

LAPC LA CROSSE AREA
PLANNING COMMITTEE

**Metropolitan Transportation Plan
Public Outreach and Engagement
Assistance**

Request for Proposal

Release Date: June 17, 2024

Due Date: July 15, 2024

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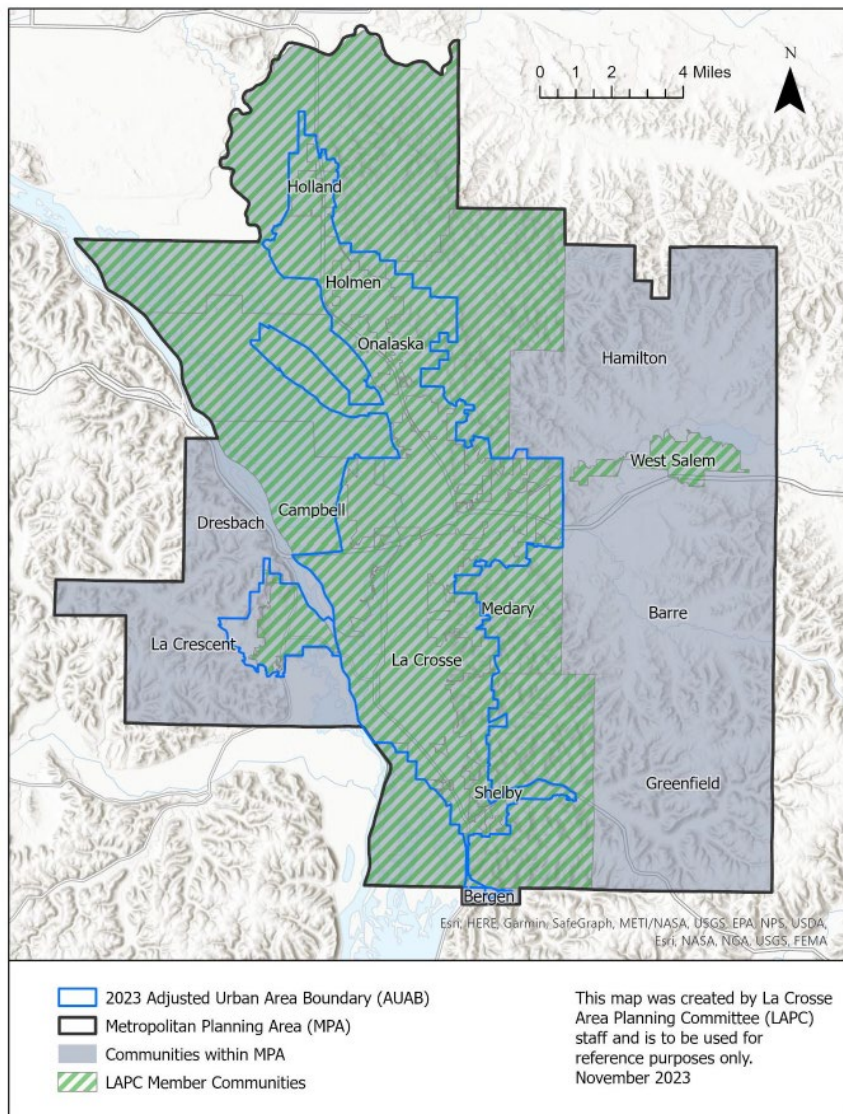
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SECTION 1: RFP OVERVIEW

1.1 Introduction

As the Metropolitan Planning Organization for the La Crosse and La Crescent Urbanized Area, the La Crosse Area Planning Committee (LAPC) is entrusted to carry out a continuing, cooperative, and comprehensive performance-based multimodal transportation planning process. The LAPC represents towns, villages, and cities within the Metropolitan Planning Area (see image below). Dues-paying member communities represent the LAPC Policy Board, including Campbell, Holland, Medary, Town of Onalaska, Shelby, Holmen, West Salem, City of La Crescent, City of La Crosse, City of Onalaska, and La Crosse County. The LAPC has served the area since 1966 and continues to address local and regional transportation issues, planning, and decisions for the planning area, shown below.

LAPC Metropolitan Planning Area (MPA)



1.2 Project Description

As mandated by the Infrastructure Investment and Jobs Act (IIJA), also known as the Bipartisan Infrastructure Law (BIL), and its predecessors, the La Crosse Area Planning Committee (LAPC) operates as the Metropolitan Planning Organization (MPO) for the La Crosse, WI-MN urban area. Their responsibility is to review and update a long-range, metropolitan transportation plan (MTP) every five years, ensuring its alignment with current and projected transportation and land use trends. This process extends the forecast period to at least a 20-year planning horizon.

The MTP process is ongoing and collaborative, aiming to consider and implement projects, strategies, and services addressing ten key planning factors, including supporting economic vitality, enhancing safety and security, improving accessibility and mobility, and preserving the environment. Scope of the MTP codified in 23 Code of Federal Regulations (CFR) § 450.306. These factors guide both short- and long-term planning activities outlined in the Planning Work Program (PWP). They involve tracking performance measures, prioritizing projects, developing the Transportation Improvement Program (TIP) and TIP project list, participating in state and local planning activities, and informing the 2050 MTP.

Currently, background information and existing conditions are being analyzed and compiled into a draft document. The LAPC seeks consultant assistance to enhance public outreach and engagement, aiming to inform and involve the community in shaping MTP recommendations and strategies moving forward. Key tasks are anticipated to include the following:

Task 1 – Project Administration

Work with LAPC staff to refine a detailed project timeline with milestones and, if necessary, a refined Scope of Work that meets the intent of the Project. Work with the LAPC Project Manager to establish project team and external meeting schedules. Provide a revised labor/dollar allocation and project task cost breakdown if necessitated by scope or schedule refinements.

Deliverables and Anticipated Timeframes

1. Project Management Plan – 2 Weeks after Notice-to-proceed
2. Revised scope, if necessary

Task 2 – Public Engagement Strategy and Survey

The Consultant will advise LAPC staff with a MTP Public Engagement Strategy outline that identifies key audiences and strategies to solicit feedback from them, to maximize participation in the development of the 2050 MTP. This includes particular focus on traditionally underserved communities and transportation system users. The strategy can consider media content, open houses, pop-up information stands, and collaboration with

staff and students at local colleges and universities. Note that actions detailed in the Public Engagement Strategy and undertaken by the Consultant under this contract must be compliance with the LAPC [Public Participation Plan, Title VI Non-Discrimination Program and Limited-English Proficiency Plan](#) and Federal Requirements regarding Environmental Justice, Title VI of the Civil Rights Act of 1964, and Americans with Disabilities Act of 1990.

The Consultant will review and advise administration of a public survey to determine overall transportation preferences of residents living in LAPC's Metropolitan Planning Area. This survey is in draft form and intended to garner public input on local transportation goals, objectives, policies, and other topics. It is expected that the survey will be deployed in the first month of the contract.

The Consultant will assist in advertising the survey and associated materials and deck outlining engagement metrics and input received from the public on draft elements of the 2050 MTP.

Suggested Deliverables and Anticipated Timeframes

1. Public Engagement Strategy outline – September 2024
2. Draft MTP fact sheets, press releases, branding, and/or graphics – September 2024
3. Survey Results and Summary Report – January 2025

Task 3 – Public Engagement Activities

LAPC aims to solicit input and feedback from all transportation system users in the region. The Consultant will review and build upon the 2050 MTP stakeholder list, which has already been assembled, to organize and implement the public engagement strategy. This will serve as the basis for a range of transportation system users throughout the MPO region. The LAPC will facilitate an internal meeting with members of LAPC's Committee on Transit and Active Transportation and the Technical Advisory Committee to collaborate. This collaboration may involve organizing stakeholders into roundtables and focus groups and inviting additional contacts to participate.

The MTP must address the geographic areas of the urbanized and planning regions, along with specific interest groups identified in Task 2. The aim is to have a representative and effective cross-section of the area, ensuring broad input and engagement. This task will involve stakeholder representatives which include but are not limited to, local jurisdictions, the Wisconsin Department of Transportation, Minnesota Department of Transportation, neighborhood groups, transit organizations and users, public health officials, the chamber of commerce, trails and bicycle/pedestrian groups, schools, freight carriers, underserved communities, and other community-based organizations.

The Consultant will assist in coordinating meetings and events, with support from LAPC staff and members.

Engagement Expectations:

- Two (2) meetings for member communities, elected officials, staff, and interested parties. One as a project kickoff, and one to review findings and results.
- Up to five (5) focus group meetings with targeted community groups in the region
- Up to five (5) pop-up events with informational/promotional materials and survey information
- Two (2) open house events: One (1) for project kickoff, and one (1) to review project lists and strategies/recommendations
- Two (2) presentations to LAPC Policy Board
- Facilitate one (1) meeting each with LAPC CTAT and TAC.

Suggested Deliverables and Timeframes

1. Meeting materials and presentations, as necessary
2. Digital content and promotional materials to distribute within the planning area
3. Event summaries – Within two (2) weeks of event conclusion
4. Develop a slide deck summarizing input received from the public on draft elements of the 2050 MTP – Spring 2025

Work Item 4 – Additional Tasks

The following are additional tasks which may be included in this effort as financial and time constraints allow.

- Advertising and publicity through local media outlets.
- Assist in scheduling and facilitating stakeholder interviews with community and business leaders, nonprofit organization representatives, and other representatives.
- Assist with language translation of key deliverables, see LAPC's [Title VI Non-Discrimination and Limited-English Proficiency Plan](#).

SECTION 2: PROPOSAL SUBMITTAL DETAILS

2.1 RFP Schedule

The following is a list of the important dates for activities related to the RFP process. LAPC reserves the right to change these dates and will post the changes on its web site.

Activity	Date
RFP released	6/17/2024
Submission of proposals	7/15/2024
Vendor Interviews	7/24 – 7/26
Consultant Selection	By 7/31
Notice to Proceed	August 2024
Contract End Date	August 2025

2.2 RFP Location

The RFP is posted on the LAPC website. The LAPC reserves the right to amend the RFP at any time. If the RFP is amended, changes will be posted to the LAPC website only. The Consultant is responsible for checking the LAPC website for updates. Location: [Public Notices \(lacrossecounty.org\)](#)

2.3 Submission of Questions

Questions regarding this RFP should be directed to Bob Gollnik, LAPC Director at (608) 785-5977, or rgollnik@lacrossecounty.org. LAPC will maintain a list of questions and answers on the LAPC website (www.lacrossecounty.org/MPO) for consultant information. Questions will be accepted until July 8, 2024 to ensure all parties have adequate time to review the answers. Additionally, there are no circumstances that would allow proposals received after the deadline to be accepted.

Questions regarding the La Crosse County procurement process can be directed to:

Bryan Jostad, Purchasing and Insurance Manager, La Crosse County,
bjostad@lacrossecounty.org.

2.4 Ownership of Proposals

All proposals submitted on time become the property of the LAPC upon submission, and the proposals will not be returned to the Consultants. By submitting a proposal, the Consultant agrees that the LAPC may copy the proposal for purposes of facilitating the evaluation.

2.5 Other Information

Consultants may submit any other information that is not described in this proposal that would be beneficial to the Consultant. If in the LAPC's opinion the Consultant has overlooked anything material or relevant, such item(s) may be brought to the Consultant's attention and be included in the proposal.

2.6 Amendments to the RFP

In the event it becomes necessary to amend, alter or delete any part of the RFP, changes to the RFP will be posted on the [LAPC website](#).

2.7 Public Records Law

All proposals are subject to the Wisconsin Public Records Law

2.8 Public View of Proposals

To the extent permitted by law, La Crosse County and the LAPC will withhold the contents of the proposals from public view until such time in the opinion of La Crosse County and the LAPC competitive reasons no longer require non-disclosure. At that time, all proposals will be made available in accordance with the Wisconsin Public Records Law. It is intended that proposals will be withheld until after the Request for Proposal (RFP) process has been completed.

2.9 Budget and Period of Performance:

This effort is not to exceed \$75,000. This contract timeframe extends until August, 2025; however, the majority of this contract is to be completed in 2024 and early 2025. These work items will be conducted concurrently.

2.10 Proposal Requirements

All consultants or consultant teams are required to prepare a proposal as part of this submission. The cost of proposal preparation is not a reimbursable cost. The total written proposal should be no more than **ten (10)** pages in length. One page is defined as one face of an 8½" x 11" sheet; we recommend double siding, with a minimum font size 12.

We recommend clear, concise, and complete information about each firm emphasizing unique qualifications and ability to provide the highest quality services. In order to be considered responsive to this RFP, each proposal must conform to the following requirements LAPC prefers digital copies of the proposal requirements. The prospective consultant shall:

- Submit one (1) digital copy of the Technical Proposal with all pages numbered consecutively.

- Clearly indicate the name and address of the prime consultant in the email.

The LAPC reserves the right to reject any and all proposals, and to waive any formality in proposals received, to accept or reject any or all of the items in the proposal, and award contracts in the best interest of the La Crosse Area Planning Committee.

The proposal should demonstrate that the proposer understands the intent and scope of the work, the character of the deliverables, the services required for their delivery, and the specific tasks that must be performed to supply these services. In addition, the proposer must demonstrate qualifications to supply the required services.

The proposer shall prepare a Scope of Services for the project, featuring each of the items listed below. The proposer is encouraged to include additional scope of service tasks that it feels should be included. To the extent possible, LAPC is interested in unique cost-effective approaches to completing the project items and the final Scope of Services will be subject to negotiation. The selected consultant will be responsible for actively managing the project and for providing all services listed under the scope of work.

Guidelines

The Proposal should contain the following information in the order listed:

1. Statement of Qualifications and Experience, including key staff that would be involved in the project
2. References: 1-2 recent references for related work products
3. Scope of Services (Project Approach)
4. Project Costs
5. Insurance Coverage

All proposals shall be submitted in .pdf format to rgollnik@lacrossecounty.org. A combined document with proposed scope and workplan is acceptable.

Proposals received after the above date and time will not be reviewed.

SECTION 3: EVALUATION CRITERIA

3.1 Evaluation Criteria

LAPC will evaluate the proposals using the criteria described below.

Category	Points
Qualifications/Relevant Experience	35
Scope of Work	45
Cost/Value of Project Approach & Deliverables	20
Innovative Approach	10
Grand Total	100

3.2 Initial Evaluation

Each proposal shall receive an initial evaluation. The proposals will be reviewed by an evaluation team. The highest evaluated vendors; up to 3; shall be requested to meet with the evaluation team for an interview. Vendors will be contacted no later than July 17, 2024 at 4:00 p.m. regarding their interview status. Vendors advancing to the interview stage will receive an interview agenda at that time.

3.3 Consultant Interview

Consultant interviews will be held July 24 -26, and will last 45 minutes. Consultants must be available to interview at that time. Consultants participating in this process shall explain and support their written proposal through a presentation and question/answer forum. Consultants will be asked to propose a selection of public participation activities and a project schedule.

The person(s) who will be the Consultant's key liaison/contact shall participate in the interview.

SECTION 4: TERMS AND CONDITIONS

4.1 LAPC Terms and Conditions

- a) The LAPC reserves the right to accept or reject any or all proposals or portions thereof without stated cause.
- b) The LAPC reserves the right to re-issue any requests for proposals.
- c) Upon the selection of a finalist Consultant, the LAPC by its proper officials, employees, or agents shall attempt to negotiate and reach a final agreement with the Consultant. If the LAPC for any reason is unable to reach a final agreement with the Consultant, the LAPC reserves the right to reject such Consultant and negotiate a final agreement with the Consultant who has the next most viable proposal or bid. The LAPC may also elect to reject all proposals and re-issue a request for proposal.
- d) The LAPC reserves the right to obtain clarification of any point in a Consultant's proposal or obtain additional information.
- e) The LAPC is not bound to accept the proposal with the lowest cost but may accept the proposal that demonstrates the best ability to meet the needs of the LAPC.
- f) The LAPC reserves the right to waive any formalities, defects, or irregularities in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the LAPC.
- g) The LAPC reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the Consultant.
- h) The Consultant agrees to the fullest extent permitted by law to indemnify, defend, and hold harmless, the LAPC and its agents, officers, and employees from and against all loss or expense including costs and attorney fees by reason of liability for damages including suits at law or in equity caused by any wrongful, intentional, or negligent act or omission of the Consultant or its (their) agents and/or subconsultants which may arise out of or connected with activities covered by this contract.

4.2 Disadvantaged Business Enterprise (DBE) and Title VI of the Civil Rights Act of 1964

The LAPC shall not discriminate on the grounds of race, color, national origin, sex, age or disability in the selection of a Consultant. The LAPC has not set a DBE goal for this contract. The LAPC will maintain a bidders list and will request DBE information from potential Consultants.

4.2.1 Consultant Information

Consultants agree to provide:

- Firm name
- Firm address
- Firm's status as a DBE or non-DBE
- Age of the firm
- The annual gross receipts of the firm (according to gross receipts bracket).

4.2.2 Consultant Assurances

The Consultant, sub recipient or subconsultant shall not discriminate on the basis of race, color, national origin, or sex in the performance of this contract. The Consultant shall carry out applicable requirements of 49 CFR part 26 in the award and administration of DOT-assisted contracts. Failure by the Consultant to carry out these requirements is a material breach of this contract, which may result in the termination of this contract or such other remedy as the recipient deems appropriate.

4.3 Insurance

The Consultant agrees that in order to protect itself, the LAPC and La Crosse County and its officers, Boards, and employees under the indemnity provisions set forth in the paragraph above, the Consultant will at all times during the terms of this contract keep in force insurance policies issued by an insurance company authorized to do business and licensed in the State of Wisconsin. Unless otherwise specified in Wisconsin Statutes, the types of insurance coverage and minimum amounts shall be as follows:

- Workers' Compensation: minimum amount statutory
- Comprehensive General Liability: \$500,000.00 per occurrence and in aggregate for bodily injury and property damage

The LAPC shall be given thirty (30) days advanced written notice of any cancellation or non-renewal of insurance during the term of this contract. Upon execution of this contract, the Consultant will furnish the LAPC with written verification of the existence of such insurance. In the event of any action, suit, or proceedings against the LAPC upon any matter herein indemnified against, the Consultant shall within five (5) working days cause notice in writing thereof to be given to the LAPC by certified mail, addressed to its post office address. The Consultant shall cooperate with the LAPC and its attorneys in defense of any action, suit or other proceedings.

Section 5: Pricing and Invoicing

Consultants are to complete a Fee Schedule and return with their proposal.

5.1 Fee

Consultants are to provide a fixed fee for providing service regarding the **Metropolitan Transportation Plan - Public Outreach and Engagement Assistance**.

5.2 Invoicing Schedule

Consultants shall propose an invoicing schedule. The invoicing schedule shall be mutually agreed upon by the LAPC and the selected Consultant.