



# Request for Qualifications for Conceptual Streetscape Design -- Lower Third Corridor

City of Alexandria, Louisiana

## SECTION 1.0 PURPOSE

### 1.1 Scope

The **City Of Alexandria (COA)** hereby issues a Request for Qualification Statements (RFQ) from Professional Design Service Providers (CONSULTANTS) to provide conceptual design work for improvements to the aesthetics and built environment of the Lower Third Street Corridor. Henceforth, this will be referred to as the PROJECT.

### 1.2 General Submission Information

The COA intends to award one Prime-CONSULTANT (CONSULTANT) the CONTRACT for conceptual design work associated with the planned physical enhancement of Lower Third Street Corridor, which lies within the **SPARC-CRA-1** area. Respondents should also include how their firm envisions the PROJECT as relating to **SPARC-CRA-1** projects and the overall S.P.A.R.C. program. Conceptual designs should compliment but not necessarily conform to the brickwork and stamped asphalt on Downtown Third Street.

### 1.3 Questions

Questions regarding this qualification shall be submitted in writing (email acceptable) to the City of Alexandria at:

Darren Green, ASLA  
Landscape Architect  
Planning Division  
P.O. Box 71  
Alexandria, Louisiana 71309  
(318) 441-6060  
[darren.green@cityofalex.com](mailto:darren.green@cityofalex.com)

### 1.4 Addenda, Rejection and Cancellation

The COA reserves the right to revise any part of the RFQ by issuing an addendum to the RFQ at any time prior to the submission deadline. Issuance of this RFQ in no way constitutes a commitment by the COA to award a CONTRACT. The COA reserves the right to accept or reject, in whole or part, all Qualification Statements submitted and/or cancel this announcement if it is determined to be in the COA's best interest. All materials submitted in this response become the property of the COA and selection or rejection of a submittal does not affect this right. The COA also reserves the right, at its sole discretion, to waive administrative informalities contained in the RFQ.

## 1.5 Preparation Costs

The COA will not be responsible for costs associated with preparing the RFQ, or for costs including attorney fees associated with any challenge (administrative, judicial or otherwise) to the determination of the highest-ranked Applicant and/or awarded CONTRACT and/or rejection of qualification. By submitting a RFQ each CONSULTANT agrees to be bound in this respect and waives all claims to such costs and fees.

## **SECTION 2.0 RULES GOVERNING COMPETITION**

### 2.1 Examination of Qualifications

Applicants should carefully examine the entire RFQ, any addenda thereto, and all related materials and data referenced in the RFQ. Applicants should become fully aware of the nature of the work and the conditions likely to be encountered in performing the work.

### 2.2 Qualification Acceptance Period

CONSULTANT selection is anticipated to be announced within sixty (60) calendar days of the submittal deadline. All offers must be complete and irrevocable for ninety (90) days following the submission date.

### 2.3 Confidentiality

The content of all qualifications will be kept confidential until the selection of the CONSULTANT is publicly announced. At the time of CONTRACT awarding, all qualifications will become public information.

### 2.4 Qualification Format

Qualifications are to be prepared in such a way as to provide a straightforward, concise delineation of the Applicant's capabilities to satisfy the requirements of this RFQ. Emphasis should be placed on:

- Conformance to the RFQ instructions
- Responsiveness to the RFQ requirements
- Overall completeness and clarity of content

### 2.5 Signature Requirements

All qualifications (RFQs) must be signed and sealed. An officer or other agent of a corporate firm, if authorized to sign CONTRACTS on its behalf; a member of a partnership; the owner of a privately-owned firm; or other agent if properly authorized by a Power of Attorney or equivalent document may sign a qualification. The name and title of the individual(s) signing the qualification must be clearly shown immediately below the signature.

### 2.6 Qualification Submission

Six (6) copies of the qualification (RFQ) must be received by the COA by 4:00 P. M. CST on **Friday, March 20, 2009**. It is recommended that all proposals be submitted via certified mail or other commercial courier services in order that the applicant will have a written record of the delivery. All copies of the qualification must be plainly identified as "**Conceptual Design Work – Lower Third Corridor**" and delivered or mailed to:

Darren Green, ASLA  
Planning Division  
625 Murray Street  
Alexandria, Louisiana 71301

## 2.7 News Releases

News releases pertaining to the award resulting from RFQs shall not be made without prior written approval of the COA.

## 2.8 Disposition of Qualifications

All materials submitted in response to this RFQ shall become the property of the COA. One copy shall be retained for the official files of the COA and will become public record after award of the CONTRACT.

## 2.9 Modification/Withdrawal of Qualifications

A respondent may withdraw a qualification at any time prior to the final submission date by sending written notification of its withdrawal, signed by an agent authorized to represent the agency. The respondent may thereafter submit a new or modified qualification prior to the final submission date. Modifications offered in any other manner, oral or written, will not be considered. A final qualification cannot be changed or withdrawn after the time designated for receipt, except for modifications requested by the COA after the date of receipt and following oral presentations.

## 2.10 Oral Change/Interpretation

No oral change or interpretation of any qualification contained in this RFQ is valid whether issued at a pre-qualification conference or otherwise. Written addenda will be issued when changes, clarification, or amendments to qualification documents are deemed necessary by the COA.

## 2.11 Late Submissions

**QUALIFICATIONS RECEIVED AFTER 4:00 P. M. CST ON FRIDAY, MARCH 20, 2009 WILL NOT BE CONSIDERED AND WILL BE RETURNED UNOPENED AFTER RECOMMENDATION OF AWARD.**

## **SECTION 3.0 ANTICIPATED CONTRACT SCOPE OF WORK**

### 3.1 Project Objectives and Anticipated Tasks to be Completed

1. Improve the Lower Third Street transportation corridor(s) (St. James to Broadway), so they can function as effectively and efficiently as possible for both automobile and pedestrian traffic.
2. Enhance the aesthetic and physical environment of the corridor so as to strengthen its economic viability, as well as create a safer and more hospitable environment for pedestrians and motorists.
3. Visually link the corridor to the downtown so as to benefit and build upon current private and public sector investments there.
4. Strengthen neighborhood identities by preserving unique characteristics, building on social and historic foundations and fostering cultural energy.

### 3.2 Budget

The total project budget for this work is \$3.4 million (\$2.7 million construction; \$700,000 design, engineering, and surveying).

### 3.3 Meetings

The CONSULTANT will prepare for and attend all meetings as directed by the COA's Contract Administrator. The CONSULTANT will be responsible for the preparation of all meeting minutes; the

minutes will be submitted to meeting attendees within one (1) week of the meeting date.

#### 3.4 Cost and Progress Reporting

For the duration of this agreement, the CONSULTANT will prepare and submit to the COA on a monthly basis a Progress Report in a format approved by the COA. The beginning and ending dates defining the reporting period must correspond to the beginning and ending dates for billing periods, so that this reporting process can also serve to explain billing charges.

#### 3.5 Specifications

The project will be designed and constructed in accordance with the current edition of the **2006 Edition of LADOTD Standard Specifications for Roads and Bridges** and **City of Alexandria Standard Details**.

### **SECTION 4.0 QUALIFICATION AND SUBMISSION REQUIREMENTS AND INSTRUCTIONS**

#### 4.1 Qualification Format

To achieve a uniform review process and obtain the maximum degree of comparability, the qualification shall be organized in the manner specified below. Qualifications shall not exceed ten (10) pages in length (excluding resumes, title page(s), index/table of contents, attachments, or dividers). Information in excess of those allowed will not be evaluated/scored. One page shall be interpreted as one side of single-spaced, typed (minimum 12 font size) 8 ½" X 11" sheet of paper.

#### 4.2 Title Page (1 Page)

Show the RFQ title, the name of your firm, address, telephone number(s), name of contact person, and date.

#### 4.3 Letter of Transmittal (Limited to 2 pages)

- A. Identify the RFQ project for which qualification has been prepared.
- B. Briefly state your firm's understanding of the services to be performed and make a positive commitment to provide the services as specified.
- C. Provide the name(s) of the person(s) authorized to make representations for your firm, their title(s), address, and telephone number(s).
- D. The letter of each qualification must be signed by a corporate officer or their individual who has the authority to bind the firm. The name and title of the individual(s) signing the qualification must be clearly shown immediately below the signature.

#### 4.4 Table of Contents (1 Page)

Clearly identify the materials by Section and Page Number.

#### 4.5 Qualification Narrative (Limited to 10 Total Pages)

- A. Firm Experience (0-25 Points)
  1. Detail the firm's experience in the same or similar areas of expertise, and its adaptability to provide the required services for this project.
  2. Provide at least three references for which your firm has provided the same or similar services. Include a point of contact, current telephone number, and a brief description of the services provided.
  3. Identify your firm's performance on similar projects, especially noting task of this type. Provide a point of contact for all noted experience. A current telephone number should also be provided if applicable.

B. Project Manager (0-20 Points)

Provide detailed information on the qualifications and relevant experience of the Project Manager as it relates to the required services. Include project reference contact name(s) and current telephone number(s).

C. Key Project Staff and Sub-CONSULTANTS (0-15 Points)

Identify key project staff, along with their availability, to provide services on behalf of the firm. Resumes should be included for each of the individuals, which detail their relevant experience. If any sub-CONSULTANTS will be employed, they shall be clearly identified in the qualification. The CONSULTANT shall notify the City, in writing, of changes in key staff and the COA shall have the right to terminate or renegotiate the CONTRACT if these changes will affect the work product or time schedule.

The CONSULTANT will be responsible for coordinating and scheduling work to be performed by Sub-CONSULTANTS as well as the technical compatibility of a Sub-CONSULTANT's work with the prime CONSULTANT's and other Sub-CONSULTANTS' work.

D. Available Resources and CONSULTANT Location (0-10 Points)

1. Business History: Provide information on size, resources, and business history of the firm.
2. Provide information on personnel resources available to your firm, which indicates that you have access to the services necessary to perform the work in the time available and within the required standard.
3. Describe the firm's location where the primary services are to be provided and the ability to meet in person with owner's personnel when required during the performance of the CONTRACT.

E. Project Methodology and Approach (0-30 Points)

Provide detailed information on the firm's methodology in meeting the scope of work requirements identified in Section 3. Describe overall approach to the project as well as any details that may be unique to your firm.

F. Total Possible Points (100 Points)

G. Minority and/or Disadvantaged Business Enterprise (DBE) Firm Participation

Under the City's AFEAT (Alexandria Fairness, Equality, Accessibility, and Teamwork Program), participation by minority and/or disadvantaged business enterprise firms is encouraged. The AFEAT Program should be inquired about through the Division of Finance. The goals for qualifying disadvantaged, minority and female owned business in the use of professional service agreements with prime contractors will help effectuate the goals of increasing: the competitive viability of small business, minority, and women business enterprise by providing contract, technical, educational, and management assistance; business ownership by small business persons, minority persons, and women (including professional service opportunities); and the procurement by the City of professional services, articles, equipment, supplies, and materials from business concerns owned by small business concerns, minority persons, and women.

Prime contractors offering subcontracting should take specific action to ensure that a *bona fide* effort is made to achieve maximum results towards meeting the established goals. Primes shall document efforts and shall implement steps at least as extensive as the following in a good faith effort to reach or exceed the established goals:

- A. Establish and maintain a current list of minority and female owned businesses in Alexandria, in Rapides Parish, and in the State of Louisiana.
- B. Document and maintain a record of all solicitations of offers for subcontracts from minority or female contractors and suppliers in Alexandria, in Rapides Parish, and in the State of Louisiana.
- C. Secure listing of minority and women owned businesses from the City of Alexandria Purchasing Department, the Central Louisiana Business Incubator, and the State of Louisiana Department of Minority Affairs.
- D. Participate in associations which assist in promoting minority and women owned businesses such as the Central Louisiana Business League, the Central Louisiana Business Incubator, and the Entrepreneurial League System.
- E. Designate a responsible official to monitor all activity made in the effort to achieve or exceed the established goals; record contacts made, subcontracts entered into with dollar amounts, and other relevant information.

**SECTION 5.0 EVALUATION CRITERIA AND SELECTION PROCESS**

Firm will be ranked using the qualitative range of rating factors for each RFQ criterion:

|     |                |
|-----|----------------|
| 1.0 | Outstanding    |
| 0.8 | Excellent      |
| 0.6 | Good           |
| 0.4 | Fair           |
| 0.2 | Poor           |
| 0.0 | Unsatisfactory |

The rating factor for each criterion category will be multiplied against the point available to determine the total points for that category.

A committee of individuals representing COA will perform an evaluation of the qualifications. The committee will rank the qualifications as submitted.

The COA reserves the right to award the CONTRACT solely on the written qualifications depicted in the RFQ.

The COA also reserves the right to request oral interviews with the highest-ranked CONSULTANTS (short-list). The purpose of the interviews with the highest-ranking firms is to allow expansion upon the written responses. If interviews are conducted, a maximum of three firms will be short-listed. A second score sheet will be used to score those firms interviewed.

The final selection will be based on the total of all evaluators' scores achieved on the second rating, if performed. The same categories and point range will be used during the second evaluation as for the first. The highest-ranked applicant(s), after the second scoring, if performed, may be invited to enter into final negotiations with the COA for the purposes of CONTRACT Award.

## **SECTION 6.0 CONTRACT AWARD INFORMATION**

### **6.1 CONTRACT Negotiations**

The highest-ranked applicant may be invited to enter into CONTRACT negotiations with the COA. If an agreement cannot be reached with the highest-ranked applicant, the COA will notify the applicant and terminate negotiations. The second highest applicant may be contacted for negotiations. This process may continue until successful negotiations are achieved. However, the COA reserves the right to terminate negotiations with any applicant should it be in its best interest. The COA reserves the right to reject any and all qualifications.

### **6.2 Insurance Requirements**

During the term of this CONTRACT the CONSULTANT will carry professional liability insurance in the minimum amount of \$1,000,000.00. The Prime-CONSULTANT may require any Sub-CONSULTANT (s) to carry professional liability insurance. This insurance will be written on a "claims made" basis. Prior to executing the CONTRACT the CONSULTANT will provide a Certificate of Insurance to the COA showing evidence of such professional liability insurance.

### **6.3 Compensation**

Compensation will be based upon a negotiated fee between the CONSULTANT and the COA based upon actual unit costs for items of work required to perform a specific task. Work orders will be issued for each task (i.e. Phase I or Phase II) based upon these negotiated costs and billing and payment established on an agreed to schedule between the CONSULTANT and COA.

### **6.4 CONTRACT Time**

The CONSULTANT shall proceed with the services specified herein after the execution of this CONTRACT and upon written Notice-To-Proceed from the COA for each task. The overall CONTRACT time to complete this project is estimated to be thirty-six (36) months. The delivery schedule for each task shall be negotiated between the CONSULTANT and the COA.