



110 SE Watula Avenue, Third Floor  
Ocala, Florida 34471  
**Main Number:** (352) 629-8402  
[www.bidocala.com](http://www.bidocala.com)

The City of Ocala is accepting sealed electronic submissions for:

## **REQUEST FOR LETTERS OF INTEREST (“LOI”) #: ENG/ 240734 Safe Streets and Roads Grant Program-Consulting/Planning Services**

Official copies of all solicitation documents may be obtained via electronic download from the City of Ocala’s e-procurement portal located at: <https://www.bidocala.com>

**\*\* Copies of documents obtained from any other source are not considered official copies. \*\***

**Deadline for Questions: FEBRUARY 26, 2025, at 5:00 p.m. (EST)**

All questions or inquiries regarding this solicitation must be submitted via e-mail to the Buyer Contact identified below or via the e-procurement portal no later than the Deadline for Questions noted above. Any questions received after the deadline will not be considered.

**Where to Submit Proposals: City of Ocala’s E-Procurement Portal:**  
<https://www.bidocala.com>

**Submission Deadline: FEBRUARY 28, 2025, at 2:00 p.m. (EST)**

Sealed electronic submissions shall be accepted up to the Submission Deadline. Submissions received after the deadline and/or transmitted to the City of Ocala outside of the e-procurement portal shall be rejected. The e-procurement portal’s timestamp shall be conclusive as to the timeliness of filing.

**Vendor Registration:** Bidders must be a registered vendor within the ProRFx e-procurement portal in order to submit a response to this Solicitation. **There is no charge to register, simply follow the registration path for “New Vendor Registration” at <https://www.bidocala.com>.**

**Buyer Contact/  
Direct All Inquiries To: EILEEN MARQUEZ, SENIOR BUYER**  
**E-Mail: [emarquez@ocalafl.gov](mailto:emarquez@ocalafl.gov)**  
**Phone: (352) 629-8362**

**Notice to Proposers:** The point of contact for all questions and issues relating to this Solicitation shall be the Buyer Contact identified above.

To ensure that your submission is deemed responsive, you are urged to request clarification or guidance regarding any issues involving this solicitation **prior to submitting** your response.

**THE CITY OF OCALA RESERVES THE RIGHT TO REJECT ANY AND ALL SUBMISSIONS**

## SECTION 1 TERMS AND CONDITIONS, ANTICIPATED SCHEDULE

### **INFORMATION TO RESPONDING FIRMS**

- 1.1 **LOCAL VENDORS.** The City of Ocala encourages active participation by local vendors. In accordance with Section 22-2 of the City's Code of Ordinances, this Solicitation **DOES NOT QUALIFY** for Local Vendor Preference.
- 1.2 **PROJECT BUDGET.** The budgeted cost for this Project shall not exceed ONE HUNDRED THIRTY THOUSAND DOLLARS (\$130,000), inclusive of all the costs to complete the project. (the "Project Budget").
- 1.3 **QUESTIONS AND CLARIFICATIONS.** Proposers must communicate any questions regarding this Solicitation by the deadline set forth above. Questions should be sent in writing via e-mail to the Buyer Contact identified. Questions and answers will be communicated to all Proposers by issuing an addendum posted to [www.bidocala.com](http://www.bidocala.com).
- 1.4 **INSURANCE REQUIREMENTS**
- (a) **COMMERCIAL AUTO LIABILITY.**
- (1) Vendor shall procure, maintain, and keep in full force, effect, and good standing for the life of the contract a policy of Commercial Auto Liability insurance with a combined single limit of not less than One Million Dollars (\$1,000,000) per occurrence for Bodily Injury and Property Damage arising out of Vendor's operations and covering all owned, leased, hired, scheduled, and non-owned automobiles utilized in said operations. If Vendor does not own vehicles, Vendor shall maintain coverage for hired and non-owned automobile liability, which may be satisfied by way of endorsement to Vendor's Commercial General Liability policy or separate Commercial Automobile Liability policy.
- (b) **COMMERCIAL GENERAL LIABILITY.** Vendor shall procure, maintain, and keep in full force, effect, and good standing for the life of the contract a policy of Commercial General Liability insurance with limits not less than:
- (1) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) aggregate (or project aggregate, if a construction project) for bodily injury, property damage, and personal and advertising injury; and
- (2) One Million Dollars (\$1,000,000) per occurrence and Two Million Dollars (\$2,000,000) aggregate (or project aggregate, if a construction project) for products and completed operations.
- (3) Policy must include coverage for contractual liability and independent contractors.
- (4) Policy must include Additional Insured coverage in favor of the City that is no less restrictive than that afforded under the CG 20 26 04 13 Additional Insured Form.
- (c) **WORKERS' COMPENSATION AND EMPLOYER'S LIABILITY.** Worker's Compensation insurance shall be provided by Vendor as required by Chapter 440, Florida Statutes, or any other applicable state or federal law, including the U.S. Longshoremen's and Harbor Workers Compensation Act and the Jones Act.
- (1) Vendor shall similarly require any and all subcontractors to afford such coverage for all of its employees as required by applicable law.

- (2) Vendor shall waive and shall ensure that Vendor's insurance carrier waives, all subrogation rights against the City of Ocala and its officers, employees, and volunteers for all losses or damages. Vendor's policy shall be endorsed with WC 00 03 13 Waiver of our Right to Recover from Others or its equivalent.
- (3) **Exceptions and exemptions to this Section may be allowed at the discretion of the City's Risk Manager on a case-by-case basis in accordance with Florida Statutes and shall be evidenced by a separate waiver.**

## 1.5 SPECIAL INSURANCE REQUIREMENTS:

### **Professional Liability/Errors and Omissions Insurance.**

- (a) **Professional Liability/Errors and Omissions Insurance.** The awarded Vendor shall procure and maintain, for a period of not less than Five (5) Years from the date of this Agreement, a policy of Professional Liability Errors and Omissions Insurance with limits of not less than Two Million Dollars (\$1,000,000) per claim. This insurance must be written by an insurer who possesses an A.M. rating of at least an "A". It is recognized that this type of insurance is only available on a Claims Made basis and Additional Insured endorsements are not available.

## 1.6 AMENDMENTS TO SOLICITATION.

- (a) Should it become necessary for the City to revise or amend any part of a solicitation, Procurement and Contracting Department staff shall furnish the revision or amendment via written addendum, comment, and/or question and answer posted in the City's e-procurement system under the appropriate solicitation.
- (b) Addendums, comments, and/or questions and answers should be reviewed by interested parties. Lack of review will not excuse Proposers from adherence to any requirements set forth therein.
- (c) If there is a discrepancy with the scope of work that City determines, in its sole discretion, to be unfair to the Proposers, City may postpone the bid opening at any time in order to make corrections. City further reserves the right to extend the bid opening at any time during the bid process.

## 1.7 CONFLICTS OF INTEREST

- (a) The award hereunder is subject to the provisions of Chapter 112, Florida Statutes, as amended, governing conflict of interest.
- (b) All Proposers are required to disclose the name(s) of any employee(s), officer(s), director(s), shareholder(s), or other agent(s) of their firm that are also employee(s) or public official(s) of the City of Ocala concurrently with the submission of their Proposal.
- (c) All Proposers are required to disclose the name(s) of any City of Ocala employee(s) or public official(s) who either directly or indirectly owns or holds a five percent (5%) or more interest in Proposer's firm, corporation, or other business entity.
- (d) City of Ocala employees appointed persons, and elected officials (herein referred to as "employees") may engage in outside activities and hold financial interests subject to state and federal laws and regulations and the City of Ocala Employee Handbook, as applicable.
- (e) All Proposers are required to complete and submit an Officer and Employee Disclosure Statement with every submission. **Failure to disclose known conflicts of interest shall result in Proposal rejection and/or contract termination, if awarded.**

**1.8 ANTI-LOBBYING/COMMUNICATION WITH CITY STAFF AND OFFICIALS.**

- (a) To ensure fair consideration for all Proposers, the City strictly prohibits Proposer communication relative to this solicitation with any employee, department, City official, or City Council member, regardless of whether written, verbal, or through a third party, except for those inquiries made directly to the Procurement and Contracting Department through the assigned Buyer Contact, Procurement Manager, or Contracting Officer.
- (b) Proposers (including their agents or other third parties on their behalf) are prohibited from initiating any communication with any employee, department, City official or City Council member that will evaluate or consider the Proposal prior to and up to the time that award is made at a scheduled City Council meeting.
- (c) **Prohibited communications initiated by a Proposer, or any third-party on their behalf, shall be grounds for: (1) disqualifying the offending Proposer from consideration for award; AND (2) a three (3) year debarment from doing business with the City of Ocala.**

**1.9 TIME SCHEDULE**

The City will receive submittals until the time and date cited in our e-procurement system, ProRFx. Only submittals received electronically on [www.bidocala.com](http://www.bidocala.com) by the correct time and date will be recorded. Proposer shall upload one (1) electronic submittal package through the listing on [www.bidocala.com](http://www.bidocala.com) for evaluation.

- a) The City will attempt to use the following time schedule which will result in selection of a consultant.

Description	Date
All written questions and inquiries are due by 5:00 PM EST	<b>February 26, 2025</b>
Request for Proposal due by or before 2:00 PM EST	<b>February 28, 2025</b>
Evaluation Committee Meeting	<b>TBD</b>
Shortlisted Firms- Interviews/Presentations	<b>TBD, if necessary</b>
City Council Approval Date	<b>TBD</b>

**NOTE: \*The City reserves the right to make changes or alterations to the Project Schedule at any time as the City, in its sole discretion, deems to be in the best interest of the public. Any extension, change, or update to this schedule prior to project award shall be updated within the listing at [www.bidocala.com](http://www.bidocala.com). Proposers are responsible for verifying all listing information prior to submitting a response to this solicitation.**

**END OF SECTION**

## SECTION 1 SCOPE OF WORK AND GENERAL INFORMATION

The City of Ocala ("City"), is seeking proposals from qualified and highly experienced consultants to develop a comprehensive Safe Streets for All - Vision Zero Action Plan that aligns with the Federal Highway Administration's guidelines to effectively addresses road safety challenges in the community, in accordance with the terms, conditions, and specifications contained in this Request for Proposals.

To be eligible for consideration, the proposing firm must be capable of providing the services described herein and must meet all other criteria as outlined in this LOI.

All dates and information contained herein may be extended, changed, or updated within the listing at [www.bidocala.com](http://www.bidocala.com). **Proposers are responsible for verifying all listing information before submitting a response to the Request for Proposals (LOI).**

**According FHWA, procuring contractors or consultants must follow local procurement guidelines and any applicable Federal requirements such as 2 CFR 200.400, 2 CFR 200.401, and 2 CFR 200.403. For further information about procurement guidelines and associated consultant and contractor costs, review 2 CFR 200.320 and 2 CFR 200.430.**

### BACKGROUND

The City of Ocala, Florida is considered the Horse Capital of the World. It is strategically located within the heart of north central Florida in Marion County, no more than a 90-minute drive to the Gulf or Atlantic coasts or the Orlando attractions. The City has a population of 63,587 according to 2020 U.S. Census American Community Survey (ACS) data, an increase of almost 13% from the 2010 population of 56,315. The City of Ocala is a diverse community with minorities and low-income individuals. The minority groups, African American, and Hispanic, make-up approximately 36% of the city's population.

Reducing transportation-related fatalities and serious injuries across the transportation system continues to be a priority for Marion County and its partner cities. On November 29, 2022, the Ocala/Marion County Transportation Planning Organization (TPO), the federally mandated Metropolitan Planning Organization (MPO) agency for our region, adopted and published the Commitment to Zero Safety Action Plan (Vision Zero), a road map for future transportation planning efforts to eliminate fatal and serious injury crashes by 2045.

The City of Ocala was awarded a Fiscal Year (FY) 2023 Safe Streets and Roads for All grant by the United States Department of Transportation (USDOT) to conduct supplemental planning activities. These activities include developing a city-wide Local Road Safety Plan (LRSP) and a Speed Management/ traffic calming policy targeting safer speeds in residential areas and around schools.

### PROJECT OVERVIEW

The purpose of these supplemental planning activities is to perform detailed safety analysis, and collaboration, develop tools and strategies, and prioritize road safety projects to improve roadway safety by significantly reducing or eliminating roadway fatalities and serious injuries based on a Safe Systems Approach. The Safe Systems Approach addresses the safety of all users, including pedestrians, bicyclists, public transportation users, motorists, personal conveyance and micro-mobility users, and commercial vehicle operators. These planning activities will support and enhance the adopted Ocala Marion TPO Vision Zero plan.

## CONSULTANT TASKS/DELIVERABLES

### **Task A - Project Administration**

1. The Consultant shall assign a project manager responsible for coordination of all the work, and project schedule, and be the primary point of contact.
2. Kick-off Meeting: The Consultant will prepare and conduct a kick-off meeting with the CITY to discuss project expectations, including the project schedule and timeline, meetings, potential stakeholders, and other relevant project information. The consultant will also develop minutes for the monthly progress meetings and circulate meeting minutes to all participants following the meetings.
3. Tentatively, the consultant has a total of 270 calendar days to complete studies after issuance of a Notice to Proceed (NTP) with the following milestones.

Kick-off Meeting	Within 15 calendar days
Crash Analysis Technical Memorandum and High Injury Network Map	Within 90 calendar days
Research and Literature Review Summary	Within 150 calendar days
Draft Local Road Safety Plan	Within 180 calendar days
Draft Speed Management and Traffic Calming Policy	Within 210 calendar days
Final Study Reports	Within 240 calendar days

The actual project schedule will be mutually agreed to between the City and the Consultant.

### **Task B - Crash Analysis**

#### **B.01 – Crash Analysis:**

The Consultant will obtain recent (five-years) fatal and incapacitating/serious injury crash data and conduct a detailed analysis to evaluate the locations, causes, and contributing factors for these crashes within the City of Ocala. The crash analysis will highlight and focus on factors and features that appear to be prominent contributing factors in fatal and serious injury crashes, including, but not limited to, lighting conditions, speed, intersection vs. mid-block, number of travel lanes, roadway type, and crash types by relevant road users (motorists, people walking, transit users, etc.). Based on the analysis performed, a geospatial identification of higher-risk locations is developed (a High-Injury Network or equivalent). The crash analysis results will include geographic locations of crashes with related attribute data in an MS Excel and ArcGIS format, tables and maps of crash types and factors.

#### **B.02 – High Injury Network:**

Based on the results of Task B.01, the Consultant will work with City staff to identify a High Injury Network (HIN) that will highlight the locations and corridors with the highest frequencies of fatal and serious injury crashes. The HIN provides an opportunity to identify priority locations that could be targeted for early intervention as part of the Action Plan. The data analysis conducted to support this task should consider site-specific locations with above-average crash histories and rates, particularly in underserved communities. Systemic or corridor-based

analysis tools that might identify high-risk characteristics of roadways for which countermeasures might exist must be included.

The consultant will be responsible for developing appropriate graphics to communicate the crash data as part of the existing conditions section of the Safety Plan and for use in presentations, on websites, and social media. It should be noted that location-based crash data on maps is considered sensitive data. The consultant should suggest the types of mapped data and the level of detail that is useful but be cognizant of the sensitivity and suggest how it is to be made available to the public plan documents and at meetings.

#### **B.03 – Crash Analysis Technical Memorandum:**

The Consultant will prepare a technical memorandum summarizing the key findings from the crash analysis and HIN. The technical memorandum will include maps, tables, and charts reflecting key takeaways about roadway characteristics, behavioral factors, environmental, and socioeconomic factors that may be contributing to people being killed or seriously injured throughout the transportation system.

#### **B.04 – Deliverables:**

1. Geographic locations of crashes with related attribute data in an MS Excel and ArcGIS format, tables and maps of crash types and factors.
2. High Injury Network Map; and
3. Crash Analysis Technical Memorandum.

#### **Task C - Research and Literature Review**

1. The consultant shall review, at a minimum, the adopted Ocala/Marion County Transportation Planning Organization (TPO)'s Commitment to Zero Safety Action Plan (Vision Zero), (FY) 2023 Notice of Funding Opportunity (NOFO) by the USDOT Safe Streets and Roads for All Discretionary Grant Program, and the National Roadway Safety Strategy (NRSS), the Safe System Approach, Executive Order 14008.
2. The consultant shall also review the City's Speed Hump Guidelines, ITE Traffic Calming guidelines, and FHWA's Traffic Calming ePrimer website.
3. The consultant shall perform a literature search of proven speed management, and traffic calming techniques and policies in Florida, especially in residential neighborhoods and schools.
4. The Consultant will prepare a summary memorandum of the review findings including Safe Systems Approaches that other communities have adopted and identify best practices to significantly reduce or eliminate roadway fatalities and serious injuries.

#### **Task D - Public Meetings / Presentations/Public Engagement**

1. The Consultant will present the project at up to one City Council Workshop and two public meetings.
2. The Consultant will prepare a PowerPoint presentation on the project and respond to all project-related questions and requests for additional information.
3. The City will secure the two public meeting locations and cover any associated fees, prepare the meeting advertisement, public notifications and mailings, and administer the public meeting.
4. The City will develop and update a website page for the project on the City's website.
5. The City's website and social median pages (Facebook, Twitter) will be used as a platform for engaging the community throughout the project.

6. The Consultant will develop an online survey and interactive comment map that will be provided, in a linkable format, to the City to post on their website. The Consultant will monitor survey and map activity and will include updates as part of the project coordination process. As part of this effort, a public involvement process that focuses on reaching underserved, underrepresented, and vulnerable populations will be undertaken to ensure inclusion and equity for all persons within the planning area.
7. The Consultant will coordinate with City Staff to identify a stakeholder group that will serve to provide feedback on relevant action items and strategies. It is envisioned that this group will have diverse representation from various groups and organizations that may include but are not limited to:
  - Chambers of Commerce
  - Civil Rights Programs
  - County and Municipal Advisory Groups
  - Hospitals
  - Neighborhood Associations
  - Senior Centers
  - Social Service Providers
  - Walking and Bicycling Advocacy Groups
8. The Consultant will prepare a Public and Stakeholder Engagement memorandum summarizing the input from the various above engagement tasks and activities.

#### **Task E - Local Road Safety Plan (LRSP)**

A local road safety plan (LRSP) is one of the Federal Highway Administration (FHWA) proven safety countermeasures and provides a framework for identifying, analyzing, and prioritizing roadway safety improvements on local roads. The Safety Action Plan should follow the Safe Systems Approach utilized by the U.S. Department of Transportation (USDOT) and the Federal Highway Administration (FHWA). The Safety Plan will identify a comprehensive set of projects and strategies, that are data-driven, and incorporate best practices, stakeholder input, equity, and environmental considerations, to address the safety problems. Innovative strategies and technologies will be molded to the needs of the area, promoting safety and equity. The identified strategies will be those with the greatest potential to reduce fatal and serious injury crashes and reduce crash rates on all public roads.

The Consultant will utilize findings and input from tasks B through D along with various inputs obtained throughout the project process to develop a series of actionable strategies that can be implemented to reduce fatal and serious injury crashes. The Safety Plan goals must include a commitment and timeline for eliminating roadway fatalities and serious injuries. The Consultant will produce a technical memorandum highlighting strategies, target performance measures and benchmarks, and an implementation matrix for the proposed strategies.

LRSP scope includes:

- Equity and underserved community analysis,
- High Injury Network (HIN) evaluation using recent crash history,
- An assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify implementation strategies and actions through the adoption of revised or new policies, guidelines, and/or standards; and



- Develop a prioritized list of issues, risks, actions, and improvements that can be used to eliminate fatalities and serious injuries on City roadways. The Consultant shall identify low-cost, medium-cost, and high-cost safety based on improvements that may be implemented to address the concerns expressed by residents and stakeholders or crash data analysis. FHWA's Proven Safety Countermeasures, low-cost, high-impact safety improvements at both a system and site-specific level, and complete street principles will be considered.

The Consultant will produce a draft LRSP along with supporting technical appendices (technical and summary memorandums from prior tasks) in electronic format and submit them to the City for review and comments. A detailed draft, including an executive summary, will be developed that incorporates a summary of the crash data evaluated through the benchmarking and network screening tasks, summarizes the stakeholder involvement and contribution to the Safety Plan development, and incorporates the public outreach and City Council workshop results and findings.

The Consultant will coordinate with the City and address comments on the draft LRSP. Upon satisfaction of comments, the Consultant will prepare a final version of the LRSP. The Final Safety Plan will be provided to the City with all supporting data, including GIS files. One hard copy and one electronic pdf file of the final plan are required.

### **Task F - Speed Management Plan and Traffic Calming Policy**

Speeding is a safety concern on all roads and for all road users, including the most vulnerable pedestrians, bicyclists, and motorcyclists. There is broad consensus among global roadways safety experts that speed control is one of the most important methods for reducing fatalities and serious injuries. According to Signal Four Analytics (2015-2020), there were 803 speed-related, 18 fatal, and 43 serious injuries, crashes within the city. Addressing speed is fundamental to the Safe System Approach to making streets safer since humans are less likely to survive high-speed crashes.

The City continues to receive traffic-related complaints concerning vehicle speeding, cut-through traffic, pedestrian/bicyclist safety, and requests for traffic calming measures in neighborhoods and school areas. We recently completed a neighborhood traffic calming study in southeast Ocala. The purpose of this study was to evaluate roadways within the study area for potential modifications to promote lower travel speeds and improve multi-modal travel consistent with the surrounding residential area.

#### **F.01 – Speed Management Plan:**

The Consultant will utilize findings and input from tasks B through D along with various inputs obtained throughout the project process to develop a Speed Management Plan targeting safer speeds in residential areas and around schools. Additionally, the Consultant shall utilize the FHWA's Speed Management Action Plan template where applicable to assist with developing the plan.

The scope of the proposed city-wide Speed Management Plan includes:

- Review past speed and traffic calming studies performed by the City.
- Collection of additional traffic speed data as necessary, up to 10 locations.
- Problem identification process (system-wide and location-specific);
- Identification of countermeasures, strategies, and the actions to prioritize them.
- Identification of appropriate speed limits and target speeds; and

- Developing speed management action plan.

#### F.02 – Traffic Calming:

The Consultant shall develop a formal Traffic Calming policy that has a structured process from initiation determination of the problem through implementation of individual measures or series of measures. The Consultant shall review existing school zone signing and pavement markings within the City of Ocala for conformance with the guidance on school zone delineation contained in the Florida Department of Transportation's (FDOT) Speed Zoning for Highways, Roads and Streets in Florida, August 2018.

This structured process, at a minimum, should outline:




1. Flow Chart
2. Project Initiation: Traffic concern reported / Request for traffic calming / Application form submitted with minimum required household support.
3. Qualitative Assessment
4. Speed Study, Engineering study - problem identification, affected street(s) and mitigative measures.
5. Street eligibility criteria -point-based priority rating system considering crash history, 85<sup>th</sup> percentile speed vs speed limit, traffic volume, the proximity of schools, parks, and other pedestrian generating facilities, and land use. Minimum points threshold.
6. Development of a traffic calming plan -Roadway / Neighborhood
7. Petition/ballot survey (minimum property owners response and support required)
8. Approval /budgeting/ programming
9. Implementation of plan
10. Evaluation (and refinement) of traffic calming plan
11. Traffic Calming Measures (pros and cons)
  - a. Non-Intrusive Measures
  - b. Horizontal, Vertical, and Narrowing Measures
  - c. Other speed management techniques
12. Application form
13. Petition form
14. Traffic calming flyer

#### F.03 – Deliverables:

The Consultant will produce a draft Speed Management Plan and Traffic Calming Policy along with supporting technical appendices (technical and summary memorandums from prior tasks) in electronic format and submit them to the City for review and comment.

The Consultant will coordinate with the City and address comments. Upon satisfaction of comments, the Consultant will prepare a final version of the Speed Management Plan and Traffic Calming Policy. One hard copy and one electronic pdf file of the final documents are required.

## **Additional References**

1. [Ocala Marion Transportation Planning Organization's Adopted Commitment to Zero Action Plan.](#)
2. [Federal Highway Administration's \(FHWA\) Safe System Approach for Speed management.](#)
3.  [Florida Department of Transportation's Complete Streets; Context Classification Guide.](#)
4.  [Central Florida Safety Strategic Plan: Achieving Zero serious injuries and fatalities Together, May 2024.](#)
5.  [U.S. Department of Transportation FY23 Safe Streets and Roads for All Notice of Funding Opportunity \(NOFO\).](#)
6. U.S. Department of Transportation Federal Highway Administration Traffic Calming ePrimer: Traffic Calming ePrimer | FHWA (dot.gov): [Traffic Calming ePrimer | FHWA \(dot.gov\)](#)
7.  [City of Ocala Traffic Calming Guidelines.](#)
8.  [Kimley Horn's SE Ocala Neighborhood Traffic Calming Study Report, July 2024.](#)
9.  [FHWA's Speed Management Action Plan Template.](#)
10.  [FHWA's Speed Management Toolkit.](#)
11.  [The Transportation Research Board \(TRB\), National Cooperative Highway Research Program's \(NCHRP\) Research Report 966: Posted Speed Limit Setting Procedure and Tool: User Guide.](#)

**END OF SECTION**

## SECTION 2

### SUBMISSION INSTRUCTIONS, PROPOSAL ORGANIZATION REQUIREMENTS, AND EVALUATION CRITERIA

Proposers shall follow the submittal requirements set forth herein. Responses that do not adhere to the following format or which fail to include the requested information/documents may be considered non-responsive and therefore ineligible for award. The City reserves the right to seek additional/supplemental information as needed.

**3.1. PROPOSAL SUBMISSION INFORMATION AND DEADLINE. All Proposals must be electronically submitted via before 2:00 p.m. (EST) on the listing end date/bid close date identified at [www.bidocala.com](http://www.bidocala.com). Proposals received after this time and date will not be considered. Proposals may not be submitted by any other means.** The City will not accept Proposals sent by U.S. Mail, couriers, fax, or e-mail.

- (a) Sealed electronic Proposals will be received and opened by the City's Procurement and Contracting Department electronically via the City's e-procurement portal. All submitted responses shall be time and date stamped at the time the documents are uploaded and received.
- (b) Any Proposals received after the advertised deadline for submissions will not be considered. It is the sole responsibility of each Proposer to ensure Proposal is submitted via the e-procurement portal on or before the advertised deadline.
- (c) The ProRFx timestamp shall be conclusive proof of the timeliness of submission.
- (d) By submitting a response, the Proposer certifies that neither Proposer nor any principal of Proposer is presently disbarred, suspended, proposed for debarment, declared ineligible, or otherwise excluded from doing business with any government agency (local, state, or federal).
- (e) No Proposer shall be permitted to submit multiple solicitation responses. Only one (1) submission per firm, corporation, or individual bidder shall be accepted (as corroborated by maintaining distinct financial books, corporate tax filings, and EINs).
- (f) All Proposers submitting bids on installation must supply written factory certification that they are an authorized/certified installer for the product (if applicable). Failure to supply this documentation with the Proposal may result in bid rejection at the City's discretion.
- (g) All items bid must be new. Used and/or refurbished items will not be considered unless specifically and expressly authorized by City in the written specifications issued with this solicitation.
- (h) Proposers shall examine the solicitation and contract documents and before submitting a bid, shall make a written request to City for an interpretation or correction of any ambiguity, inconsistency, or error therein which could have been discovered by a Proposer. At the Proposal opening each Proposer shall be presumed to have read and be familiar with the contract documents.
- (i) City reserves the right to award contracts to multiple vendors for the procurement of the subject goods or services.

**3.2. COVER PAGE, PAGE SIZE, AND FORMAT.**

- (a) Proposals shall contain 8 ½" x 11" pages only with a minimum font size of 11 points.
- (b) The cover page shall include the title of this Solicitation along with the Proposer's firm name, address, contact person, telephone number, and e-mail address.

**3.3. ORGANIZATION OF PROPOSAL.** Proposers shall organize submittals in the following format with tabs separating each section. The Consultant's Proposal shall be **no more than thirty (30) pages**, excluding front covers, a cover letter of up to two (2) pages, resumes, required statements and response forms, qualification letters, and certificates. Proposals failing to provide sufficient information and

assurances of performance to accurately assess each category of the required services which fail to comply with the requirements and conditions of the Request for Proposal will not be given further consideration.

(a) **TRANSMITTAL LETTER.** A transmittal letter must accompany the submittal and must be signed by an individual legally empowered to represent the firm. The transmittal letter should include the following information:

- (1) Identification of the individuals authorized to represent the design-build firm/team in any negotiations, along with their mailing address, phone and fax numbers, and e-mail addresses.
- (2) Specific statement that the Proposer has read and understands all procedures and criteria associated with the submittal requirements.
- (3) Acknowledgement of receipt of this Solicitation and understanding that all terms and conditions contained herein may be incorporated into a resulting contract.
- (4) Statement that the individual who will execute the resulting contract shall be authorized to do so as a representative of the team submitting the response.

(b) **TAB 1 –QUALIFICATIONS AND EXPERIENCE; STAFFING PLAN** The emphasis of this section shall be on key personnel that will be committed to the Project, their specific Project roles, and availability.

- (1) Provide a brief narrative which provides a general description of the Project team, highlighting the team's qualifications and experience managing previous projects, and the team's ability to provide the services detailed in the Solicitation.
- (2) Provide an organizational chart depicting Proposer's key personnel that will be committed to the Project(s). The personnel identified in the organizational chart are expected by City to be utilized for the Project. City reserves the right to disallow substitutions without prior City approval.
- (3) For each key personnel identified, describe their respective role and responsibilities with respect to this Project and provide a resume for each individual depicting education, certifications, professional affiliations, licensure, experience on similar or related projects; and any other unique qualifications.
- (4) Identify and provide in-depth information for the proposed project manager's qualifications, track record and relevant experience including projects the team worked on together
- (5) Identify and provide qualifications and experience of any subcontractors/subconsultants, if any, and the resources available to perform the work for the duration of the Project.
- (6) **Please also provide:**
  - (a) The location of the principal office of your firm that will be responsible for overseeing the Project.
  - (b) If Proposer is a Minority Business Enterprise certified by the state of Florida, provide a copy of said certification.

(c) **TAB 2 – PROJECT UNDERSTANDING AND TECHNICAL APPROACH; PROJECT SCHEDULE**

*Here, Proposers should demonstrate how the Project will be implemented pursuant to the goals and requirements set forth in this Solicitation. Proposers shall demonstrate knowledge of the Project objectives/goals and existing field conditions, identify potential design and construction/build issues,*

and present a comprehensive plan for completing the specified work as established in the Scope of Services. Responsive proposals shall:

- (1) Convey a clear understanding of the nature of the work outlined in the Scope of Work, and your methodology to accomplish it.
- (2) Provide the consultant's team approach and management plan for providing services.
- (3) Include your proposed project schedule, identifying any critical paths, to accomplish the Scope of Work.

(d) **TAB 3 – PREVIOUS SIMILAR PROJECTS; REFERENCES; LITIGATION**

- (1) Provide a list of public or private entities for whom the proposer has developed a Safe Streets for All – Vision Zero Action Plan similar to those described in this solicitation.
- (2) Identify all claims arising from a contract that have resulted in litigation or arbitration in the last five (5) years. Briefly describe the circumstances and outcomes for each.

(e) **TAB 4 – PROJECT COST**

- (1) Provide a fee schedule and include a detailed breakdown cost for each deliverable/task. For tasks that lack a definable work product, provide fully loaded hourly rates for responsible personnel.

**3.4. EVALUATION PROCESS AND CRITERIA.** The City desires to maximize the purchasing value of public funds. It is the intention of the City to award the contract to the most qualified, responsive, responsible firm.

(a) **ADMINISTRATIVE REVIEW OF PROPOSALS.** City Procurement staff shall first review all Proposals in detail to make a determination as to the responsiveness of each Proposer:

- (1) A Proposal will be deemed responsive where it complies with the requirements as set forth in this solicitation, including the submission of all required documentation in the format outlined by this Solicitation.
- (2) If a Proposal is found to be inadequate with regard to any of the requirements set forth in this solicitation, the City's Procurement and Contracting Officer, in his/her sole discretion, shall make a determination as to whether or not the deficiency can fairly be corrected or if the Proposal should be rejected and found to be non-responsive.
- (3) Only those Proposals found to be responsive shall be submitted to the Selection Committee

(1) **SELECTION COMMITTEE PROCESS.** The Selection Committee will be comprised of, at a minimum, three (3) members. The committee will consist of representatives from various and appropriate City departments.

(2) The committee members will independently score and rank each responsive proposal received in accordance with the evaluation criteria. During the Selection Committee meeting, the committee members will review the proposals and will submit their rankings for compilation of the overall ranking to determine a shortlist, if needed.

At that time, dates may be set for conducting interviews with those firms remaining on the short list if there is not a clear #1 ranking. Shortlisted, firms will be notified either by email and/or telephone of the date and time. Presentation to the selection committee shall be made by the proposer's project manager and any others who will be directly involved in the development of these projects.

- (3) The Selection Committee reserves the right to interview any or all proposers and to require a formal presentation with the key people who will administer and be assigned to work on the project. This interview is to be based upon the written proposal received.
- (4) The Contracting Officer shall negotiate further terms and conditions of an agreement with the highest-ranked proposer. If the Contracting Officer cannot reach a mutually beneficial agreement with the first selected proposer, the Officer reserves the right to enter into negotiations with the next highest ranked proposer and continue this process until an agreement is reached or the City decides to terminate this LOI.

**3.5. EVALUATION CRITERIA.** The Selection Committee shall rank all proposals received, by ordinal rankings, which meet the submittal requirements.

Each Selection Committee member will be provided an individual scoring worksheet for each firm. After group discussion among committee members during the Selection Committee Meeting, each member will individually award points to the various Proposers based on: the evaluation criteria listed above.

Selection Committee members will enter their scores on the individual scoring worksheets for each firm and will provide printed copies to the Facilitator. The Facilitator will aggregate each member's scores in the Bid Tabulation Worksheet which will calculate the total score for each firm. The Bid Tabulation Worksheet will produce the results needed for ranking the firms.

Proposers will be assigned a ranking in order of total points awarded by the individual committee members. The Proposer with the highest number of points awarded will receive an ordinal score of 1 and the Proposer with the second highest number of points will receive an ordinal score of 2, and so on.

**The following factors will be considered in ranking the responsive proposals received:**

<b>EVALUATION CRITERIA</b>	<b>SCORING (100 POINTS)</b>
<p><b>Qualifications and Experience, Staffing Plan</b></p> <ul style="list-style-type: none"> <li>• Provide a description of previous similar work done by the nominated staff. Please include dates, locations, and feedback received on project performance.</li> <li>• Describe the proposed staffing for this effort. Include individuals who will work on this project with detailed resumes. The staff proposed to perform the work must have significant experience in the development of similar action plans. This proposal will identify one individual with such experience that will be responsible for overseeing the entire project.</li> </ul>	40
<p><b>Project Understanding and Technical Approach</b></p> <ul style="list-style-type: none"> <li>• Convey a clear understanding of the nature of the work outlined in the Scope of Work, and your methodology to accomplish it.</li> <li>• Firm's approach and management plan for providing services.</li> <li>• Demonstrated ability to adequately staff the projects to meet varying time schedules and demands.</li> </ul>	30
<p><b>Previous Similar Projects References/ Litigation</b></p> <ul style="list-style-type: none"> <li>• Past Performance of the Consulting Firm.</li> <li>• Projects completed by the Consulting Firm.</li> </ul>	30

<ul style="list-style-type: none"> <li>• Similar Projects References (minimum of three (3). Provide company name, point of contact name, phone number, fax number and email address.</li> <li>• Identify all claims arising from a contract that have resulted in litigation or arbitration in the last five (5) years. Briefly describe the circumstances and outcomes for each.</li> </ul>	
<b>Total Maximum Points</b>	<b>100</b>

(a) **NEGOTIATION AND INTENT TO AWARD.** After the shortlisted firms have been ranked based upon evaluation criteria, the City will issue its Intent to Award and engage in negotiations for the development of a professional services contract starting with the highest-ranked Proposer after the conclusion of the protest period. In the event that City is unable to negotiate a contract with the highest-ranked Proposer, such negotiations will be terminated and negotiations will commence with the next highest-ranked Proposer, and so forth, until a contract is negotiated or the City rejects all Proposals and terminates the solicitation.

- (4) Negotiation meetings will be conducted in Ocala, Florida and the City will distribute instructions and/or agendas in advance of each negotiation session. Representatives for the Proposer should plan to be available, without interruptions, for the entirety of the scheduled negotiation meeting.
- (5) Negotiations will not be open to the public, but will be recorded pursuant to Section 286.0113, Florida Statutes. The recorded sessions and any records presented at the meeting will remain exempt from Florida Public Records until such times as the City provides notice of an intended decision or until thirty (30) days after the final reply, whichever occurs first. Provided, however, if the information provided at the meeting is deemed to be material to the Solicitation, then an addendum will be issued to all responders.
- (6) The City reserves the right to negotiate and award contracts to those bidders who successfully achieve an overall score of at least **80 (eighty) points**. If an agreement cannot be reached with the successfully rated consultant, the City reserves the right to reject that proposal.
- (7) After the successful negotiation of a professional services contract, the City will present the resulting contract to City Council for approval. City Council may approve the recommended award and negotiated contract or reject the award and contract. The decision of City Council shall be final.

### **3.6. CONTRACT AWARD.**

- (a) City anticipates award to the firm who submits a Proposal judged by the City to be the most advantageous.
- (b) City reserves the right to make award(s) by individual service/item, aggregate or none, or a combination thereof; to cancel the solicitation, reject any and all Proposals, or waive any minor irregularity or technicality in Proposals received.
- (c) Proposer understands that by submitting a response to a solicitation does not constitute an agreement or a contract with the City.
- (d) In the event of a default by the awarded vendor, City reserves the right to utilize the next highest rated Proposer meeting specifications as the new awarded Vendor. In the event of this occurrence, the next highest rated Proposer meeting specifications shall be required to provide the goods or services at the prices as contained on their Proposal or bid for this specification.



- (e) The contract that the City expects to award as a result of this Solicitation will be based upon the Solicitation documents, Vendor's final response to the Solicitation as accepted by the City, and the City of Ocala's General Terms and Conditions and any Special Terms and Conditions attached hereto.

### **3.7. ADDITIONAL INFORMATION.**

- (a) **Offer and Binding Authority.** Each Proposal timely received by City at the time advertised for the bid opening shall constitute an offer by the Proposer to sell the goods and/or perform the services in strict accordance with the terms and conditions set forth in the solicitation, all for the bid amount. The individual submitting the Proposal must, and shall be deemed to, have binding authority to submit contracts on behalf of the responding firm.
- (b) **Determination of Responsiveness and Responsibility.** After Proposal opening, but before any award is made, the City shall evaluate (as applicable) the solicitation process, the bid total, any supplements to the Proposal submittal forms, Proposer experience, any proposed subcontractors and/or equipment manufacturers, Proposer's past performance and references, and any other data deemed by the City to be relative to making a determination of Proposer's responsibility and qualifications to perform satisfactorily under the resulting contract.
- (c) **Mistakes.** Proposers are expected to examine the specifications, delivery schedule, bid prices, extensions, and all instruction pertaining to the solicitation. Failure to do so shall be at Proposer's risk and expense. All extensions of the unit prices shown, and the subsequent addition of extended amounts, shall be verified by City. In the event of a discrepancy between the sum of the extended amounts and the bid total, the unit price shall govern (if applicable). The City reserves the right to add to or delete any item from a bid or resulting award when deemed to be in the best interest of the City.
- (d) **Subcontractors and Equipment Manufacturers.** Proposer may be required to submit, in writing, the names and addresses (and other material information) for any proposed subcontractors or equipment manufacturers identified in the Proposal. City reserves the right to disapprove any proposed subcontractor or equipment manufacturers whose technical or financial ability, resources, or experience are deemed (in the City's sole discretion) to be inadequate.
- (e) **Samples.** Samples of items when required, must be furnished free of expense to City and upon request, be returned to the bidder at the bidder's expense. Samples of selected items may be retained for comparison purposes.
- (f) **Right to Cancellation, Rejection, Disqualification, and Waiver.** City reserves the right to reject any bid where the prices appear to be unbalanced, and to reject any or all bids, or parts thereof, if it determines, in its sole discretion, that such rejection is in the best interest of the City. City reserves the right to cancel the bid in its entirety or waive any minor irregularity or technicality in bids received.
- (g) **Sole Proposer.** Where only a single responsible and responsive Proposal is received, City may, in its sole discretion, elect to conduct a price or cost analysis of the Proposal. Such Proposer shall cooperate with the City's analysis and provide such supplemental information as may be required. The determination whether to enter into an agreement with a sole Proposer shall be solely within the City's discretion and shall not be conditioned upon the City's performance of a price or cost analysis.
- (h) **Shortlisting and Oral Presentations.** Selection(s) may be made directly from Request for Proposals. In general, City wishes to avoid the expense (to the City and to proposing firms) of unnecessary presentations. Therefore, City will make every reasonable effort to rank/select firms based on written submittals alone. If no single top-ranked firm can be clearly identified by review of the written submittals alone, the City may shortlist Proposals and require those Proposers to make oral presentations, participate in interviews, or answer questions. These presentations,

interviews, and questions will provide Proposers with an opportunity to demonstrate their qualifications, approach to the project, and ability to furnish the required services. City reserves the right in all instances to conduct personal interviews or require presentations of any or all Proposers prior to selection. City shall not be liable for any costs incurred by Proposers in connection with personal interviews or presentations (i.e., travel, accommodations).

- (i) **City's Selection Committee.** City's selection committee may consist of representatives from the City of Ocala, City Council members, and/or the Mayor. City reserves the right to adjust the makeup of the selection committee. Evaluation criteria and selection schedules will be announced either within the solicitation documents or with the posting of a Public Notice.

**3.8. CONTRACT TERMS AND CONDITIONS.** Please review the City's General Terms and Conditions prior to submitting a response to this Solicitation and expect for them to be included in any award resulting from this Solicitation. By submitting a response, Proposer acknowledges its acceptance of the Solicitation specifications, the City of Ocala's General Terms and Conditions, and any Special Terms and Conditions attached hereto without modification unless expressly stated in the submitted offer. If Proposer takes exception to any provision, Proposer must state the reason for the exception and state the specific contract language it proposes to include in place of the provision and upload said exceptions as part of Proposer's response to this Solicitation.

**3.9. RIGHT TO PROTEST.** Any actual bidder or offeror that has submitted a Proposal for a particular procurement and is aggrieved in connection with the solicitation or award of the contract must protest in writing in compliance with the City of Ocala's Procurement Policy found at [www.bidocala.com](http://www.bidocala.com).

**END OF SECTION**