



*Planning Department
Pittsboro, North Carolina 27312*

Request for Proposal (RFP)

Chatham County Planning seeks to hire a consultant to develop and deploy a public engagement study to identify multimodal transportation perceptions and needs. The collected data will contribute to a comprehensive, multimodal transportation study in a separate phase of the project. The consultant will work with local Government Agencies, Chatham County Staff, and local partners representing special interest groups. Alongside working with various Chatham stakeholders, the Consultant will engage with the public through various means such as a public survey, pop-up events, and hosting a main webpage platform to collect qualitative data from Chatham residents.

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RFP Overview

Introduction

Chatham County is seeking proposals from a qualified consulting firm with a strong background in community engagement and experience in conducting studies of regional planning, active transportation, and transit system equity to conduct a Multimodal Perception and Needs study for Chatham County. The study will utilize community engagement to gauge county resident's transportation needs and perceptions of the County's multimodal transportation system. It should also be noted that this project will have two phases. This RFP is for the first phase which will only include the public engagement portion of the multimodal perceptions and needs study.

Phase II, which is not included in this RFP's scope of work but included for informational purposes, will identify gaps where current conditions of alternative forms of transportation don't meet the needs and perceptions identified in Phase I. Phase II will utilize data analysis to identify gaps between projections of future conditions and projections of future needs and perceptions of the community. Phase II will also include the prioritization of identified transportation solutions and recommendation of strategies for implementing said solutions. The last portion of Phase II will be to finalize all materials of the Multimodal Study into a usable and accessible report to be presented to Chatham County leaders and the community. The report will work as a guiding document that can be used to focus Chatham County's transportation planning efforts as the community continues to grow.

Purpose

The Chatham County Comprehensive Plan was adopted on November 20th, 2017, after careful analysis, extensive public input, many meetings, and thorough vetting over the course of two years. The Chatham County Comprehensive Plan is a long-range document establishing policy that sets forth goals and feasible implementation steps for the next 25 years. One of the sections of the Comprehensive Plan is Transportation. This section establishes the prioritization and desire for county residents of all ages and abilities to travel safely and easily throughout Chatham using a range of transportation modes. It also establishes three goals identified as a primary goal and two secondary goals. The primary goal outlines the need for Chatham to provide infrastructure to support desired development as well as achieve economic and environmental objectives listed previously in the Comprehensive Plan. The two secondary goals are to foster a healthy community and provide recreational opportunities and access to open space.

As of recently, Chatham County offers fixed route transit on the weekends only, previously the county did not have any fixed route transit; since 2020. The Chatham County Transportation Advisory Committee has expressed the community's desire to bring fixed route transit back to the community for everyday of the week, specifically to connect Chatham to neighboring counties; Durham, Orange, and Wake County. Chatham also lacks bikeway infrastructure regionally. Despite the lack of infrastructure, the County has a strong biking community attracted to the area by its rural character and Jordan Lake. The limited infrastructure in tandem with fixed route transit only on the weekends, has limited transportation options for residents who do not have access to a vehicle. Chatham County would like to be a region that promotes active transportation and the use of public transit systems. With growing congestion in the region, it would be proactive for the County to plan for more transportation options to reduce the use of Single Occupancy Vehicles (SOVs) on the region's roadways.

Chatham County would like to establish a study identifying perceptions of multimodal transportation needs in the county. The study will not only identify what needs residents have in regard to transportation but also their perceptions of the conditions such as a sense of safety, accessibility, and connectivity.

Coordination of this project will be led by the Project Manager from the Chatham County Planning Department with key input from the Project Stakeholder Group, the Chatham County Transportation Advisory Committee, and the community.

Community Brief

Chatham County has a population of 79,864, is approximately 707 square miles, and contains five municipalities: Pittsboro, Siler City, Goldston, Cary, and Apex. The County is located in the Triangle region of North Carolina and is adjacent to three metropolitan centers: Raleigh, Durham, and Chapel Hill. The proximity to these metropolitan centers and the Research Triangle Park has influenced and fostered growth in northeastern Chatham County, specifically along the US 15/501 corridor. The county also contains three major highways listed in the NC Department of Transportation's Strategic Transportation Corridors Plan (US 1, US 421, and US 64) and is situated within commuting distance of the Piedmont Triad Region.

Chatham County's growth has been emerging rapidly over the last few years, and it is not anticipated to slow down anytime soon. Recent growth has been heavily influenced by four major developments: Chatham Park, VinFast, FedEx, and Wolfspeed. Chatham Park is a master-planned, mixed-use development on 7,000 acres within the Town of Pittsboro that is slated to include up to 22,000 residential units and up to 22,000,000 square feet of non-residential development. While Pittsboro's planning is independent of the County, as an extraterritorial jurisdiction, the effects of the growing development in Pittsboro will be county-wide. In addition to the development in Pittsboro, Vinfast, a Vietnamese electric vehicle company, is building its first U.S. manufacturing facility in the southeast region of Chatham County, expected to create 7,500 jobs by 2028 and marking it one of the largest economic development projects in North Carolina. FedEx plans to operate out of a 338,000-square-foot distribution center in the small community of New Hill in the incoming future; the facility sits along Pea Ridge Road near its intersection with U.S. Highway 1. Wolfspeed is a semiconductor company that is constructing a 1 million square foot facility in Siler City, intending to create 1,800 new jobs by 2030. All these large-scale projects will exacerbate the need for more housing and transportation services.

Scope of Work

Stakeholder Engagement

The following tasks encompass the project's scope for Chatham County's Multimodal Perceptions & Needs Study.

Task I: Introduce Consultant and Finalize Scope of Work

The purpose of Task I is to establish a coordinated and effective planning process which will keep County staff aware of the consultant's timeline, intentions, and scope of work. The task includes an opportunity for the consultant to become familiar with Chatham County's transportation planning efforts and receive input from transportation stakeholders and County leadership.

Task I Steps

In Task I, the contractor will:

- 1) Conduct an introductory meeting (virtual) with project staff in the Chatham County Planning Department to kick off the project and discuss the project background, goals, scope of work, timeline, and expectations.
- 2) Review the list of organizations, departments, and community partners compiled by County staff for the Stakeholder Group. The contractor will recommend any additional members.
- 3) Propose a draft project timeline and scope to stakeholders and the Chatham County Board of Commissioners to receive feedback and input.
 - a. One in-person presentation to the Board of Commissioners
 - b. One virtual meeting with the stakeholder group
 - c. The consultant will summarize the comments and propose how the comments can be incorporated into the draft project timeline and scope of work
- 4) Draft a community engagement plan for collecting data on transportation needs and perceptions that includes:
 - a. An ArcGIS Hub online where the public can access and navigate the Multimodal study details, and findings, and submit commentary.
 - b. A Survey123, with online and physical options for distribution.
 - c. Canvassing at local community events; these engagements can be facilitated by County project staff.
 - d. At least two community sessions led by the consultant team alongside county staff support.
 - e. Targeted engagement for underserved populations/communities experiencing transportation disadvantages (i.e. zero car households, limited English proficiency, low-income neighborhoods, etc.). National guidelines outlined in the Justice40 Initiative will serve as a guiding document on the definition and identification of underserved communities in Chatham County.

- i. The Biden-Harris Administration created the Justice40 Initiative to confront and address decades of underinvestment in disadvantaged communities. The initiative will bring resources to communities most impacted by climate change, pollution, and environmental hazards as well as serve as an opportunity for local government agencies to address gaps in transportation infrastructure and public services. More information and the access to the Climate & Economic Justice Screening Tool can be found at <https://screeningtool.geoplatform.gov/en/>
- 5) Send the draft community engagement plan to county project staff for initial review and feedback.
 - a. The contractor will incorporate edits from staff.
- 6) Conduct an introductory meeting (virtual) with the Stakeholder Group.
 - a. Present the scope of work, timeline, and community engagement plan.
 - b. Solicit feedback from the stakeholder group.
- 7) Present to the Chatham County Board of Commissioners
 - a. Introduce the project scope of work, timeline, and community engagement plan
 - b. Solicit feedback from the County Commissioners
- 8) Incorporate feedback from Stakeholder Group and Board of Commissioners and finalize the project scope of work, timeline, and community engagement plan.

Task I Deliverables:

- A) Introductory presentation to the Stakeholder Group and Board of Commissioners.
- B) Final project plan, including:
 - Timeline
 - Deadlines
 - Deliverables
 - Community Engagement Plan for Data Collection.

Task II: Public Outreach

Task II determines the needs and perceptions for multimodal transportation through equitable community engagement. Engagement materials for collecting data on needs and perceptions should be developed to best inform the projections and recommendations later in phase two of the project. Outreach activities should engage the community at large, especially under-represented population groups such as elder community members, low-income and minority residents, and people living with disabilities. While the consultant will be responsible for building the materials for and facilitating the community engagement plan, County project staff will be available to assist where needed.

Task II Steps:

In Task II, the contractor will:

- 1) Develop draft data collection materials to be used in the community engagement plan finalized in Task I, to include:
 - a. Survey (virtual and physical format options).
 - b. Handouts and posters for canvassing at community events.
 - c. Guiding questions and informational materials to be used at listening sessions.
 - d. Any additional materials needed for community engagement efforts.
- 2) Conduct a meeting (virtual) of the Stakeholder Group to present draft data collection materials and methods then solicit feedback.
- 3) Incorporate feedback into final data collection materials.
- 4) Utilize County language services to translate final materials into Spanish to be available where needed in community engagement strategy.
- 5) Carry out the steps established in the community engagement plan finalized in Task I, to include:
 - a. Promotion and distribution of the survey.
 - b. Canvas at community events established in engagement plan.
 - c. Two community listening sessions; to be held at two separate locations.
- 6) Summarize data and findings from community engagement efforts.
- 7) Present (virtually) summary of data and findings to Stakeholder Group.

Task II Deliverables:

- A) Data collection materials needed for community engagement plan established in Task I.
- B) Completion of public outreach efforts, including survey, canvassing, and listening sessions.
- C) Summary of data and findings from community engagement programming and surveying.

Proposed Timeline

Task	Summary	Timeline
<u>Task I: Orientation</u>	Take stock of current conditions and available data, develop community engagement strategy (survey questions, format, etc.), and develop a stakeholder engagement strategy.	1 Month
<u>Task II: Data Collection & Public Outreach</u>	Write a survey that gauges perceptions and needs (I.e., would you ride the bus? If so, where would a stop need to be? What about the cost? Would you bike to work if there was a protected lane?), distribute the online survey and begin community engagement.	5 Months

Proposal Instructions

- A. Proposal Deadline:** Proposals must be received by Chatham County no later than **2/25/25 at 5:00 pm.**
- B. Submission of Proposals:** Vendors must submit both an **electronic PDF version** of the proposal (excluding any materials that are non-electronic) and **three hard copies** with all attachments, including signatory pages, which should be received by the deadline above. Hard copies should be printed on post-consumer recycled paper (at least 30%). The hard copies must be sent to one of the following delivery addresses:
- C. Postal Address:** Michele Peluso, Chatham County Finance Office
P.O. Box 608, Pittsboro, NC 27312
- D. Street Address:** Michele Peluso, County Finance Office, Courthouse Annex
12 East, Pittsboro, NC 27312
- a. The **electronic PDF version** of the proposal (excluding non-electronic materials) must be submitted by the deadline above to purchasing@chathamcountync.gov or may be included in the proposal packet on digital media.
- E. Withdrawal of Proposals:** Proposing vendors may withdraw their proposal any time before the deadline for submission on 2/4/24 by 12:00 pm. The withdrawal must be submitted in writing and signed by the proposing vendor.
- F. Inquiries and Corrections:** All inquiries relating to this request should be in writing and addressed to:
- Michele Peluso, Chatham County Finance Office
P.O. Box 608, Pittsboro, NC 27312

- a. They may also be faxed to 919-542-4261 or emailed to: purchasing@chathamcountync.gov
- b. If a proposing vendor finds discrepancies in or omissions from the specifications or should require additional clarification of any part, a written request for interpretation shall be submitted to Michele Peluso. Any interpretation of or changes made to the RFP will be made by written addendum to each proposing consultant and shall become part of the request for any contract awarded. The County will not be responsible for the accuracy of any other oral explanations, interpretations, or representations. All inquiries must be submitted by **5:00 pm** on **2/4/25**. It shall be the responsibility of each proposing organization or individual to verify that every addendum has been received prior to submitting proposals. Addenda will be posted to the County's Bids and RFP Opportunities at www.chathamcountync.gov/bidsandopportunities

G. Vendor Certification: The submission of a proposal shall be deemed a representation and certification that the proposing vendor:

- a. Has carefully read and fully understands the information provided by Chatham County in this RFP;
- b. Is financially solvent and has the capability to successfully undertake and complete the responsibilities and obligations of the proposal submitted;
- c. Represents that all of the information contained in the submitted proposal is true and correct;
- d. Did not in any way collude or conspire with any other parties, directly or indirectly, in regard to the amount, terms, or conditions of this proposal;
- e. Acknowledges that Chatham County has the right to make any inquiry it deems appropriate to substantiate or supplement information provided by proposing vendors and hereby grants Chatham County permission to make these inquiries; and
- f. Acknowledges that any proposal cannot be modified after its submission for any reason.

H. Format and Deadline of Proposals: Late proposals will not be accepted under any circumstance and will not be opened or reviewed. We will not accept proposals by fax or by any method other than what is outlined under item B of Proposal Instructions. The sender must allow ample delivery time for the selected shipment or transmission methods.

I. Definition and Context: Unless otherwise specified in this document, all words shall have a common meaning unless the context in which they are used clearly requires a different meaning. Words in the singular number include the plural, and in the plural include the singular.

RFP Schedule

- The deadline for submitting questions in writing (mail, email or fax) is **2/4/25 at 5:00PM.**
- The RFP addendum, if needed, will be posted **2/6/25 by 5:00PM.**
- The RFP deadline for receipt of proposals by the County is **2/25/25 at 5:00PM.**
- The RFP committee will begin reviewing proposals by 2/24/25.
- We expect to conclude the RFP reviews by 3/7/25.
- Contract executed and work to begin around May 1st, 2025.

Proposal Contents

These instructions cover the format, content, and development of proposals. The proposals should be no longer than 15 pages (30 pages double-sided) to cover the sections listed below. Attachment A is required to provide necessary information and are not included in the page count. Only that information deemed essential to convey the proposing vendor's understanding of the County's requirements for this RFP should be submitted. Items not listed below and not explicitly related to the RFP (i.e. general marketing materials and examples of unrelated work) will not be considered in the review process.

All proposals should include the following items in the order listed below and must be organized as shown below:

Section 1 - Proposal Summary- Provide a concise overview of your proposal, highlighting the key aspects of your organization, including its mission, expertise, and capacity to deliver the services outlined in the scope of work. Include the most relevant experience and successful projects that demonstrate your qualifications for this study. Additionally, include any unique strengths or resources that may benefit the County in awarding the contract.

Section 2 - Vendor Application - This form is provided as Attachment A: Vendor Application Form. The form should be completed and signed by the person with the authority to approve contracts on behalf of your organization.

Section 3 - Project Approach: Describe your proposed approach to completing the scope of work. This section must include:

- **Scope of Services:** A detailed explanation of how the tasks will be executed.
- **Project Methodology:** Include specific methods, tools, or techniques to be used.
- **Timeline and Deliverables:** Provide a project timeline with key milestones and deliverables.

- **County Support:** Identify any assistance or resources required from the County to ensure the successful completion of the project.

Ensure your approach aligns with the goals and objectives of the multimodal study and demonstrates innovative or best practices in the field.

Section 4 - References: The vendor must provide a list of projects or clients served within the last five (5) years that demonstrate the applicant's skills and capabilities with the type of service being requested. Please include the project name, location, brief project description and scope, client contact name, email, and telephone number.

Section 5 - Pricing Proposals: The vendor must provide a pricing proposal(s) for the scope of work.

The proposal should:

- Clearly itemize costs for each component of the scope of work.
- Specify any assumptions or conditions related to the pricing.
- Include any additional optional services or costs (if applicable).

Ensure the pricing proposal is clear, transparent, and aligns with the project deliverables.

County Requirements

Insurance Requirement

During the term of the contract, the Contractor at its sole cost and expense shall provide commercial insurance of such type and with such terms and limits as may be reasonably associated with the contract. As a minimum, the Contractor shall provide and maintain the following coverage and limits:

(a) **Worker's Compensation** - The contractor shall provide and maintain Worker's Compensation Insurance as required by the laws of North Carolina, as well as employer's liability coverage with minimum limits of \$500,000.00, covering all of Contractor's employees who are engaged in any work under the contract. If any work is sublet, the Contractor shall require the subcontractor to provide the same coverage for any of his employees engaged in any work under the contract. (Non-applicable-individual.)

(b) **Commercial General Liability** - General Liability Coverage on a Comprehensive Broad Form on an occurrence basis in the minimum amount of \$100,000 bodily injury per person, \$500,000 bodily injury per occurrence, \$100,000 property damage, and \$1,000,000 errors and omissions and negligent performance.

(c) **Automobile** - Automobile Liability Insurance, to include liability coverage, covering all owned, hired, and non-owned vehicles used in performance of the contract. The minimum combined single limit shall be \$250,000.00 bodily injury and \$100,000 property damage.

Providing and maintaining adequate insurance coverage is a material obligation of the Contractor and is of the essence of this contract. The Contractor may meet its requirements of maintaining specified coverage and limits by demonstrating to the County that there is in force insurance with equivalent coverage and limits that will offer at least the same protection to the County. All such insurance shall meet all laws of the State of North Carolina. Such insurance coverage shall be obtained from companies that are authorized to provide such coverage and that are authorized by the Commissioner of Insurance to do business in North Carolina. The Contractor shall at all times comply with the terms of such insurance policies, and all requirements of the insurer under any such insurance policies, except as they may conflict with existing North Carolina laws or this contract. The limits of coverage under each insurance policy maintained by the Contractor shall not be interpreted as limiting the contractor's.

E-Verify

Effective September 4, 2013, North Carolina local government units are prohibited from entering into certain contracts unless the contractor and the contractor's subcontractors, if any, comply with the requirements of N.C. Gen. Stats. §64-26(a). Prior to providing any services hereunder, Contractor and Contractor's subcontractors, if any, are subject to the provisions of N.C. Gen. Stats. §64-26(a). Contractor agrees to fully comply with such statute and require Contractor's subcontractors, if any, to fully comply with such statute.

Iran Divestment Act

Effective October 1, 2015, North Carolina local government units are prohibited from entering into certain contracts unless the contractor and the contractor's subcontractors, if any, comply with the requirements of §143C-6A-5. Contractor agrees to fully comply with such statute and require Contractors subcontractors, if any, to fully comply with such statute.

Additional County Conditions

- All proposing firms or individuals shall comply with all conditions, requirements, and specifications contained herein, with any departure constituting sufficient cause for rejection of the proposals. However, Chatham County reserves the right to change the conditions, requirements, and specifications as it deems necessary.
- The proposal must be signed by a duly authorized official of the proposing organization or individual submitting the proposal.
- No proposal will be accepted from any person or organization that is in arrears for any obligation to Chatham County, or that otherwise may be deemed irresponsible or

unresponsive by County staff, the Chatham County Board of Commissioners, or the Chatham County Economic Development Corporation.

- Chatham County is not obligated to enter into any contract as a result of the RFP.
- All prices quoted must be firm for a period of 90 (ninety) days following the bid deadline.
- Chatham County reserves the right to reject any and all proposals or any part thereof and to select the most responsive proposal that is deemed in the best interest of Chatham County.
- Only one proposal will be awarded as the result of the RFP.
- Chatham County may approve or disapprove the use of specific proposed subcontractors in any proposal.
- Chatham County reserves the right to enter into an agreement with another proposing vendor in the event that the originally selected vendor fails to execute a contract with the County or defaults on their contract.
- All proposals shall be prepared in a comprehensive manner as to content, but we do not require specific types of binders or promotional material for submissions. Promotional material will not be considered part of the proposal and will not affect the review of proposals.
- Chatham County reserves the right to negotiate with any, none, or all of the proposing vendors.
- All costs, including travel and expenses, incurred in the preparation of this proposal will be borne solely by the proposing company.
- The County will not return proposal materials to those submitting proposals.
- No agreements with any selected vendor shall be binding until a contract is approved, signed, and executed by the authorized County Official and authorized representatives of the vendor.

The County of Chatham is an Equal Opportunity Employer and does not discriminate on the basis of sex, marital status, race, color, creed, national origin, age or disability.

Appendix

1. [Chatham County Comprehensive Plan](#)
2. [Plan Moncure – Small Area Plan](#)
3. [Recode Chatham – Unified Development Ordinance](#)
4. [Chatham County Bike Plan 2011](#)
5. [Chatham County Comprehensive Plan Study - NCDOT](#)
6. [Regional Metropolitan Transportation Plan – Destination 2055](#)

Attachment A

Effective 7/1/24



Purchasing Division

PO Box 608
Pittsboro, NC 27312
Phone 919-545-8329
vendors@chathamcountync.gov

Date of Application

Company/Firm Name as shown on Federal Tax Return

Alternate Name if applicable (doing business as)

Corporation Individual LLC Partnership Non-Profit Foster Care

Federal ID Number (SSN if Foster Care)

Contact Name

Phone number

Email for Contact Person

Corporate Address (must match W-9)

Line 1

Address for Remittance Same

Line 1

Line 2

Line 2

City

City

State

Zip

State

Zip

What specific products and/or services will you be providing to Chatham County?

Certificate Holder & Additional Insured: Chatham County
Address: P.O. Box 1809, Pittsboro, NC 27312

Do you have a Certificate of Insurance (COI)? Yes No Provide copy of COI.

If you are a HUB vendor registered with the statewide vendor database (SWUC), please mark your classification and attach your certification.

Minority Disadvantage Disabled Female

I hereby affirm that all information is true and accurate to the best of my knowledge and belief, and I bear the responsibility of any error or mistake in data.

Signature

Date

Title

Internal Use Only Date Initials
Checklist Completed

Vendor ID#

Dept Approval-Products/Services