, 2021	Evaluation Committee makes recommendation.
February 22-26, 2021	Contact all proposers.
March 1 - 5, 2021	Sign contract.
March 1- 8, 2021	Begin project.
May 31, 2021	Project completion.

EVALUATION CRITERIA

The selection of the project consultant will be evaluated on the following criteria:

1. General Quality & Adequacy of Response

- a. Completeness and thoroughness
- b. Responsiveness to terms and conditions
- c. Overall impression

2. Personnel, Experience & Project Management

- a. Qualifications and experience of proposed personnel, including project manager
- b. Relevant knowledge, skills & experience with the project
- c. Demonstrated capacity to do the work
- d. Study area understanding

3. Technical Approach, Work Plan & Budget

- a. Clarity and organization in concept development
- b. Approach to scope of work, including the ability to derive creative solutions
- c. Addresses expected outcomes
- d. Specialized experience relevant to the work scope
- e. Proposed budget based on proposed scope

PROJECT COMMITTEE

A steering committee will conduct the evaluation of proposals and conduct interviews, as needed. The committee reserves the right to reject any and all proposals in whole or in part received in response to this request. The Committee may waive minor defects which are not material when no prejudice will result to the rights of any other consultants or to the public.

CLARIFICATION INTERVIEWS

At MORPC's option, the consultant may be required to answer questions about the proposal. The purpose of the interview is to provide clarification of information presented in the written proposal. If interviews are necessary, MORPC will contact the consultant's authorized representative to schedule the time, date, and virtual format. The interview will be given by the Committee. A consultant's refusal to make a presentation as described shall result in the consultant's proposal being rejected from consideration for the project.

SELECTION AND NEGOTIATIONS

Based on the evaluation of the proposals, the most qualified consultant will be selected. If negotiation with the highest ranked consultant fails to result in a mutually acceptable agreement, MORPC will notify that firm in writing of the termination of negotiations. The next highest ranked consultant, as determined by the earlier technical proposal evaluation, will then be invited to enter into negotiations with MORPC. If negotiations again fail, the same procedure shall be followed, with each next most qualified firm until a contract has been negotiated. If the remaining proposals are considered not to be qualified, the notification and selection processes will be repeated.

VI. ADMINISTRATIVE & ORGANIZATIONAL ELEMENTS

PROJECT ORGANIZATION

The consultant will work with the Project Manager of MORPC to coordinate routine exchange of data and overall project supervision.

Role of MORPC

MORPC will manage the entire project. MORPC conducts the RFP process and will, together with the Committee and through appropriate approvals, select the consultant to perform the project as described in this scope. MORPC will also work with and provide assistance to the consultant in the various tasks of the project scope as described in section III.

Role of the Consultant

The consultant is to provide a technical service as outlined in the described tasks along with cost estimates. The consultant will also refer to their work as an extension of MORPC.

REPORTING

Final Report

As described in Section III, the final delivery will be a summary document that describes the economic impacts of trails for Franklin County. The summary documents will be used by MORPC to develop a final public facing report.

VII. PROPOSAL TERMS & CONDITIONS

Evaluation of Proposal Compliance with Specifications

Understanding that no consultant may completely meet all requirements of the specifications, MORPC reserves the sole right to determine whether a proposal substantially complies with the specifications; accept, negotiate modifications to, or reject the terms of any proposal; and waive the right to accept a part, or parts, of a proposal, unless otherwise restricted in the proposal.

Modification and/or Withdrawal of Proposals

Modifications of a submitted proposal must be received by the designated due date specified. Withdrawal of proposals will be allowed only in those cases in which a written request to withdraw a Proposal is received by MORPC prior to the date and hour for receiving and opening Proposals. In such case, same will be returned to consultant unopened.

Proposer Qualifications

MORPC may require all proposers to submit evidence of qualifications, and may consider any evidence of the financial, technical, and other qualifications and abilities. MORPC will not award a contract to a proposer who, in its opinion, is not fully qualified on the basis of financial resources and responsibility, possession of adequate equipment, personnel, experience, and past record of performance to perform the obligation to be undertaken competently and without delay.

Award of Contract

Each consultant acknowledges that MORPC will use its discretion and judgment in making the final decision and further acknowledges that no claim by the consultant will arise in any way relating to the exercise of that judgment by MORPC. MORPC reserves the right to accept the Proposal deemed to be in the best interest of MORPC or to reject any and all Proposals.

MORPC's Executive Director is the only individual who may legally commit MORPC to the expenditure of public funds. No cost chargeable to the proposed contract may be incurred before receipt of either a fully executed contract or a specific, written authorization to proceed.

GENERAL INFORMATION & REQUIREMENTS

Ownership of Products

MORPC will retain the copyright for all data, materials, information, processes, studies, reports, surveys, proposals, plans, codes, scientific information, technological information, regulations, maps, equipment, charts, schedules, photographs, exhibits, software, software source code, documentation, and other materials and property that are prepared, developed or created under or in connection with this project. Therefore the submitter should anticipate that all products of this work effort will become the property of MORPC who will make them available to other government agencies and their contractors.

Deviation Clause

The consultant's attention is called to the condition that, if awarded a contract, the consultant(s) will be required to furnish the particular item referred to in strict accordance with the specifications or descriptions as proposed, unless a departure or substitution is clearly noted and described in the proposal, along with the reasons therefore.

Tax Exemption

MORPC is exempt from the payment of federal excise and transportation taxes levied under the provisions of the Internal Revenue Code. MORPC is also exempt from Ohio State Gross Retail (sales tax). The successful consultants will be furnished with any certificates of exemption required.

MORPC STATEMENTS ON DIVERSITY & INCLUSION

Equal Opportunity

The consultant agrees that it will not discriminate against any employee, applicant for employment, or sub-contractor and that it will take affirmative action to insure that employees, applicants and sub-contractors are treated equally during employment without regard to race, color, sex, gender identification, creed, religion, ancestry, national origin, sexual orientation, disability, genetic information, age, marital/familial status, military status (past, present, or future), limited English proficiency, or status with regard to public assistance.

Disadvantaged Vendors

Disadvantaged Vendors shall have the maximum opportunity to participate in the performance of contracts financed under this solicitation. In this regard, all proposers shall take all necessary and reasonable steps to ensure that minority vendors have the maximum opportunity to compete for and perform any subcontracts. Also, proposing firms are encouraged to notify MORPC if they meet one of the disadvantaged vendor designations, such as Minority Business Enterprise (MBE), Small Business Enterprise (SBE), or Women-owned Business Enterprise (WBE).

CONTRACTING REQUIREMENTS

The following are not part of the proposal requirements but will be requirements in the contract in addition to other contractual requirements.

Compensation

- A not-to-exceed contract amount based on satisfactory work performed and services delivered will be entered into after negotiations between MORPC and the selected firm.
- Alternative compensation models may be considered.

Cancellation

MORPC reserves the right to cancel any contract for failure or refusal of performance, fraud, deceit, misrepresentation, collusion, or any other misconduct on the part of the consultant.

Unresolved Finding for Recovery

The selected consultant affirmatively represents and warrants to MORPC that it is not subject to a finding for recovery under ORC 9.24 or that it has taken appropriate remedial steps required under ORC 9.24 or otherwise qualifies under that section. The consultant agrees that if this representation or warranty is deemed to be false, the agreement shall be void *ab initio* as between the parties to this agreement, and any funds paid by MORPC to the consultant hereunder shall be repaid to MORPC immediately, or an action for recovery may be commenced immediately by MORPC for recovery of said funds.

Covenants of Consultant

The consultant will be required to covenant and warrant the following:

- a) Consultant is not debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in any contract, supported in whole or in part by the funding sources for this project;

- b) Consultant has not within a three (3) year period had one or more public transactions terminated for cause or default;
- c) Consultant will comply with the provisions of Section 1352, Title 31 of the U.S. Code, which prohibits the use of federal funds to lobby any official or employee of any federal agency, or member or employee of Congress; and to disclose any lobbying activities in connection with federal funds.