

## **STATE OF NORTH CAROLINA**

**Winston Salem State University**

**Request for Qualifications #: RFQ 74-WS2025-001**

**Housing and Dining Master Plan Update & Related Advisory Services**

**Date of Issue: Friday, January 17, 2025**

**RFQ Due Date & Time: February 28, 2025 On or Before 1:00pm EST**

**RFQ Opening Date & Time: Friday, February 28, 2025**

**At 3:00pm EST**

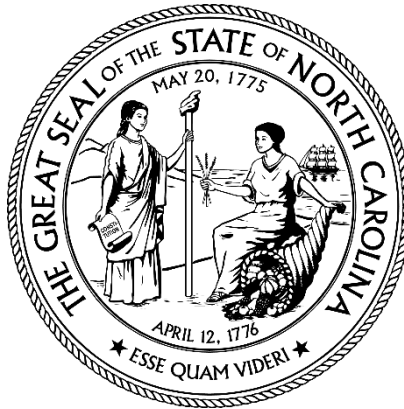
**Direct all inquiries concerning this RFQ to:**

Richard R. Fleming, C.P.M.

Director, Purchasing Services

Email: [flemingrr@wssu.edu](mailto:flemingrr@wssu.edu)

Phone: 336-750-2731



## STATE OF NORTH CAROLINA

### Request for Quote #

**RFQ 74-WS2025-001**

For internal State agency processing, including tabulation of bids, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your bid.  
Failure to do so may subject your bid to rejection.**

\_\_\_\_\_  
Vendor Name

\_\_\_\_\_  
Vendor eVP#

**Note:** For a contract to be awarded to you, your company (you) must be a North Carolina registered vendor in good standing. You must enter the vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a vendor number, register at <https://vendor.ncgov.com/vendor/login>

***Sealed responses, either hand delivered OR mailed, will be accepted for this solicitation.***

**STATE OF NORTH CAROLINA**  
***Division of Winston Salem State University***

<b>Refer <u>ALL</u> Inquiries regarding this RFQ to:</b> <b>Richard R. Fleming, C.P.M</b> <b>Director of Purchasing Services</b> <b>1604 Lowery Street</b> <b>Winston-Salem, NC 27110</b> <a href="mailto:flemingrr@wssu.edu">flemingrr@wssu.edu</a> <b>336-750-2731 Office Phone</b>	<b>Request for Quote #: 74-WS2025-001</b> <b>Bids are due:</b> Friday, February 28, 2025 At 1:00pm EST either via email or by hand-delivery. <b>Bids will be publicly opened:</b> Friday, February 28, 2025 At 3:00pm EST
<b>Using Agency: Winston Salem State University</b> <b>Requisition No.: n/a</b>	<b>Commodity No. and Description: 721100 Multiple Unit Dwelling Construction Services</b>

**EXECUTION**

In compliance with this Request for Quote (RFQ), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this bid, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this bid is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this bid, the undersigned certifies to the best of Vendor's knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFQ, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFQ, the undersigned certifies, for Vendor's entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this bid, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

**Failure to execute/sign bid prior to submittal may render bid invalid and it MAY BE REJECTED. Late bids shall not be accepted.**

COMPLETE/FORMAL NAME OF VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		FAX NUMBER:
VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:

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## **1.0 PURPOSE AND BACKGROUND**

### **PURPOSE**

Winston Salem State University (WSSU) is soliciting statements of qualifications from firms to provide advisory services for an upcoming comprehensive update to its 2025 Housing and Dining Master Plan and Advisory Services.

The purpose of this Request for Qualifications (RFQ) is to solicit qualifications so that WSSU may select the highest qualified firm to provide master planning services and prepare a revitalized master plan for the entirety of WSSU's housing community and dining programs. It is important to note that this RFQ does not request design services, rather, this solicitation is for professional planning and advisory services.

Upon selection, a contract with the selected firm will be negotiated to include the planning services fee and other expenses, as necessary.

### **BACKGROUND**

Ranking as one of America's Best Colleges by Money Magazine for 2025, Winston-Salem State University is a bold, vibrant and diverse academic community that fosters the creative thinking, analytical problem-solving, and depth of character graduates need to transform themselves and their world. These values embody our motto, "Enter to Learn. Depart to Serve."

Founded in 1892, WSSU enjoys a distinguished reputation as a historically black constituent institution of the University of North Carolina that offers a rich curriculum rooted in a high-quality, liberal education. Our undergraduate and graduate students can choose from many innovative areas of study designed to equip them with the skills and knowledge needed to develop creative solutions to today's—and tomorrow's—complex problems.

WSSU is nationally ranked for its affordability, value, and for helping our graduates achieve social mobility, which can be a change in a person's socio-economic situation throughout their lifetime.

In 2023 and 2024 WSSU received multiple accolades for its affordability and positive impact on our graduates' futures. The New York Times ranked WSSU as the #1 university in NC for economic mobility; U.S. News & World Report named WSSU as the #1 university in NC for social mobility; CollegeNET ranked WSSU the #1 HBCU in the nation for social mobility; Niche named WSSU the #1 HBCU in NC for value; and Washingtonian Magazine listed WSSU as the #1HBCU for Bang for the Buck in the Southeast.

With a student-to-faculty ratio of 14:1, the university enrolls 4,776 students and offers 39 bachelor's degree programs, 50 undergraduate minors, seven master's degree programs, two professional doctoral degree programs, and six post-baccalaureate certificate programs.

## **2.0 GENERAL INFORMATION**

### **2.1 REQUEST FOR QUOTE DOCUMENT**

This RFQ is comprised of the base RFQ document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

### **2.2 NOTICE TO VENDORS REGARDING RFQ TERMS AND CONDITIONS**

It shall be the Respondent's responsibility to read the Instructions to Respondents, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFQ and comply with all requirements and specifications herein. Respondents are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFQ. If Respondents have questions or issues regarding any component of this RFQ, those must be submitted as questions in accordance with the instructions in the RESPONDENT QUESTIONS Section. If the University determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFQ addendum.

### 2.3 RFQ SCHEDULE

The table below shows the *intended* schedule for this RFQ. The State will make every effort to adhere to this schedule.

SCHEDULE OF ACTIVITIES <i>(subject to change at WSSU's sole discretion)</i>	TIMELINE <i>(All times are Eastern Standard Time)</i>
RFQ Published	January 17, 2025
Questions Submitted by Vendor via Email	February 3, 2025, by 2:00pm
Responses to Written Inquiries	February 7, 2025
Submission Deadline	February 28, 2025, by 1:00pm
Interviews (if applicable)	Week of March 10, 2025
Notification of Selected Firms	Beginning to Mid-April 2025

The University reserves the right to select a partner without interviews. Interviews are dependent upon the number of qualified Respondents and will be held at the sole discretion of the University.

### 2.4 RESPONDENT QUESTIONS

Upon review of the RFQ documents, Respondents may have questions to clarify or interpret the RFQ in order to submit the best response possible. To accommodate the Questions process, Respondents shall submit any such questions by the "Written Inquiry Deadline" date and time provided in the RFQ SCHEDULE Section above, unless modified by Addendum. Written questions shall be emailed to [flemingrr@wssu.edu](mailto:flemingrr@wssu.edu) by the date and time specified above. Respondents should enter "RFQ 74-WS2025-001: Questions" as the subject for the email. Question submittals should include a reference to the applicable RFQ section.

### 2.5 CONTRACT TERM

The Contract shall have an initial term beginning on the date of contract award ("Effective Date") and ending on or before June 30, 2025. Deliverables, as described in Section 3.2, should be completed on or before June 30, 2025.

At the end of the Contract's initial term, the University shall have the option, in its sole discretion, to renew the Contract to provide related and continued Housing and Dining Master Plan advisory and implementation services for up to three (3) additional one-year terms. The University will give the Respondent written notice of its intent to exercise the option to renew by the end of the then-current term. In addition, the University reserves the right to extend a contract term after the last active term.

## 3.0 SCOPE OF SERVICES

### 3.1 GENERAL

The University is seeking proposals from qualified firms to provide market analysis, condition assessments, demographic information, benchmark comparison, and financial models, options and recommendations for an optimal student housing and dining program in accordance with the University's strategic goals and objectives. All of these tasks and deliverable (described in greater detail below) will form WSSU's Housing and Dining Master Plan Update.

### 3.2 TASKS AND DELIVERABLES

Respondents shall provide the following services:

- A.) Evaluate existing conditions for student housing at WSSU including current housing inventory, historical occupancy, enrollment trends, facility conditions, and unmet demand for housing.
- B.) Input from selected WSSU stakeholders about the importance of housing and future housing goals according to the WSSU Strategic Plan, Enrollment Plans, and Campus Master Plan.
- C.) Conduct student surveys to obtain data on demand for housing, extent of the need for housing, accommodation and amenities preferences, and price point sensitivities.
- D.) Off-campus housing market assessment, including rental rates, amenities, lease terms, proximity to campus, current locations where WSSU students live, and future real estate development areas and rents.
- E.) Comparison of WSSU's existing housing program to peer institutions including, but not limited to, areas such as demographics of housing, operations, rental rates, physical conditions and accommodations, live-on campus policy requirements and amenities.
- F.) Provide a housing system economic model projection for the next 5-10 years. The model should include current rental rates, recommended future rental rates, operating margins, and annual obligations to guide reinvestment decisions.
- G.) Provide recommendations and advice related to the Residence Hall replacement projects and future renovations to residence halls. Appropriate reserves and reinvestments for residence halls are included in the model. All recommendations should consider current market conditions, necessary approvals, and other relevant factors.
- H.) Information request –Provide and issue a brief information request to receive additional details about the existing dining program, student satisfaction surveys, meal plan utilization and student spend, and other operational details.
- I.) Coordinate student focus groups to receive initial feedback on current satisfaction and utilization to inform critical questions that must be included in a student survey.
- J.) Student survey to understand student satisfaction by operation with food quality, diversity, meal plan types and costs, and other factors.
- K.) Peer benchmarking –Analyze peer programs to understand the diversity of foodservice options available on other campuses to inform opportunities to best serve WSSU students.
- L.) Schedule conversations with WSSU and Aramark to share findings and understand their initial questions/ recommendations for how the University can best program a new dining facility should the funding become available.
- M.) Provide and present a detailed summary report of the findings to key University stakeholders and the WSSU Board of Trustees, should it be requested.

WSSU reserves the right to extend the selected firm to support work efforts associated with other campus planning efforts.

## 4.0 REQUIREMENTS AND CRITERIA

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### 4.1 STATEMENT OF INTEREST

Respondents should provide a statement of interest tailored specifically to this Housing and Dining Master Plan update and WSSU.

### 4.2 RELEVANT EXPERIENCE

Respondents shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the Master Plan Update and WSSU. Respondent shall provide no less than three (3) instances of relevant project experience including project overview, location, and a description of services.

WSSU desires the following experience when contracting for this service. The awardee shall consider providing examples with successful demonstrations of experience in the following areas:

- A.) Advisory and implementation services for complex higher education facilities, specifically including experience within the State of North Carolina and the UNC System
- B.) Experience working with WSSU
- C.) Housing and dining market study and master planning experience and advisory services
- D.) Sector-specific experience (e.g., higher education student housing, parking, dining, etc.)
- E.) Ability to create real time editable program financial Pro Forma and cost models, specifically those for housing systems

## **4.2 RELEVANT EXPERIENCE (cont.)**

- F.) Short-term and long-term renovation, replacement, and general project planning. Specifically, demonstrated knowledge of current North Carolina market conditions because of current implementation work in the State
- G.) Demonstrated familiarity working with North Carolina Department of Administration (State Construction Office, UNC System, etc.) and the required project approval processes.

## **4.3 RESPONDENT TEAM**

Respondents shall introduce their project team (if applicable) with a brief summary of skills, experience, and other information deemed useful to WSSU by the Respondent team.

## **4.4 WORK PLAN AND APPROACH**

Respondents are invited to include any further information regarding the work plan, approach, or other topics for consideration by WSSU to inform the review and selection process.

## **4.5 HUB PARTICIPATION**

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFQ will serve to identify those Vendors that are minority owned or have a strategic plan to support the State's Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

## **4.6 REFERENCES**

Respondents shall provide at least three (3) references, using ATTACHMENT A: CUSTOMER REFERENCE FORM, for which it has provided Services of similar size and scope to those proposed herein. The University may contact these users to determine whether the Services provided are substantially similar in scope to those proposed herein and whether Vendor's performance has been satisfactory. The information obtained may be considered in the evaluation of the response.

## **4.7 SUBMISSION REQUIREMENTS**

Respondents shall submit all materials by sealed envelope via either in-person (hand delivery) to the address indicated below:

WSSU Purchasing Services  
Attn: Mr. Richard R. Fleming, Director  
1604-B Lowery Street  
Winston-Salem, NC 27110

Or by way of email, using email address [flemingrr@wssu.edu](mailto:flemingrr@wssu.edu). No matter which delivery method is used, to be considered, the response to this solicitation must be received no later than 1:00pm EST on Friday, February 28, 2025. For In-Person delivery of the sealed envelope, the envelope must be in WSSU Purchasing Services' possession on or before 1:00pm EST. For the Email delivery of the response, all documents must be sitting in the email Inbox with a date/time stamp of on or before 1:00pm EST. Any receipt after 1:00pm, no matter the reason, whether it was a technical issue with sending the email or the individual making the hand delivery got lost, WSSU reserves the right to include or not include that particular response.

## **4.8 EVALUATION CRITERIA**

The evaluation method will be by narrative and consensus of the evaluating committee, explaining the strengths and weaknesses of each proposal and why the recommended awardee(s) provide the best value to the University.



#### **4.8 EVALUATION CRITERIA (cont.)**

All qualified responses will be evaluated and examined for merit by a selection committee, with the award made based on considering the following criteria listed in descending order of importance, to result in an award most advantageous to the University:

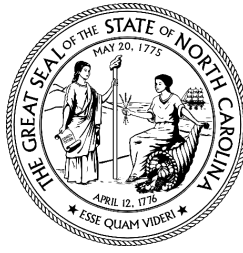
1. Respondent Experience and Qualifications
2. Team and Personnel
3. Proposed Approach
4. Presentation of Materials
5. Reference Checks

If the selection committee deems it necessary, a subset of respondents will be placed on a short list and contacted for interviews. Only key individuals representing the firm and/or team would be asked to attend any interview, including the assigned engagement manager.

#### **4.9 NORTH CAROLINA GENERAL TERMS AND CONDITIONS**

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

<https://www.doa.nc.gov/form-north-carolina-general-terms-and-conditions-11-2023/open>



**ATTACHMENT A: CUSTOMER REFERENCE TEMPLATE**

Solicitation Number: \_\_\_\_\_

Vendor Name: \_\_\_\_\_

**Instructions:** Vendor shall use this template to submit three (3) customer references with its response.

Name of Customer Organization:	
Customer Reference Name:	
Customer Reference Address:	
Customer Reference Email:	
Start Date:	
End Date:	
Explanation of contract, service agreement, or type of products and quantity provided to the organization:	

Name of Customer Organization:	
Customer Reference Name:	
Customer Reference Address:	
Customer Reference Email:	
Start Date:	
End Date:	
Explanation of contract, service agreement, or type of products and quantity provided to the organization:	

Name of Customer Organization:	
Customer Reference Name:	
Customer Reference Address:	
Customer Reference Email:	
Start Date:	
End Date:	
Explanation of contract, service agreement, or type of products and quantity provided to the organization:	