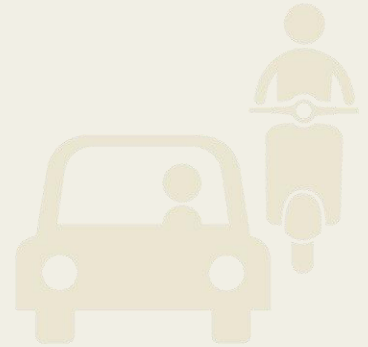




Partners *for* Public Good

→ TEMPLATE



Safe Streets and Roads for All (SS4A): Request-for-Qualifications (RFQ) Example

Authors: Brent Westergren, Olivia Lucas

Contributors: Adriana Hayes, Rebecca Graffy

How to use this example:

This example is intended to demonstrate how governments can write an effective Request for Qualifications (RFQ) using Partners for Public Good’s Safe Streets and Roads for All (SS4A) RFQ Template. It illustrates how our suggested language and evidence-based best practices in the template can be applied in an RFQ.

Use this example as a reference but rely on the template’s instructions to create an RFQ tailored to your specific context and needs. Some structural elements and language may be adapted – meaning that you may reuse and adjust them to fit your procurement approach. However, key sections—such as scope, evaluation criteria, and project context—should be fully customized to reflect your community’s priorities, goals, constraints, and procurement requirements. Avoid copying and pasting from this example without tailoring it.

A strong RFQ clearly communicates your community’s priorities, project goals, and constraints to attract the most qualified respondents. We encourage governments to engage relevant stakeholders and ensure alignment with local procurement requirements.



Request for Qualifications (RFQ) for
Safe Streets for All Comprehensive Safety Action Plan
Department of Transportation
Cloud City
RFQ # 1234500

RFQ SUMMARY: Cloud City is soliciting Statements of Qualifications (SOQs) from qualified firms to develop a Comprehensive Safety Action Plan (CSAP) in accordance with the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) program. The CSAP will apply a [Safe System Approach](#) to identify and prioritize strategies, projects, and policies aimed at eliminating serious injuries and fatal crashes for all roadway users within Cloud City. The plan will be data-driven, resident-focused, and developed through robust stakeholder and community engagement. The CSAP will also position Cloud City to pursue future funding and implementation opportunities that improve road safety outcomes for all road users within Cloud City.

| | |
|---------------------------------|--|
| RFQ ISSUE DATE | May 12, 2026 |
| SOQ DUE DATE | June 12, 2026 at 3:00pm EST |
| PRE-SUBMITTAL CONFERENCE | A pre-submittal conference will be held on Friday, May 22, 2026 at 3:00pm EST. It is mandatory that all proposers attend. Zoom Meeting Link: https://zoom.us/1234500 |
| DEADLINE FOR QUESTIONS | The deadline for questions is Friday, May 29th, 2026 at 12:00pm EST. Questions and/or inquiries must be submitted in writing to the Purchasing Manager, Jane Doe, at jane.doe@CloudCity.gov . |
| SOQ SUBMISSION PROCESS | Statements of Qualifications must be received no later than June 12, 2026 at 3:00pm EST via the online portal at https://www.CloudCityBids.gov . Submissions received after the due date will not be accepted. |
| RFQ WEBSITE | Bid materials and updates for this specific procurement can be accessed and viewed at https://www.CloudCityBids.gov . |

Cover Letter

Dear Prospective Vendor,

As Director of the Cloud City Department of Transportation, it is my top priority to make our transportation system safe and accessible to all residents, businesses, and visitors. Last year, our community experienced tragic injury and loss of life on our sidewalks and streets. Even one death on our roads is one too many. We must eliminate traffic fatalities and serious injuries.

I am proud that the Cloud City Council adopted Cloud Vision Zero in 2023, uniting City leaders and departments on a shared goal to reduce and eliminate roadway fatalities and serious injuries in our community. To achieve this goal, we need a data-driven strategy to build safer streets and protect pedestrians, bicyclists, drivers, and transit users from preventable crashes.

Developing a Comprehensive Safety Action Plan is the first step in fulfilling this vision. This plan will help us identify areas with the highest frequency and risk of severe crashes and prioritize proven countermeasures to reduce them. Cloud City is committed to adopting a Comprehensive Safety Action Plan that is guided by rigorous data collection, expert analysis, and community engagement. Your expertise and partnership will be critical to achieving this goal.

We are committed to collaborating with our vendors, and look forward to meeting you at the pre-submittal conference on May 22, 2026 at 3:00pm EST.

Thank you for your interest!

Sincerely,

John Smith

Director

Cloud City Department of Transportation

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1 The Opportunity

1.1 Summary

Cloud City is soliciting Statements of Qualifications (SOQs) from qualified firms to develop a Comprehensive Safety Action Plan (CSAP) in accordance with the U.S. Department of Transportation's Safe Streets and Roads for All (SS4A) program. Cloud City will use this funding and opportunity to develop a strategic, data-driven roadmap to eliminate traffic fatalities and serious injuries using USDOT's [Safe System Approach](#).

The finalized CSAP will analyze crash data, roadway conditions, and systemic factors to identify high-priority opportunities to improve safety for all users in the jurisdiction, including pedestrians, bicyclists, drivers, and transit users. The CSAP will include comprehensive safety analysis, robust public and stakeholder engagement, focused attention to more vulnerable road users and communities (e.g. youth, older adults, low-income families), clear and measurable goals, and a prioritized set of projects, policies, and programs that position Cloud City for future funding and implementation opportunities.

1.2 Background

Cloud City ("the City") was awarded a \$200,000 SS4A planning grant by the U.S. Department of Transportation (USDOT) in December 2025 to develop a Comprehensive Safety Action Plan (CSAP). The finalized CSAP will provide a roadmap for Cloud City to eliminate traffic fatalities and serious injuries within the jurisdiction. The City anticipates the CSAP to be completed by August 2027.

Needs Statement

Cloud City has a heavily utilized transportation network that supports residents, workers, and visitors. As the City's population of 300,000 continues to grow, its multimodal network is experiencing a spike in usage and safety concerns. Over the past five years, Cloud City's daily transportation system users increased by 8%, roadway injuries increased by 10%, and traffic fatalities increased by 7%, based on City estimates.

In response, Cloud City Council adopted *Cloud Vision Zero* in 2023, establishing a citywide commitment to eliminate roadway fatalities and serious injuries. Achieving this goal requires a coordinated, data-driven approach to identify areas with the highest risk of severe crashes, address systemic safety issues, and prioritize projects aligned with the Safe System Approach.

Cloud City is seeking to develop a CSAP that outlines evidence-based strategies and implementation pathways to create a safe, accessible, and efficient transportation network for all roadway users.

Cloud Vision Zero Overview

In 2023, Cloud City Council adopted the *Cloud Vision Zero* policy to unite City officials, departments, and community members behind a clear shared commitment to achieve zero traffic fatalities and serious injuries. *Cloud Vision Zero* emphasizes that roadway deaths and serious injuries are preventable and acknowledges the City's responsibility to build safer streets, implement traffic management measures, and adopt policies that can save lives. Achieving *Cloud Vision Zero* is a key objective of Cloud City's Downtown Capital Improvement Plan, which prioritizes the need to develop Complete Streets and a Safe System Approach. To strengthen existing efforts and coordinate citywide

safety improvements for all roadway users, the City needs a Comprehensive Safety Action Plan that includes reliable crash data collection, advanced technical analysis, robust community engagement, and prioritization of effective countermeasures.

Cloud City Department of Transportation Overview

The Cloud City Department of Transportation (CCDOT) is responsible for planning, building, operating, and maintaining a safe, accessible, and efficient transportation system in Cloud City. The CCDOT oversees a multimodal transportation network that includes streets, sidewalks, bikeways, and traffic management. The guiding principles of CCDOT's strategic vision are safety, accessibility, reliability, and innovation. CCDOT collaborates closely with the local community, other departments, and regional transit agencies like Cloud County Transit District and Cloud Metro Area Rapid Transit to deliver capital projects and infrastructure that improve mobility, safety, and access for residents and businesses of Cloud City. Additional information can be found at <https://www.CloudCityDOT.gov>.

1.3 Outcome Goals

The successful completion of a CSAP will address the City's rising safety challenges and Vision Zero commitment by accomplishing the following goals:

1. At least 75% of participants in public engagement efforts report having an increased understanding of road safety and risk factors that contribute to roadway injuries and fatalities.
2. At least 75% of participants in public engagement efforts report an increased understanding of road safety solutions and view the CSAP planning process as transparent and inclusive.
3. Cloud City is positioned to competitively pursue future grants by developing a data-driven, prioritized set of safety investments and construction projects that improve road safety outcomes for all road users within Cloud City.
4. Cloud City achieves a 50% decrease in roadway fatalities and serious injuries by 2030, demonstrating significant progress toward Cloud Vision Zero.

1.4 Award Terms

Cloud City intends to award a contract to one qualified consultant, not-to-exceed \$1 million, for a term of one year.

2 Scope of Services

Cloud City's grant application, titled "Cloud City Comprehensive Safety Action Plan," is focused on creating a comprehensive CSAP that establishes a cohesive vision for achieving a reduction in serious traffic injuries and fatalities. The purpose of this RFQ is to retain a consultant that will be responsible for conducting transportation safety analyses, developing associated data tools, and delivering a CSAP that identifies effective safety strategies for Cloud City to implement as a part of future implementation projects.

The project requirements listed below will help ensure that Cloud City completes all the requirements listed by USDOT for developing a complete CSAP: <https://www.transportation.gov/sites/dot.gov/files/2026-03/SS4A-FY26-Self-Certification-Eligibility-Worksheet.pdf>

2.1 Project Requirements

To develop a comprehensive and meaningful CSAP, the selected consultant will be responsible for overseeing three core project tasks. These tasks include:

1. Overseeing project management & administration
2. Conducting an existing conditions inventory and analysis
3. Drafting plan recommendations and final deliverables, including a final CSAP that will be released to the public and adopted by Cloud City Council

Each major task is broken down into a series of sub-tasks as outlined below.

Task 1: Project Management & Administration

The selected consultant will be required to deliver the following project management deliverables to Cloud City's appointed Project Manager (PM) to ensure Cloud City can track and report progress to internal and external stakeholders.

Task 1.1: Project Management

The selected consultant will provide proactive project management to ensure the CSAP is delivered on schedule, within budget, and in alignment with project goals. This includes maintaining a clear and up-to-date project schedule, tracking progress against key milestones, identifying and addressing risks or delays, and ensuring timely completion of action items.

The consultant will support effective coordination with the PM and other key stakeholders through regular communication and standing meetings, ensuring that project status, decisions, and next steps are clearly understood. The consultant will also prepare and equip the PM and other designated staff to deliver clear, accurate, and timely updates to leadership and governing bodies, as needed.

Throughout the project lifecycle, the consultant will facilitate productive meetings, provide strategic and administrative support for required engagements (e.g., Committee meetings, City Council meetings, and other public engagement activities), and ensure that all project management activities contribute to efficient decision-making and successful project delivery.

Task 1.2: Performance Monitoring, Reporting and Invoicing

The selected consultant will support ongoing performance monitoring and transparent reporting, with performance indicators developed collaboratively with the PM following contract award. The consultant will be accountable for clear communication, proactive risk identification and mitigation, and maintaining consistent visibility into project progress and outcomes.

To ensure Cloud City and Federal Highway Administration (FHWA) expectations are clear and upheld throughout the study, the selected consultant is to abide by and report on project performance measures set in the contract. This includes submitting a quarterly report detailing project performance and a final grant performance report at the end of the project.

In addition, invoices must also be submitted to the PM no later than the last business day of each month via email.

Task 1.3: Steering Committee Facilitation

The Steering Committee is a public body of stakeholders and community members impacted by road safety concerns. The goal of coordinating with the Steering Committee is to support effective governance, informed decision-making, and alignment with community priorities throughout the development of the CSAP. The selected consultant is required to meet with the Steering Committee to provide quarterly updates and receive feedback on all core elements of the CSAP outlined in [USDOT's SS4A eligibility checklist](#). The consultant is expected to meet in person at least once every quarter, and present at virtual meetings as requested by the committee. The selected consultant will ensure the committee is equipped with clear, timely, and actionable information, facilitate productive engagement, and integrate committee feedback into project direction, key decisions, and final deliverables.

Task 1.4: Public Education & Outreach Coordination

The goal of public education and outreach is to ensure that the CSAP is informed by meaningful, inclusive, and representative community input, particularly from populations disproportionately impacted by traffic safety risks. The selected consultant will design and implement an outreach strategy that builds public awareness, facilitates two-way engagement, and produces actionable insights to guide plan development, project prioritization, and implementation. The consultant will integrate the public's feedback into project direction, key decisions, and final deliverables. The consultant is expected to begin public outreach within the first quarter of the project work.

Key stakeholder organizations to engage include the Sky Area Metropolitan Planning Organization (SAMPO), Cloud County Safe Routes to School (SR2S) Program, Cloud City Transportation Action Network (TAN), Cloud City Business Improvement Districts, and Cloud City Paratransit. The PM and Steering Committee can assist with identifying points of contact for these organizations. Types of public education and outreach activities may include facilitating focus groups, launching resident surveys, hosting information sessions, publishing an online webpage, and sending recurring newsletters.

Task 2: Existing Conditions Inventory and Analysis

The selected consultant will analyze the built environment and policy context in Cloud City to pinpoint gaps hindering CCDOT from implementing a Safe System Approach. Findings will be compiled into tools and reports outlined in *Task 3: Plan Recommendations and Final Deliverables*.

Task 2.1: Data Identification and Preparation

The selected consultant is expected to develop a comprehensive baseline analysis by obtaining crash data, disaggregated by mode, built environment, land use, and demographics. The selected consultant is also encouraged to adopt innovative technologies to generate new data insights. This data preparation may serve as the foundational attributes for *Task 3.5: Consolidated Data Interface & File Transfer*.

Data sources may include, but are not limited to:

- Roadway and other contextual data
- Existing local high-injury network datasets
- Sun State Department of Transportation (SunDOT) crash data
- Existing and adopted future land use shapefiles
- Hospitalization and transportation-related public health data
- Model inventory of roadway elements
- Transit stop, station, and route location data
- U.S. Census Bureau or other relevant authoritative datasets
- Zoning maps
- Other data sources as deemed appropriate by the selected consultant

Task 2.2 Planning Area Safety Policy Review

The selected consultant will conduct a dual policy review of current safety planning and programming efforts by Cloud City. Findings from these policy reviews are expected to be included in *Task 3.6: Final CSAP Development*.

At the conclusion of this study, Cloud City will utilize this study's deliverables to ensure planning and programming processes contribute to the goal of eliminating serious injuries and fatalities within Cloud City's transportation network. To support this, the selected consultant will be expected to review Cloud City's current plans and programs and provide policy and process recommendations to meet this reduction goal. The review list should include at minimum:

- Cloud Vision Zero
- Cloud City General Plan
- CCDOT Downtown Capital Improvement Program
- Cloud County Safe Routes to School Program
- Cloud City Complete Streets Plans

Task 2.3: High Injury Network Map

The selected consultant will use five years of the most recent crash data to produce an interactive High Injury Network (HIN) map to identify and prioritize high-crash corridors and intersections with a disproportionate concentration of fatal and serious injury crashes throughout the jurisdiction. The HIN will be used to inform project prioritization, investment decisions, and implementation strategies as part of the CSAP. The consultant will establish and document a clear, defensible methodology for developing the HIN, including data sources, analytical approach, innovative technologies, best practices, and prioritization criteria. The consultant will share the methodology with the PM and Steering Committee for review before conducting deep analysis.

Cloud City expects that the HIN will incorporate data layers from *Task 2.1: Data Identification and Preparation* into the HIN data map to identify community areas most affected by safety gaps within the existing transportation network. This might include school zones, commercial districts, senior and adult care facilities, and recreational spaces.

Minimum data points for the HIN should include:

- Identification of prioritization of high-risk intersections and corridors based on fatal and serious injury crashes
- Baseline spatial data depicting the location and frequency of fatal and serious injury crashes
- Analysis of contributing factors (e.g. impairment, distraction, speeding, etc.)
- Analysis of crash conditions (e.g. weather, time of day) and relevant historical trends
- Characteristics of involved users (e.g. age, race, home zip code, licensure status)
- Mode-specific analysis (e.g. motorist, pedestrian, bicyclist, transit rider)
- Relevant roadway and infrastructure characteristics associated with crash locations (e.g. median, 4-way intersection, on/off ramps)

Data for the HIN should be built into an interactive, user-friendly map, accompanied by underlying GIS data and documentation sufficient to support ongoing use, updates, and integration into Cloud City systems, as described in *Task 3.5: Consolidated Data Interface & File Transfer*.

Task 2.4: Planning Area Systemic Safety Analysis

The selected consultant needs to conduct a Planning Area Systemic Safety Analysis for the jurisdiction as defined by [FHWA's Quick Start Guide](#). The analysis should cover the entire jurisdiction, and all the data layers should be retained and transferred to Cloud City according to *Task 3.5: Consolidated Data Interface & File Transfer*.

The analysis conducted should cover the entire jurisdiction and should include, at minimum:

- Five years of Cloud City crash data.
- Target crash type identification: this represents the greatest number and type of severe crashes across transportation network, including datasets produced for the HIN.
- Focus facility type identification: a breakdown of target crash types into groupings of similar roadway characteristics, such as the number of lanes or posted speed limits.
- Roadway factor evaluation: a summary of built environment characteristics present at locations experiencing higher than anticipated frequencies of crashes and injuries.

The selected consultant is expected to utilize tools and innovation to help scale and conduct the systemic safety analysis throughout the entire jurisdiction. Data is expected to be retained in the interactive data tool described in *Task 3.5: Consolidated Data Interface & File Transfer*.

Task 2.5: Road Safety Audits

Utilizing findings from the HIN and Systemic Safety Analysis, the selected consultant is expected to identify corridors and intersections throughout the jurisdiction for further assessment via a Road Safety Audit (RSA). The selected consultant is encouraged to use new and existing technology to support field data collection and analysis, including mobile applications to report deficient transportation facilities, speed feedback signage, intelligent video analytics systems, or other intelligent transportation systems.

The selected consultant is expected to develop a field observation methodology that follows best practices, such as those identified within the [FHWA's Road Safety Audit Guidelines](#). The methodology needs to be reviewed and approved by the PM, with the approved workflow clearly documented for later replication by Cloud City.

Site observations should consider, at minimum:

- Geometrics:
 - Clear zone hazards
 - Curve radius
 - Lane widths
 - Shoulder widths
 - Sight distance
- Operations:
 - Congestion
 - Posted vs operating speed behavior
 - Signal timing and phasing
 - Turning movements
 - Motorist yielding to crossing pedestrians
- Risk and aggressive behavior:
 - Aggressive passing
 - Near-miss instances
 - Red light and post regulation violations
 - Speeding
- User and mode share:
 - Commercial truck traffic
 - Cyclists
 - Pedestrians
 - School buses
 - Transit boarding/waiting

The selected consultant may support the selection of RSA field teams in conjunction with the PM. The selected consultant is then expected to facilitate RSA trainings prior to field audits to convey data collection and field safety expectations.

Field observations are to be summarized with memorandums, supporting imagery, and geolocated datasets and are to be retained and shared with Cloud City as outlined in *Task 3.5: Consolidated Data Interface & File Transfer*. Findings should also be embedded within Tasks 3.1-3.6 to recommend relevant countermeasures and funding mechanisms for safety improvements.

Task 2.6: Transit Access Safety Audits

Concurrent with *Task 2.5: Road Safety Audits*, the selected consultant will coordinate with each transit agency within the jurisdiction to draft and document a methodology for reviewing transportation safety around fixed routes or frequented demand-response pick-up/drop-off locations. Transit agencies in Cloud City include:

- Cloud County Transit District
- Cloud Metro Area Rapid Transit
- Cloud City Paratransit

The selected consultant is expected to seek feedback on candidate audit locations from each respective transit agency and may screen this feedback against quantitative and qualitative data collected from the HIN, RSA, or public education and outreach events.

Field observations are to be summarized with memorandums, supporting imagery, and geolocated datasets and are to be retained and shared with Cloud City as outlined in *Task 3.5: Consolidated Data Interface & File Transfer*. Findings should also be embedded within Tasks 3.1-3.6 to recommend relevant countermeasures and funding mechanisms for safety improvements.

Task 3: Plan Recommendations and Final Deliverables

After completing Task 1 and Task 2, the selected consultant is expected to consolidate all findings and recommendations into tools and reports outlined below, as well as an accessible, user-friendly, and illustrative CSAP.

Task 3.1: Project Recommendations and Prioritization

The consultant will provide clear recommendations for Cloud City's transportation network using a prioritization methodology, informed by the quantitative and qualitative data collected via Task 1 and Task 2. The consultant will share the prioritization methodology with the PM and Steering Committee for review before fully incorporating it into the CSAP.

Recommendations should not only include the types of projects to be undertaken to improve safety, but also the exact project locations within Cloud City. In each project location, the consultant should provide a priority score and a summary of data findings. The selected consultant should identify appropriate context measures with interim quick build solutions, as well as longer-term solutions that require significant capital funding. The selected consultant should also identify additional planning that may need to be completed and potential funding sources for future project implementation.

Task 3.2: Safety Performance Measures Methodology

The selected consultant will develop a methodology, data tool(s), and a performance measurement system to create jurisdiction-specific road safety targets for Cloud City. This includes, but is not limited to, tracking the following performance measures:

- Number of fatal and serious injury crashes
- Number of motorized user fatalities and serious injuries
- Number of non-motorized user fatalities and serious injuries

The consultant will coordinate with the PM to identify the software that should be procured, used, and maintained by Cloud City for performance measurement purposes. The software should be compatible with Cloud City's existing GIS and data visualization tools. The consultant will share the performance measurement methodology with the PM and Steering Committee for review before fully incorporating it into the CSAP.

Task 3.3: Corridor Evaluation and Countermeasures Toolkit

The selected consultant is expected to develop a repeatable methodology for staff at Cloud City to use to evaluate safety within specific roadway corridors. Corridor evaluation will consider, at minimum, location identification, needs assessment, safety countermeasures, and future funding sources. The consultant will share the corridor evaluation methodology with the PM and Steering Committee for review before fully incorporating it into the CSAP.

Task 3.4: Transit Access Safety Plans

To support safe access to fixed-route stations and pickup locations, the selected consultant will develop a Transit Access Safety Plan (TASP) for each transit service provider in Cloud City's jurisdiction. These TASPs should propose a comprehensive approach to manage safety and match findings from the HIN data map, systemic safety analysis, and safety audits.

The TASPs will assist each transit provider in making critical transit stop-adjacent infrastructure safety improvements. The selected consultant is expected to collaborate with the PM to ensure there is consistent and collaborative communication with each transit provider throughout the development process.

Task 3.5: Consolidated Data Interface & File Transfer

The selected consultant is expected to store all data collected and generated as part of this project in the City's secure web-based file-sharing system. Prior to project closeout, the selected consultant will upload and transfer all project files associated with the final CSAP to this file-sharing system, organized in clearly labeled folders. The City may also request copies of project files in hard copy and/or on a physical storage device. Project files include, but are not limited to: Word documents, Excel workbooks, PowerPoint presentations, PDFs, GIS files, and InDesign files.

Task 3.6: Final CSAP Development

Cloud City expects the selected consultant to integrate all project goals, data inventory and analyses, public outreach efforts, policy and planning recommendations, project prioritization, and identified next steps for implementation funding into one CSAP. All the tools and reports identified in *Tasks 3.1-3.4* should be included as appendices to the CSAP. The CSAP should also be designed to ensure that all the core elements of a plan are included as outlined in [USDOT's SS4A eligibility checklist](#).

The document is to be designed in collaboration with the PM to ensure consistent use of the Cloud City's branding, as well as compliance with federal and local accessibility requirements. The CSAP must be prepared as a public-facing and accessible final plan suitable for online posting. The plan will also include the strategies and performance measures that will guide the planning, funding, and implementation of future projects, including a list of short-term and long-term actions for Cloud City to pursue to work towards the goal of eliminating deaths and serious injuries within Cloud City.

2.2 General Requirements

The following general requirements are specific to this project. Proposers should address these requirements in their Statements of Qualifications.

Legal Requirements

The successful consultant is required to comply with 2 CFR 200 and the provisions of the SS4A grant agreement signed between the City and the USDOT. For reference, copies of Cloud City's SS4A grant agreement are included in the Appendix of this RFQ.

Staffing and Organizational Requirements

The City seeks a project team with demonstrated experience preparing CSAPs, Vision Zero plans, or similar roadway safety plans, particularly those aligned with USDOT SS4A program requirements and the Safe System Approach. The project team will be required to conduct engagement with multilingual communities, historically underserved populations, and those disproportionately impacted by traffic safety issues. The project team is required to have sufficient personnel located near Cloud City or available to travel regularly to perform on-site tasks and attend in-person meetings described in the Scope of Services.

Data and Technology Requirements

The City seeks a consultant with demonstrated experience conducting data-driven safety analysis, including crash data analysis, network screening, and identification of high-injury networks. The successful consultant will be required to use standard software like e-mail, virtual meeting platforms, and the City's web-based file-sharing system.

2.3 Role of Cloud City

A key role of the Cloud City Department of Transportation is to oversee the development of a CSAP that includes [seven core components as outlined by USDOT](#). Cloud City will work closely with the selected consultant to ensure these seven components remain of highest priority throughout the development of Cloud City's CSAP:

1. **Leadership commitment and goal setting:** An official public commitment and timeline for eliminating roadway fatalities and serious injuries, as set forth in Cloud Vision Zero.
2. **Planning structure:** The Steering Committee is responsible for overseeing Action Plan development, implementation, and monitoring.
3. **Safety analysis:** Analysis of existing conditions and historical trends that establishes a baseline of crashes involving fatalities and serious injuries across the jurisdiction.
4. **Public engagement and stakeholder collaboration:** Robust engagement with the public, key stakeholders, community groups, and the private sector to ensure community representation and meaningful feedback.
5. **Policy and process review:** Assessment of existing policies, plans, guidelines, and standards and identify opportunities to better prioritize transportation safety.
6. **Strategy and project selections:** Identification of a comprehensive set of data-driven projects and strategies informed by evidence, notable practices, and stakeholder input to address identified safety issues.

7. **Progress tracking and transparency:** Methods to measure and publicly report outcomes over time after the CSAP is developed or updated.

3 Submission Instructions

Statement of Qualifications must be submitted no later than June 12, 2026 at 3:00pm EST via the online portal at <https://www.CloudCityBids.gov>. Submissions received after the due date will not be accepted. SOQs must not exceed 20 pages (single-sided) using 11-point font and must be signed by an officer or principal of the firm.

Questions must be submitted in writing to the Purchasing Manager, Jane Doe at jane.doe@CloudCity.gov before the deadline for questions on Friday, May 29, 2026 at 12:00pm EST. The City will publicly post responses to questions by June 4th via the online portal at <https://www.CloudCityBids.gov> where all bid materials and updates for this procurement can also be accessed and viewed.

3.1 Statement of Qualifications (SOQ) Content

Each respondent must submit a Statement of Qualifications (SOQ) as per the guidance below that provides clear, concise information demonstrating the proposer's qualifications, relevant experience, key personnel, organizational capacity, and understanding of the project.

To support fair and efficient evaluation, the SOQ shall be organized in the order listed below. Proposers should provide only the information requested. Cloud City encourages concise responses and requires that responses remain within the 20-page limit.

| SOQ CHECKLIST | |
|---|--------------------------|
| <p>A. Cover Letter: <i>(Not directly scored, but important for framing)</i></p> <ul style="list-style-type: none"> • Brief introduction of the proposer • Statement of interest in serving as the consultant for this project • Identification of the primary point of contact, including name, title, phone number, and email address | <input type="checkbox"/> |
| <p>B. Minimum Qualifications</p> <ul style="list-style-type: none"> • Submit copies of state-certified licenses to practice engineering in Sun State • Submit an active pre-qualification certification letter from SunDOT • Describe the firm's years of experience providing transportation engineering services | <input type="checkbox"/> |
| <p>C. Firm Profile, Experience, Qualifications, and Capacity:</p> <ul style="list-style-type: none"> • Provide an overview of the organization, including mission, focus areas, and service locations • Summarize the firm's history, staff size, and office locations • Describe the firm's relevant resources, capabilities, qualifications, and areas of expertise related to: <ol style="list-style-type: none"> i. Transportation safety analysis ii. Planning and engineering iii. Community engagement | <input type="checkbox"/> |

| | |
|--|--------------------------|
| <ul style="list-style-type: none"> • Highlight prior experience working with public sector clients and stakeholders on similar projects <ul style="list-style-type: none"> i. Describe experience coordinating multidisciplinary teams or stakeholders ii. Provide examples of how community engagement informed project decisions or strategies • Identify any proposed subconsultants (e.g., transportation safety, engineering, planning, or community engagement) and clearly define their roles on the project • Describe the firm’s current workload and overall capacity to successfully deliver the project • Explain how the firm will allocate sufficient personnel and resources to complete the project on time and within budget | |
| <p>D. Project Team and Key Personnel:</p> <ul style="list-style-type: none"> • Provide an organizational chart illustrating the proposed team structure and reporting relationships • Include resumes for key personnel assigned to the project • Describe each key team member’s role, responsibilities, level of authority, and availability for the duration of the project • Identify any key staff and personnel on sub-contractor teams | <input type="checkbox"/> |
| <p>E. Project Understanding and Approach</p> <ul style="list-style-type: none"> • Describe the firm’s understanding of the project, including key objectives, challenges, and opportunities. • Present a clear and concise approach to project management. • Describe the proposed methodology for stakeholder engagement and community involvement, including strategies to reach diverse and underserved populations. Describe how community input will be incorporated into final recommendations and deliverables. | <input type="checkbox"/> |
| <p>F. Proposed Performance and Contract Management Approaches</p> <ul style="list-style-type: none"> • Describe a proposed plan for performance and contract management, including any potential KPIs that could be tracked. Make sure these KPIs match the goals for this project outlined in <i>Section 1.3: Outcome Goals</i>. | |
| <p>G. Past Performance and References</p> <ul style="list-style-type: none"> • Provide descriptions of relevant project experience completed within the past 5 years. • Describe the firm’s experience in the past both designing and implementing effective performance and contract management standards. • Include a minimum of 3 references for similar projects, including: <ul style="list-style-type: none"> ○ Contact name and title ○ Organization ○ Phone number and email address ○ Brief description of the project and services provided ○ Optional: May include past CSAPs as work samples • <i>Note: Cloud City may contact any references provided by proposers.</i> | <input type="checkbox"/> |

4 How We Choose

4.1 Minimum Qualifications

The proposer and its subcontractor(s) must meet the following minimum qualification requirements:

1. Registered to do business in Sun State
2. Not debarred by the federal government, Sun State, or Cloud City
3. Prequalified by the Sun State Department of Transportation (SunDOT)
4. Possesses current, valid licenses and certifications required by Sun State Statue 341.056 and the Board of Examiners for Engineering and Surveyors to perform engineering services

4.2 Evaluation Criteria

These evaluation criteria are designed to identify a consultant with the demonstrated ability to address Cloud City’s safety challenges through data-driven analysis, application of the Safe System Approach, and meaningful community engagement, as outlined in *Section 1* of this RFQ.

| EVALUATION CRITERIA | ALLOCATION % |
|---|--------------|
| <p>Firm Experience, Qualifications, and Capacity</p> <ul style="list-style-type: none"> • Alignment of the organization’s mission, focus areas, and service locations with Cloud City’s priorities and project locations. • Demonstrated success working with public sector clients and stakeholders on similar projects, resulting in strong collaboration, effective project delivery, and outcomes that met or exceeded client and community expectations. • Demonstrated success of sub-consultants in contributing to past projects, including the specific value they added through their expertise, collaboration, and measurable improvements to project outcomes. <p><u>Transportation Safety Analysis Experience and Qualifications</u></p> <ul style="list-style-type: none"> • Proven ability to lead the development of Comprehensive Safety Action Plans, Vision Zero plans, or similar roadway safety plans—particularly those aligned with USDOT Safe Streets and Roads for All (SS4A) requirements—that were actionable, competitive for funding, and resulted in implementable strategies and measurable safety improvements. • Effective application of a Safe System Approach, including conducting systemic safety analyses and advancing evidence-based strategies that informed decision-making and contributed to measurable reductions in roadway fatalities and serious injuries or established clear pathways to achieve such reductions. • Strong track record of conducting data-driven safety analyses—including crash data analysis, network screening, and identification of high-injury networks—and translating findings into clear, actionable insights that supported targeted investments and led to effective safety improvements. | 40% |

| | |
|---|-----|
| <p><u>Planning and Engineering Experience and Qualifications</u></p> <ul style="list-style-type: none"> • Proven experience working with local governments of similar size, context, and capacity, resulting in effective collaboration, responsive project delivery, and outcomes aligned with community needs. • Demonstrated effectiveness in coordinating and leading multidisciplinary partners—including transportation agencies, law enforcement, and public health agencies—to foster collaboration, align strategies, and achieve integrated, impactful project outcomes. <p><u>Community Engagement Experience and Qualifications</u></p> <ul style="list-style-type: none"> • Proven ability to design and implement fair and accessible community engagement processes that achieved broad, representative participation and increased community understanding of roadway safety risks and solutions in a way that meaningfully informed project outcomes. • Experience engaging historically underserved populations and those disproportionately impacted by traffic safety issues, resulting in input that was clearly connected to project goals, priorities, and deliverables. • Effective use of a range of engagement methods (e.g., in-person, virtual, pop-up, English and Spanish outreach) to reach diverse audiences and increase participation across community groups. • Demonstrated ability to translate community input into actionable safety strategies that reflected community priorities and contributed to effective, implementable solutions. <p>The evaluation will also consider the proposer’s ability to dedicate sufficient resources and staff to successfully complete the project within the anticipated schedule:</p> <ul style="list-style-type: none"> • Demonstrated ability of the firm to commit sufficient personnel and resources to complete the project. • Availability of the proposed project manager and key staff during the anticipated project timeline. • Firm’s current workload and ability to deliver the project on schedule. | |
| <p>Project Team and Key Personnel</p> <p>The evaluation will consider the qualifications and relevant experience of the proposed project manager and key team members assigned to the project:</p> <ul style="list-style-type: none"> • Relevant experience of the project manager and key staff in leading roadway safety planning efforts that resulted in actionable plans, successful implementation, and measurable safety improvements. • Demonstrated expertise in transportation safety analysis, planning, engineering, and community engagement as applied to past projects, resulting in well-informed strategies and effective, implementable outcomes. | 25% |

| | |
|---|-----|
| <ul style="list-style-type: none"> • Proven ability of the team to collaborate effectively with government staff and stakeholders, leading to strong partnerships, aligned decision-making, and successful project delivery. | |
| <p>Project Understanding and Approach</p> <p>The evaluation will consider the proposer’s understanding of the project goals and the clarity, feasibility, and effectiveness of the proposed approach to completing the work:</p> <ul style="list-style-type: none"> • Demonstrated understanding of the purpose and required elements of an SS4A Comprehensive Safety Action Plan. • Clarity and quality of the proposed methodology for completing the scope of work, including data analysis, safety strategy development, and plan preparation. • A clear approach to community and stakeholder engagement, including meaningful outreach to residents, community organizations, and vulnerable road users is aligned with the context, needs, and goals of Cloud City. • Integration of community considerations, ensuring the plan reflects the needs of historically underserved communities and those most affected by traffic safety issues in Cloud City. • A clear approach to developing prioritized safety improvements and implementation strategies, including near-term and long-term actions. | 15% |
| <p>Performance and Contract Management Approaches</p> <ul style="list-style-type: none"> • A clear and measurable approach for performance and contract management, including any potential KPIs that could be tracked. • Demonstration of how the proposed performance and contract management approaches will track, and support achievement of the outcome goals listed in <i>Section 1.3</i> and will connect with <i>Section 2: Scope of Services</i> and <i>Section 2.3: Role of Cloud City</i>. | 10% |
| <p>Past Performance and References</p> <p>The evaluation will consider the proposer’s past performance on similar projects based on the references provided:</p> <ul style="list-style-type: none"> • Positive feedback from references regarding the firm’s quality of work, responsiveness, and professionalism. • Demonstrated ability to deliver projects on time and within scope. • High client satisfaction with the firm’s project management, collaboration, and communication. • High quality overall performance on similar transportation safety or planning projects. | 10% |

- | | |
|--|--|
| <ul style="list-style-type: none"> Demonstrated experience implementing performance tracking and reporting practices that meaningfully produce accountability and transparency throughout project delivery. | |
|--|--|

4.3 Selection Process, Award, and Protest Procedures

Selection Schedule

| Schedule | |
|-------------------------------------|------------------|
| Event | Date(s) |
| RFQ issue date | 5/12/2026 |
| Pre-submittal conference | 5/22/2026 |
| Deadline for questions | 5/29/2026 |
| Responses to questions posted | 6/4/2026 |
| SOQs due | 6/12/2026 |
| Evaluation meeting | 6/18/26 |
| Interviews | 6/25/26 |
| Anticipated contract award date | 7/7/26 |
| Anticipated contract execution date | 7/15/26 |

Selection and Award Process

Cloud City has established a selection committee that will be responsible for evaluating SOQs against the evaluation criteria laid out in *Section 4.2: Evaluation Criteria*. The selection committee will be responsible for ranking all firms objectively based on their scores. The highest-ranked firm will be invited to negotiate a final contract with Cloud City. If a fair and reasonable fee with the most qualified firm cannot be negotiated, then negotiations with that firm shall be terminated and initiated with the next best qualified firm.

Protest and Appeals Process

Protests must be submitted in writing to the Cloud City Purchasing Manager within 14 calendar days of the award announcement. The City will receive and review protests in accordance with Cloud City Code of Ordinances Section 2-75, then recommend appropriate action to Cloud City Council. The City's determination will be issued in writing to all parties within 45 calendar days of receipt of the protest. A protestor may submit a written appeal within 5 calendar days of issuance of the determination.

5 Terms and Conditions

Proposers must comply with the terms and conditions provided in this solicitation. The selection process will be conducted pursuant to all applicable City laws and regulations.

5.1 Proposer's Obligations

By submitting an SOQ, the firm represents and acknowledges the following responsibilities:

- The proposer has read and understands the RFQ, its requirements, and specifications. Failure to complete or conform with submittal requirements set forth in the solicitation may result in the submittal being found non-responsive, at the sole discretion of the City.
- The proposer possesses the capabilities, qualifications, and experience described in the Scope of Services as necessary to provide efficient and successful service.
- The proposer has obtained current copies of all documents issued by the City related to the RFQ. Only documents obtained directly via the online portal are official versions. Proposers who rely on any other sources for such documents, do so at their own risk.
- The proposer is aware that any information submitted in response to this RFQ becomes the property of the City and public records and, as such, may be subject to public review.
- The proposer is solely responsible for any and all costs incurred by the proposer in preparing and submitting its response to the RFQ. The City will not be held responsible for any cost or expense incurred by the proposer before the execution of a contract agreement.

5.2 Conflicts of Interest

The proposer must not have any business interests or personal relationship with any City employee or official involved in this solicitation and subsequent procurement process, including but not limited to: evaluation, selection, negotiation, award, and contract administration.

5.3 Insurance Requirements

Interested firms should ensure that they can obtain and maintain insurance coverage that meets the City's requirements. After selecting the most qualified firm, the City will request formal proof of insurance during negotiations and prior to contract execution. A sample contract document with insurance requirements is included in the Appendix of this RFQ.

5.4 Government Rights and Reservations

The City reserves the following rights related to this solicitation:

- a. The City reserves the right to request clarification of information submitted, and to request additional information from proposers.
- b. The City reserves the right to reject any submittal that is materially incomplete or irregular and reserves the right to waive minor irregularities.

- c. If only one responsive proposal is received, the City reserves the right to evaluate the submittal, request additional information from the proposer, and reject the submission.
- d. The City reserves the right to modify the Scope of Services and award portions of this RFQ to the selected consultant.
- e. The City reserves the right to not award any portion or all of the project if it finds that none of the qualifications submitted meet the specific needs of the project.
- f. The City reserves the right to award this work with multiple qualified firms if the Scope of Services would be best completed by multiple vendors based on their demonstrated experience.
- g. The City reserves the right to award any contract to the next most qualified firm, if the successful firm does not execute a contract within 30 days of being notified of selection.
- h. If no responsive proposal is received, the City reserves the right to publish the original RFQ and extend the due date for receipt of proposals.
- i. The City reserves the right to cancel a solicitation at any time and to cancel any recommended award at any time prior to execution.

5.5 Equal Opportunity Requirements

The proposer must comply with all applicable federal, state, and local laws, regulations and ordinances. The proposer must not discriminate on the grounds of race, color, religion, sex, or national origin in the performance of work under the resulting contract.

5.6 Federal Grant Requirements

The successful consultant is required to comply with all provisions of 2 CFR 200 and other applicable federal rules and regulations laid out in Cloud City's grant agreement with FHWA.

6 Appendix

1. Cloud City Safe Streets for All Grant Agreement with USDOT
2. Cloud Vision Zero
3. Cloud City Complete Streets Plans
4. CCDOT Downtown Capital Improvement Program
5. Cloud City Sample Contract Agreement for Professional Services

[Partners for Public Good](#) (PPG), a 501(c)(3) non-profit organization that helps state and local governments use key operational levers—procurement, workforce, digital infrastructure, and budgeting—to drive public impact.

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