

**Request for Proposals
For
Landscape Architecture/Urban Design Services**

The Delaware Valley Regional Planning Commission (DVRPC) is soliciting bids for landscape architecture/urban design services to support several Commission projects. The bid will form the basis of a contract between DVRPC and the awarded vendor to provide the Commission with design services to produce certain renderings, graphics, and production materials during the contract period. The contract period will be from the date of award through *June 30, 2005*, with the option to renew on a yearly basis at a cost to be determined.

For Additional Information Please Contact:

John R. Griffies, Contracts Manager
Delaware Valley Regional Planning Commission
The Bourse Building, 111 S. Independence Mall East, 8th Floor
Philadelphia, PA 19106-2515
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Proposals submitted for this project will be accepted up until the due date of Friday, June 4th at 4:00 PM.

A pre-proposal meeting will be held at DVRPC on Tuesday, May 11th at 10 a.m. in the Conference Room.

I. BACKGROUND

DVRPC is currently engaged in several projects, which would be enhanced by graphics depicting certain planning and urban design concepts as they uniquely pertain to our region. The intent of the graphics and renderings is to help decision makers such as municipal officials and the public better understand some particular concepts, and, for certain projects, to show local officials and citizens what it could look like after implementation of recommended planning tools. Proposed work will include, but not be limited to, the following projects:

- DVRPC is conducting case studies of several transit-oriented development sites in the region. Photo simulation or other graphics illustrating what these sites could look like after implementing TOD strategies would be requested.
- DVRPC is also undertaking an update to its long-range regional plan. The new effort, entitled *Destination 2030: The Year 2030 Plan for the Delaware Valley*, will highlight alternative development scenarios for the region and present a variety of smart growth techniques for county and local use.
- DVRPC will be conducting an inventory of derelict shopping centers, otherwise known as “greyfields” throughout the Delaware Valley. Photo simulations and renderings of new design concepts of these vacant areas would be requested.

II. OVERVIEW

The successful applicant must exhibit excellent design skills and knowledge of planning concepts. Creative ability to render various scenarios at one location is imperative. Experience and examples of design skills in various media, creativity and knowledge of planning concepts such as TOD, infill development, adaptive reuse, and land use strategies for corridor planning should be cited in the submitted proposal.

A portfolio of previous work demonstrating your design skill, creativity, and knowledge of planning tools must accompany this proposal. (If requested, these samples can be returned). The vendor is also encouraged to include in the proposal any experience, equipment, staff resumes, and/or other qualifications, which you believe will help to support your proposal.

III. CONTRACT PERIOD AND EXTENSIONS

The contract period will be from the date of award through June 30, 2005, with the option to renew on a yearly basis.

IV. SCOPE OF SERVICES

During the period of the contract, the Consultant may be asked to work on one or a variety of projects as directed by DVRPC staff. For each requested task or product, the Consultant will provide a separate cost quote before proceeding with the work. Each such task or product will thus be individually

authorized to proceed, with the total amount of all such work within the contract period not to exceed \$40,000.00.

The following identifies the general nature and scope of the work to be performed:

Renderings: The selected consultant may be asked to prepare color renderings of what particular study areas could look like under different scenarios. As an example, pedestrian perspectives of what a transit station area might look like under different development alternatives may be requested. Other renderings from an automobile perspective may be requested of existing and alternative land uses along highway corridors.

Graphics: The vendor will be responsible for preparing graphics depicting certain land use principles such as TOD, Urban Growth Boundaries, Smart Growth Techniques, Transfer of Development Rights, Town Center Development and Highway Access Management, as needed.

Photo Simulations: The selected consultant may be required to perform fieldwork with DVRPC staff to gain knowledge of a particular site as well as take photos. These photos will need to be simulated to show what a site would look like using smart growth techniques. As an example, a vacant shopping center turned into a mixed-use center.

Products: Depending on the project and specific task, products may be needed in the form of display boards, handouts, report graphics, Powerpoint displays, or Website graphics. The consultant must demonstrate experience and competency in all forms of physical and electronic media. DVRPC will be responsible for preparing copies of any camera-ready originals provided by the consultant.

Meetings: The selected consultant will be expected to attend periodic meetings with DVRPC staff to discuss pending assignments, the status of current work, or contract matters.

The consultant will be expected to work with DVRPC staff to develop the renderings, graphics, and photo simulations. DVRPC staff will incorporate the materials into their projects and will be responsible for presentations to the municipal officials and the public. As necessary, DVRPC will supply the consultant with supporting maps, such as land use, and aerial photography.

Contacts:

Questions of a technical nature concerning the RFP should be directed to Richard Bickel at 215-238-2830 or Karen Cilurso at 215-238-2813.

V. ADMINISTRATIVE REQUIREMENTS

A. Submission date: Proposals must be submitted by 4:00 PM on Friday, June 4th, 2004. to John Griffies, Contracts Manager, Delaware Valley Regional Planning Commission, The Bourse Building - 8th Floor, 111 South Independence Mall-East, Philadelphia, PA 19106-2515. Proposals submitted after this time and date will not be considered.

B. Number of copies: Six (6) copies of the proposal are to be submitted.

C. Minority Business Enterprise: DVRPC complies with Title 49 CFR Part 23, "Participation of Minority Business Enterprises in Department of Transportation Programs" and encourages minority businesses and women-owned businesses to submit proposals, and further encourages non-minority business firms to contract with minority business where subcontracting opportunities exist.

Disadvantaged and minority owned businesses would be required to submit certification of eligibility ownership before execution of any agreements.

D. Contract: The contract will be between DVRPC and the selected firm who will be administratively responsible to DVRPC. DVRPC shall provide overall direction and technical supervision and authorize all payments to the selected firm. *The contract will be of the cost reimbursable type.*

The estimated level of effort is \$40,000.00

E. Certification of eligibility: A certificate is to be included in the proposal for each firm stating that:

"The firm is not ineligible to receive award of a contract due to the firm's inclusion on any federal, Pennsylvania or New Jersey State lists of debarred contractors, or otherwise ineligible to be awarded a contract using federal or state funds."

VI. EVALUATION CRITERIA

A staff review committee will evaluate each proposal submitted and at their discretion, select one firm to recommend to the DVRPC Board to complete the work specified in the Scope of Services. Interviews may be requested before final selection.

Negotiations and award of the contract will be to the firm that provides the most advantageous proposal, overall, including costs. The Commission reserves the right to reject all proposals.

Criteria have been established for evaluating each vendor proposal, and are weighted as follows:

A. Qualifications and Experience of Staff (50 %)

The firm must establish qualifications to satisfactorily perform the work described in the Scope of Services. The following are required:

1. Project Manager's background and experience.
2. Resumes of any other designers working on the project.

B. Excellence of Firm and Previous Work (30 %)

Examples, testimonials, and related information on work similar to the type requested should be submitted. Demonstrated experience with similar planning projects is preferred. Include the name and addresses of clients for whom similar work has been done.

C. Cost (20%)

The relationship of the proposed cost to the work to be performed.

Each firm must provide cost estimates for two to three samples of work that are part of the portfolio that will be submitted

VII. CHECKLIST OF PROPOSAL REQUIREMENT

To speed and simplify Proposal evaluation and to assure that each Proposal receives the same orderly review, all Proposals must follow the format described in this section. Respondents are encouraged to submit concise and clear responses to this RFP. DVRPC reserves the right to include the selected Proposal or any part in the negotiated contract. The following are to be included in the proposal, not necessarily in the order presented:

A. TECHNICAL PROPOSAL: A portfolio of previous work demonstrating your design skills, creativity, and knowledge of planning tools. List equipment and tools available for this type of work.

B. COST ESTIMATES: Cost estimates for at least three portfolio samples

C. CERTIFICATION OF STAFF ASSIGNMENT - Certification is to be included in the Proposal for each firm stating that:

“The staff identified as being assigned to this project will be available and so assigned.”

D. LIST OF CLIENTS FOR WHOM SIMILAR WORK HAS BEEN PREPARED

E. RESUMES OF STAFF TO PERFORM WORK - NO MORE THAN ONE (1) PAGE PER STAFF MEMBER

F. DESCRIPTION OF QUALIFICATIONS AND ROLE OF ANY SUBCONTRACTOR

G. CERTIFICATION OF ELIGIBILITY

Delaware Valley Regional Planning Commission (DVRPC)

DVRPC provides continuing, comprehensive, and coordinated planning for the orderly growth and development of the Delaware Valley region. DVRPC is responsible for comprehensive planning for the Philadelphia Metropolitan Area, including the City of Philadelphia, four suburban counties in southeastern Pennsylvania and four suburban counties in southern New Jersey. As the federally designated Metropolitan Planning Organization (MPO) for the region, DVRPC works with these member governments and each state on issues of transportation, land use, environmental protection, and economic development, planning analyses, data collection, and mapping services. Aerial imagery products, maps, and a variety of publications are available to the public and private sector. Federal highway and transit statutes require, as a condition for spending federal highway or transit funds in urbanized areas, the designation of MPOs, which have responsibility for planning, programming, and coordination of federal highway and transit investments.

Rights in Data, Copyrights, and Disclosure

The contract will contain the standard federal clause regarding the federal government's and participating organizations' rights to the products. In summary, this clause provides:

"The COMMISSION and/or participating organization and/or the Federal Highway Administration (FHWA) reserves a royalty-free, non-exclusive and irrevocable license to reproduce, publish, or otherwise use, and to authorize others to use for government purposes of (1) any subject data [products] developed under this Agreement by the CONTRACTOR or any subcontract at any tier, whether or not a copyright has been obtained, and (2) any rights of copyright to which CONTRACTOR or subcontractor at any tier, purchases ownership financed under this Agreement."

"Data submitted to and accepted by the COMMISSION under this Agreement shall be the property of the respective participant and/or FHWA and it shall have full right to use such data for any official purpose in whatever manner deemed desirable and appropriate, including making it available to the general public. Such use shall be without any additional payment to, or approval by, the CONTRACTOR."

"No data developed or prepared in whole or in part under this Agreement shall be subject to copyright in the United States or in any other country."