



Request for Proposals Downtown Strategic Plan Update Morgantown, West Virginia

Deadline for Written Questions April 30, 2008 by 10:00 A.M. E.S.T.

Answers to Questions Posted on City Website May 2, 2008

www.morgantown.com/downtown-plan.htm

The following questions and responses are intended to clarify provisions within the subject RFP. Some questions may represent a direct inquiry while others may represent questions that have been developed by Staff for the purpose of expanding a direct inquiry.

Question	Answer
1. What amount has been budgeted for the project?	Section 3.02 "Project Background" of the RFP provides that \$65,000 has been allocated by City Council for the project.
2. Is the \$65,000 the entire amount budgeted for the project or will additional funds be available through a phased process?	Currently, \$65,000 has been set aside for the project. Section 6 "Evaluation Factors" of the RFP provides that price proposal has a weighted value of 10%. As such, greater emphasis will be placed on the remaining qualitative criteria.
3. Can Potential Offerors present in their responses to the RFP an alternate approach?	Section 4.04 "Key Components" of the RFP provides that, "Potential Offerors are encouraged to add to, modify, or clarify any of the scope of work items deemed appropriate to obtain a high quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined below. As mentioned above, the plan's emphasis will be on the workability of the proposed strategies and not the quantity of included graphic depictions. In selecting a planning consultant for this project, the City of Morgantown will consider proposals that reflect an understanding of the emphasis in this effort."

Question	Answer
<p>4. Because fieldwork can affect price proposal, what level of mapping will the Planning Department provide to the successful consultant?</p>	<p>Section 4.01 “Description of Services” of the RFP provides that, “Planning Staff will mainly provide existing digital mapping and hard copy data, and meeting coordination and facilitation services.” The Planning Department will provide in ArcView-based GIS at least the following digital spatial data:</p> <ul style="list-style-type: none"> • Aerial photography • Parcel boundaries • Zoning classifications • Existing land use within the study area using the Land-based Classification System (LBCS) published by the American Planning Association • Public parking facilities (meters, surface lots, & structures) • Road centerlines • Building footprints • Hypsography • Census (tracts, block groups, blocks, TAZs)
<p>5. Section 1.02 of the RFP states that the City of Morgantown is looking to select a single firm to supply all services, but later (in Section 4.02) mentions that teams are acceptable. Can we use sub-consultants be included in a proposal?</p>	<p>Section 4.02 “Who May Respond” provides that, “Any consulting firm, consulting team, or other organization with appropriate expertise may respond.” To clarify, the discrepancy with Section 1.02, the City of Morgantown will enter into a professional services contract with one lead vendor. The lead vendor will be responsible for contractual relationships with sub-vendors.</p>
<p>6. Are members of the AD-HOC committee already established? (Section 4.05) Is there a database with contact information for the AD-HOC committee and other stakeholders, public officials, etc?</p>	<p>The Planning Department is currently preparing a preliminary list and contacting potential ad-hoc committee members. It is the Department’s intent to finalize committee membership by mid to late June 2008.</p>

Question	Answer
<p>7. Are printing, aerial photography, communication, transportation, hotel, and meal expenses reimbursable?</p>	<ul style="list-style-type: none"> • Section 2.04 “Reimbursements” provides that, “There is no expressed or implied obligation for the City of Morgantown to reimburse responding firms for any expenses incurred in preparing proposals in response to this RFP, and the City of Morgantown will not reimburse responding firms for these expenses, nor will they pay any subsequent costs associated with the provision of any additional information or presentation, or to procure a contract for these services. • As noted in Answer No. 4 above, the Planning Department will provide, in ArcView-based GIS format, aerial photography. As such, the delivery of aerial photography is not a part of this project’s scope of work. • Section 5.02.03 “Cost Proposal” provides that, “The cost proposal must itemize all charges for individually identifiable components of the Scope of Work; and, “The cost proposal must state a maximum “not to exceed” contract amount for all services rendered.” As such and with the exception of aerial photography, the costs identified in the question are to be included in the offeror’s cost proposal.

Question	Answer
<p>8. Will you require perspective renderings to promote the vision and can they be billed as a reimbursable expense?</p>	<ul style="list-style-type: none"> • Section 4.07.01 “Graphic/Mapping/GIS” provides that the “plan is expected to be supplemented by visual depictions of development concepts and land use scenarios.” Renders is included in the list of suggested techniques. • Section 4.04 “Key Components” provides that, “Potential Offerors are encouraged to add to, modify, or clarify any of the scope of work items deemed appropriate to obtain a high quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined below. <i>As mentioned above, the plan’s emphasis will be on the workability of the proposed strategies and not the quantity of included graphic depictions.</i> In selecting a planning consultant for this project, the City of Morgantown will consider proposals that reflect an understanding of the emphasis in this effort. <i>(emphasis added)</i> • Concerning the issue of reimbursable expenses, the costs associated with graphics, mapping, and GIS are to be included in the offeror’s cost proposal.
<p>9. Can several meetings be combined into the same trip to Morgantown?</p>	<p>The scheduling of required meetings can and should be coordinated so as to reduce travel costs and resources are directed to meeting project objectives. Section 4.07.02 “Progress Meetings/Reports” provides that, “Detailed scheduling of the project will be negotiated during the contract negotiations between the selected consultant and the City of Morgantown.”</p>
<p>10. What types of currently planning documents and studies will be provided by the City of Morgantown?</p>	<p>Several documents are currently available online through the link provided on Page 1 of this document. Additional documents will be provided to the selected firm in hard or electronic copy that have been completed by City departments and/or other public agencies; i.e. Mountain Line Transit Authority, Morgantown Housing Authority, etc.</p>

Question	Answer
11. Will planning commission/city council meeting(s) be open to the public?	Yes.
12. Will the project website be hosted by the client with the consultant providing the client with updates?	The project website hosting can be managed by either the City or the selected firm. This issue can be negotiated with the selected firm. However, if it is decided that the City will host same, the selected firm will be expected to provide updates for posting.
13. Does all mapping need to be completed in GIS format; are hand drawn urban design plans and enlargements permitted?	The selected firm will be expected to have GIS capacity, as the spatial data that will be shared by the Planning Department will be GIS-based. Deliverables considered spatial data are expected to contribute to the City's repository of same. However, hand drawn urban design illustrations are acceptable and often a preferred means of effectively visualizing same.
14. To what depth and detail are we expected to complete each of the project components?	Section 4.04 "Key Components" provides that, "Potential Offerors are encouraged to add to, modify, or clarify any of the scope of work items deemed appropriate to obtain a high quality plan at the lowest possible cost. All changes should be listed and explained."
15. When you ask for an assessment of the existing assets what kind of assessment do you want (i.e. structural, finance, cultural, appropriateness, historical) or do you want our observations on the strengths and weaknesses of that particular asset?	The selected firm will be expected to draw on the expertise of its associates and/or team members with capacity in the desired downtown strategic planning disciplines identified in Section 4.02 "Who May Respond" to provide well-founded observations based on existing conditions, available data, and public participation.
16. Do you need a residential housing market study or our observation from previous experience	Please refer to the answer provided for Question No. 15.

Question	Answer
<p>17. Can you please clarify the meaning of Section 2.11, Addenda on page 9 and provide an example?</p>	<p>Section 2.11 “Addenda” is intended to address the possibility (not necessarily probability) of changes in the scope of work during the course of negotiations with a selected firm and/or during the project. An example might be that an additional and/or alternate task is later identified that may be the best means of obtaining a high quality plan at the lowest possible cost. Another example may be an additional task identified that is beyond the scope of work provided in the RFP but desirable given conditions and/or circumstances at a point in time after the contract is awarded but before the project is complete AND/OR a particular capacity or service that the selected firm can contribute to the project that was not considered in preparing the RFP’s scope of work.</p>
<p>18. Section 3.04, Project Goals and Objectives on page 12 refers to goals and objectives of the project. One of the goals and objectives is “Define capital improvements and a regulatory framework that guide public and private investment toward this shared vision of the downtown.” Is the consultant expected to develop a “regulatory framework” that includes recommendations for specific regulations or regulatory changes to existing ordinances?</p>	<ul style="list-style-type: none"> • Concerning regulatory changes, the selected firm will be expected to evaluate and propose revisions were necessary to the City’s Planning & Zoning Code that supports the recommendations of the plan update. • Concerning regulatory framework for capital improvements, interested Offerors should know that the City has affected financing measures such as business improvement districts, tax incremental financing districts, and public/private partnerships for capital improvements. The selected firm will be expected to review said measures, make observations, and recommend alternative and/or additional financing strategies for capital improvement needs identified during the course of the project. Of particular interest might be town/gown initiatives. If an alternate strategy is recommended that is not permitted under West Virginia State Code, than the City of Morgantown, depending on the merits of the recommendation, may later seek support for related legislation.

Question	Answer
<p>19. Section 4.01, Description of Services on page 13 states that “Staff will not be assuming responsibility for completion of work scope items, or any hard costs associated with the project other than public meeting and advisory committee notifications. Please clarify what you mean by “hard costs.”</p>	<p>Hard costs might include the preparation/printing/copying of materials necessary for meetings, workshops, etc. The issue of hard costs may be negotiated with the selected firm.</p>
<p>20. Section 4.03, Project Timeline on page 13 states that the draft plan is expected to be complete within 5 months from the project contract award date. Does this mean the draft plan will be due by the end of November (based on the tentative schedule on page 3)?</p>	<p>Section 4.03 “Project Timeline” provides that, “A <i>draft</i> plan completion will be expected within 5 months from the project contract award date...AND...”The selected consultant must be able to complete this project within an approximately 8-month timeframe, by January 2009.” (<i>emphasis added</i>)</p> <p>The project timeline provided in the RFP is intended to measure Offerors’ ability to complete the project given their current workload. Detailed scheduling of the project will be negotiated during the contract negotiations between the selected consultant and the City of Morgantown.</p>
<p>21. Section 4.03, Project Timeline on page 13 also states that the consultant must complete the project within an approximately 8-month timeframe, by January 2009. Is the project expected to be completed by the beginning or the end of January?</p>	<p>Again, the project timeline provided in the RFP is intended to measure Offerors’ ability to complete the project given their current workload. Detailed scheduling of the project will be negotiated during the contract negotiations between the selected consultant and the City of Morgantown.</p>

Question	Answer
<p>22. Section 4.04, Key Components on page 14 states “Potential Offerors are encouraged to add to, modify, or clarify any of the scope of work items deemed appropriate to obtain a high quality plan at the lowest possible cost.” If the offeror modifies any of the scope of work items, where should this be addressed – within the Work Program section (referred to in section 5.02.02 on page 21) and/or “as a separate appendix and placed at the end of the proposal” (referred to in section 5.01, Requirements on page 21)?</p>	<p>Additions, modifications, and/or clarifications may be detailed either in response to Section 5.02.02 “Work Program” or as an appendix. However, the organization, format, and description of same should be straightforward and concise so that it can be easily compared to other submitted proposals. Further, modifications included in the proposal’s work program must be clearly identified as alternates to the scope of work detailed in the RFP. Offerors may choose to develop a work program that is consistent with the RFP and offer additions, modifications, and/or alternate strategies in an appendix to simplify the Selection Committee’s comparative assessment of both approaches.</p>
<p>23. Section 4.07.02, Progress Reports/Meetings on page 20 states “Progress meetings with Planning Department Staff will be held monthly for the duration of the project.” Is the consultant required to participate in these meetings? If yes, is the consultant required to participate in-person or is participation by telephone sufficient?</p>	<p>Said meetings are intended to update Planning Department Staff on the consultant’s progress and performance in completing tasks in a timely manner. In-person meetings may unnecessarily contribute to increased travel costs. As such, alternate strategies of monitoring monthly progress will be considered and negotiated with the selected firm (i.e. telephonic conferencing, emailed reports, etc.)</p>

Question	Answer
<p>24. Section 5.02.01, Letter of Response on page 21 lists 4 things that must be included in the proposal. Should these 4 things be provided in a letter format with the other information in Sections 5.02.02 – 5.02.06 attached to the letter?</p>	<p>The Proposal Format & Content Requirements provided in Section 5 of the RFP is intended to provide the Selection Committee complete comparative context in evaluating proposals.</p> <p>Section 5.01 “Requirements” provides that, “Proposal documents should provide a straightforward, concise description of the Offeror’s capabilities to satisfy the requirements of the RFP. Emphasis should be on completeness, clarity of content, and conveyance of the information requested by the City of Morgantown. The requirements stated do not preclude Offerors herein from furnishing additional reports, functions, and costs as deemed appropriate.”</p> <p>Offerors should present the proposal in a manner that best reflects the capacity of the firm/team and its ability to complete the plan update project.</p>
<p>25. Section 5.02.02., Work Program on page 21 states that one of the things that must be included is “Narrative and graphics on how the project will be completed.” Do you have specific graphics in mind that should be included? If yes, what are they?</p>	<p>No. Again, Offerors should present the proposal in a manner that best reflects the capacity of the firm/team and its ability to complete the plan update project.</p>
<p>26. Section 5.02.03, Cost Proposal on page 22 states “The cost proposal must itemize all charges for individually identifiable components of the Scope of Work.” Please clarify what this means.</p>	<p>When pricing a proposal, Offerors are expected to, in part, address the components enumerated in Section 4.04 “Key Components.” Several tasks intended to support said components are provided in Section 4.05 “Document Organization.” Although only 10% of the evaluation factors are focused on price proposal, greater detail in this area may aid in negotiating modification, alternate strategies, etc.</p>