



Ozarks Transportation Organization  
117 Park Central Square, Ste. 107  
Springfield, MO 65806  
Phone: (417) 836-5442

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**REQUEST FOR PROPOSAL:** RFP 003-2010, Visualization Services  
**DEADLINE:** *Thursday, August 30, 2010 at 5:00 PM*, Central Standard Time  
**DELIVERY LOCATION:** 117 Park Central Square, Suite 107, Springfield, MO 65806  
**PURCHASING AGENT:** Sara Edwards, [sedwards@ozarkstransportation.org](mailto:sedwards@ozarkstransportation.org)  
**DATE OF ISSUE:** August 12, 2010

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**REQUEST FOR PROPOSAL**  
**RFP 003-2010, Visualization Services**

No late proposals will be accepted. RFPs shall be submitted in an envelope with the Request for Proposal number and the Proposer's name and address clearly indicated on the envelope. All submissions must be completed in ink or typewritten and submitted by the time and date above.

Proposers are strongly encouraged to carefully read the entire Request for Proposal.

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The undersigned hereby offers to furnish & deliver the services as specified, at the prices & terms stated herein, and in strict accordance with the specifications and general conditions of bidding, all of which are made a part of this offer. This offer is not subject to withdrawal by the Proposer unless upon mutual written agreement by the Proposer and the OTO Executive Director.

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Name of Firm: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_

E-Mail: \_\_\_\_\_ Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

1. **PURPOSE.** Ozarks Transportation Organization (OTO) located in Greene County, Missouri requests submissions from firms interested in being selected to provide visualization services as part of the update to the Long Range Transportation Plan. OTO expects to select one firm to perform these services. OTO receives federal, state, and local grant funding in addition to other funding from local governmental entities.
2. **BACKGROUND.** Ozarks Transportation Organization (OTO) Metropolitan Planning Organization (MPO) is the federally designated regional transportation planning organization that serves as a forum for cooperative transportation decision-making by state and local governments, and regional transportation and planning agencies. MPOs are charged with maintaining and conducting a “continuing, cooperative, and comprehensive” regional transportation planning and project programming process for the MPO’s study area. The study area is defined as the area projected to become urbanized within the next 20 years.

OTO’s Board of Directors includes local elected and appointed officials from Christian and Greene Counties, and the cities of Battlefield, Nixa, Ozark, Republic, Springfield, Strafford, and Willard. It also includes technical staffs from the Missouri Department of Transportation, Federal Highway Administration, Federal Transit Administration, and the Federal Aviation Administration and members from public transportation providers and citizen representatives.

3. **REQUIREMENTS.** It is expected that the selected firm will perform the following services:

This project will create seven (7) “visualizations” for select locations in the Springfield region. Each simulation will consist of four to five photographs/images that together show how a streetscape can be transformed by context sensitive solutions (CSS), smart growth development principals, and pedestrian and transit-friendly design. The use of visualization tools fits into OTO’s larger vision of creating a Long Range Transportation Plan (LRTP), which promotes the livability of the region.

The consultant will work with OTO staff to create a meaningful series of real and simulated photographs/images for each location. The locations will be chosen by OTO prior to the commencement of the consultant contract. The visualizations are intended to help educate people about possibilities of transportation planning and good urban design, and will be used by OTO staff, local planning staffs, local decision makers, and other interested parties to illustrate the benefits of context sensitive solutions, as well as compact, walkable, mixed use, and transit-oriented urban development. A goal of this project will be to create at least one (1) visualization for each municipality (7 total).

4. **DELIVERABLES.** The final products will include visualizations for seven (7) locations within the Springfield region. The visualizations will consist of multi-stepped sequences of images. Each set of simulations will contain a “before” image showing existing

conditions at the location, 2-3 intervening images showing increasingly modified streetscapes, and one final image of the completely altered streetscape based on smart growth principles. The products will be available for use by OTO and local jurisdictions, and will be integrated into the region's Long Range Transportation Plan.

The required deliverable is (1) complete visualization for each of the seven (7) locations, consisting of a multi-stepped sequence of images illustrating the application of the OTO Long Range Transportation Plan principles. Final deliverable for each location will consist of Power Point slides for each image in each sequence and high resolution JPEG files of each image in each sequence showing the existing and altered streetscape in different stages of development.

**5. FEES AND PAYMENT.** OTO has budgeted \$5,000 for the completion of this project. The selected consultant will be paid upon satisfactory completion of the final deliverables.

**6. OTO POLICIES AND PROCEDURES.** The following OTO policies and procedures are applicable to the RFP:

A. This RFP does not commit OTO to award a contract, to defray any costs incurred in the preparation of a proposal, cost proposal, or technical proposal pursuant to this RFP, or to procure or contract for work. OTO may reject proposals without providing the reason(s) underlying the declination. A failure to award a contract to the lowest bidder will not result in a cause of action against OTO.

B. OTO reserves the right to the following:

1. To reject any or all proposals and to waive irregularities contained therein and to accept any proposals deemed most advantageous to OTO;
2. To accept or reject any or all submissions received as a result of the RFP;
3. To obtain information concerning any or all Consultants from any source;
4. To request additional information and/or clarification from any or all proposers to this RFP, but is under no obligation to do so;
5. If the selected firm undergoes a change of key personnel, OTO reserves the right to approve any substitute personnel or terminate the services at OTO sole discretion; and
6. To seek new submissions when such a procedure is reasonable and in the best interests of OTO.

C. In accordance with OTO policy and compliance with the Federal Regulations, the Standard Federal Provisions apply to procurements funded in whole or in part with federal funds. Said provisions are located at the following web address:

<http://www.ozarkstransportation.org/notices>.

**7. SCHEDULE.** The following is the schedule of events which are anticipated by OTO for the implementation and completion of selecting the Consultant to provide the requested

services as outlined in the Scope of Services. OTO may, in its discretion, revise the schedule of events at any time as may be in its best interests:

<u>Event</u>	<u>Date</u>
Post Request for Submissions	August 12, 2010
Final Questions due from Proposers	August 17, 2010
OTO's response to Questions	August 25, 2010
Submissions due	August 30, 2010
Final Selection Made	September 2, 2010

8. **FORMAT OF SUBMISSIONS.** Proposals should be concise, well organized and demonstrate the proposer's qualifications and experience applicable to the project.
- A. **Company Information.** The complete legal name, address, Federal ID number or Social Security number, permanent address and telephone number of the Company including the name of the person to contact for discussion of the submissions.
  - B. **Company Overview.** Overview of the firm, including the year founded, office locations, and the number of years in practice. A description of the firm's current staffing and details as to the experience and educational submissions of the individuals that would be primarily responsible for the project. The firm should demonstrate experience in preparing visualization, including experience in providing similar services to public sector clients. Include the names of the individuals anticipated to be primarily responsible for the services to be provided under this proposal.
  - C. **Project Proposal.** A description of the proposer's approach to the project. Include a sample of previous visualization work and a description of the end product.
  - D. **Outline of Fees Associated with the Project.** This should include both the hourly rate and estimated total cost that must be paid by OTO. Please break down the price per visualization.
  - E. **Proposed Timeline.** A description of the estimated timeline for completing the visualizations.
  - F. **References.** A list of references with phone numbers should accompany the RFP.
9. **SUBMISSIONS DUE DATE.** Sealed submissions with one (1) original and seven (7) complete copies will be received at OTO no later than **5:00 P.M., Thursday, August 30, 2010**. Submissions will not be accepted after this time. Proposals may be submitted by hand delivery or by mail. Submissions should be received by OTO no later than the delivery deadline. Proposals submitted by facsimile or e-mail are not acceptable and will not be considered. Submissions shall be addressed as follows:

Ozarks Transportation Organization (OTO)  
117 Park Central Square, Suite 107  
Springfield, MO 65806

Submissions should be marked:  
“REQUEST FOR PROPOSAL: #003-2010”

10. **AMENDMENTS.** If it becomes necessary to revise or amend any part of this Request for Proposal, OTO will furnish the revision by written Amendment to all prospective proposers who received an original Request for Submissions not later than five (5) days prior to the date set for receipt of submissions.
11. **PUBLIC RECORDS.** All proposals submitted in response to this RFP become the property of OTO and public records and, as such, may be subject to public review.
12. **SUBMISSIONS EVALUATION PROCESS.** The evaluation of the submissions process will include the following:  
  
Submissions will be evaluated and rated in accordance with the evaluation criteria. A shortlist may be developed listing the highest ranked submissions.  
  
OTO may confer with all responsible proposers who have been shortlisted and may arrange, if necessary, for interviews/presentations by the shortlisted firms.  
  
OTO reserves the right to conduct pre-award discussions with any or all responsive and responsible Consultants who submit submissions determined to be reasonably acceptable of being selected for award. Consultants shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of submissions; and such revisions may be permitted after submission of submissions and prior to award of a contract.
13. **OWNERSHIP OF WORK PRODUCT.** All documents and other information developed or received by consultant shall be the property of OTO. Consultant shall provide OTO with all original work products arising from the Agreement. Consultant agrees that all intellectual property rights, including copyrights or patents, which arise from creation of the work pursuant to the Agreement, shall be vested in OTO and hereby agrees to relinquish all claims to such intellectual property rights in favor of OTO.
14. **CRITERIA FOR AWARD.** OTO will evaluate submissions. Each submittal will be evaluated for full compliance with the RFP instructions to the Consultant. The objective of the evaluation will be to recommend the firm who is most responsive to the herein described needs of OTO. Submissions which are responsive to this Request for Proposal will be evaluated based on, but not limited to the following criteria:

- A. Demonstrated experience and expertise of the Consultant and its staff in providing service of a similar nature to public sector clients. **(30 points)**
- B. Projected amount of time to complete task. **(15 points)**
- C. The price for performing the service. **(50 points)**
- D. Other pertinent information, which may have a bearing on the Consultant's capabilities to provide the required services. **(5 points)**

**15. QUESTIONS REGARDING SPECIFICATIONS OR SUBMISSIONS PROCESS.**

To ensure fair consideration for all proposers, OTO prohibits communication to or with any department, board, or employee during the submission process, except as provided below. Additionally, OTO prohibits communications initiated by a proposer to OTO official(s) or employee(s) evaluating or considering the submissions prior to the time an award decision is made. Any communication between proposer and OTO will be initiated by the appropriate OTO Official(s) or employee(s) in order to obtain information or clarification needed to develop a proper, accurate evaluation of the submissions. Such communications initiated by a proposer may be grounds for disqualifying the offending proposer from consideration for award of the submissions and/or any future submissions(s).

- A. Any questions relative to interpretation of specifications or the submissions process shall be addressed to the Purchasing Agent in writing, in ample time before the period set for the receipt and opening of submissions. Any interpretation made to prospective proposers will be expressed in the form of an amendment to the RFP which, if issued, will be conveyed in writing to all prospective proposers not later than five (5) days prior to the date set for receipt of submissions.
- B. It will be the responsibility of the proposer to contact OTO prior to submitting a proposal to ascertain if any amendments have been issued, to obtain all such amendments, and to acknowledge amendment with the submissions.



*For persons with disabilities needing reasonable accommodations please contact OTO at 417-836-5442 at least 48 hours in advance of the question deadline. If you need relay services please call the following numbers: 711 - Nationwide relay service; 1-800-735-2966 - Missouri TTY service; 1-800-735-0135 - Missouri voice carry-over service.*