

**NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS
METROPOLITAN PLANNING ORGANIZATION**

REQUEST FOR PROPOSALS

**FOR THE LBJ/SKILLMAN URBAN PLANNING INITIATIVE SUSTAINABLE
DEVELOPMENT PLANNING PROJECT**

OCTOBER 21, 2011

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FOR THE LBJ/SKILLMAN URBAN PLANNING INITIATIVE SUSTAINABLE
DEVELOPMENT PLANNING PROJECT

INTRODUCTION

The North Central Texas Council of Governments (NCTCOG) is requesting consultant services for the LBJ/Skillman Urban Planning Initiative Sustainable Development Planning Project. The LBJ/Skillman Urban Planning Initiative is to identify redevelopment and new transit oriented development opportunities to promote sustainable living, positive economic growth, cultural opportunities and an increase safety throughout this strategic focus area as identified in the City of Dallas' Comprehensive Plan, forwardDallas!.

NORTH CENTRAL TEXAS COUNCIL OF GOVERNMENTS

The North Central Texas Council of Governments (NCTCOG) is a voluntary association of, by, and for local governments, and was established to assist local governments in planning for common needs, cooperating for mutual benefit, and coordinating for sound regional development. NCTCOG's purpose is to strengthen both the individual and collective power of local governments and to help them recognize regional opportunities, eliminate unnecessary duplication, and make joint decisions.

BACKGROUND

Since 1974, NCTCOG has served as the Metropolitan Planning Organization (MPO) for transportation in the Dallas-Fort Worth (DFW) Metropolitan Area. NCTCOG's Transportation Department is responsible for regional transportation planning for all modes of transportation. The Department provides technical support and staff assistance to the Regional Transportation Council (RTC) and its technical committees, which compose the MPO policy-making structure. In addition, the Department provides technical assistance to the local governments of North Central Texas in planning, programming, coordinating, and implementing transportation decisions.

PURPOSE AND NEED

The purpose of the LBJ/Skillman Urban Planning Initiative is to identify redevelopment and new transit oriented development opportunities to promote sustainable living, positive economic growth, cultural opportunities and an increase safety throughout this strategic

focus area as identified in the City of Dallas' Comprehensive Plan, forwardDallas!. The planning project will include the analysis of current and future demographics and Dallas Area Rapid Transit (DART) ridership, allowable density, the current and possible mix of uses, and a pro/con analysis of form based zoning. The study will identify park, open space and hike/bike trail opportunities, public facility needs, and ways to promote existing and future cultural diversity. The plan will include design recommendations to maximize access to DART rail and potentials for pedestrian circulation; will identify and will evaluate possible zoning changes; and will illustrate proposed pedestrian atmosphere and architectural character for the study area.

PROJECT SUPPORT

The project will be conducted under the guidance and supervision of a Project Review Committee (PRC), which may include members of NCTCOG, the City of Dallas, Dallas Area Rapid Transit, the Gateway Taskforce, and the Lake Highlands Area Improvement Association. The responsibilities of the PRC will be to serve as the principal technical review committee for this project. NCTCOG shall serve as project manager to implement a mutually agreed upon scope of work, to champion the project, and monitor weekly progress. NCTCOG shall also serve as the contract manager and procurement administrator for the project.

WORK PROGRAM

The work program for the LBJ/Skillman Urban Planning Initiative Sustainable Development Planning Project is summarized by the tasks outlined below. Consultants are invited to propose modifications to these tasks and to exercise creativity in responding to the project's needs. Modifications to tasks and task sequencing which will improve the effectiveness of the study effort, while containing costs, are encouraged.

SCOPE OF WORK

Project Purpose

The purpose of the LBJ/Skillman Urban Planning Initiative is to identify redevelopment and new transit oriented development opportunities to promote sustainable living, positive economic growth, cultural opportunities and an increase safety throughout this strategic focus area as identified in the City of Dallas' Comprehensive Plan, forwardDallas!. The planning project will include the analysis of current and future demographics and DART ridership, allowable density, the current and possible mix of uses, and a pro/con analysis of

form based zoning. The study will identify park, open space and hike/bike trail opportunities, public facility needs, and ways to promote existing and future cultural diversity. The plan will include design recommendations to maximize access to DART rail and potentials for pedestrian circulation; will identify and will evaluate possible zoning changes; and will illustrate proposed pedestrian atmosphere and architectural character for the study area.

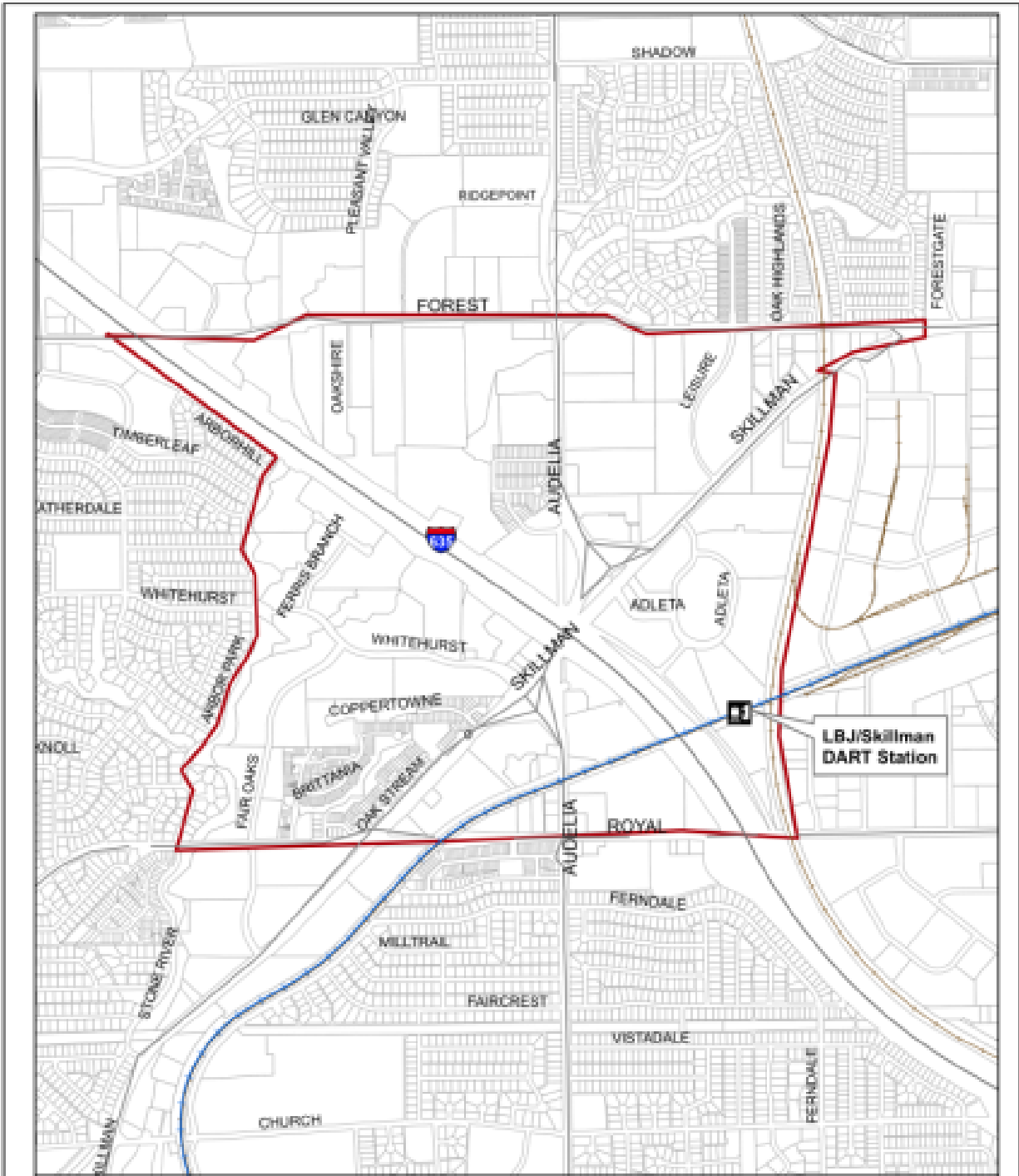
The LBJ/Skillman Urban Planning Initiative (UPI) will gather data and examine opportunities and document findings that can be presented to private and public entities to encourage sustainable redevelopment within the study area. An underlying assumption of the study should be that a locally accepted freeway intersection in the transportation plan by the Texas Department of Transportation (TXDOT) would move forward to implementation. Particulars of that plan can be provided by the City of Dallas. Consultant insights and advice will be welcomed throughout the bidding and study process. Consultant should have knowledge and experience with traffic engineering to understand, evaluate, and make recommendations related to traffic flow, intersection improvements, and signalization related to the study area.

The study will also provide a framework for coordinating existing planning and development initiatives, identifying opportunities and implementation steps to encourage more sustainable development with an emphasis on transit-oriented development around the LBJ/Skillman DART station, enhancing pedestrian and bicycle connections, job creation, and recreational and cultural opportunities.

Study Area

The project area is bounded by Forest Lane on the north, Royal Lane/LBJ on the south, Atchison, Topeka & Santa Fe railroad tracks on the east, and Arbor Park Drive on the west. The study area is approximately 703 acres.

The study area may be divided into a “core focus” area encompassing the LBJ/Skillman DART Station and LBJ/Skillman intersection, then a “broader secondary” area for the remainder of the study boundary. The boundaries of the study area are delineated in the illustration below:



**LBJ/Skillman Urban Planning Initiative (UPI)
Study Area Parcel Map**

*Parcel data is DCAD 2008 Certified
Labeling (DF is not possible due to
the large number (see excel spreadsheet))*

- UPI Study Area Boundary
- LBJ/S Existing DART Station
- Future DART Station
- DART Blue Line



CITY OF DALLAS

Office of Economic Development
September 2009

Tasks and Deliverables

The Consultant will perform the following list of tasks and sub tasks and will produce the deliverables and results listed for each task. The Project Review Committee (PRC) will review the project deliverables and provide feedback at key milestones, conference calls or meetings.

Task 1. Process Initiation:

1. The Consultant will meet with the PRC immediately after the project's Notice to Proceed (NTP) is verified to review the project's scope of work.
2. **Project Review Committee (PRC) Meeting #1** – The Consultant will facilitate:
 - a. Introduction to the PRC
 - b. Introduction and overview of process
 - c. Establish system of communication between involved parties; PRC, Consultant, the Advisory Committee, communities, officials, etc.
 - d. Establish date, time and agenda for this meeting and next meeting
 - e. Consultant will provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed project next steps for PRC review.

Deliverables from Task 1:

PRC Meeting #1 –

- Meeting agenda and Summary Memo.
- Revisions to scope, schedule, and PMP

Task 2. Preliminary Research and Data Collection:

1. Preliminary data collection: The Consultant will collect current and future demographic data within one and five-mile radii from the LBJ/Skillman intersection. Using the study area boundaries approved by the PRC, the Consultant will develop base data for the study area and provide the following assessments. All data formatting will be provided in Arc-GIS, MS Word, and MS Excel. Additional Graphic and Analytical Tools may be acceptable as determined

by the PRC. The data collection and analysis should include the following elements:

- Demographic data (current and projected), including, but not limited to:
 - Population and Age Distribution
 - Household Demographics and Family Structure
 - Race and Ethnicity
 - Income
 - Employment/Travel Time to Work
 - Educational Attainment

- Current and Future Land Use, Zoning, and geographical, and sustainability features, including, but not limited to:
 - Existing Land Use
 - Employment Locations
 - Land and Improvement Value Data
 - Development Trends
 - Future Land Use
 - Current Zoning, including a Summary of all Special Zoning
 - Parking
 - Parcel by parcel analysis, including but not limited to (where appropriate) current use, building total square feet, market data (square feet valuation, etc.)
 - Topographical/Geological Features, including identification of Natural Features and Flood Plains
 - Other sustainability features such as solar, wind, geothermal, etc.

- Existing Housing and Retail data including, but not limited to
 - Housing Units and Types of Housing
 - Occupancy Rates
 - Ownership and Rental Patterns
 - Types of Retail
 - Commercial and Office Mix

 -

- Transportation Information, including, but not limited to:
 - Existing and Planned Roadways
 - Peak and Average Transportation Trip Counts
 - Parking Space Count and Usage
 - Existing and Planned Mass Transit Structures
 - Bicycle and Pedestrian Facilities and Usage

- Review past and current studies: OmniPlan's conceptual plan, District 10 Plan, ForwardDallas! Comp Plan, the new Dallas Bike Plan, Dallas' new Complete Streets Initiative, Skillman TIF District Strategic Implementation Plan and Skillman Corridor TIF Design Review Committee guidelines, efforts of the Lake Highlands Public Improvement District (LHPID), and other plans and documents pertaining to the study.

- A data summary memo will be created by the Consultant and will be provided to PRC review.

- Stakeholder meeting with TxDOT as needed during the planning process, and the City staff will help with the communication.

Deliverables from Task 2:

- Database of all the information outlined in Task 2 and a Data Summary Memo to PMT.

- Stakeholder meeting with TxDOT, summary memo, and follow up on the activities from the meeting.

Task 3. Current and Future Market and Development Conditions:

The Consulting Team will perform analysis of the market and development conditions required to identify a unique potential niche for the study area that will provide a competitive edge for LBJ and Skillman over the other areas of the city. The results of this analysis will be used to create marketing facts and materials to attract new development in the area. Specific tasks will include:

1. Preparation of demographic overview of the area in the short-term (5 years), mid-term (5 to 10 years) and the long-term (10 + years). This overview will be prepared in light of local, regional and/or any site-specific plans being proposed. This analysis should be based upon completion of planned infrastructure improvements in the 5-10 year range.
2. Evaluation of existing market conditions: The market area, for purposes of this analysis will include the LBJ corridor from the Dallas North Tollway to IH-30 for the office and medical office market; the Skillman Corridor for the rental and for sale residential and the retail market. The uses, such as research and manufacturing, should also be included in the analysis. The analysis should include factors such as land cost (purchase, rental), rental rates for various land uses (both existing and projected) and other housing and retail data collected through Task 2.
3. Using information gathered, the Consulting Team will prepare pro forma models for potential land uses in the study area including a) low and high density office; b) retail; c) for sale residential; d) rental residential; e) medical; f) research and g) other feasible uses compatible with transit oriented development. This analysis will assess the real estate product and land development markets. Demographics and market trends relative to the real estate product market which would be considered include: residential product types at various densities; commercial/retail products at various densities with modified parking ratios; all other non-residential land uses including office, industrial, institutional, etc. Land development trends would include factors such as: land pricing, discount rates, rates of return to cover risk, absorption rates for land, and the cost of carrying land as inventory.
4. Real Estate Product/Land Development Market Assessment: The Consulting Team will also perform a market study including an analysis of real estate trends for: residential, office, light industrial, retail and service markets; the changes expected from the introduction of planned infrastructure improvements; development potential (projected supply and demand) for these real estate markets; potential for redevelopment; lease rates; vacancy rates; absorption for the market categories; conditions for success of local development including

employment and housing densities for the station areas; construction impacts; and related matters.

5. Opportunities and Constraints to Development:

Physical Opportunities and Constraints -The Consulting Team will identify natural features and other constraints that may impact future development including but not limited to topography, floodplains, wildlife corridors, and major tree stands and grasslands.

Market and Development Opportunities and Constraints - The Consulting Team will prepare a summary memo documenting the findings of the Current and Future Market and Development Conditions, and the Real Estate Product/Land Development Market Assessment. The Consulting will also identify any other real or perceived impediments to redevelopment of the Study Site, subject to completion of planned infrastructure improvements.

6. **PRC Meeting/ Conference Call #2** – The Consultant will:

- a. Discuss findings from Task 3 with the PRC
- b. Establish the content of documents, information and format for the preliminary LBJ/Skillman Urban Planning Initiative research and analysis to be presented by the Consultant at the Community Visioning event.
- c. Establish date, time, and agenda for next PRC meeting
- d. Provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed-to project next steps for the PRC review.
- e. Facilitate review of the preliminary data summary memo, market analysis, findings, and a draft Community Visioning presentation and make edits to the documents as needed.
- f. Establish the format of the presentation.
- g. Establish date, time and venue for the Community Visioning event.
- h. Establish date and time for the next PRC Meeting.
- i. Provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed-to project next steps for PRC Review.

Deliverables from Task 3:

- Demographic analysis of existing and future population in target area.
- Market analysis for various potential land uses on site including specific information on potential rental rates and projects costs
- Pro forma information for various potential land uses for site.
- Vision for redeveloped area including proposed 'market niche.'
- Listing of impediments to redevelopment and appropriateness of existing public financing opportunities for area.
- Community Visioning presentation, hand outs, and other presentation materials two weeks prior to the event for the PRC review.
- PRC Meeting agenda and Summary Memo.

Task 4. Community Visioning Event

1. The Consultant will create a preliminary Community Visioning presentation.
2. The Consultant will create and maintain a contact database for the project to include public and private agencies related to the study, stakeholders, and residents in the study area.
3. The Consultant makes arrangements for the Community Visioning event, including reserving the venue, set-up of presentation materials and equipment, advertisement of the event to the involved communities/stakeholders. Also arranges for any event amenities; beverages, snacks, handouts, etc.
4. PRC members may be available to assist with arranging staffing and event set-up for the Community Visioning event
5. The Consultant opens and moderates the event.
6. The Community Visioning Event will have visual aids including a PowerPoint presentation, large printed maps for attendee interaction as well as colors pens, pencils, tape and handouts with study area data/information noted.
7. The PRC members can participate in the presentation if agreed to in advance, or if invited to do so by the Consultant during the event.
8. The Consultant presents the preliminary analysis from the planning study to the community attendees.
9. The Consultant opens the event up to public discussion, comment, input, etc. Consultant will properly document all relevant public comments for future reference and prepare them in a presentation at the end of the workshop.

10. The Consultant will compile and analyze the input and comments from the Community Visioning Event. Consultant will provide the PRC with a summary memo via email on the Community Workshop findings within one week of the event, and will highlight and analyze the key topics and issues identified from the Workshop results.
11. The Consultant will prepare recommended changes and/or identify opportunities that address the input from the Community Visioning Event.

Deliverables from Task 4:

- Community Visioning Event presentation materials, handouts, and exhibits for PRC review two weeks prior to the meeting.
- Community Visioning Event conducted including all the items included in Task 4.
- Summary memo from Community Visioning Event addressing the input
- PRC Meeting agenda and Summary Memo.

Task 5. Post Community Visioning Event Analysis and Preliminary Implementation

Recommendations:

1. **PRC Meeting/ Conference Call #3** – The Consultant will:
 - a. Discuss the results of the Community Visioning event and their applicability to recommendations with PRC.
 - b. Present the PRC with its alteration recommendations and/or other opportunities.
 - Provide initial pros and cons of the recommendations and/or opportunities presented.
 - c. Based on review and feedback from PRC, establish the content that is to make-up the final report of the LBJ/Skillman Urban Planning Initiative
 - d. Establish the time, date and agenda for the next Project PRC Meeting.
 - e. Provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed-to project next steps for PRC Review.

2. Based on the data collection efforts and the input from the Community Event, the Consultant will create Preliminary Implementation Recommendations for the following areas:

a. Land Use Analysis and Recommendations

- i. Analysis of allowable density and land use under existing zoning
- ii. Analysis of the advantages and disadvantages of form based zoning and other viable code options
- iii. Analysis of DART property, existing deed restrictions and adjacent property opportunities
- iv. Analysis of various combinations of sustainable private sector transit oriented development, including retail, residential, office, etc.
- v. Analysis of existing property in the study area, with emphasis on the core focus area, to review ownership patterns, property values, land/site utilization (ratio improvement to land value), and property basis (recent sales vs. long held property) to provide a list of parcels showing appraisal data and analysis for each parcel (appraised value, size, improvement value, etc.)
- vi. Analysis of potential surplus City or TXDOT land that may become available for development as a result of intersection re-configuration and strategies for the best use of the land
- vii. Recommendation of revisions to existing zoning/land use analysis
- viii. Recommended future sustainable land use scenarios

b. Mobility Analysis and Recommendations

- i. Analysis of ridership of DART rail and bus systems at the LBJ/Skillman DART Station and LBJ/Skillman intersection
- ii. Analysis of designs to maximize access to the DART rail station
- iii. Analysis of automobile traffic volumes at the LBJ/Skillman intersection.
- iv. Analysis of designs to maximize the potential for pedestrian circulation
- v. Recommendations for pedestrian and bike access presuming the freeway intersection is reconfigured in the future

- vi. Anticipate the use of previous work created by others for planned changes to, and the realignment of, Skillman Street, Audelia Road and LBJ Freeway.

c. Quality of Life Analysis and Recommendations

- i. Analysis of, and recommendations for, park, open space, hike/bike trail alternatives that interface with the 2011 Bike Plan in process
- ii. Analysis of, and recommendations for, potential for public sector components such as a public library, fire protection, city police and/or transit police station or other public institutional amenities. DART has indicated their intention to construct a transit police facility at the LBJ/Skillman DART rail station.
- iii. Analysis of potential educational components and connection of the study area to the nearby Richland College Campus.
- iv. Analysis on how to best encourage and promote various housing, retail, and employment opportunities, and/or related area investments, as feasible.

d. Market Analysis and Recommendations

- i. Information from the market analysis will be used to formulate sets of economic strategies for the short-term that lead to long-term changes desired by the City and the concerned owners and developers of the properties in the area of the proposed station. The team will work to define strategies for short, mid- and long-term development.
- ii. The Consulting Team will review public funding strategies and incentive programs to determine if they are sufficient to support planned redevelopment activities.
- iii. The Consulting Team will identify possible opportunities to bring centers of commerce, higher education (Richland College), research and development and/or other economic engine, that could drive urban renewal and prosperity in the area and provide case studies of similar redevelopment for TOD.

Deliverables from Task 5:

- Preliminary Implementation recommendations to address all the topics outlined in Task 5 to PRC review.
- PRC Meeting agenda and Summary Memo.

Task 6. Community Workshop, Findings, and Final Renderings:

1. Consultant, with PRC assistance, will arrange for a follow-up Community Meeting to present the findings from the Community Workshop, draft vision, and preliminary recommendations.
2. The arrangements, work flow, and deliverables should be similar to the Visioning Event in Task 3.
3. The Consultant will compile and analyze the input and comments from the Community Workshop. Consultant will provide the PRC with a summary memo via email on the Community Workshop findings within one week of the event, and will highlight and analyze the key topics and issues identified from the Community Meeting – Workshop Findings results.
4. The Consultant will develop illustrative renderings describing a potential pedestrian atmosphere and architectural character of the LBJ/Skillman intersection in a future scenario. The architectural character should recognize the special nature of this area as the Gateway to Lake Highlands. Provide the documents in both printed and electronic formats.
5. The Consultant will create an illustrative master plan vision corresponding to the demographic and economic analysis.
6. **PRC Meeting/ Conference Call #4** (if required) – The Consultant will:
 - a. Make alterations, if necessary, to the study recommendations based upon the public input from the Community Workshop, as agreed to in the PRC Meeting. Establish a time frame for the Consultant to make agreed upon changes to the study.
 - b. Provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed-to project next steps for the PRC review.

Deliverables from Task 6:

- Presentation materials, exhibits, and handouts for the Community Workshop.
- Community Workshop conducted.
- Summary Memo from the Community Workshop.
- Final illustrative renderings as outlined in the task.
- PRC Meeting agenda and Summary Memo.

Task 7. Final Recommendations and Implementation Plan

1. Dallas City Plan Commission/City Council Briefings:

The Consultant will coordinate with City of Dallas Planning staff to prepare a PowerPoint presentation for the Dallas City Plan Commission (CPC) and City Council meetings. The PRC will also coordinate to ensure that presentation and report materials are available, edited, and ready for the meetings. Consultant will have a representative available for the City Plan Commission and the City Council meeting(s) for the presentation and any follow-up questions. If additional presentations are requested by the City Plan Commission and/or the Dallas City Council, the consultant will anticipate and accommodate these meetings and possible alterations to the final report.

- a. City staff will make all necessary arrangements for the LBJ/Skillman Urban Planning Initiative to be placed on the City Plan Commission and City Council's agenda for consideration of adoption by resolution.
- b. The Consultant and City Staff will present the final recommendations of the LBJ/Skillman Urban Planning Initiative to the City Plan Commission and be available at the City Council meeting.
- c. The City Plan Commission and City Council will approve the adoption by vote of support (CPC) and resolution (City Council) or offer discussion and possible conditions for eventual approval.

2. PRC Meeting/ Conference Call #5 (if required) – The Consultant will:

- a. Facilitate PRC review of any CPC and/or City Council recommendations and/or conditions for adoption and come to some

- agreement on a course of action. City Staff will advise the PRC and the Consultant regarding the details of the next request for adoption of resolution from the City Council.
- b. Establish a time frame for the Consultant to make agreed upon changes to the study.
 - c. Provide draft memo with meeting notes via email within one week of the PRC meeting. The memo will include, but not be limited to, comments and agreed-to project next steps for PRC Review.
3. The Consultant will make agreed upon alterations (if any) to the final report of the LBJ/Skillman Urban Planning Initiative.
 4. City Staff will make all necessary arrangements for the LBJ/Skillman Urban Planning Initiative to be placed on the City Council's agenda for consideration of adoption by resolution.
 5. If necessary, the Consultant and City Staff will present the amended recommendations from the LBJ/Skillman Urban Planning Initiative to the City Council for passage by resolution.
 6. Upon completion of Task 6, the Consultant will address any final editing issues as identified by the Dallas City Plan Commission and the Dallas City Council. A final report will then be sent to the City of Dallas City Secretary's office for proper documentation and adoption.
 7. The Consultant will coordinate with PRC to finalize deliverables of the completed LBJ/Skillman Urban Planning Initiative.

Deliverables from Task 7:

- Final Project Report including data analysis and final recommendations, and Final Implementation Recommendations to address all the topics outlined in previous tasks.
- Presentation materials, exhibits, and handouts for the CPC and the City Council.
- Presentations to CPC and the City Council.
- Consultant will provide four color hard copies, and PDF and editable Word versions of the final study on CD-ROM to the City of Dallas.

- Consultant will provide four color hard copies, and PDF and editable Word versions of the final study on CD-ROM to NCTCOG.
- Consultant will provide four color hard copies and a PDF version of the final study to members of the LBJ/Skillman Urban Planning Initiative.

General Project Management Requirements

The PRC has the following overall expectations regarding the implementation of the planning project:

Timeline: The overall project timeline is no more than 18 months from time of NTP. The Consultant will provide a detailed, task-by-task project schedule.

Monthly Billing: The Consultant is expected to develop and maintain a Project Schedule with Key Milestones and to submit Monthly Billing and Progress reports to NCTCOG. The Consultant will provide briefings by phone or in-person as needed.

Public Meetings/Workshops: All facilities for public meetings/workshops are TBD and will be arranged with the assistance of the PRC. Chairs, tables, and parking will be provided, but additional presentation materials/equipment will be the responsibility of the Consultant. The Consultant participates in the Advisory Committee meetings as applicable to the project.

Communication: Communication with the PRC is an essential part of executing a successful planning study. The Consultant will be encouraged to provide a detailed Communication Plan. Data and deliverables for the project will be shared through NCTCOG's ftp site or the Consultant's ftp site as needed. Presentations, exhibits, questionnaires, agendas, and handouts will be provided by the Consultant two weeks prior to the events for PRC member review and approval. PRC meetings can be conducted through in-person meetings or conference calls as appropriate and agreed by the PRC.

Documentation and Visuals:

- Proper documentation of all research, analysis, and public comment is required.
- Development of a written study, inclusive of illustrations, charts and tables in both printed and electronic formats is required.

SCHEDULE AND BUDGET

This project has an anticipated Notice to Proceed (NTP) date of February 1, 2012. This project will have a not to exceed budget of \$125,000.

CONSULTANT SELECTION CRITERIA

The Consultant Selection Committee will review all proposals and select a firm it considers qualified to undertake the project. The following criteria will be used to evaluate the proposals:

1.	Project Understanding	30 percent
2.	Scope of Services	25 percent
3.	Project Manager/Staff Qualifications	20 percent
4.	Knowledge of Dallas-Fort Worth Area	10 percent
5.	Firm Qualifications/Consultant References	10 percent
6.	Project Schedule	5 percent

If the Consultant Selection Committee determines that interviews will be required before a final decision can be made, the interviews will take place at the NCTCOG offices in Arlington, Texas on **Friday, December 16, 2011**. Proposers should be willing and able to attend these interviews, if necessary. Consultants who are invited to an interview will be notified by the close of business on **Monday, December 12, 2011** that an interview has been scheduled.

Other requirements are that the Disadvantaged Business Enterprise participation must meet the 31.26 percent goal identified for this type of procurement and that an Affirmative Action Plan is included in the Proposal. Failure to comply with these requirements may result in finding the Proposal to be non-responsive.

Following final negotiations of the work plan and costs satisfactory to NCTCOG, the consultant will be asked to execute a contract with NCTCOG. A Notice to Proceed will be issued upon execution of the contract. NCTCOG reserves the right to reject any and all proposals, to contract for any or all portions of the project with the selected consultant, or to hire multiple firms.

The successful responder(s) to this Request for Proposals is expected to provide qualified personnel to accomplish each portion of the work in this study. NCTCOG will maintain the

right to request the removal of any personnel found, in its opinion, during the course of work on this project, to be unqualified to perform the work.

The Sample Contract, provided in this transmittal, contains federal requirements which must be included with all proposals submitted. Appendices C through K of the sample contract contain compliance requirements and certification forms which must accompany the proposal. **Failure to comply with these requirements may result in finding the Proposal non-responsive.**

All questions regarding the services required shall be directed in writing by e-mail to TransRFPs@nctcoq.org by the close of business on Friday, November 4, 2011. All questions and responses will be posted on NCTCOG's website at <http://www.nctcoq.org/trans/admin/rfp/> by the close of business on **Wednesday, November 9, 2011.** NCTCOG reserves the right to respond to inquiries as it deems necessary.