

**REQUEST FOR QUALIFICATIONS (RFQ)**  
**MARTIN WAY CORRIDOR STUDY – MARKET STUDY AND FEASIBILITY ANALYSIS**  
Thurston Regional Planning Council

**PURPOSE**

Thurston Regional Planning Council (TRPC) is seeking a qualified consultant to assist with a market study, feasibility analysis, and development of a visual preference survey for the Martin Way Corridor in Olympia and Lacey, WA.

TRPC will be the lead agency in administering this Request for Qualifications (RFQ) on behalf of project partners. The project's needs are outlined in the following RFQ.

**BACKGROUND**

The Martin Way Corridor Study covers Martin Way, from Pacific Avenue in Olympia to Dutterow Road in Lacey. Martin Way has frequent transit service and is a prime candidate for increasing land use intensity and walking and biking activity. This former state highway serves as an alternative to I-5 and carries between 9,000 to 35,000 daily vehicles, depending on the roadway section.

The roadway links major urban centers and has been identified as a focal point for more intensive urban development. As an urban corridor, opportunity areas for more intensive development could be identified. Zoning and development regulations along the corridor as it passes through Olympia, Lacey, and Thurston County could be updated to better align with the urban form envisioned for the future of this corridor.

The roadway experiences safety and mobility challenges for all modes of travel. The corridor has been designated as a Smart Corridor, and investments are underway in traffic signal optimization and transit signal prioritization. In addition, Intercity Transit is hoping to begin express service, or bus rapid transit light service, along the route.

The main issues that will be addressed in the study include:

*Bicycle and pedestrian facilities*

This major arterial has gaps in safe and comfortable bicycle and pedestrian facilities, including facilities to cross the street between major intersections. This study will build on the City of Lacey's Bicycle and Pedestrian Plan (City of Lacey and unincorporated UGA) and the 2013 Martin Way District Study and Transportation Master Plan (City of Olympia) to identify improvements for people who bicycle and walk through the corridor.

*Safety*

This study will take a systemic (system-wide) approach to addressing safety issues along this major arterial. Issues relating to speed, lighting, transit, transitions between modes (pedestrian to transit) bicycle and pedestrian facilities, and intersections will be examined.

*Transit*

This corridor is a primary transit corridor for Intercity Transit, with frequent (15 minute) service through much of the corridor, and two transit centers (downtown Olympia and Lacey's Midtown District) and a Park and Ride (Martin Way P&R) anchoring the transit route. In late 2019, Intercity Transit launched The One, a bus rapid transit demonstration project that runs from Capital Mall on Olympia's west side to the

park and ride at Martin Way and I-5. This is a four-year demonstration project. In addition, transit signal prioritization will be implemented along the corridor to improve transit headways during peak periods. This study will be an opportunity to review existing and consider new facilities to support high performance transit (Bus Rapid Transit “light”) service in the corridor.

### *Land Use*

This is a primary urban corridor; however, zoning and development regulations are inconsistent between jurisdictions, and implementation does not always support the urban corridor vision. This study will conduct a land use and development regulation audit to look for areas to reconcile the urban corridor land use vision with zoning and development regulations. This will include looking at the land use immediately adjacent to the corridor, and auditing regulations such as parking requirements, density, setbacks, site and building design. The study will also include convening a current planner stakeholder group to provide input on corridor design, implementation strategies and permitting challenges and opportunities. The study will also include a market study, identification of neighborhood center opportunity areas, and a development/redevelopment feasibility study.

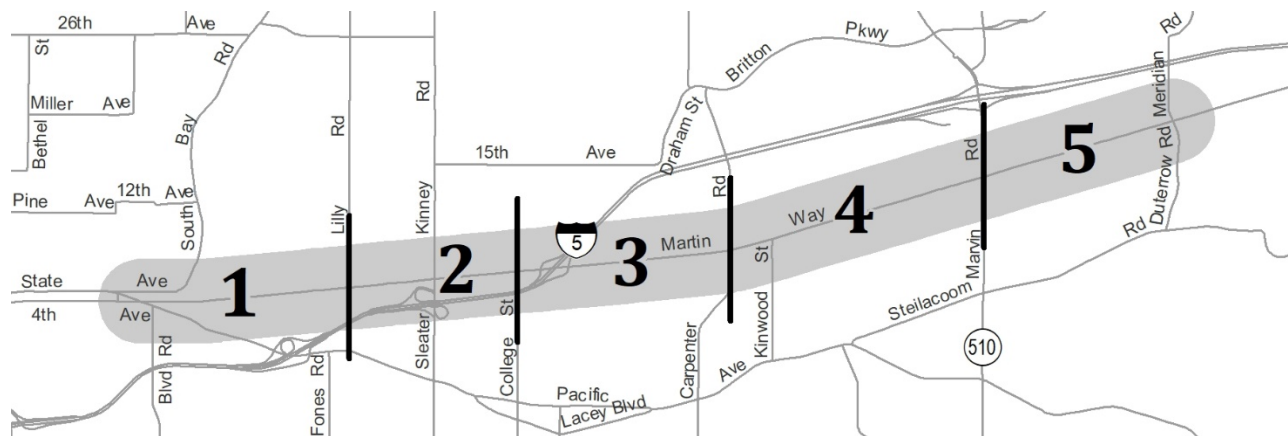
### *Access Management*

Numerous access points along the corridor decrease both safety and mobility. This study will look for ways to manage access, including consolidating driveways, restricting left turns from side streets, and possible median and intersection treatments.

### *Neighborhood Connectivity*

Many of the neighborhoods adjacent to the corridor are not directly connected due to previous land use patterns. This study will look at ways to increase connectivity to the corridor, through more opportunities for transit, bicycle, vehicle, and pedestrian connections.

Figure 1: Study area and roadway sections.



## SCOPE OF WORK

This project involves a partnership of TRPC, the cities of Lacey and Olympia, Thurston County, and Intercity Transit. The general scope of work involves the following tasks conducted by TRPC.

- Task 1: Project Management
- Task 2: Communications and Outreach
- Task 3: Establish Needs and Goals
- Task 4: Current Conditions Report
- Task 5: Opportunities and Alternatives Analysis
- Task 6: Implementation and Action Plan

It is anticipated that the consultant will support the current conditions report and opportunities and alternatives analysis with the following tasks:

- Conduct a market study to document demand for both residential and commercial activity along the corridor. Evaluate the impact of existing development fees, costs, and incentives on development potential, with a focus on how those factors differ across the corridor.
- Conduct a feasibility analysis that includes a proforma-based evaluation of development potential at representative sites along the corridor, including four to six conceptual visualizations (including street frontage). Analyze how changes to fees, costs, and/or incentives may impact feasibility, and identify any changes that could help achieve goals developed for the corridor.
- Develop a visual preference survey (to be administered by TRPC) to support the land use element of the planning study.
- Present findings to the staff team, steering committee, and provide support for public meetings/outreach.

## COMPENSATION

- A. Upon selection of the most qualified vendor based on demonstrated competence and qualifications for the type of professional services required, and development of a detailed scope of work, TRPC will negotiate a price which it determines is fair and reasonable. If TRPC is unable to negotiate a satisfactory contract with the vendor selected, negotiations with that vendor will terminate and TRPC may select another vendor.
- B. This project will require the use of a contract from the WSDOT Local Agency Guidelines found through the following link: <https://wsdot.wa.gov/LocalPrograms/LAG/CAI.htm>
- C. Payment by TRPC for the services will only be made after the services have been performed. An itemized billing statement is required to be submitted in the form specified by TRPC and approved by the appropriate TRPC representative, which shall specifically set forth (1) the services performed, (2) the name of the person performing such services, and the (3) hourly labor charge rate for such person. Payment shall be made monthly, within thirty (30) days of receipt of such billing statement.
- D. This is one component of a much larger project. A limited amount of funding is available for the consultant team portion of the project (approximately \$40,000).

## PROJECT TIMELINE

Recruitment will occur during fall 2020, with an anticipated selection date by mid-December and a project start date in January. It is anticipated that implementation will last about one year.

The anticipated dates for key actions are listed below:

Issue RFQ: .....	October 26, 2020
Statements of Qualifications Due:.....	November 18, 4:00 p.m. PDT
Interview Notification: .....	December 2, 2020
Interviews Conducted:.....	December 7-11, 2020
Contract Negotiations Begin: .....	December 21, 2020
Consultant Services Begin: .....	January 25, 2020

## SUBMITTAL REQUIREMENTS

### A. Instructions to Proposers

- Submittals must be limited to six (6) double-sided pages (12 total faces), plus a cover page.
- Please send an electronic copy of the proposal in PDF format to Veena Tabbutt, [tabbutv@trpc.org](mailto:tabbutv@trpc.org). Paper copies will not be required due to limited office access during the COVID-19 pandemic.
- All responses must be received by **Wednesday, November 18, 2020 at 4:00 p.m. PDT**.
- Responses should be prepared simply and economically, providing a straight-forward, concise description of provider capabilities to satisfy the requirements of the request. Colored displays, promotional materials, etc. are not allowed.
- Any questions concerning the RFQ's specifications or process shall be directed in writing to Veena Tabbutt, Deputy Director, at [tabbutv@trpc.org](mailto:tabbutv@trpc.org) before November 13, 2020. Responses to questions and/or any changes to this RFQ during the period of advertisement will be posted on the TRPC website ([www.trpc.org](http://www.trpc.org)).

### B. Contents:

All RFQ responses must include the following information:

- Name, address, and telephone number of the firm or individual and the primary contact.
- Brief description of the organization and its background, size, and nature of services.
- Names of principals and key personnel who would work on the project and their experience and qualifications.
- Availability of personnel who would be dedicated to the project.
- Experience working with similar projects.
- List of at least three project references, including contact persons and phone numbers.
- Suggested scope of work and deliverables.

### C. Any changes to this RFQ during the advertisement period will be posted online at [www.trpc.org](http://www.trpc.org).

## SELECTION PROCESS

A selection committee comprised of staff from TRPC and partners will begin review of the statement of qualifications (SOQs) in late November. The committee will develop a short list of firms to invite for an interview. TRPC will notify firms of the outcome of this process. SOQs will be evaluated as follows:

<b>Criteria for Selection for Interview</b>	<b>Weight Given</b>
Responsiveness to purpose and scope of services.	40%
Ability and history of successfully completing contracts of this type, meeting projected deadlines, experience in similar work.	50%
Key personnel, and past performance.	10%
<b>Total Criteria Weight</b>	<b>100%</b>

Each SOQ will be independently evaluated on the above factors. Applicants must demonstrate compliance with WSDOT's DBE Participation Requirements. A mandatory UDBE goal of zero was established by WSDOT Local Programs for this contract. Minority and women-owned firms are encouraged to apply.

## TERMS AND CONDITIONS

- A. TRPC reserves the right to reject any and all SOQs, and to waive minor irregularities in any SOQ.
- B. TRPC reserves the right to request clarification of information submitted, and to request additional information from any contractor or vendor.
- C. TRPC reserves the right to award any contract to the next most qualified contractor or vendor, if the successful contractor or vendor does not execute a contract within thirty (30) days after selection.
- D. Any SOQ may be withdrawn up until the date and time set forth above for opening of SOQs. Any SOQ not so timely withdrawn shall constitute an irrevocable offer, for a period of ninety (90) days to provide TRPC the services described in the attached specifications, or until one or more of the SOQs have been approved by TRPC, whichever occurs first.
- E. As noted in the RFQ's Compensation section, this project will require the use of a contract from the WSDOT Local Agency Guidelines found through the following link:  
<https://wsdot.wa.gov/LocalPrograms/LAG/CAI.htm>.
- F. TRPC reserves the right to reject any proposed agreement or contract that does not conform to the specifications contained in this RFQ, and which is not approved by TRPC.
- G. The Recipient, in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, Subtitle A, Office of the Secretary, Part 21, Nondiscrimination in Federally-Assisted Programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 23 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.
- H. TRPC shall not be responsible for any costs incurred by the contractor or vendor in preparing, submitting, or presenting its SOQ.

## **POST-CLOSING DISCUSSION**

After any of the responses are open, conversations may only take place between TRPC and respondents for the purposes of clarification regarding the selection process. Respondents shall be bound by the information submitted in their SOQs and subsequent negotiations.

Those submitting SOQs may be required to make a presentation to TRPC and partners as part of the selection process. The presentation team should include the Project Manager and any other key personnel necessary to address administrative and technical issues.

## **PROPOSAL ACCEPTANCE / REJECTION**

TRPC reserves the right to accept or reject any or all SOQs received from this RFQ, or to negotiate separately with any respondent, and to waive any informalities, defects, or irregularities in any SOQ, or to accept that SOQ which, in the judgment of the proper officials, is in the best interest of TRPC.

## **AWARD**

TRPC reserves the right to award the contract to a consultant that they deem to offer the best overall SOQ. TRPC has the discretion and reserves the right to cancel this RFQ, to reject any and all SOQs, to waive any and all irregularities, or to re-advertise with either the identical or revised specifications if it is deemed to be in the best interest of TRPC.

## **ASSIGNMENT**

The awarded contractor shall not assign, transfer, convey, sublet, or otherwise dispose of any award or of any of its rights, title, or interests therein, without the prior written consent of TRPC.

## **ADDITIONAL LANGUAGE**

TRPC reserves the right to introduce additional terms and conditions at the time the final contract is negotiated. Any additional terms or conditions would be limited to ones having the effect of clarifying the RFQ language and/or correcting defects, such as omissions or misstatements, which are discovered after the RFQ is issued, or that reflect State or Federal Law changes, or as required by funding entities.