

**Waccamaw Regional Council of Governments (WRCOG)**  
**dba**  
**Grand Strand Area Transportation Study (GSATS) Metropolitan Planning Organization (MPO)**

**Request for Qualifications (RFQ)**  
**Safe Streets for All Safety Action Plan (SAP)**

Issue Date: November 21, 2023  
Submission Deadline: December 21, 2023

**PROJECT OVERVIEW**

Waccamaw Regional Council of Governments (WRCOG) on behalf of its Grand Strand Area Transportation Study Metropolitan Planning Organization (GSATS MPO) is seeking Statements of Qualifications from all interested consultants, vendors, or firms (Consultant) to develop a strategic Safety Action Plan for the GSATS MPO study area that will meet or exceed the US Department of Transportation Federal Highway Administration (USDOT FHWA) standards. GSATS MPO is a bi-state transportation planning entity comprised of local communities and transportation agencies in the Myrtle Beach-North Myrtle Beach NC/SC Urban Area metropolitan region (see attached Study Area map).

WRCOG serves as the fiscal and administrative entity for the GSATS MPO which is responsible for coordinating and planning transportation efforts in the urban area of the region.

The Statements of Qualifications are due December 21, 2023, 5:00 pm EST. Any submission received after the deadline will be deemed non-responsive. All submissions must be complete and carefully worded and must convey all the information requested.

Designated Point of Contact:  
Elizabeth Tucker

[etucker@wrcog.org](mailto:etucker@wrcog.org)

Subject Line: Safety Action Plan RFQ

**Funding**

The U.S. DOT recently published a notice of funding opportunity for the [Safe Streets and Roads for All \(SS4A\) Discretionary Grant](#). This program provides funding for both planning and implementation of infrastructure and initiatives to support planning, infrastructure, behavioral, and operational initiatives to prevent death and serious injury on roads and streets involving all roadway users.

There are two types of grants available under the SS4A program: Action Plan Grant and Implementation Grant. GSATS was awarded SS4A funding to develop a Safety Action Plan (SAP) and is therefore seeking a consultant to develop a SAP that meets the eligibility requirements of an Action Plan set forth in the SS4A Grant program. The resulting Action Plan will need to meet the specified program criteria required to pursue the Implementation Grant as identified in Appendix A.

**Scope of Work**

The primary deliverable for this RFQ is a SAP. The planning process for the SAP is intended to build consensus and momentum across the GSATS region to ultimately implement the actions developed. The SAP should be guided by an inclusive definition of safe mobility. The plan should be creative but also achievable and based on an understanding of the MPO region's challenges and potential.

The Consultant will apply the Federal Highway Administration's [Safe System Approach](#) through this planning process and the resulting SAP will address:

- What are the safety trends for the region?
- Who is most at risk when traveling on the region's streets and roads?
- How does the relationship between safety and health improve quality of life? ▪ What aspects of road, vehicle, and community design and human behavior or psychology lead to unsafe outcomes/conditions?

- What effective technologies and tools minimize risk, improve roadway safety, and help track/monitor performance?
- How does the region create a culture, for GSATS and partnering agencies, of safety and shared responsibilities through Engineering, Enforcement, and Education?
- How can the region reduce fatalities and serious injuries?

### **Task 1: Stakeholder and Public Engagement**

The consultant will prepare a plan for implementing an equitable and authentic public engagement process. The consultant will be expected to hold at least 4 public input meetings hosted in accessible locations throughout the region.

The consultant will be working with a Steering Committee at significant milestones with a minimum of three (3) committee meetings.

### **Task 2: State of Practice & Data Review**

The Consultant will collect and review existing, programs, policies, and activities, and provide a summary of current efforts to address transportation safety including strategies GSATS is using to address safety, identifying programs that have evidence of measurable success, and assessments of the most effective and efficient methods used to achieve outcomes.

The Consultant will collect and review crash, traffic, hard breaking data, and roadway data for at least the most recent 5-year period to understand critical safety issues and provide insight into trends, causes, and patterns of transportation safety throughout the region.

### **Task 3: Implementation Plan & Programs**

The Consultant will identify potential projects and develop an Implementation Plan and recommendations. The Consultant will develop a strategy for implementing safety and a means to monitor safety outcomes to evaluate which measures are most effective for GSATS' partner agencies. The Consultant will identify potential projects for future grant applications, measures that can be included in regular maintenance cycles, and potential updates to regional design standards to better align safety best practices. The Consultant will work with GSATS staff to establish a process and create a publicly accessible tracking mechanism in the form of a document, dashboard, or any other appropriate form.

### **Task 4: Safe Streets Visualization Toolkit**

The Consultant will develop graphic visualizations, including renderings and presentations, that communicate and illustrate proven safety countermeasures, context-sensitive design solutions, and multimodal roadway and community typologies. The Consultant will identify best practices for collecting and sharing graphics and data with key stakeholders and the public and could include story maps and routine public progress reports.

### **Task 5: Safety Action Plan**

The Consultant will develop a final SAP that meets all FHWA SS4A requirements and documents the outcomes from data collection and stakeholder and public engagement. The document will identify projects and include strategies for implementation as well as the methodology to measure progress, review, and update the plan every five (5) years (after Policy Committee approval). The SAP will discuss implementation through the adoption of revised or new policies, guidelines, and/or standards, as appropriate. The SAP will guide GSATS and partnering agencies' efforts for improving transportation safety and reducing roadway fatalities and severe injuries each year on the regional transportation system.

**Task 5 A:** Consultant should specifically address individual project ideas within the jurisdictional boundaries of North Myrtle Beach and Atlantic Beach. These options should include pedestrian/bike safety with sidewalk improvements, pedestrian crosswalk markings and controls, and designated multi-purpose paths and bike lanes.

**Task 5 B:** Consultant should also include data regarding major roads entering the Study Area (see attached Study Area map).

## **SUBMISSION INFORMATION AND REQUIREMENTS**

### **Format of Submission**

A responsive Qualifications Statement must be complete and contain the following information and be submitted in the order shown below. Please address each section in your submission and divide each section by the identifying section headers. Specified page numbers represent the maximum number of pages (front and back are considered one page, section header pages and appendices are not included in count) allowed for each section. Qualification Statements that do not meet the specified requirements will be considered incomplete and ineligible.

The Consultant is encouraged to be creative in developing a sound analytical approach to achieve the project goals. The Consultant is urged to be as specific as possible when describing the activities that will be performed in their approach to each task. The Consultant may propose additional, optional tasks to be incorporated as part of the scope of work.

**Section 1:** Consultant and Key Personnel's Qualifications & Experience (1 page per key personnel)- Consultant shall demonstrate knowledge and experience in safety and transportation planning and engineering, providing relevant and pertinent experience. Describe relevant individual experience for key personnel proposed for the project. Do not include experience 10 years prior to the issuance of this RFQ. Provide the project title, year, and reference name, title, agency, email, and phone number of principal person for whom the prior projects were accomplished. Include an organizational chart displaying the experience/area of expertise of key personnel.

Information provided should include, but not be limited to, such data as: specialized equipment available for this work, any awards or recognition received by the Consultant or individuals for similar work, special approaches or concepts developed by the Consultant relevant to this project, etc.

**Section 2:** Project Understanding & Approach- Consultant shall provide a detailed approach to undertaking the tasks proposed in the Scope of Services including a recommended methodology for each task. Consultant shall highlight opportunities, challenges, and priorities of this project. Consultants are invited and encouraged to submit and describe additional ideas and strategies to the Scope of Services to enhance the outcomes.

**Section 3:** Schedule & Availability- The schedule should demonstrate how the Consultant intends to complete the work within the timeframe specified in this RFQ. At a minimum, the schedule should include a breakdown by tasks, milestones, major deliverables, and critical events. The Consultant will indicate the availability (including percentage of involvement and specific role) of the project manager and other key personnel to complete the work described in this RFQ.

**Section 4:** References- Consultant shall provide three (3) references that have contracted with the submitting Consultant for which similar services and technical analysis have been performed. Reference information should include a short description of the services and technical analysis performed along with the reference contact name, title, agency, email, and phone number.

**Section 5:** Cost Structure (up to 3 pages)- Consultant shall include a cost structure for services including:

- Man hours, itemized to include worker categories (project manager, public engagement specialist, engineer, analyst, etc.),
- Supplies and materials,
- Travel,
- Subconsultant(s), if necessary. Please note that the same detailed cost information must be shown for each subconsultant,
- Overhead, and
- Appendix A: Utilization of Disadvantaged Business Enterprise (DBE) Provision and DBE Contract Goal. Consultant shall review, complete, and submit the Utilization of DBE Provision and DBE Contract Goal with their submission. The DBE Provision and Contract Goal forms are found in Attachment 1 and Attachment 2, respectively.

## **Number of Qualification Statements to be Submitted**

Submit five (5) bound hard copies of the Statement of Qualifications and one electronic copy in PDF format. The electronic copy must be received on or before the deadline listed below. The hard copies must be postmarked on or before the deadline. All must include all required attachments. It is the Consultant's responsibility to ensure all required materials are mailed or delivered and received by the due date and time above. Submit to:

Email PDF to: Elizabeth Tucker [etucker@wrcog.org](mailto:etucker@wrcog.org)

Mail or Deliver Hard Copies to:  
Waccamaw Regional Council of Governments  
RE: Safety Action Plan RFQ  
1230 Highmarket Street  
Georgetown, SC 29440

Submission Deadline: December 21, 2023

## **Disclaimer**

All submissions, including supporting documentation, shall become the property of WRCOG. WRCOG reserves the right to retain all submissions, or any ideas submitted in a submission. Submission of a statement of qualifications indicates acceptance by the Consultant of the conditions contained in this RFQ and an agreement to enter into a contract. Receipt of the RFQ by a Consultant or submission of qualifications by a Consultant confers no rights upon the Consultant nor obligates WRCOG in any manner.

Proprietary business information included in the response to this RFQ should be marked clearly as such. If the submission includes information that is strictly proprietary and not subject to release as a consent of an open record request, it should be marked as such on each page on which the information occurs. WRCOG reserves the right to refuse any submission not providing the information requested or not submitted by the time requested within this RFQ.

WRCOG shall not be held liable for any expenses incurred by the respondent in preparing and submitting its Statement of Qualifications and/or attendance at any presentations, requested supplemental material, final contract negotiations or applicable site visits. WRCOG reserves the right to award this project, to cancel the solicitation, or to reject any and all submissions. All statements of qualification, including supporting documentation, shall become the property of WRCOG.

## **EVALUATION AND SELECTION PROCESS**

Staff will review the completeness of each submitted submission to verify it meets the specification and requirements listed in the Submission Content section of this RFQ. After a completeness check, eligible Qualifications Statements will be evaluated by a selection committee.

The selection committee will be responsible for evaluating all submissions and subsequent consultant interviews. The selection committee will consist of WRCOG staff and qualified planning professionals. During the evaluation and selection process, the selection committee reserves the right to request additional information or clarification.

The selection committee will interview the firms with the top three (3) ranked submissions. All submitters will be notified in writing whether they have been selected for an interview. WRCOG will negotiate with the top ranked firm.

WRCOG staff will notify each interviewed Consultant of the outcome. WRCOG staff will schedule a meeting with the top-rated Consultant firm for the purpose of finalizing the scope and negotiating a contract.

If negotiations with the top-rated Consultant are successful then WRCOG will produce a contract for the Consultant to review, sign, and return; a Notice of Intent to Award will be issued; and the Consultant will be notified to start

work on this project. If negotiations are unsuccessful, WRCOG staff will terminate negotiation efforts with the top-rated Consultant and open negotiation with the 2nd rated Consultant. This process will continue until negotiations are successful.

Upon conclusion of final negotiations with the successful Consultant, all agencies that submitted a Statement of Qualifications in response to this RFQ will be informed, in writing, of the name of the successful firm. WRCOG reserves the right to make a determination based on what is in the best interest of the agency.

**Protest Procedure**

A proposer has seven (7) days from the “Intent to Award” notification to file a protest. Protest procedures are available upon request.

**Evaluation Criteria**

All Statements of Qualifications will be evaluated based on the following rating scale and criteria (Max score of 100):

Criteria	Weight
Project Understanding & Approach	1-25
Experience and Technical Competency on similar projects	1-25
Regional Familiarity	1-25
Project Management	1-10
Team Capability	1-10
DBE	1-5

**Project Understanding & Approach:** Demonstrated an understanding of the project objectives. Includes the Consultant’s proposed methodology, desired results, and expected outcomes/outputs. Demonstrates innovative ideas and efficient approach that accomplish objectives set forth in this RFQ.

**Experience & Technical Competency:** Reflects the Consultant’s relevant experience and technical capabilities in safety and transportation planning necessary to successfully execute the work set forth in this RFQ.

**Regional Familiarity:** Demonstrates an understanding of the opportunities, challenges, and priorities for the region.

**Project Management:** Includes a detailed schedule and includes tasks, deliverables, and milestones. The submission demonstrates the Consultant’s ability to meet the project schedule and indicate all other projects being worked on by key personnel, percentage of involvement and role in those projects.

**Team Capacity:** The capability of the named individuals must be indicated including educational background and work experience. The Consultant and/or individuals who will be assigned to this project have applicable and relevant experience.

**DBE:** Consultants must meet the required 3% DBE Goal for WRCOG. Consultants that demonstrate a commitment to exceed the required minimum may receive up to five (5) points in the evaluation.

## Communications & Questions

All questions, clarifications and communication concerning this solicitation shall be submitted in writing via e-mail to the designated point of contact below. WRCOG will not orally or telephonically address any question or clarification regarding specifications or procedures. If a consultant visits or calls a WRCOG employee with such questions, they will be instructed to submit any questions in writing via e-mail. The deadline to submit questions or request clarification is by 5:00 PM on December 5, 2023.

Responses to relevant questions will be posted as an amendment to this RFQ on the WRCOG website at [wrcog.org](http://wrcog.org) by December 12, 2023.

WRCOG is not bound by any oral representations, clarifications, or changes made to the written specifications by WRCOG staff, unless such clarification or change is provided in a written amendment posted on the website.

Direct all Questions in Writing to the following Designated Point of Contact:

Elizabeth Tucker  
[etucker@wrcog.org](mailto:etucker@wrcog.org)  
Subject Line: Safety Action Plan RFQ

## Selection Schedule/Project Timeline

The following table outlines the tentative schedule for the development of the SAP. (This schedule is subject to change).

Activity	Date
Issue RFQ	11/21/ 2023
Submission Deadline by 5:00 p.m. (CT)	12/21/2023
Submission Review by Consultant Selection Group	1/04/2024
Begin Consultant Interviews	1/11/2024
Award Contract	2/1/2024
Draft SAP Submitted to GSATS	8/17/24
GSATS Policy Board Adopts SAP	10/17/2024

## GENERAL INFORMATION

### Terms of the Contract

Services will be procured through a not-to-exceed contract which will include all required WRCOG, SCDOT and FHWA terms, conditions, and assurances. During the contract negotiation process, the consultant may be required to provide the following:

- A detailed break-out of its payroll charges and general overhead-rate items; and
- Documentation that the proposed rates have been approved by a federal government agency or a cognizant state agency for use in a federally funded project.
- Consultant will present Final Draft Document to GSATS Policy Committee

The contract will be subject to cancellation by WRCOG upon thirty (30) days written notice.

**Payments**

Invoices for payments shall be submitted to WRCOG on a Quarterly basis.

The selected Consultant will submit to WRCOG invoices for work completed. Payments shall be made to the Consultant quarterly by WRCOG after all required services have been completed to the satisfaction of WROCG. Unless otherwise indicated, payments for services are net 30 from the date of receipt.

**Federal & State Funds**

The services requested within this RFQ will be funded with funds from the Federal Highway Administration (FHWA) Safe Streets for All (SS4A). As such, the services requested by this RFQ will be subject to federal and state requirements and regulations. The services performed under any resulting agreement shall comply with all applicable federal, state, and local laws and regulations.

## Appendix A: Action Plan Grant Requirements

*Extracted from the Office of the Secretary of Transportation Notice of Funding Opportunity (NOFO) for the Safe Streets and Roads for All (SS4A) Discretionary Grant Opportunity - Amendment 1, <https://www.transportation.gov/sites/dot.gov/files/2022-08/SS4A-NOFO-FY22-Amendment-1.pdf>*

An Action Plan is the foundation of the SS4A grant program. Action Plan Grants provide Federal funds to eligible applicants to develop or complete an Action Plan. Action Plan Grants may also fund supplemental Action Plan activities. The goal of an Action Plan is to develop a holistic, well-defined strategy to prevent roadway fatalities and serious injuries in a locality, Tribe, or region. Further information on eligibility requirements is in Section C.

The primary deliverable for an Action Plan Grant is a publicly available Action Plan. For the purposes of the SS4A grant program, an Action Plan includes the components in **Table 1**. DOT considers the process of developing an Action Plan to be critical for success, and the components reflect a process-oriented set of activities.

COMPONENT	DESCRIPTION
Leadership Commitment and Goal Setting	An official public commitment (e.g., resolution, policy, ordinance, etc.) by a high-ranking official and/or governing body (e.g., Mayor, City Council, Tribal Council, MPO Policy Board, etc.) to an eventual goal of zero roadway fatalities and serious injuries. The commitment must include a goal and timeline for eliminating roadway fatalities and serious injuries achieved through one, or both, of the following: (1) the target date for achieving zero roadway fatalities and serious injuries, OR (2) an ambitious percentage reduction of roadway fatalities and serious injuries by a specific date with an eventual goal of eliminating roadway fatalities and serious injuries
Planning Structure	A committee, task force, implementation group, or similar body charged with oversight of the Action Plan development, implementation, and monitoring.
Safety Analysis	Analysis of existing conditions and historical trends that provides a baseline level of crashes involving fatalities and serious injuries across a jurisdiction, locality, Tribe, or region.  Includes an analysis of locations where there are crashes and the severity of the crashes, as well as contributing factors and crash types by relevant road users (motorists, people walking, transit users, etc.). Analysis of systemic and specific safety needs is also performed, as needed (e.g., high-risk road features, specific safety needs of relevant road users, public health approaches, analysis of the built environment, demographic, and structural issues, etc.). To the extent practical, the analysis should include all roadways within the jurisdiction, without regard for ownership. Based on the analysis performed, a geospatial identification of higher-risk locations is developed (a High-Injury Network or equivalent).
Engagement and Collaboration	Robust engagement with the public and relevant stakeholders, including the private sector and community groups, that allows for both community



	representation and feedback. Information received from engagement and collaboration is analyzed and incorporated into the Action Plan. Overlapping jurisdictions are included in the process. Plans and processes are coordinated and aligned with other governmental plans and planning processes to the extent practical.
Equity Considerations	Plan development using inclusive and representative processes. Underserved communities are identified through data and other analyses in collaboration with appropriate partners. <sup>8</sup> Analysis includes both population characteristics and initial equity impact assessments of the proposed projects and strategies.
Policy and Process Changes	Assessment of current policies, plans, guidelines, and/or standards (e.g., manuals) to identify opportunities to improve how processes prioritize transportation safety. The Action Plan discusses implementation through the adoption of revised or new policies, guidelines, and/or standards, as appropriate.
Strategy and Project Selections	<p>Identification of a comprehensive set of projects and strategies, shaped by data, the best available evidence and noteworthy practices, as well as stakeholder input and equity considerations, that will address the safety problems described in the Action Plan. These strategies and countermeasures focus on a Safe System Approach, effective interventions, and consider multidisciplinary activities. To the extent practical, data limitations are identified and mitigated.</p> <p>Once identified, the list of projects and strategies is prioritized in a list that provides time ranges for when the strategies and countermeasures will be deployed (e.g., short-, mid-, and long-term timeframes). The list should include specific projects and strategies, or descriptions of programs of projects and strategies, and explains prioritization criteria used. The list should contain interventions focused on infrastructure, behavioral, and/or operational safety.</p>
Progress and Transparency	Method to measure progress over time after an Action Plan is developed or updated, including outcome data. Means to ensure ongoing transparency is established with residents and other relevant stakeholders. Must include, at a minimum, annual public and accessible reporting on progress toward reducing roadway fatalities and serious injuries, and public posting of the Action Plan online.

<sup>8</sup> An underserved community as defined for this NOFO is consistent with the Office of Management and Budget's Interim Guidance for the Justice40 Initiative (<https://www.whitehouse.gov/wp-content/uploads/2021/07/M-21-28.pdf>) and the Historically Disadvantaged Community designation, which includes U.S. Census tracts identified in this table **and mapping tool** <https://datahub.transportation.gov/stories/s/tsyd-k6ij> and <https://usdot.maps.arcgis.com/apps/dashboards/99f9268777ff4218867ceedfabe58a3a>; any Tribal land; or any territory or possession of the United States.