

SOUTHEASTERN REGIONAL PLANNING AND ECONOMIC  
DEVELOPMENT DISTRICT  
88 BROADWAY  
TAUNTON, MA 02726

---

REQUEST FOR PROPOSALS- CONSULTING SERVICES RELATING TO  
PLANNING, COMMUNITY DEVELOPMENT AND DESIGN

# Request for Proposals

CONSULTING SERVICES RELATING TO PLANNING, COMMUNITY  
DEVELOPMENT AND DESIGN

---

ISSUED BY THE SOUTHEASTERN REGIONAL PLANNING AND ECONOMIC  
DEVELOPMENT DISTRICT

---

**Request for Proposals:** Architect or Graphic Designer

**Purchasing Entity:** Southeastern Regional Planning & Economic  
Development District (SRPEDD)

**Address:** 88 Broadway, Taunton, MA 02780

**Telephone:** 508-824-1367  
**Fax:** 508-823-1803

**E-mail Address:** [gguimond@srpedd.org](mailto:gguimond@srpedd.org)

**RFP File Name/Title:** Architect or Graphic Designer

**RFP File Number:** SCRV1

**Procurement Team Leader/Contact Person:** Greg Guimond, Fiduciary Agent

**Procurement Management Team:** Southeastern Regional Planning & Economic  
Development District, Comprehensive  
Planning Department

## I. General Information

The terms of 801 CMR 21.00, Procurement of Commodities and Services (and 808 CMR 1.00: Compliance, Reporting and Auditing for Human and Social Services, if applicable, are incorporated by reference into this RFP. Words used in this RFP shall have the meanings defined in 801 CMR 21.00 (and 808 CMR 1.00, if applicable). Additional definitions may also be identified in this RFP. Unless otherwise specified in this RFP, all communications, responses, and documentation must be in English, all measurements must be provided in feet, inches, and pounds and all cost proposals or figures in U.S. Currency. All responses must be submitted in accordance with the specific terms of this RFP.

Bidder Communication. Bidders are prohibited from communicating directly with any employee of the procuring department except as specified in this RFP, and no other individual Commonwealth employee or representative is authorized to provide any information or respond to any question or inquiry concerning this RFP. Bidders may contact the contact person for this RFP in the event this RFP is incomplete or the Bidder is having trouble obtaining any required attachments electronically.

Reasonable Accommodation. Bidders with disabilities or hardships that seek reasonable accommodation, which may include the receipt of RFP information in an alternative format, must communicate such requests in writing to the contact person. Requests for accommodation will be addressed on a case-by-case basis. A Bidder requesting accommodation must submit a written statement that describes the Bidder's disability and the requested accommodation to the contact person for the RFP. The Procurement Management Team (PMT) reserves the right to request unreasonable requests.

Public Records. All responses and information submitted in response to this RFP are subject to the Massachusetts Public Records Law, M.G.L., Chapter 66, Section 10, and to Chapter 4, Section 7, Subsection 26. Any statements in submitted responses that are inconsistent with these statutes shall be disregarded.

Best Value Selection and Negotiation. The PMT may select the response(s) that demonstrates the best value overall, including proposed alternatives that will achieve the procurement goals of the department. The PMT and a selected Bidder, or a Contractor, may negotiate a change in any element of contract performance or cost identified in the original RFP or the selected Bidder's or Contractor's response which results in lower costs or a most cost effective or better value than was presented in the selected Bidder's or Contractor's original response.

Costs. Costs that are not specifically identified in the Bidder's response, and accepted by a department as part of a contract, will not be compensated under any contract awarded pursuant to this RFP. Southeastern Regional Planning and Economic Development District (SRPEDD) will not be responsible for any costs or expenses incurred by Bidders responding to this RFP.

Contract Expansion. If additional funds become available during the contract duration period, the department reserves the right to increase the maximum obligation to some or all contracts executed as a result of this RFP or to execute contracts with contractors not funded in the initial selection process, subject to available funding, satisfactory contract performance and service or commodity need.

Affirmative Market Program (AMP). Massachusetts Executive Order 390 established a policy to promote the award of state contracts in a manner that develops and strengthens Minority and Women Business Enterprises (M/WBEs) and resulted in the Affirmative Market Program in Public Contracting. As a result, M/WBEs are strongly encouraged to submit responses to this RFR, either as prime vendors, subcontractors, joint venture partners or other type of business partnerships.

Non-certified bidders are strongly encouraged to develop creative initiatives to help foster new business relationships with M/WBEs within the primary industries affected by this RFR. In order to satisfy the compliance of this section and encourage bidder's participation of AMP objectives, the Affirmative Market Program Plan for large procurements greater than \$50,000 must be evaluated at 10% or more of the total evaluation. Once an AMP Plan is submitted, negotiated and approved, the agency will then monitor the contractor's performance, and use actual expenditures with SOMWBA certified contractors to fulfill their own AMP expenditure benchmarks. M/WBE participation must be incorporated into and monitored for all types of procurements regardless of size; however, submission of an AMP Plan is mandated only for large procurements over \$50,000.

Agencies may require some or all of the following components as part of the Affirmative Market Program Plan submitted by bidders: Sub-contracting with certified M/WBE firms, Growth and Development activities to increase M/WBE capacity, Ancillary use of certified M/WBE firms, Past Performance or information of past expenditures with certified M/WBEs. Agencies are encouraged to include additional incentives for bidders to commit to at least one certified MBE and WBE in the submission of AMP plans.

A Minority Business Enterprise (MBE), Woman Business Enterprise (WBE), M/Non-Profit, or W/Non-Profit, is defined as such by SOMWBA. All certified businesses are required to submit an up to date copy of their State Office of Minority and Women Business Assistance (SOMWBA) certification letter. The purpose for this certification is to participate in the Commonwealth's Affirmative Market Program for public contracting. Minority- and Women-Owned firms that are not currently certified but would like to be considered as an M/WBE for the purpose of this RFR should submit their application at least two weeks prior to the RFR closing date. For further information on SOMWBA certification, contact their office at 1-617-727-8692 or via the Internet at [mass.gov/somwba](http://mass.gov/somwba).

Affirmative Market Program Subcontracting Policies. Prior approval of the agency is required for any subcontracted service of the contract. Agencies may define required deliverables including, but not limited to, documentation necessary to verify subcontractor commitments and expenditures with Minority- or Women-Owned Business Enterprises (M/WBEs) for the purpose of monitoring and enforcing compliance of subcontracting commitments made in a bidder's Affirmative Market Program (AMP) Plan. Contractors are responsible for the satisfactory performance and adequate oversight of its subcontractors. Subcontractors are required to meet the same state and federal financial and program reporting requirements and are held to the same reimbursable cost standards as contractors.

Subcontracting Policies. Prior approval of the department is required for any subcontracted service of the contract. Contractors are responsible for the satisfactory performance and adequate oversight of its subcontractors. Subcontractors are required to meet the same state and federal financial and program reporting requirements and are held to the same state and federal financial and program reporting requirements and held to the same reimbursable cost standards as contractors.

Northern Ireland Notice and Certification. All bidders must complete the Northern Ireland Notice Certification form to satisfy M.G.L. c.7 section 22, which states that no state agency may procure commodities or services from any bidder employing ten (10) or more employees in an office or other facility located in Northern Ireland unless the bidder certifies through the notice and certification form that if it employs ten or more employees in Northern Ireland, a) the bidder does not discriminate in employment, compensation or the terms, conditions and privileges of employment on account of religions or political belief., b) the bidder promotes religious tolerance within the workplace and the eradication of any manifestations for religious and other illegal discrimination and, c) the bidder is not engaged in the manufacture, distribution or sale of firearms, munitions, including rubber or plastic bullets, tear gas, armored vehicles or military aircraft for use or deployment in any activity in Northern Ireland.

Identifiable Health Information: HIPAA and Protected Health Information. Any department subject to the requirements of 45 CFR 160, 162, and 164 (the privacy provisions of the Health Insurance Portability and Accountability Act of 1996 (HIPAA)) that seeks bidders to perform a function or activity involving the use or disclosure of protected health information, must include a provision in the procurement solicitation document (i.e., RFR) informing bidders of their contractual obligations, if any, that the department will require to comply with HIPAA. For example, if the department seeks a bidder to perform business associate functions, as that term is used in HIPAA, then the department must include in the RFR a sufficient description of business associate obligations including, but not limited to, the bidder's obligation to: adequately safeguard the information (in whatever form it is maintained or used, including verbal communications) from inappropriate or unauthorized use or disclosure; provide individuals access to their records; and strictly limit use and disclosure of the information for only those purposes approved of by the department.

Pricing: Federal Government Services Administration (GSA) or Veteran's Administration Supply. The Commonwealth reserves the right to request from the successful bidder(s) initial pricing schedules and periodic updates available under their GSA or other federal pricing contracts. In the absence of proprietary information being part of such contracts, compliance for submission of requested pricing information is expected within 30 days of any request. If the contractor receives a GSA or Veteran's Administration Supply contract at any time during this contract period, it must notify the Commonwealth contract manager.

## **II. Description or Purpose of Procurement**

### **1. Introduction**

The Southeastern Regional Planning and Economic Development District (SRPEDD) is seeking the services of an Architect or Graphic Designer to assist in the creation of up to six visualization renderings of the proposed Davol Street station site located in Fall River, Massachusetts. The visualization renderings should include the station site area which is bounded by the Taunton River to the west, Barnaby Street to the east; President Avenue to the north and Turner Street to the south. The renderings should reflect a New England character and be consistent with Smart Growth and Transit Oriented Design principles.

### **2. Scope of Work**

The Architect or Graphic Designer will work under the direction of the SRPEDD Comprehensive Planning Team to:

- a) Visually illustrate and graphically describe what the proposed redevelopment – Fall River Depot might look and feel like. The visualizations or renderings should be consistent with the concept plan (pages 72-73) provided in the South Coast Rail Corridor Plan. The South Coast Rail Corridor Plan is available online on <http://www.southcoastrail.com/>.
- b) At a minimum, the visualization will incorporate the three elements of the Fall River Depot Concept Plan as outlined in the South Coast Rail Corridor Plan (mixed use, multi-modal, waterfront) as they apply in the following contexts: neighborhood, city, and region.
- c) The visualization will have to balance realism in experience and general location with the current conceptual plan, but further develop the understanding of proposed site. The purpose is to convey to the viewer what the redevelopment experience could be like and the possible opportunities for redevelopment in proximity to a new transportation facility.
- d) The deliverable product is a streetscape view and two oblique views of the station area. The visualizations need to show the station site and adjacent properties. The views need to retain some local landmarks or reference points and should provide existing redeveloped views that can be incorporated into a presentation.
  - The Street view: From the intersection of the redesigned Route 79 and President Avenue looking south;

- Oblique view #1: From North Main Street and Lincoln Avenue looking northwest through the Plaza to toward the proposed Davol Station;
  - Oblique view #2: From Davol Street/Redesigned Route 79 and Pearce Street looking southwest showing the mixed use wrap around the parking garage.
  - The three redeveloped views should provide a moderate (35 units/acre) density level for the civic engagement meetings.
  - Rendering can be either computerized or hand drawn but must be electronically available. Preference will be given to a product that could be modified.
- e) Redevelopment renderings should provide recognizable landmarks and destinations.
- f) Redevelopment renderings should include improvements new streetscape and pedestrian amenities, new landscaping, restored and new buildings, and waterfront activities.
- g) New buildings should be representative of the city historic structures, regional character and or relates to New England architecture.
- h) The station sites have been planned and documented; the visualization will be developed in accordance with basic smart growth design principles to further the work of the necessary zoning amendments. SRPEDD staff will work with the selected consultant to refine the visualization and develop parameters for subsequent sites as identified in the Corridor Plan.
- i) SRPEDD staff will work with the selected consultant to refine the visualization and develop parameters for subsequent sites as identified in the Corridor Plan.

Consultant's Role: The selected consultant will work primarily on the creative and technical aspects of the visualization. SRPEDD staff will guide characteristics of the redevelopment to be depicted, based on the input from public official and public meetings, but there will be much room for creativity in design and concept from the selected consultant.

SRPEDD's role: SRPEDD will provide the selected consultant with existing data and information on the proposed site, including but not limited to topography, photography, buildings, roads, and land use patterns. SRPEDD also will provide proposed programming parameters as defined by the Corridor Plan, but there will be room for changes to the program based on input gathered in the sharing of the visualization.

3. **Budget & Justification**

Compensation to be negotiated.

4. **Schedule**

A schedule of dates for this RFP follows: (deadlines are bolded)

An information meeting on the RFP will be held at 3:00 pm in the SRPEDD offices in Taunton on **September 21, 2009**.

Proposal Submission Deadline: **September 30, 2009**

Interview Finalist(s): **October 8, 9, 13 and, 2009**

Open Price Proposals: **October 15, 2009 at 4:00 PM**

Award Contract by: **October 16, 2009**

Deadline for completion of work: **November 30, 2009**

5. **Requires Submittals**

A complete proposal will consist of the following:

**Non-Price (Technical) Proposal**

- a. **Relevant experience:** Requires job-related experience that would be relevant to this project.
- b. **Samples of work:** A minimum of two samples of job related experience that would be relevant to this project.

**All applicants must be submitted in the following order:**

1. Cover sheet
2. Provide a timeline for deliverables
3. Describe methods/technology you will use
4. Provide a budget and budget narrative for the product
5. Describe your qualifications, including evidence of previous related work.

6. **Price Proposals**

Price proposals should be sealed separately from the technical proposals and shall contain the following information:

- a. Billing rate.

- b. Total price.

7. **Proposal Opening**

The Southeastern Regional Planning and Economic Development District Comprehensive Planning Department will accept complete proposals for an Architect or Graphic Designer on September 30, 2009, at 5:00 pm. Architect or Graphic Designer must submit a separate sealed non-price (technical) and price proposals plainly marked as such and labeled “Architect or Graphic Designer” in the lower left corner. The Architect or Graphic Designer shall submit one (1) original and three (3) copies of the non-price technical proposals and one (1) original and three (3) copies of the price proposals. All packages must be complete and provide all the information requested herein. Proposals that are incomplete not properly endorsed or signed, or other wise contrary to instructions, will be rejected as non-responsive by the Procurement Officer.

All proposals should be mailed or delivered to:

Greg Guimond: Chief Procurement Officer  
Southeastern Regional Planning and Economic Development District  
88 Broadway  
Taunton, MA 02780

The Southeastern Regional Planning and Economic Development District Comprehensive Planning Department reserves the right to accept or reject any or all proposals in total or in part, and reserves the right to waive minor inconsistencies as they deem in the best interest of the public. Technical Proposals will be opened in the presence of one or more witnesses and a register of all proposals will be prepared. The Chief Procurement Officer pursuant to M.G.L. c.30B shall conduct the RFP opening and the contents of the proposals shall be kept confidential until the evaluation process is completed. Proposals will be evaluated based on the criteria contained in Section II. Responsive proposals meeting the minimum criteria will be evaluated and rated based on the evaluation criteria. Finalists will be interviewed. Price proposals will be opened after evaluation of the Technical proposals and the interviews have been completed.

8. **Award**

The contract will be awarded in writing to the Architect/Graphic Designer submitting the most advantageous proposal considering the evaluation criteria and price.

**9. Contract**

The Architect or Graphic Designer will be held to the terms and prices within the proposal for the duration of the contract if both parties sign a contract. All applicable statutory provisions of the laws of the United States and the Commonwealth of Massachusetts will bind the Architect or Graphic selected. Any restrictions, qualifications, or deviations from the services requested must appear in the proposal submittal. A draft copy of the contract that will be executed with the Southeastern Regional Planning and Economic Development District (SRPEDD) is attached. As part of the Contract, the Architect or Graphic Designer will be asked to acknowledge that much of the information collected and evaluated under the contract's scope of services may be considered confidential.

**10. Proposal Evaluation**

**Minimum Evaluation Criteria**

The following is the Minimum Criteria that proposals must meet to be considered for further evaluation.

- a. Submission of a complete proposal that meets the requirements stated in this RFP.
- b. Experience with design and visual presentation of planning and community development.

**II. Comparative Evaluation Criteria**

Proposals that meet the minimum criteria will be further rated using the Comparative Evaluation Criteria. Those Proposals that are the most highly advantageous after evaluation of the four comparative criteria will become finalists. Finalist will be interviewed. After an evaluation of the proposals and finalist interviews has been completed, a tabulation of the finalist evaluations will be prepared. Price proposals will be compared only after all non-price proposals have been ranked according to the comparative evaluation criteria below. The contract will be awarded to the finalist who submits the most advantageous, based on all of the evaluation criteria and price. Highly Advantageous: Proposal exceeds the specified criteria. Advantageous: Proposal is slightly better than the specified criteria.

**Architect/Graphic Designer**

Highly Advantageous: Direct experience with design and visual presentation of planning and community development as it relates to Transit Oriented Design, commuter rail station sites and Mixed-uses.

Advantageous: Experience with design and visual presentation of planning and community development as it relates with Mixed-use.

**Past Work**

Highly Advantageous: At least four graphic design examples provided showing similar projects to the one outlined in the RFP and the References are excellent.

Advantageous: At least two graphic design examples provided showing similar projects to the one outlined in the RFP and the References are satisfactory.

**Interview**

Highly Advantageous: The Architect or Graphic Designer demonstrated a thorough knowledge and understanding of this Request for Proposal. The visual presentations were outstanding and demonstrated the Architect or Graphic Designer's ability to clearly and effectively convey design and visualization techniques to the understanding and engagement of the audience.

Advantageous: The Architect or Graphic Designer demonstrated a thorough knowledge and understanding of this Request for Proposal. The visual presentations were satisfactory and demonstrated Architect or Graphic Designers' ability to adequately convey design and visualization techniques to the understanding and engagement of the audience.

**Product**

Highly Advantageous: Architect or Graphic Designer needs to be responsive to time constraints. Visualizations should be flexible, accurate and credible, and allow for alteration of density levels.

Advantageous: Architect or Graphic Designer needs to be responsive to time constraints. Visualizations should be credible and provide an alternative and modification for density levels.