

*Ashwaubenon School District*

**Valley View**

**SRTS Project**

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## I. Background

### a. About the Safe Routes to School Program

The Safe Routes to School (SRTS) Program encourages children ages K-8 to walk and bike to school by creating safer walking and biking routes. This program is funded through the revised federal transportation act which in turn provides funding to state departments of transportation. SRTS projects improve walking and biking travel options, promote healthier lifestyles in children at an early age and decrease auto-related emissions near schools.

### b. About Ashwaubenon's Valley View Safe Routes to School Project

The purpose of the Ashwaubenon's Valley View SRTS project is to promote safe walking and biking by improving facilities at Valley View Elementary School and the Valley View Park it is situated on, while providing school and community-wide education to pedestrians, bicyclist and motorists to support these improved facilities. The project will eliminate perceived and actual safety barriers that prevent more students from walking and biking to school. Park improvement impacts will spread throughout the community, beyond the school and its students. Ashwaubenon SRTS efforts will help create a walking and bicycling environment that is safer and more enjoyable for everyone. Ashwaubenon SRTS is funded by a federal Wisconsin Department of Transportation (WisDOT) award so the project must meet the applicable federal requirements.

## II. Purpose

The purpose of this aspect of the Ashwaubenon SRTS project is to develop education, encouragement, enforcement and evaluation (4 of the 5 Es) activities focusing on the improved facilities scheduled for construction at Valley View Elementary School and Valley View Park. Tangential benefit to the community is possible and expected since this project improves a park property and has included close collaboration between the Ashwaubenon School District and the Village of Ashwaubenon. This broader, community-wide impact on safe biking and walking is a secondary goal of the project.

In addition to working with Valley View Elementary students, staff and parents, the consultant will have to work with other stakeholders such as the Ashwaubenon Public Safety Department, the Village of Ashwaubenon, including the Village's Bicycle & Pedestrian Advisory Committee, and other Ashwaubenon School District staff.

## III. Description of Scope of Work

The proposal should describe the consultant's approach to completing each of the tasks outlined below. The proposal should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. The proposal should closely follow the format of the Scope of Work. It should include the following information and any other material/ideas your firm believes is pertinent to this project.

All products developed will become property of the Wisconsin Department of Transportation (WisDOT), the Federal Highway Administration (FHWA), and the Ashwaubenon School District.

## **a. Evaluation: Survey to Determine Effectiveness and Make Recommendations**

### **1. Conduct Pre-project Surveys**

Conduct pre-project surveys to evaluate the current situation and establish a baseline from which to measure the effectiveness of the project. These surveys should primarily assess walking and biking in the vicinity of the facility improvements. Any broader, community-wide assessment is beneficial but secondary in importance.

### **2. Conduct Post-project Surveys**

Conduct post-project surveys and compare those results with the pre-project surveys. Analyze the differences and develop recommendations of how the School District and Village can continue efforts to improve walking and biking. Educational, encouragement and enforcement aspects of the Village's Comprehensive Pedestrian & Bicycle Plan will be refined where necessary to ensure effectiveness, consistency and sustainability.

## **b. Educate & Enforce: Develop and Implement an Education Plan**

The consultant will develop and implement a quality, comprehensive education plan that improves the walking and bicycling knowledge and skills of students (grades 1-8) and those who educate, protect and interact with them (teachers, parents, law enforcement officers and residents). Educational efforts in the program will be geared toward these target audiences and be delivered in a manner suited to their specific needs, primarily in and around schools.

Education should include a coordinated series of training and "teach-the-teacher" sessions for each adult group - school staff/teachers, law enforcement and parents. Some of these sessions should be open to village residents and motorists in general. Conducting "teach-the-teacher" training with school Physical Education teachers to create an annual safe walking/biking unit will help ensure continuation of the education efforts. Students should be educated via a multitude of various classroom presentations, school assemblies, special events (Bike Month, Bike/Walk to School Days) and training sessions resulting from the "teach-the-teacher" adult training sessions. The majority of the training and curriculum developed for Valley View Elementary (grades 1-5) should also be applicable for Pioneer Elementary School (grades 1-5), and possibly to a lesser extent, for Parkview Middle School (grades 6-8).

The consultant will work with law enforcement to develop effective and consistent enforcement measures to help ensure safety, yet continue to encourage walking and biking. Students, parents and school staff must be made aware of such measures.

## **c. Encourage: Promote Walking and Biking**

### **1. Help Further Develop and Implement a Communication Plan**

The consultant must help further develop and implement a communication plan regarding improved school and park facilities. Communication aspects of the Village's Comprehensive Pedestrian & Bicycle Plan may serve a starting point. The selected consultant must address various target audiences utilizing various communication methods. Brochures, promotional handouts, videos, and online website of Facebook postings are a few examples of communication tools that should be utilized.

The consultant is expected to attend two Village Board meetings and two School Board meetings. These would occur near the start and end of the project. They are also expected to attend at least one parent-teacher organization meeting for each of the three grade 1-8 Ashwaubenon schools. In the case of the Village's Bicycle & Pedestrian Advisory Committee, the consultant should attend more than two of their meetings.

The communication plan should be sustainable so communications can continue after the consultant's work is done. The plan must take into consideration school district resources available to continue the communication effort.

## **2. Develop Special Events to Promote Walking and Biking**

As mentioned in the Education section, the consultant should plan special events around opportunities such as Bike Month and Walk/Bike to School days. Community-wide events (e.g. a high school football game, a park event) are available to promote safe walking/biking by conducting a short presentation or "advertisement" and distributing information and promotional materials.

Resources are available in the SRTS grant to provide awards, prizes, rewards and give-aways around special events, activities and contests developed by the consultant.

## **d. Design and Develop Supporting Resources**

Design and/or develop resources such as documents, guidebooks and toolkits for education and enforcement efforts. Design and/or develop informational and promotional materials and handouts/give-aways.

Resources are available in the SRTS grant for printing and to purchase give-away items.

## **IV. Project Timeline**

The project shall be undertaken between April 1, 2013 and November 30, 2014. The project timeline can be modified and upon mutual approval between the selected consultant and the contracting authority. The facilities improvements infrastructure aspect of the project is expected to occur during the summer of 2013.

## **V. Proposer Solutions for Contract Requirements**

### **a. Approach (300 possible points)**

Indicate how you would approach and implement this project based on the elements included in Item III.

### **b. Timeline/Work Plan (150 possible points)**

Provide an overall project timeline that specifies milestones for all tasks and key sub-tasks. The project shall be undertaken between April 1, 2013 and November 30, 2014. The project timeline can be modified and upon mutual approval between the selected consultant and the contracting authority.

### **c. Organization Capabilities (200 possible points)**

Describe your firm's experience and capabilities developing similar programs to the Ashwaubenon - Valley View SRTS. Identify your firm's experience with bicycle, pedestrian and motorist issues, programs aimed at educating and engaging youth and communities or any other comparable projects. Include your experience working with Grade 1-8 students, schools and their staff, law enforcement, parents, boards/committees and the general public.

### **d. Staff Qualifications (100 possible points)**

Identify staff in your company who will be assigned to fulfill the contract requirements. Provide details

regarding who will be the contract manager(s), etc. Provide resumes describing the educational and work experiences for each of the staff who would be assigned to the project. Provide details regarding subcontracts, if any, that would be used and what services they would perform.

**e. References (50 possible points)**

Provide three (3) references of individuals/agencies with contact information (i.e. phone numbers and e-mail) who can attest to your firm’s ability to undertake and complete this project.

**VI. Desired and Value-added Capabilities and Solutions**

Proposers are encouraged to exceed mandatory requirements and should state any value-added solutions in your response.

The following desired feature will be scored based on their value to the project and Ashwaubenon School District:

**a. Innovative Approaches/Ideas (50 possible points)**

Describe innovative approaches your firm would take in working on this project or additional items that would complement the approaches outlined.

**b. Experience with Safe Routes to School Projects (50 possible points)**

Describe your experience with Safe Routes to School projects.

**VII. Consultant Selection Procedure**

**a. Evaluation and Scoring of Proposals**

Accepted proposals will be reviewed by a review team made up of, but not limited to, representatives from Ashwaubenon School District staff, a representative from Ashwaubenon Public Safety, a representative from the Village of Ashwaubenon’s Bicycle & Pedestrian Advisory Committee. The proposals will be scored using the following criteria:

Approach	300 pts.
Timeline/Work Plan	150 pts.
Organization Capabilities	200 pts.
Staff Qualifications	100 pts.
References	50 pts.
Innovative Approaches/Ideas	50 pts.
Experience with Safe Route to Schools Projects	50 pts.

Budget (*see Item VIII – Submission of Proposals)	100 pts.
<b>Total Points</b>	<b>1,000 pts.</b>

### **b. Estimated Schedule of Events (preliminary and subject to change)**

RFP Released (on VendorNet and <a href="http://www.ashwaubenon.k12.wi.us">www.ashwaubenon.k12.wi.us</a> ):	Friday, February 1, 2013
Last Day for Contractors to Submit Questions	Monday, February 11, 2013
Responses to Contractor Questions Posted on school district website at <a href="http://www.ashwaubenon.k12.wi.us/biddersvendors.cfm">www.ashwaubenon.k12.wi.us/biddersvendors.cfm</a> .	Friday, February 15, 2013
Proposal Due Date:	Friday, February 22, 2013
Period for Evaluation & Selection:	Monday, February 25, 2013 through Friday, March 8, 2013
Contract Negotiations:	Monday, March 11, 2013 through Friday, March 22, 2013
Approval of Contract:	Week of March 25, 2013

## **VIII. Submission of Proposals**

### **a. General Instructions**

This RFP will be posted on VendorNet (<http://vendornet.state.wi.us>), the State of Wisconsin's purchasing information and vendor notification service and on the Ashwaubenon School District's website at [www.ashwaubenon.k12.wi.us/biddersvendors.cfm](http://www.ashwaubenon.k12.wi.us/biddersvendors.cfm).

The evaluation and selection of a contractor will be based on the information submitted in the proposal plus references and any required interviews/presentations or demonstrations. Proposers should respond clearly and completely to all requirements. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a proposal.

Elaborate proposals (e.g. expensive artwork), beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

Contractors must submit questions in writing or email to the Contact Person in section XI. All questions must be submitted by the date mentioned in section VII - 'Estimated Schedule of Events'. Answers to questions will be posted on the school district's website at [www.ashwaubenon.k12.wi.us/biddersvendors.cfm](http://www.ashwaubenon.k12.wi.us/biddersvendors.cfm) by the date mentioned in section VII - 'Estimated Schedule of Events'.

### **b. Incurring Costs**

The Ashwaubenon School District is not liable for any costs incurred by parties replying to this RFP.

### c. Separate Envelope - Cost Proposals

Provide cost information as detailed in this RFP. All costs, as requested, for furnishing the product(s) and/or services must be included in this proposal. No mention of the cost proposal may be made in the response to the general, technical, performance, or support requirements of the RFP.

The proposed budget will be scored separately from the other criteria as described in Item VII. The proposed budget will be 10% (i.e. 100 points) of the overall score and to be reviewed by Ashwaubenon School District staff once the selection committee has selected a contractor.

The cost proposal **must** be submitted in a separate envelope within the written proposal package. All prices must be quoted in U.S. Dollars.

The Ashwaubenon School District staff will score the cost proposals by prorating with the lowest cost proposal given the highest score. The formula is as follows: Calculation of points awarded to subsequent proposals will use the lowest dollar proposal amount as a constant numerator and the dollar amount of the firm being scored as the denominator. This number is then multiplied by the number of points given to the cost section of the RFP, resulting in the cost proposal score.

$$\frac{\text{Lowest Proposed Cost (constant)}}{\text{Other Proposer's Costs}} \times \text{Maximum evaluation points given to cost} = \text{Score (varies according to proposal being scored)}$$

Applicants must submit **eight (8) printed copies and a .pdf version** of all materials no later than **Friday, February 22, 2013 at 3:00 p.m. (CST)**. Proposals shall be addressed to:

Brad Taylor, Information Coordinator  
 Ashwaubenon School District  
 1055 Griffiths Lane, Green Bay, WI 54304  
 Phone: 920-492-2905 extension 1017  
 Fax: 920-492-2911  
 Email: [btaylor@ashwaubenon.k12.wi.us](mailto:btaylor@ashwaubenon.k12.wi.us)  
 Website: [www.ashwaubenon.k12.wi.us](http://www.ashwaubenon.k12.wi.us)

The words **Ashwaubenon School District – Valley View SRTS Project** should be clearly written on the envelope and in the subject line of the e-mail.

### IX. Acceptance of Proposal Content

By submitting a proposal, the proposer agrees that all or portions of the proposals contents may become part of a contract, if accepted, and the Ashwaubenon School District will reject any proposal submitted by a proposer who does not accept this condition.

### X. Contract Negotiations

The Ashwaubenon School District reserve the right to negotiate the award and conditions of the proposal

prior to entering into a written agreement.

## **XI. Contact Person**

Questions regarding this RFP should be directed to:

Brad Taylor, Information Coordinator  
Ashwaubenon School District  
1055 Griffiths Lane, Green Bay, WI 54304  
Phone: 920-492-2905 extension 1017  
Fax: 920-492-2911  
Email: [btaylor@ashwaubenon.k12.wi.us](mailto:btaylor@ashwaubenon.k12.wi.us)  
Website: [www.ashwaubenon.k12.wi.us](http://www.ashwaubenon.k12.wi.us)

## **XII. Proprietary Information**

Any restrictions on the use of data in the proposal must be clearly stated. All proposals and products, unless otherwise noted, become property of the Ashwaubenon School District and WisDOT. All submitted proposals and information included therein or attached thereto shall become public record upon opening of proposals.

## **XIII. Nondiscrimination & Equal Opportunity**

As a recipient and sub recipient of state and federal funds, The Ashwaubenon School District complies with State of Wisconsin and Federal Equal Opportunity Regulations (s. 16.765, Wis. Stats., s.51.01(5), Wis. Stats.; Section 109 of the Housing and Community Development Act of 1974). The Ashwaubenon School District also complies with Title VI of the Civil Rights Act of 1964, and the Civil Rights Restoration Act of 1987 (P.L. 100.259). Any contract resulting from this RFP shall contain provisions referencing Ashwaubenon School District's and the contractor's compliance with these regulations.

The Ashwaubenon School District has also complied with Title 15: Commerce and Foreign Trade, Section 24.36(e) regarding affirmative steps to encourage small and minority firms, women's business enterprise and labor surplus area firms to respond to this RFP.

The Commission shall provide a copy of its Affirmative Action Plan to prospective proposers, if requested.

## **XIV. Applicability of Federal Regulations**

The selected contractor shall comply with all applicable terms and conditions of The Ashwaubenon School District – Valley View Safe Routes to School Grant. Such conditions shall be outlined in contract documents, which require approval by Wisconsin Department of Transportation prior to execution.

## **XV. Insurance and Hold Harmless**

Per The Ashwaubenon School District's Competitive Bid Policy, the successful proposer, at the discretion of The Ashwaubenon School District's Superintendent, may be required to provide insurance. If required, this

would be made part of the contract. In addition, “hold harmless” provisions will be contained in the contract with the successful proposer.