

**NORTHEAST OHIO AREAWIDE COORDINATING AGENCY
REQUEST FOR PROPOSALS (RFP)**

**Economic Development Impact Analysis
for a
Proposed Interchange at I-90 and Nagle Road in Avon, Ohio**

INTRODUCTION

NOACA is seeking a consultant or team of consultants to provide an economic development impact analysis for a proposed new interchange and associated development in the City of Avon, Lorain County, Ohio.

Enterprising and price proposals are being requested and shall be submitted in a sealed envelope. After evaluation and possible discussions with offerors, NOACA intends to award a contract to the offeror whose proposal is determined to be in the best interest of NOACA and lowest in price. However, in making this determination, the enterprising proposal and the offeror's qualifications may have a significantly greater weight than price.

BACKGROUND

NOACA is a transportation and environmental planning organization and serves as the Metropolitan Planning Organization (MPO) for the counties of Cuyahoga, Geauga, Lake, Lorain and Medina in Northeast Ohio.

The agency is governed by a board of local elected and appointed public officials, and responds to state and federal statutes, including the Safe, Accountable, Flexible, Efficient Transportation Equity Act – A Legacy for Users (SAFETEA-LU), the Clean Air Amendment (CAA), and Clean Water Act (CWA). NOACA is currently evaluating a local proposal to construct a new interchange on the interstate system

in Avon, Ohio. TranSystems Corporation has prepared a major investment study (MIS) for this proposed interchange under contract with the City of Avon. Several planning documents are available that contain the results of this MIS.

Early in February 2007, a preliminary site development plan was submitted to NOACA. This development plan is intended to be the basis for preparation of an economic impact analysis in direct response to the NOACA Governing Board motion on February 9, 2007, for a “thorough analysis of the proposed Avon interchange in relation to the Agency’s adopted principles and goals.”

In general terms, the regional economic analysis is expected to provide information that will allow the NOACA Governing Board to make an informed decision regarding an amendment to the NOACA Transportation Plan for the proposed new interchange at Nagle Road and I-90.

INSTRUCTIONS TO OFFERORS

- 1) In response to the Request for Proposals, offerors are instructed to submit four (4) sealed Enterprising Proposals and Price Proposals no later than 5:00 p.m., April 10, 2007, to Ronald Eckner, Director of Transportation Planning, NOACA, 1299 Superior Avenue, Cleveland, Ohio 44114-3204. Proposals not in conformance with requirements may be rejected.
- 2) NOACA reserves the right to accept or reject, in whole or part, any and all proposals received in response to this RFP. NOACA also reserves the right, in its sole discretion, to award a contract based upon the written proposals received.
- 3) NOACA reserves the right to award more than one contract. Contracts may be awarded to different bidders for a portion of the work based on each consultant's level of expertise.

- 4) Proposals should be prepared simply and economically, providing a straightforward, concise description of the offeror's proposal for meeting the requirements of this procurement.
- 5) Disadvantaged Business Enterprises are encouraged to respond to this solicitation, as well as majority firms with a proven history of minority/female participation. Certified DBE's should indicate this status in the "Background, Qualifications and Experience" section of the proposal.

Offerors may be required to make presentations to the NOACA Executive Committee in order to clarify their Proposals and to respond to questions from NOACA's Executive Committee and/or staff.

Payment will be in arrears pursuant to invoice(s) submitted for work completed.

A responsible offeror is one who has the capability to perform fully the contract requirements and the integrity and reliability that will assure good-faith performance.

TIME LINE

NOTICE

March 16, 2007

RFP Mailed – Advertisements published

April 10, 2007

Proposals due

April 11 - 27, 2007*

Proposals reviewed/consultant selected

May 10, 2007*

Contract Executed/Notice to Proceed Issued

September 7, 2007*

Project Completed

* Estimated

SCOPE OF SERVICES

Proposers are encouraged to submit innovative approaches that could prove advantageous to NOACA during its deliberative process, however, the Consultant's proposal must address, at a minimum, the following tasks:

Analyses of the economic impacts of several types of development proposed for Avon are to be provided for three different study areas:

- Study Area 1 - The City of Avon
- Study Area 2 - Lorain County
- Study Area 3 - The NOACA region

Maps of the study areas are attached as Exhibit 1.

Analyses for Lorain County (Study Area 2) and the NOACA region (Study Area 3) are sought at the community level or groups of communities that would be influenced by the proposed development if technically feasible. The consultant will propose a methodology for these analyses including the reason for selecting that methodology.

- I. Analyze potential land use changes resulting from the proposed interchange for the study areas including, at a minimum:
 - industrial development
 - retail development
 - medical facilities development
 - residential development
 - commercial and office development

The horizon year for all impacts is year 2030 which corresponds to the horizon year for the NOACA travel demand model.

II. Analyze the impacts, in the study areas, of the potential development determined in

I. above on:

- employment and wages
- tax base (e.g., income, property, sales, equipment)
- public services (e.g., safety, schools, utilities)

III. Assess the identified economic impacts in relationship to NOACA's Statement of Principles and Transportation Plan Goals. Copies of the Principles and Goals are attached as Exhibit 2.

Consultant shall provide all research materials, definitions, assumptions, etc. on the methodology used to determine this assessment.

IV. The consultant will analyze currently adopted land use and development policies and propose alternative policies and/or strategies to address impacts found in III. The consultant will provide an analysis of each alternative policy or strategy as to its effect at each of the three study areas.

DELIVERABLE PRODUCTS

The consultant will document the proposed methodology(s) for the impact analyses, proposed land use analysis and impacts for the three study areas (City of Avon, Lorain County and the NOACA region) in at least one interim progress report (due 60 days from notice to proceed), three interim presentations to the NOACA Executive Committee (approximately June, July and August 2007), a draft final report (providing at least 2 weeks for review) and final report at the conclusion of the study. Consultant shall present the results contained in the final report to the NOACA Board (approximately September 2007)

and participate in a press conference releasing the results to the public. The final report shall include related data, charts, graphs and exhibits and a summary of the findings in a matrix format of the impacts.

OFFEROR'S QUALIFICATIONS

A background, qualifications and experience section shall be included that describes offeror's prior experience for other clients similar to the services required under the RFP that qualify offeror to perform all or part of the identified work tasks. Offeror shall provide appropriate information on its organization, including history, principal business or purpose, size, principal staff, personnel proposed to work on this activity, primary and secondary contact person, billings and DBE status (if relevant).

The offeror must describe how it will provide services specified in the proposal to satisfy stated requirements or conditions of the RFP. If company literature or other publications are included and intended to respond to an RFP requirement, the response to this item shall include reference to the document name and page and explain to what requirement each item responds.

The offeror must disclose any information on current or possible conflicts of interest relating to the proposed interchange and/or proposed development.

PRICE PROPOSAL

This will be a cost plus fixed fee contract in an amount not to exceed \$100,000.00. Please provide the following cost breakdown in your proposal:

- 1) Estimated costs broken down by task. Each task shall including hours for all individuals working on this task, other direct costs and any subcontracted amount, if any.
- 2) Hourly costs for each person expected to work on the project, including indirect.
- 3) Fixed fee and how it is calculated.

NOTE: Any subcontracted work will require prior written approval by NOACA and shall be reimbursable at invoice price only. **NO ADDITIONAL HANDLING FEE WILL BE PAID.**

CRITERIA FOR SELECTION

Each proposal shall be evaluated according to the following criteria:

- 1) Understanding of the project and overall quality and clarity of proposal.
- 2) Past experience in conducting similar projects and recommendations for references.
- 3) Qualifications of staff assigned to project.
- 4) Ability to conform to project deadline
- 5) DBE status.
- 6) Price.

Miscellaneous

Because of the public nature of this study, all materials provided in response to this Request for Proposals may be made available to the public after a contract is executed and upon written request pursuant to law.

Check NOACA's Web site (www.noaca.org/avonrfp.html) for available information on the development plans and related Major Investment Study materials.