

# Zachary Taylor Parkway

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## REQUEST FOR PROPOSALS Zachary Taylor Parkway Master Plan UPDATE

### 1. Objective

The Zachary Taylor Parkway Commission (Commission) is issuing this Request For Proposals (RFP) to professional planning consultants to evaluate and update the Zachary Taylor Parkway (ZTP or Parkway) Master Plan and develop a Corridor Management Plan.

The current Master Plan for the Zachary Taylor Parkway may be downloaded from: <http://www.zacharytaylorparkway.com/content.cfm?id=66>. It may also be viewed (but not removed) in person at our offices in Baton Rouge by requesting access in writing to [ztp@att.net](mailto:ztp@att.net).

The current plan still reflects many of the goals and needs of the Parkway, in particular, the Transportation portion. Therefore, the objective is to revise the current Master Plan by updating some of the information, adding additional elements, and re-formatting into a more accessible document. It is NOT the objective of this proposal to re-create the ZTP Master Plan.

The Commission has received funding through the Office of Community Development-Disaster Recovery Unit to facilitate this project. Funds will be made available in a reimbursable manner. All bidders should be prepared to allow for up to 60 days following approved billing for receipt of payment.



### 2. Client Background

The Zachary Taylor Parkway is a 210 mile stretch of scenic roadway following Highways 1 and 10 from Rapides Parish through Washington Parish and ending at Interstate 59 in Poplarville, MS. The Parkway includes eight Louisiana parishes and one Mississippi County. It connects 4 major north-south transportation routes – I-49, US Hwy. 61, I-55 and I-59. The new John James Audubon Bridge is just about the center point of the Parkway.

The local area represented includes Rapides Parish, Avoyelles Parish, Pointe Coupee Parish, West Feliciana Parish, East Feliciana Parish, St. Helena Parish, Tangipahoa Parish, Washington Parish and Pearl River County in Mississippi.

The Commission was created by the Louisiana Legislature in 1992 and is governed by R.S. 48:1801, et seq. The Commission is a political subdivision of the state and is organized to (1) help procure funding for the completion of four-laning efforts, and (2) promote the development and improvement of the Zachary Taylor Parkway in an effort to encourage economic development and tourism in the parishes of Avoyelles, East Feliciana, Pointe Coupee, Rapides, St. Helena, Tangipahoa, Washington, and West Feliciana. The Commission's administrative needs are generally funded solely through the legislative appropriation process.

The Zachary Taylor Parkway Commission is governed by eight Commissioners and eight Alternate Commissioners chosen by the parish governing authorities in each of the eight parishes in accordance with state law. The Commissioners, in turn, elect their officers. It

should be noted that members of the Commission are not compensated, nor do they receive per diem.

In addition to the Commission, the Zachary Taylor Parkway Association serves as a community grassroots organization. It is comprised of government entities, Parkway businesses and individuals who are supportive of the efforts being made to strengthen the eight-parish region.

### 3. Project Summary

The original plan began in the mid-1990s, completed by 1999 and is centered on engineering and construction. While the plan as it deals with pure transportation items is sound, it does not meet the needs associated with today's more multi-faceted plans. It is not easily accessible as a tool for the public to utilize. It does not address specific developing goals of the Commission, such as economic development and marketing.

Therefore, the ZTPC would like to revise the current Master Plan to make it a more accessible document for all parties involved and add additional elements.



A few of the changes in the region, which are precipitating the need for this revision, are:

- New Plans have been or are currently being developed within the Parishes that comprise the ZTP Commission. Some of these plans are Avoyelles Parish Master Plan, Avoyelles Parish Port and Industrial Plan, East Feliciana Economic Development Plan, Pointe Coupee Parish Master Plan, West Feliciana Gateway Plan, West Feliciana Parish Comprehensive Plan and the Tangipahoa Parish Comprehensive Plan.
- The ZTP Commission is expanding its role to include areas allowable by state law. In addition to the goals of Parkway development, particularly the four-laning of the Parkway, the Commission has taken a role in Economic Development, Tourism, and emergency/hurricane preparedness facilitation.
- Speed limits have increased. The number of vehicles using the roads has increased. These two items have resulted in a number of safety concerns. As speeds have increased, a number of areas of the Parkway have proven hazardous and increased accident numbers. The motoring public tends to move more quickly than commercial traffic, resulting in areas of congestion and unsafe passing.
- The John James Audubon Bridge opened connecting West Feliciana and Pointe Coupee Parishes

In light of the above changes and general demographic/economic shifts the region the ZTPC has developed new objectives. These include:

- Development of the Parkway as a "Scenic Highway" ZTPC would like to further develop the Parkway as a "Military Heroes By-Way"
- Development of a Tourism component to the Master Plan, which includes identifying and mapping sites of cultural and historical significance
- Development of a Marketing and Communications strategy to improve branding, signage, and drive tourism to the Parkway region

- Development of a Disaster Preparedness Plan in the event that the Parkway should be needed for evacuation or other disaster-related activities

#### 4. Project Scope of Work

The goal of this Project is to revise the current ZTP Master Plan by consolidating the documents into a more accessible format, revising outdated data and adding additional components.

The Scope of Work will include but is not necessarily limited to:

- 1- Revising data in the existing ZTP Master Plan. This will include but is not necessarily limited to:
  - a. Demographic shifts
  - b. Economic shifts
  - c. Policy shifts
- 2- Adding new elements like:
  - a. Vision document
  - b. Corridor Management Plan (necessary for "Military-Heroes By-way" application)
  - c. Safety component, which will include identifying appropriate areas for passing lanes
  - d. Economic Development, which will include tourism development, and any other strategies not yet identified
  - e. Marketing and Communication component
  - f. Disaster Preparedness Plan
- 3- The consultant will be responsible for:
  - a. Project Management
  - b. Data gathering and analysis
  - c. Stakeholder outreach
  - d. Compiling, Drafting, and Finalizing Plan



#### 5. Deliverables

The Commission expects to receive the following:

- 5 hard-copies of all documents
- An editable, electronic version of all documents

#### 6. Qualifications Sought

The selected consultant will be able to provide:

- Proven track record working with:

- Rural Communities
- Small and diverse communities
- Parish and local governments
- Historic/Heritage areas
- Long term visioning
- Economic development strategies
- Highway/By Way knowledge

Consideration will be given for candidates with:

- Louisiana knowledge
- AICP Certification
- Louisiana experience/knowledge
- Performance history



## 7. Proposal Requirements

Proposals must be received no later than Noon (CST) on October 31, 2014. Packages may be mailed to P.O. Box 14265, Baton Rouge, LA 70898 or hand delivered to 4838-A Bennington Avenue, Baton Rouge, LA 70808.

Each submission must include ten (10) identical printed copies of a thoughtful, clear and well-organized proposal package that demonstrates the required "Qualifications Sought" and addresses the needs outlined in the "Project Specifics." All copies should be provided on letter size paper, printed only on a single side. Additionally, each submission must include a PDF file of the proposal.

The following information must be included in the submitted Proposal:

- Name and contact information for the prime consultant.
- Cover letter that includes a statement of understanding directly referencing the requirements of the RFP and signed by an authorized officer of the prime consultant. You may also include in the letter any additional information or insights believed to be relevant but not requested in the RFP.
- The Proposer and sub-consultants must provide resumes for all key personnel expected to work on the project. This information should specifically detail the experience and educational backgrounds of each person.
- A detailed organization chart and reporting structure that outlines roles and persons in charge.
- A minimum of three (3) case studies with similarities to the one included in this RFP which demonstrate the proposers' abilities and successes on other projects
- Three to Five references for the prime consultant and all sub-consultants. A name and contact information must be included for each reference.

- A detailed work plan and a detailed time line
- A detailed cost proposal with a schedule for invoicing
- Sample work products which may be provided in electronic format only

## 8. Selection Process

A two-tiered selection process will take place:

- A steering committee will review written proposals and select the top five (5) proposals.
- In person presentations will be scheduled with the top 5 proposers.

**Proposals submitted will be evaluated according to the following scoring criteria:**

Point Factor 1: Quality of Proposed Approach *(20 points maximum)*

- Is the approach visionary and innovative?
- Does the approach add to the value of the existing Zachary Taylor Parkway plans?
- Does the consultant team use a holistic approach inclusive of all areas: design, engineering, quality of life, etc?
- Is the implementation strategy feasible and effective?



Point Factor 2: Professional Experience of Key Team Members *(20 points maximum)*

- How visionary is the project lead?
- Examples of past performance in similar work

Point Factor 3: Familiarity with Region *(15 points maximum)*

- Is the team knowledgeable of issues facing the region?
- Does the team have experience within the region?

Point Factor 4: Proposed Work Plan *(10 points maximum)*

- Does the team have a reasonable methodology and schedule for completion of the Scope of Work?
- Does the team have the capacity needed to accomplish the Scope of Work within the allotted time frame?

Point Factor 5: Regional Coordination and Outreach *(25 points maximum)*

- Does the team have a demonstrated ability for multi-jurisdictional coordination?
- How effective is the teams' plan for coordinating efforts and working with local government agencies and staff?
- Does the approach ensure full public participation throughout the planning process; are there any unique approaches in soliciting public input by all sectors of the population?

- Does the team have experience in consensus building with diverse groups?
- Does the team have experience conducting long-term visioning through public participation?

Point Factor 6: Proposed project budget (10 points maximum)

- Do cost estimates correlate to project scope and deliverables as defined in the RFP?
- Are adequate assumptions for cost estimates included?
- Does budget reflect most efficient and effective use of grant dollars?

**Total points possible: 100**

**9. Timeline (all dates in 2014)**

RFP Release .....	September 23
Deadline for written questions on RFP .....	Noon on September 29
Questions answered.....	October 6
Deadline for RECEIPT of Proposals .....	Noon on October 31
Shortlist Interviews .....	November 6 & 7
Consultant selection announced .....	November 14



Questions which are to be submitted by September 29 should be sent by e-mail to [ztp@att.net](mailto:ztp@att.net). A full set of all questions asked will be distributed back to potential bidders utilizing e-mail. Please provide a contact name, phone number and e-mail address with any questions you ask.

**10. Point of Contact**

The Primary Contact for matters relating to this RFP will be:

Maria W. Bowen  
 Zachary Taylor Parkway  
[ztp@att.net](mailto:ztp@att.net)  
 P.O. Box 14265  
 Baton Rouge, LA 70898

All communications should be conducted in writing, preferably by e-mail – return receipt requested.

**11. Automatic Disqualification**

Communicating with any persons other than those established in Section 9 will result in automatic disqualification for the proposer.

Proposals exceeding a budget of \$280,000 will not be considered.