to assist in the evaluation process, please include the following information in the technical proposal:

a. Cover Letter

b. Project Abstract

This section should summarize the Consultant's overall understanding of the project. It should briefly describe the proposed approach to be taken to achieve stated project goals and objectives.

c. Introduction to the Consultant Firm(s)

Consultants shall provide the following information relative to their firms. Similar information must be provided for each sub-consultant or each member of a joint venture. Sub-consultant roles should be clearly defined.

i. Firm name and business address, including telephone number and email contact
ii. Year established. Include former firm names and year established, if applicable
iii. Identify the state in which the firm was organized or incorporated
iv. Type of ownership, and name and location of parent company and subsidiaries, if any
v. Indication of whether the firm is licensed to do business in the State of Tennessee and Shelby County, TN.
vi. Number of full-time employees. Part-time employees or consultants routinely engaged by the Respondent may be included if clearly identified as such.

d. Methodology

In addition to the stated tasks, consultants are encouraged to propose additional tasks and/or methodologies that are relevant and might enhance this plan. The consultant should provide detailed approaches for each task and also describe deliverables, milestones and a public involvement plan. Please highlight any particular issues or aspects of the corridor study that you believe may need special consideration (e.g. any existing/future conditions information that the Memphis MPO or municipalities would be asked to provide, a proposed approach to issues such as bus way, land use solutions, or special areas of focus). A timetable should accompany the work description showing the expected sequence of tasks, consultant team members assigned to each task and resource requirements for Memphis MPO staff.

e. Qualifications and Experience of the Consultant Firm(s)

This section should detail the consultant's and proposed sub consultants'

previous experience relating specifically to this work. Include a listing of all recent work (within the past three years) which would indicate experience with corridor studies. This listing shall include a description of the work, the approximate date the work was completed, project budget, and the name and telephone number of the client's project manager. Include information as to whether the project's time schedule and budget were met. Expertise in all aspects of traffic engineering should be highlighted, as well as understanding of transportation/land use relationships, bicycle/pedestrian planning, and socioeconomic issues.

f. Qualifications and Experience of Key Staff

This section shall contain resumes for only those individuals that will participate in the project. Consultants shall identify key individuals assigned to this project and include the function and/or responsibility of each of the identified individuals along with the percentage of their normal work week estimated to be spent on this project. Project organization, including the project management structure, should be included. The level and nature of involvement envisioned for principals should be clarified. Experience summaries of the key individuals must be provided, with emphasis on previous experience on similar projects in similar roles. Resumes of these key individuals should be included as an appendix to the proposal. This section shall also include a Staff Availability Chart. This chart shall detail the availability of each staff member based on the percentage of time he or she will have to devote solely to this project, taking into consideration their other project commitments.

4. Cost Proposal Requirements

This section should summarize the Consultant's overall understanding of the project. It should briefly describe the proposed approach to be taken to achieve stated project goals and objectives.

a. The consultant will be reimbursed on a time and materials basis. Payment should be expected upon successful completion of the deliverables; however we are willing to negotiate a payment schedule with the selected consultant if necessary. The Cost Proposal should include the following, listing the prime consultant and any sub-consultants separately:

   i. Hourly Rate Schedule
   ii. Overhead Rate and Fee
   iii. Hours and Cost by Task
   iv. Total Project Costs

b. Explain any assumptions or constraints in a price proposal to perform the services.

c. Explain any additional charges or fees in the proposal.

5. References

References of the Proposer, including at least three (3) other clients for whom the Proposer has provided services similar to the Services (with preference given to clients comparable to Shelby County Government) and, for each such reference, the business name, the identification of a contact person, the title of the contact person and a telephone number;

6. Additional Information

a. A description of any other resources available to the Proposer that will be useful in providing the Services;

b. A description of the methods used by the Proposer to measure the satisfaction of its client.

c. Any other relevant information about the capabilities of the Proposer deemed to be material.

XII. PROPOSAL EVALUATION AND SELECTION

A. Evaluation Process

1. Initial Review – All proposals will be initially evaluated to determine if they meet the following minimum requirements:

a. The proposal must be complete, in the required format, and be in compliance with all the requirements of the RFP.

b. Proposers must meet the Minimum Proposer Requirements outlined in Section II of this RFP.

2. Technical Review- Proposals meeting the above requirements will be evaluated on the basis of the following criteria:

a. Each proposal will be reviewed by a special Ad-Hoc Committee, which may elect to schedule a personal presentation and interview with one or more of the bidders.

After the review process is completed, this committee will recommend the successful bidder, subject to the approval of the selection by the Mayor.

b. The MPO staff will assess the proposals for this project. Based on the scores, comments, and recommendations of the reviewers, we will be selecting a short list of firms for interviews. Evaluation criteria to include:

   i. Quality of submission;
   ii. Knowledge of technical requirements;
   iii. Creativity and relevance of the proposal to corridor and stakeholder issues;
   iv. Responsiveness to project description;
   v. Quality and availability of staff assigned to the project;
   vi. Specific experience of the proposed staff;
   vii. Overall experience of the firm;
   viii. Performance on similar projects; and
   ix. Understanding of the project area and stakeholder issues.

Once the technical proposal is discussed and ranked, the cost proposal will be reviewed for consistency with, and in light of, the evaluation of the technical proposal. Memphis MPO reserves the right to seek clarification of any proposal submitted and to select the proposal considered to best promote the public interest. The selection committee will submit the results in order of preference to the Memphis MPO's Engineering and Technical Committee (ETC). The ETC will make recommendations to the Memphis MPO's Transportation Policy Board (TPB) for final acceptance.

If any of the above requirements are not met, the proposal may not be considered.

3. Oral Presentation.

The Shelby County Government reserves the right to interview, or require an oral presentation from, any Respondent for clarification of information set forth in the Proposer's response. In this regard, at the discretion of the evaluation committee, some or all Proposers who submit an Proposal in response to this RFP may be asked submit to an interview or give an oral presentation of their respective Proposals to the evaluation committee. If so, this is not to be a presentation restating the Proposal, but rather an in-depth analysis of certain qualifications of the Proposer. The interview or oral presentation, if utilized, is intended to provide an opportunity for the Proposer to clarify or elaborate on its qualifications without restating the Proposal. The interview or oral presentation is to be a fact finding and explanation session only and is not to be used to negotiate any terms of contract. If required, the time and location of such interview or oral presentation will be scheduled by the Administrator of Purchasing. Interviews and oral presentations are strictly an option of the Shelby County Government or

its evaluation committee and, consequently, may or may not be conducted. All travel expenses to and from the interview or oral presentation shall be the responsibility of the Proposer.

Selection will be based on determination of which proposal best meets the needs of the County and the requirements of this RFP.

Shelby County Government reserves the right to consider the vendor's EOC rating in all evaluations.

B. CONTRACT AWARD

Contract(s) will be awarded based on a competitive selection of proposals received. Proposers are advised that the lowest cost proposal will not necessarily be awarded the Contract, as the selection will be based upon qualification criteria as deemed by the County and as determined by the selection committee and the County Mayor. The proposals submitted will be evaluated by the County. All decisions are made at the discretion of the County.

The contents of the proposal of the successful Proposer will become contractual obligations and failure to accept these obligations in a contractual agreement may result in cancellation of the award.

The County reserves the right to negotiate any portions of the successful Proposer's fees and scope of work or utilize their own resources for such work.