



MEMORANDUM
310 Court Street, 2nd Floor
Clearwater, FL 33756
P: 727-464-8250
forwardpinellas.org

THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY

TO: All Proposers

FROM: Sarah Caper, AICP, Principal Planner

DATE: August 20, 2019

SUBJECT: Procurement by Competitive Proposals, #19-04 Forward Pinellas Vision Zero Effort, Summary of August 19, 2019 Selection Committee Meeting

The #19-04 Forward Pinellas Vision Zero Effort selection committee consisting of Sarah Caper (Forward Pinellas), Roger Johnson (City of Clearwater), Joan Rice (Pinellas County) and Cheryl Stacks (City of St. Petersburg) met on August 19, 2019 at 11 a.m. The meeting was open to the public and the selection committee, members of the public and Forward Pinellas staff were in attendance.

The meeting began with a discussion of procedures and the objectives of the meeting. Afterwards, the 13 proposals were discussed. Each proposal was discussed on its own merits and scored before the next proposal was discussed. The following is a brief review of the discussion related to each proposal.

- **Fehr & Peers.** Thorough and well-put together approach, strong Vision Zero experience
- **JRB Solutions.** Knowledge of Pinellas County, but lacking relevant experience (partner with firm that has done Vision Zero), marketing unclear
- **Kittelson & Associates.** Confusion regarding Signal Four, proposal scope is well-defined and comprehensive, lacking detail on approach and responsibilities within the team
- **Metropolitan Public Strategies.** Experience with campaigns, lacking experience and detail on full range of scope
- **Nspiregreen.** Strong equity focus and understanding and outreach experience, but approach is unclear and proposal difficult to follow
- **The Corradino Group.** Strong scope and inclusion of health, needed more information on marketing and branding efforts
- **Tindale Oliver.** Well thought out and includes a range of ideas and potential avenues such as legislative and land use, approach recognizes range of partners and support, needs more discussion on outreach plan with regards to equity and inclusion and roles of team
- **TJKM.** Approach is traditional transportation plan approach and lacks elements such as brand development and innovative outreach efforts, concerns about understanding of the scope

- **Toole Design.** Well-defined and organized scope, strong use of visuals, direct Vision Zero experience and thoughtful discussion on MPO role, light on branding discussion
- **The Valerin Group.** Discussion includes good topics but hard to follow and confusing schedule, demonstrated understanding of the challenges to Vision Zero in Pinellas County
- **VHB.** Clear understanding, strong project approach and Vision Zero experience, would like to see more discussion of branding examples and outreach, MPO role
- **Vistra Communications.** Strong marketing component, lacking direct experience with Vision Zero, clearly defined and well-organized with lots of community engagement opportunities but missing depth
- **XPromos Marketing Mastery.** Strong branding, lacking Vision Zero experience

The committee was appreciative of the work that went into the proposals and the strong responses received. The score totals, including cost and DBE, were reviewed. The highest scoring four firms were selected for presentations: Fehr & Peers, VHB, Toole Design and Tindale Oliver. The four firms will be contacted regarding scheduling and will be given the following direction.

- Rather than the 40 minutes of presentation and 20 minutes of question & answer listed in the procurement materials, plan on 30 minutes of presentation and 30 minutes of question & answer.
- There is discretion regarding who should participate in the presentation, except for the project manager who is required.
- There are three elements that must be discussed during the presentation, at a minimum: the role of the MPO and local governments; a branding discussion with examples; and outreach ideas including for those individuals traditionally not involved in the process.

The presentation room will have internet access and a computer & screen. Firms may choose to bring their own equipment and will have access to the room 15 minutes prior to their presentation. Firms may bring printed materials that can be left behind.