

# REQUEST FOR QUALIFICATIONS

Consultant Services sought for the  
Digital Mapping and Marketing of an Inter-town Long Trail  
For the Towns of Burke and Concord, Vermont

Date Issued: **February 4, 2019**  
Responses Due: **February 25, 2019**

## PROJECT DESCRIPTION

### Overview

The Towns of Concord and Burke (“Consortium”) seek to hire a consultant team to produce a digital map of rides connecting Kingdom Trails in East Burke with points of interest in adjacent communities, including the designated village centers of West Burke and Concord Village; along with a web-based and physical wayfinding strategy to increase visibility of these recreational, cultural, and commercial assets.

This project is intended to address both congestion in East Burke and the needs of diverse user groups, including pedestrians and equestrians.

### Context and Background:

The Consortium seeks to capitalize on existing regional recreational attractions such as VAST trails and Kingdom Trails to introduce visitors to little-known but significant local assets, including historic village centers and natural features. Geographically there is an opportunity to map a long-trail biking network that would flow through the towns of Burke, Concord, Kirby, and Victory, utilizing gravel roads such as Class 4 roads that are not heavily used by vehicular traffic. This long-trail network would attract individuals with varying biking levels and disperse bikers throughout the region. This project will also serve to attract year-round residents who appreciate the unique, scenic qualities of the Northeast Kingdom and its opportunities for outdoor recreation.

Kingdom Trails has attracted thousands of visitors to the NEK. Dispersing Kingdom Trail visitors to adjacent towns and village centers will relieve congestion in East Burke while helping to spur economic opportunities in adjacent towns and centers.

Mapping and marketing the existing gravel roads will: 1) Provide access and connection to surrounding communities including West Burke, Burke Hollow, Concord, Kirby, and Victory; 2) Encourage visitors to explore these surrounding centers and all they have to offer, including lakes, views, restaurants, campgrounds, lodging, etc; 3) Relieve traffic congestion in East Burke Village; 4) Offer alternative activities for visitors -- rather than mountain biking, these routes would offer a gravel, long distance biking option which allows for more levels of ability to participate and invites a different demographic of users; 5) Bring more visitors and year-round residents to the Northeast Kingdom region; and 6) minimize user conflicts, notably with equestrians and non-bikers.

### Funding

A total of **\$23,250** is available for consultant services, including associated materials and travel costs. An additional **\$5,080** in funding is available for related costs, including printed maps and web licensing fees as well as staff support of this project by Kingdom Trails, with which organization the chosen consultant

is expected to coordinate. Funding is provided by the Municipal Planning Grant Program administered by the Vermont Agency of Commerce and Community Development, as well as funding from the Consortium Towns.

Work Plan

The following workplan details the tasks, deliverables and estimated cost breakdown developed for this project:

<b>Task Name</b>	<b>Description</b>	<b>Estimated Cost</b>
Preliminary roads and routes assessment	Gather GIS data for the focus area (VCGI, NVDA, TrailForks, etc.); Generate large format regional planning maps to support project planning activities; Organize planning meetings in each community to review project goals, and begin to gather feedback. Material: 6 large format presentation maps (can be printed by NVDA at \$20 per map).	
Field Inventory	Identify all features and attributes to be assessed, mapped, photographed, including existing and needed signage, safety concerns; Identify stakeholders/users groups and how they are using these roads and trails; Gather data for first community, refine field inventory plan as needed; Finish field work; Integrate all newly gathered data into master GIS database, and summarize in a narrative report.	
Rides Identification	Update planning map with newly gathered data; Identify and classify potential rides/loops of varying lengths and difficulties and for use by various groups, including cyclists, equestrians and others; Rate the utility of these paths to relieve congestion in East Burke and to minimize conflict between cyclists and other user groups; Recruit cyclists and other users to test top candidate rides and provide feedback; Present selected and potential rides to communities at public meetings. Material: 8 large format presentation maps (can be printed by NVDA at \$20 per map).	
Ride promotion	Create interactive web map showing all rides with detailed ride-specific information that can be embedded on multiple websites (Kingdom Trails, towns); create 11x17 map showing the region and rides; Integrate ride content into websites/ apps	
<b>Subtotal</b>		
Kingdom Trails support	Staff support of Kingdom Trails on all tasks coordinated by Consultant team	\$ 1,350.00
Web map plugin	Annual licensing fee	\$500
Printed trail maps	3,000, 4-color printed maps	\$3,000
<b>Total Project Cost</b>		<b>\$28,380.00</b>

Timeframe:

The anticipated project start date is April 1, 2019, and the project must be completed by May 31, 2020.

Deliverables:

In addition to the work products noted in the work plan above, Digital Spatial Data shall be submitted on a single CD or DVD in Vermont State Plane Meters Coordinates, NAD 83 with its accompanied GIS Data Information Form. Any of the following file formats is acceptable:

- .shp (Shapefile - which also consist of files with other extensions such as .dbf and .shx)

- .dwg (CAD file)
- .dxf (CAD file)

Digital data must meet the Vermont's Geographic Information System (VGIS) metadata standard. All data and materials created or collected as part of this grant-funded project, including all digital data, are public records and shall not be copyrighted.

Information on these guidelines and procedures are available from the Vermont Center for Geographic Information, Inc. (<<http://www.vcgi.org/standards>> or 802-882-3006)

Additional Information: As noted in the work plan above, the selected consultant team will be expected to coordinate work on the project with the staff of Kingdom Trails. The consultant team should include a subconsultant equipped to undertake public outreach with stakeholders from the Towns of Concord, Burke and other involved communities.

### **SUBMISSION REQUIREMENTS**

All responses to the RFQ shall include the following information:

1. Cover Letter - A letter of interest for the project.
2. Statement of Qualifications and Staffing – Provide a qualifications profile of the lead consultant and any sub-consultants, including indication of the lead consultant, the proposed role of each consultant on the team. Also provide detailed information on each consultant, including the name of the firm, year established, contact information, and hourly rates for the individuals involved.
3. Summaries of relevant projects – Describe relevant experience on similar projects and list the work experience of the individuals expected to be involved in the project. Include a minimum of three (3) professional references for whom a similar project has been completed within the last ten (10) years.
4. Page Limit - The proposal, encompassing items 1-3 above, shall not exceed 15 double-sided pages (30 total pages) including cover letter, project lists and contacts.

All information submitted becomes property of the Consortium upon submission. The Consortium reserves the right to issue supplemental information or guidelines relating to the RFQ as well as make modifications to the RFQ or withdraw the RFQ.

**Respondents should submit the above information by Monday, February 25, 2019, as follows:**

- Six (6) printed copies to Concord Town Clerk, P.O. Box 317, Concord, VT 05824
- One (1) digital copy to Irene Nagle, Northeastern Vermont Development Association (NVDA) at [inagle@nvda.net](mailto:inagle@nvda.net)

Please expect a confirmation email from [inagle@nvda.net](mailto:inagle@nvda.net) upon receipt of the qualifications.

If you have any questions about this project or the RFQ, please address them via email to Irene Nagle at [inagle@nvda.net](mailto:inagle@nvda.net). Responses to all questions will be provided within 2 business days. Both the question and response will be shared with the other consultants.

Selection Process

Qualifications will be reviewed by a selection committee comprised of representatives from the Consortium Towns and NVDA. Prior to making a decision, the selection committee may request an interview in-person or via conference call.

RFQ Schedule Summary:

- Submissions due February 25th, 2019
- Consultant selection by March 11th, 2019
- Contract finalized by March 25th, 2019
- Project work to begin April 1<sup>st</sup>, 2019
- Complete project on or by May 31<sup>st</sup>, 2020

Evaluation of Qualifications

Respondents will be evaluated according to the following factors, weighted as shown in the table below:

<b>Factor</b>	<b>Weight</b>	<b>Max Points</b>	<b>Weighted points</b>
Experience with similar mapping and marketing projects	5	5	25
Knowledge of the NEK region	4	5	20
Proven ability to work with committees and conduct public meetings	4	5	20
Availability to begin work on project start date	4	5	20
Quality, completeness and clarity of submission	3	5	15
<b>TOTAL POINTS</b>			<b>100</b>

Final Consultant Selection

Following the selection process, one consultant team will be selected to negotiate a contract for services, including a final scope of work with specified deliverables. The final project team may be modified through negotiation of the final contract. Any expenses resulting from the proposal process will be the sole responsibility of the consultant.

Contract Requirements

The consultant contract will be subject to the terms of Attachment D of the Municipal Planning Grant Agreement (Procurement Procedures and Other Grant Requirements), which is available for review upon request.