



**MEMORANDUM**  
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**THE PLANNING COUNCIL AND METROPOLITAN PLANNING ORGANIZATION FOR PINELLAS COUNTY**

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**TO:** All Proposers  
**FROM:** Sarah Caper, AICP, Principal Planner  
**DATE:** March 4, 2020  
**SUBJECT:** Procurement by Competitive Proposals, #20-01 Forward Pinellas Planning Consultants

**ADDENDUM No. 1**

Following are questions and responses relative to the procurement (#20-01):

- **Page Count: Do these things count toward the page limit? Front and back covers, cover letter, divider pages, DBE certification and participation status, rate structure, certificate of insurance, Exhibit B.**
- **If dividers are used to separate the sections of the proposal, are they counted as pages?**
- **Does a cover and cover letter count towards the 10 page limit?**
- **Does the rate structure count towards the 10 page limit?**
- **Can we include the following in the proposal package: covers, table of contents, dividers that will not count toward the page limit?**
- **Will tabs (such as one separating the appendix) count toward the page count?**
- **In regards to the Forward Pinellas proposal, will an Organization Chart and Cover Page/Letter be counted towards the 10 single-sided page limit? If they are, is it allowed to include those in an appendix?**
- **Could you please provide guidance on whether a cover page, table of contents, and cover letter would count towards the 10 single-sided page limit?**
- **Could you please clarify whether a proposal cover and cover letter count towards the 10 page limit?**

Front and back covers, divider pages and tables of contents do not count towards the page limit, so long as substantive information is not provided on those pages. Cover letters, organizational charts and rate structure do count towards the page limit. Exhibit B may be provided in the Appendix, so long as the rate structure is addressed in the no more than 10 page proposal. Disadvantaged business participation status must be addressed in the proposal itself, but certifications may be provided in the Appendix. Certificates of Insurance may also be in the Appendix and therefore do not count towards the page limit.

- **I wanted to ask for some clarification on the page limits for the resumes in the GPC RFP response. Is it a maximum of two pages for all resumes, or each resume can be a maximum of two pages?**  
Each resume may be a maximum of two pages.
- **Can we add a link to a website for reference in our proposal? If yes, will the website pages be counted as part of the 10 pages allowed?**  
Links may be included in the proposal. Website pages do not count towards the page limit; however, website pages may not be used in a way as to provide extra pages to the proposal and there is no guarantee the selection committee members will review them.
- **Of the 10 single sided pages can any be 11 x 17?**  
No, all pages should be 8.5x11.
- **If a card stock or laminated cover and back are used do they count towards the 10 pages?**  
Card stock or laminated pages may be used. Covers are allowed and do not count towards the 10 pages as long as substantive information is not provided on those pages.
- **What items are permitted to be included in the Appendix in addition to the DBE, MBE, SBE and Insurance Certificates, and resumes? Are the rate schedule and references permitted to be included in the Appendix?**
- **Is the appendix only limited to certificates and resumes? Are we permitted to include additional information on firm qualifications, such as applicable graphic examples?**  
Appendices may include additional information in addition to certifications and resumes. However, there is no guarantee that the selection committee will review the information and lengthy appendices are highly discouraged.
- **Regarding DBE/MBE/SBE teaming and participation, if teaming arrangements are discouraged, how would a firm utilize DBE/MBE/SBE firms?**
- **Page 1 of the RFP says “Specialized firms are encouraged to apply, and are preferred over firms utilizing subconsultants for completion of the Scope of Services;” however, there is also a Disadvantaged Business requirement (worth 7 evaluation points). Would the Agency consider Firms who team with subconsultants to meet the DBE requirement?**
- **On page 3 under Evaluation of all firms, one of the bullets listed addresses Participation of DBE businesses (0-7 points). If we are a non-DBE firm, are we allowed to add a DBE sub in order to receive any of the points? Other parts of the proposal state that you are not looking for teams, thus the confusion. Please clarify.**  
Forward Pinellas expects that proposals clearly outline the participation, services and qualifications of disadvantaged businesses, such as DBEs, MBEs and SBEs, if they are included in the proposal. Forward Pinellas encourages specialized firms to submit proposals. Teams are discouraged, but allowed. If a team included a disadvantaged business, the proposal must show that that business is integral to the work being performed and their participation/role.

- **Does Forward Pinellas have a list of qualified disadvantaged business firms (DBE, SBE, MBE) that can be referenced for this proposal? If not, does Forward Pinellas use the list of Pinellas County SBE qualified firms? If not, does Forward Pinellas use the list of FDOT qualified firms? If not, is there a list of firms that we can select from for this proposal?**

Forward Pinellas does not maintain its own list of qualified disadvantaged business firms. Firms must include the appropriate certification information showing its disadvantaged business status in order to be qualified for the evaluation points.

- **How are the points calculated for the evaluation of firms for Certified Disadvantage Business? Page 3 of RFP indicates “Participation by” but there is no specific project identified to estimate services needed and efforts?**
- **Can you clarify the Disadvantaged Business Enterprise (DBE) certification and participation status, or other MBE, SBE participating status and supporting certificates? Does this need to be FL certified?**
- **Do you accept other Small Business Certificates issued by counties other than Pinellas?**
- **Do you accept Women Owned Business Certificates issued by the State of Florida as Small Business Certificates since, a prerequisite is limited employee count?**
- **On page 3, the RFP bullets evaluation points for all firms, specifically participation by Certified Disadvantaged Businesses (e.g. DBE, MBE, SBE) (0 or 7 points). Please verify that SBE counts as a contract equivalent to DBE for this procurement. Is a non-DBE SBE eligible for these points? Is participation by certified disadvantaged businesses just required for the prime?**
- **In section 5 (page 3/28) it describes the points for DBE status: “Participation by Certified Disadvantaged Businesses (e.g. DBE, MBE, SBE) (0 or 7 points)” Does this mean that a FDOT-certified SBE could get 7 points, if not otherwise classified as MBE/DBE?**

If certified disadvantaged businesses are included in a proposal, the proposal will be awarded points so long as a verifiable certificate is provided and the proposal clearly describes the participation by the disadvantaged business enterprise/their role in the team. This procurement is for on-call planning consultants and so no specific projects are provided at this point in time. Forward Pinellas expects that the proposals clearly outline the participation, services and qualifications of certified Disadvantaged Businesses.

The certification may be from any government agency, as long as it is valid and can be verified by Forward Pinellas. It does not need to be in Florida. The participation of the business enterprise must be clear in the proposal.

Small businesses, women-owned businesses, minority business and disadvantaged business enterprises all qualify for the purposes of this procurement and are eligible for the points so long as the above certification and participation requirements are met.

- **According to the RFP, 0 or 7 points will be awarded in the scoring process for participation by Certified Disadvantaged Businesses. What is required to earn 7 points? Are the only possible scores 0 and 7?**
- **For the DBE evaluation, how are points tabulated? If the prime is not a DBE but has one on the team, will we get the full point value? Is the point value a range or will each consultant get either 0 or 7 points?**

Yes, the only scores are 0 or 7. If proper documentation of a certified disadvantaged business, such as a DBE, MBE or SBE certificate that is verifiable by Forward Pinellas and documentation of the business enterprises participation, such as the role or services it will provide, the proposal will receive a 7.

- **On page 2, the RFP bullets DBE certification and participation status, or other MBE, SBE participating status and supporting certificate under proposal requirements. What certifying agencies are acceptable to meet this requirement (e.g. FDOT, county government, etc.)? FDOT certifies SBE, but does not provide a certificate—could a screenshot from FDOT’s website that lists certified SBE firms qualify?**

Any government certifying agency is acceptable to meet this requirement. If a certificate is not provided, other documentation may be used; however, this documentation must be verifiable by Forward Pinellas.

- **On page 7, the RFP states Forward Pinellas is not looking to select teams. Please verify that Forward Pinellas does not want teams, but only wants individual firms to respond to the procurement. If Forward Pinellas does not want teams, then will non-DBE firms be required to meet the DBE goals of the MPO?**

Teams are discouraged, but allowed. If a firm is not an appropriately-registered DBE, use of that firm will not count towards any DBE goals Forward Pinellas has as the metropolitan planning organization.

- **Could you please clarify why there is a proposed rate schedule submittal requirement with the proposal? Typically design firms submit this form after award of the contract during negotiations.**

This is strictly a procurement for planning services, not design. Therefore, the Forward Pinellas Procurement Manual requires that cost be a consideration in the selection process. The proposed rate schedule is set up to allow for cost to be considered.

- **Are the classifications shown on page 9 (Proposed Rate Schedule) specific classifications that firms need to use or is this an example and firms are able to use their own classifications?**

Firms must use the specific classifications listed.

- **Does the rate structure page count towards the page limit, or can it be included as an appendix?**
- **On page 2, the RFP bullets a complete rate structure under proposal requirements. Is the complete rate structure to be included within the letter or in the appendix?**

The rate structure information is part of the page limit count. Exhibit B may be included in the Appendix if the rate structure information is provided in the proposal.

- **How will price be evaluated?**
- **Please explain how pricing will be scored.**
- **In the evaluation of firms can you describe how Price points will be calculated? Will you be adding up 1 hour from each of the classes and getting a total or comparing individual classifications?**

Price points will be determined by individual selection committee members and is not automatically assigned.

- **Are teams of any arrangement discouraged?**
- **Are subconsultants only discouraged, or are they not allowed at all?**
- **It's mentioned that "Forward Pinellas is not looking to select teams." Does that preclude us from adding any subconsultants, particularly one or two to meet the participation by certified disadvantaged businesses requirements?**

Teams are generally discouraged, though the use of a team or subconsultants is allowed. If the proposal includes a team, Forward Pinellas expects that proposal clearly outline how the team will be used and the role of the members. If a certified disadvantaged business is included, their role and participation must be clear in order to receive the points.

- **On page 1, the RFP states that specialized firms are encouraged to apply, and are *preferred* over firms utilizing subconsultants for completion of the Scope of Services. Is Forward Pinellas looking for teams or individual firms? How will this preference be demonstrated in the evaluation of proposals?**

Forward Pinellas is looking for individual firms to apply, however teams are allowed. Whether a single firm or team submits a proposal, Forward Pinellas is looking for the proposal to clearly demonstrate an understanding of the needs of Forward Pinellas and address how the firm or team will meet the needs of the agency. The expertise of the firm or team should be reflected in the proposal. Teams must show how the individual members will contribute to meet the needs of Forward Pinellas and their distinct role. Selection committee members will evaluate each proposal as described in the procurement document.

- **Are letters of reference required as "references", or can references consist of a name, title, agency and contact information?**

References must include a name, title, agency and contact information. Other information may be provided and is optional.

- **The RFP states that we must include a minimum of three references as well as a certificate of insurance – does this extend to subconsultant firms as well, or do we only need to provide this information for our own firm?**

The information only needs to be provided for your own firm.

- **Can references include Pinellas Planning Council (PPC) and Pinellas County Metropolitan Planning Organization (MPO)?**

Yes, but no more than one reference may be from Forward Pinellas, the PPC or the MPO.

- **The RFP mentions that Forward Pinellas is interested in both firms with specialized experience as well as those with the ability to perform a range of services. Could you please clarify whether specialized expertise even within the 5 broad categories would be acceptable (for example, under Multimodal Transportation Planning and Analysis, would Forward Pinellas consider awarding to a firm whose primary expertise is in transit?)**

Forward Pinellas is looking for firms to augment the agency's staff. Currently, Forward Pinellas staff primarily includes generalists and staff with specialized abilities often are not able to devote the time needed to complete specialized work. Forward Pinellas is seeking planning consultant support with specific specialized skills that staff may not have. Forward Pinellas is also looking for firms to provide support for Forward Pinellas planning efforts. Firms may be specialized in very specific areas of planning or in a range of areas. The categories listed in the scope of services are generally reflective of the agency's planning functions.

- **Is it the intention of Forward Pinellas to select only individual firms to perform specific services they are qualified for?**

Forward Pinellas intends to select a range of firms and expects that firms will only perform services they are qualified for.

- **If a firm proposes to be considered for multiple categories, could Forward Pinellas decide to award them only one of the categories included in the firm's bid?**

Forward Pinellas is not selecting firms based on categories as done in 2016.

- **On page 2, the RFP states that resumes shall be limited to a two-page maximum, and will not count towards the page limit, and *may* be included as part of an appendix. Does the proposal require resumes?**

Resumes are not required.

- **Could the Agency please confirm the number of consultants you anticipate to select for this contract?**

Forward Pinellas does not have a specific number of consultants predetermined.

- **Could the Agency please confirm if presentations are anticipated for the selection process for this contract?**

Yes, presentations are anticipated. Forward Pinellas reserves the right to shortlist firms for presentations if necessary.

- **Our firm is considering a response to your RFP and need clarification please on Section 5 Response Evaluation which states "Respondents must be licensed by the State to do business in Florida..." Does this mean we must currently hold a Florida license in order to *submit* a proposal? We are interested in pursuing this proposal and want to be sure we have met all qualifications.**

This requirement is being removed, as noted after the questions and responses.

- **Is it possible to request previous years proposal(s) and also a list of winning consultant(s)?**

Forward Pinellas conducted a procurement for General Planning Consultants in 2016 and selected six firms: AECOM Technical Services, Inc; HDR Engineering, Inc; Jacobs Engineering Group, Inc; Kimley-Horn and Associates, Inc; Resource Systems Group, Inc (RSG); and Wallace Roberts and Todd, LLC (WRT). Previous proposals can be provided upon public records request; however, that procurement was substantially different than the current one.

- **Please provide the names of the incumbent consultant firms for this contract.**

Forward Pinellas currently has six general planning consultants: AECOM Technical Services, Inc; HDR Engineering, Inc; Jacobs Engineering Group, Inc; Kimley-Horn and Associates, Inc; Resource Systems Group, Inc (RSG); and Wallace Roberts and Todd, LLC (WRT).

- **If presentations are required can you provide amount of time allowed, presentation format and rules?**

This information will be provided after the first selection committee meeting.

- **One of the requirements for the proposal is to include a Certificate of Insurance that meets the requirements of Exhibit C in the RFP (attachment to the Draft Agreement). Although as a national engineering consultancy, our firm maintains a robust insurance policy, we are reluctant to submit with the proposal a copy of the full insurance policy maintained by the firm due to proprietary and confidential information contained with the policy. We can submit in lieu a Certificate of Liability Insurance that summarizes our ability to meet the minimum insurance requirements set by Forward Pinellas. Can Forward Pinellas confirm this is acceptable?**

A Certificate of Liability Insurance that summarizes the firm's ability to meet the minimum insurance requirements is acceptable; however, this information will need to be confirmed prior to entering into an agreement.

The first paragraph of Section 5 (Response Evaluation) is revised as follows:

**5. Response Evaluation.** Respondents are not required to be licensed by the State to do business in Florida in order to submit a proposal, but must be licensed by the State to do business in Florida in order to enter into an agreement with Forward Pinellas. Respondents must be qualified to perform the advertised work requirements.

All other specifications, terms and conditions remain the same.