

**CITY OF WINSTON-SALEM, NORTH CAROLINA
REQUEST FOR LETTER OF INTEREST (LOI)**

**THE CITY OF WINSTON-SALEM DESIRES TO ENGAGE A
QUALIFIED CONSULTING FIRM TO MANAGE THE CITY'S SAFE ROUTES TO SCHOOL
PROGRAM AND THE PLANNING AND MARKETING OF BICYCLE AND PEDESTRIAN
PROGRAM ACTIVITIES**

SCOPE OF WORK

The City of Winston-Salem is proposing to become a more bicycle and pedestrian friendly community by continuing and expanding its Safe Routes to School (SRTS) program and its bicycle and pedestrian promotion program. Tasks may include, but are not limited to, the following.

- Produce and distribute a quarterly bicycle and pedestrian newsletter
- Use media outlets to communicate efforts at bicycle and pedestrian education and encouragement
- Plan, market, and execute Walk & Roll Winston-Salem open streets event
- Work with Winston-Salem Police Department on education and enforcement operations to improve pedestrian safety
- Attend and participate in bicycle and pedestrian subcommittee meetings
- Assist with program marketing
- Update bicycle and pedestrian sections of the City of Winston-Salem website
- Plan, market, and execute National Bike Month activities
- Produce videos to promote cycling and walking to school
- Produce and distribute three issues of the SRTS newsletter
- Develop a walking/biking competition among schools
- Set up a pilot walking school bus program with three schools
- Support walk/bike to school day efforts at participating schools
- Train new teachers in bicycle safety skills program and provide support as necessary
- Coordinate the county-wide SRTS Advisory Committee
- Use social media to promote SRTS and educate parents.

The selected firm will report directly to the City of Winston-Salem. The selected firm is to administer the contract and ensure that all work is performed in accordance with the contract requirements.

The selected firm will be responsible for supplying staff with the appropriate skills and qualifications to ensure contract compliance. The selected firm will be directly responsible for oversight of the project for the City of Winston-Salem. The selected firm shall indemnify and save harmless the City of Winston-Salem for claims and liabilities resulting from negligence, errors or omissions of the selected firm.

The firm must have the financial ability to undertake the work and assume the liability. The selected firm will be required to furnish proof of Professional Liability insurance coverage in the minimum

amount of \$300,000. The firm must have an adequate accounting system to identify costs chargeable to the project.

CONSULTING FIRM SELECTION

The selection of a private consulting firm to provide services on these specific projects will be handled in accordance with the following process:

1. Submission by the private consulting firm of a Letter of Interest (LOI).
3. Pre-interview meeting and oral interview at the option of the City.
4. City will select a private consulting firm to provide the consulting services.

Even though specific DBE/MBE/WBE goals are not required for this project, the NCDOT and the City of Winston-Salem are committed to providing opportunity for small and disadvantaged businesses to perform on its contracts. The selected firm, subconsultant and subfirm shall not discriminate on the basis of race, religion, color, national origin, age, disability or sex in the performance of this contract.

EVALUATION

Firms submitting LOIs will be evaluated based upon certain considerations. The following considerations, with the weighted importance, will be utilized to select a firm from those submitting an LOI:

1. Firm's experience, knowledge, and familiarity with the Winston-Salem Safe Routes to School/Bicycle/Pedestrian program – 50%
2. The experience of the firm's proposed staff to perform the type of work required – 25%
3. Firm's understanding of the project specific issues and their responsibility in delivering services for the advertised project – 25%

FORMAT FOR SUBMISSION OF A CITY OF WINSTON-SALEM LETTER OF INTEREST

All letters of interest are limited to 6 pages, inclusive of the cover sheet, and shall be typed on 8 1/2" x 11" sheets, single-spaced, one-sided. Only PDF documents will be accepted and should be e-mailed to mattbk@cityofws.org.

Section I - Cover/Introductory Letter

The introductory letter should be addressed to Matthew Burczyk, Bicycle & Pedestrian Coordinator. Said letter is limited to 1 page and should contain the following elements of information:

- Expression of firm's interest in the work;
- Statement regarding firm's possible conflict(s) of interest for the work; and
- Summation of information contained in the letter of interest.

Section II - Evaluation Factors

This section is limited to 3 pages and should contain information regarding evaluation and other factors listed in the advertisement such as:

- A brief synopsis of the firm's previous SRTS and Bicycle/Pedestrian experience that is focused to the type of project advertised for services performed within last three (3) years;
- The number of employees within the firm;

- A brief description of the firm's approach to performing the requested services;
- The proposed personnel to be assigned to the work by discipline, their availability date on the project.
- Identify project personnel/subconsultants' qualifications and experience as related to this work;
- Unique qualifications of key team members; and
- Any innovative approaches to be used.

Section III - Supportive Information

This section is limited to 2 pages and should contain the following information:

- Capacity Chart/Graph (available work force);
- Organizational chart indicating personnel to be assigned by discipline;
- The resumes of key personnel that are proposed to be assigned to the work; and
- Other information.

SUBMISSION OF LETTER OF INTEREST

Private consulting firms are invited to have letters of interest for furnishing the abovementioned services to the City of Winston-Salem by **5 p.m.** on July 17, 2015. **Letters of interest received after this deadline will not be considered.**

Firms submitting letters of interest are encouraged to carefully check them for conformance to the requirements stated above. If Letters of Interest (LOIs) do not meet ALL of these requirements, or are sent to any address other than shown below, they will be disqualified. No exception will be granted.

Any questions concerning the advertisement should be directed to Matthew Burczyk at mattbk@cityofws.org or by telephone at 336-747-6884. If you feel information provided is inadequate to submit a letter of interest, please contact Matthew Burczyk.

The private consulting firm selected will be notified by July 24, 2015. Notification will not be sent to firms not selected.

The City of Winston-Salem reserves the right to reject any and all Letters of Interest.