



**Request for
Proposal (RFP)
For
Portage County**

**Safe Streets and Roads for All (SS4A) Action Plan
&
Bicycle and Pedestrian Plan Update
2024-02PC**

Issued by:

Portage County
Purchasing Department

**Proposals must be submitted:
No later than 2 PM 03/26/2024 to:**

**Portage County Purchasing
1462 Strongs Ave
Stevens Point WI 54481**

LATE PROPOSALS WILL BE REJECTED
There will not be a public opening for this Proposal

For further information regarding this
RFP contact Chris Schultz
At (715) 346-1393
Email: schultzc@co.portage.wi.gov

Issued 02/27/2024

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Attachment A - Signature and Authority Affidavit Form

Attachment B - References

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Attachment F – Portage County SS4A Grant Narrative

Attachment G – Portage County Additional Safety Context

1. General Information

1.1. Introduction

The County of Portage Wisconsin (County), through its Purchasing Department (Purchasing), requests proposals to establish a contract for development of a County-Wide Safe Streets & Roads for All (SS4A) Action Plan, update of a [County-Wide Bicycle and Pedestrian Plan](#) and utilize Demonstration Activities to inform the creation of the aforementioned Plans. This Request for Proposal describes the elements requested for inclusion in the proposal.

The County of Portage as represented by the Purchasing Department intends to use the results of this Request for Proposal (RFP) to award a contract for the above listed project along with potential other departments needing similar services over the duration of the contract. The contract administrator will be determined at the time of the contract award. Retain a copy of these proposal documents for your files. Should you receive an award, these documents become your contract terms and conditions.

Contract Execution: Portage County utilizes a web based electronic signature program (DocuSign) for the execution of contracts that do not require notarization. By submitting your proposal, you agree to the use of this program to sign documents should you receive an award. There is no cost to the proposer associated with this process.

1.2. Definitions

The following definitions are used throughout the RFP:

Action Plan means Comprehensive Safety Action Plan, a document that provides holistic, well-defined strategies to prevent roadway and serious injuries through a systemic roadway safety analysis & robust public engagement & collaboration.

Bicycle & Pedestrian Plan means the Supplemental Safety Plan deliverable that results from updating the PCCBPP (which includes a Safe Routes to School Plan).

County means Portage County, Wisconsin.

DA means Demonstration Activities - temporary safety improvements which inform the Action Plan & Supplemental Safety Plan by testing proposed project & strategy approaches.

DA Sub-committee means the 5-member sub-committee responsible for overseeing deployment of DA throughout the County.

HIN means High Injury Network - stretches of roadways where the highest concentrations of collisions resulting in fatal or serious injuries occur on the transportation network - suggesting which corridors within a transportation network carry a higher risk of injury.

Place It! Methodology means a design and participation-based urban planning practice that engages people in urban planning, transportation, design, landscape, and neighborhood change through their hands and senses so that they can be creative and expansive in their thinking and offer up real solutions to the challenges facing our cities and neighborhoods.

PCCBPP means the [Portage County Countywide Bicycle and Pedestrian Plan](#), a robust planning document (approved 2014) used to implement the 5 Es (Education, Encouragement, Enforcement, Engineering, & Evaluation), which includes the County's 2014 [Safe Routes to School Plan \(SRTS\)](#).

PCCBPP Sub-committee means the 5-member sub-committee responsible for overseeing the PCCBPP update.

Proposer/Vendor/Bidder means a company or individual submitting a proposal in response to this RFP.

Project Team means County and municipal staff who will be working directly with the proposer in fulfilling deliverables identified below.

Purchasing means the County of Portage Purchasing Department.

RFP means Request for Proposal.

SRTS Plan means the Portage County Safe Routes to School Plan.

SS4A means the Safe Streets and Roads for All Grant Program.

State means the State of Wisconsin.

VendorNet means the State of Wisconsin's electronic purchasing information system.

Supplemental Safety Plan means a separate Bicycle & Pedestrian Plan (which includes a Safe Routes to School Plan), which supports and/or enhances the Action Plan.

Task Force means the 15-member Committee responsible for overseeing project development, implementation, and monitoring.

VendorNet means the State of Wisconsin's electronic purchasing information system.

1.3. Scope

1.3.1. Project Description

The selected consultant will develop an Action Plan, update the 2014 Portage County Countywide Bicycle & Pedestrian Plan as a Supplemental Safety Plan (Bicycle & Pedestrian Plan), and utilize Demonstration Activities to inform both the Action Plan and the Bicycle & Pedestrian Plan. It is intended that these Plans and efforts will eliminate roadway fatalities and serious injuries by 2045 for all roadway users.

1.3.2. Objective/Needs

Collaborate with the Task Force and Project Team to develop a robust Action Plan to meet current and future roadway safety needs for all roadway users throughout Portage County by September 30, 2026.

Collaborate with the PCCBPP Sub-committee and Project Team to update the PCCBPP to meet current and future roadway safety needs for the most vulnerable users in order to complement and enhance the Action Plan by September 30, 2026.

Coordinate with DA Sub-committee and Project Team to deploy Demonstration Activities throughout the County to pilot evidence-based countermeasures, study and evaluate efficacy for changes in safety, and to inform projects & strategies of the Action Plan.

Incorporate multi-prong approach for collaboration and robust public engagement opportunities that will maximize community representation & feedback to ensure the Action Plan, PCCBPP, and DA meet the needs of residents, have local support, and are implementable by government officials. Approach will include hosting typical public involvement meetings and coordinating atypical public involvement events/experiences in collaboration with Project Team staff/Task Force.

Administer a thorough, multimodal, systemic roadway safety analysis of existing conditions and historical trends of all roadways within the County.

Collaborate with all jurisdictions of the County, WisDOT, and USDOT while aligning with other governmental plans and processes.

1.3.3. Current Operations/Current Plan

The current Portage County Countywide Bicycle and Pedestrian Plan was adopted in 2014. This Plan identifies needs and has an exhaustive list of recommended bicycle and pedestrian improvements and new connections throughout the County, along with estimated costs and potential funding sources. Within this Plan is a Safe Routes to School Plan. Since adoption, many of these recommendations have been realized, leading to a need for an updated document to meet current roadway safety needs.

1.3.4. Clarifications and/or Revisions to this RFP

Portage County Purchasing is the sole point of contact for the County during the selection process. Contact with anyone else involved with this process without the prior authorization of Purchasing may result in the disqualification of your proposal. Proposers are expected to raise any questions, noted errors, discrepancies, ambiguities, exceptions, additions or deficiencies they have concerning this proposal **in writing through email by 2PM on March 12, 2024** to: Chris Schultz, Purchasing, Email: schultzc@co.portage.wi.gov

If a proposer discovers any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this proposal after the above date, they shall immediately notify the above named individual of such error and request modification or clarification of the proposal document before the proposal opening date.

If the proposer fails to notify the County prior to the proposal due date of any condition stated above that reasonably should have been known to the proposer, and if a contract is awarded to that proposer, the proposer shall not be entitled to additional compensation or time by reason of the error or its correction.

Revisions to this request for proposal or answers to questions will be made only by an official written addendum issued by Purchasing. Addenda will be posted on Vendornet and on the Portage County Website. Proposers are responsible for checking these websites for any addenda before submitting a proposal. Failure to acknowledge addenda may disqualify your proposal.

<https://vendornet.wi.gov>

<http://www.co.portage.wi.gov>

1.4. Calendar of Events

Listed below are specific and estimated dates and times of actions related to this Request for Proposal. The actions with specific dates must be completed as indicated unless otherwise changed by the County. In the event, the County finds it necessary to change any of the specific dates and times, it will do so by issuing addenda to this RFP. There may or may not be a formal notification issued for changes of the estimated dates and times.

DATE	EVENT
February 27, 2024	RFP Issuance date
March 12, 2024	Last Day for Submitting Questions by 2PM
March 15, 2024	Addenda posted to https://vendornet.wi.gov/ and http://www.co.portage.wi.gov
March 26, 2024	Proposals due at or before 2:00 p.m.
April 16, 2024	Interviews/Presentations (estimated date if needed)
May 6, 2024	Notification of intent to award sent to proposers (estimated)
May 13, 2024	Contract award (estimated)
Mid-June, 2024	Contract start date (estimated). Contract and start date estimated (federal grant award agreement must be signed by the US DOT and Portage County prior to the County signing the agreement with the vendor. This should occur before Mid-June).

1.5. Contract Term and Funding

The contract shall be effective on the date indicated on the purchase order or contract and shall continue for an additional two years from that date. The contract may be extended by mutual agreement of the vendor and the county.

2. Preparing and Submitting a Proposal

2.1. General Instructions

The evaluation and selection of a contractor will be based on the information submitted in the proposal plus references and any required on-site visits, interviews/presentations, or demonstrations. Proposers should respond clearly and completely to all requirements. Failure to respond to each of the requirements in the RFP may be the basis for rejecting a proposal.

Elaborate proposals (e.g. expensive artwork), beyond that sufficient to present a complete and effective proposal, are not necessary or desired. The County encourages all proposers to print their submission double-sided to save paper.

2.2. Incurring Costs

The County is not liable for any cost incurred by proposers in replying to this RFP.

2.3. Submitting Proposals

Proposers must submit, in a sealed package, **One Original (identify) PLUS Five identical copies** of all materials required for acceptance of their proposal, **along with one electronic copy** on a flash drive, on or before 2:00 p.m., March 26th, 2024, to:

**Portage County Purchasing
1462 Strongs Ave
Stevens Point, WI 54481**

All proposals must be received by the Purchasing Department by the stated time. Late proposals will not be accepted. Receipt of the proposal by the U.S. mail system does not constitute receipt of the proposal by Purchasing.

The County does not accept facsimile machine or email submitted proposals. All proposals must be packaged, sealed, and show the following information on the outside of the package:

Proposer's Name and Address
Request for Proposal Title
Request for Proposal Number
Proposal Due Date

COST PROPOSAL: Submit Original plus one (1) identical copy Attachment E. Seal in an envelope and submit within the proposal package. The outside of the envelope should clearly state "Cost Proposal" and the name of proposer. **Please include** electronic copies of any Cost Proposal Material on the flash drive you submit for the proposal.

2.4. Proposal Organization and Format

Proposal should be typed and submitted on 8.5 by 11-inch paper and bound securely with page numbers clearly indicated. Proposers responding to this RFP must comply with the following format requirements:

Tab 1(A) - COVER LETTER, RFP SIGNATURE PAGES: Include here any cover letter, Attachment A - RFP Signature and Authority Affidavit Form, any addenda signature pages, and Attachment C - Designation of Confidential & Proprietary Information Form.

The Signature and Authority Affidavit submitted in response to this RFP must be signed by the person in the Proposer's organization who is responsible for the decision as to the prices being offered or by a person who has been authorized in writing to act as agent for the person responsible for the decision on prices and services. Failure to provide this forms/information with your bid submittal may disqualify your proposal.

Tab 1 (B) – SAMPLE CONTRACT DOCUMENT: Please include a sample contract that would be used as basis for developing the final agreement with the County/Vendor.

Tab 2 - RESPONSE TO PROPOSER INFORMATION AND SOLUTIONS: Responses to the requirements in the proposer information and solutions must be in the same sequence and numbered as they appear in this RFP. Include here completed Attachment B--References.

Tab 3 – MANDATORY REQUIREMENTS: Include Attachment D Mandatory Requirements.

Separate Envelope - COST PROPOSAL—ATTACHMENT E: Provide cost information as detailed in Section 6 in this RFP. All costs, as requested, for furnishing the product(s) and/or service(s) must be included in this proposal. The cost proposal must NOT be listed in any other part of the proposal response.

2.5. Multiple Proposals

Multiple proposals from a proposer will be permissible; however, each proposal must conform fully to the requirements for proposal submission. Each such proposal must be separately submitted and labeled as Proposal #1, Proposal #2, etc. on each page included in the response.

2.6. Withdrawal of Proposals

Proposals shall be irrevocable until contract award unless the proposal is withdrawn. Proposers may withdraw a proposal, in writing, at any time up to the proposal due date and time or upon expiration of 180 days after the due date and time. The written withdrawal notice must be received by Purchasing. The notice must be signed by an authorized representative of the proposer. If a previously submitted proposal is withdrawn before the proposal due date and time, the proposer may submit another proposal at any time up to the proposal due date and time.

3. Proposal Selection and Award Process

3.1. Evaluation Committee

The County’s evaluation committee will consist of members who have been selected because of their special expertise and knowledge of the service(s) and/or product(s) that are the subject of this RFP. Proposers may not contact members of the evaluation committee except at the request of the Purchasing Department.

3.2. Preliminary Evaluation

The proposals will be initially reviewed to determine if mandatory requirements are met. Failure to meet mandatory requirements shall result in the proposal being rejected. If all proposers do not meet one or more of the mandatory requirements, the County reserves the right to continue the evaluation of the proposals that most closely meet the mandatory requirements of this RFP.

3.3. Right to reject proposals

The County reserves the right to reject any and all proposals.

3.4. Proposal Scoring

Accepted proposals will be reviewed by an evaluation committee and scored against the stated criteria. The committee may review references, request interviews/presentations, conduct demonstrations and/or conduct on-site visits. The resulting information will be used to score the proposals. The evaluation committee's scoring will be tabulated, and proposals ranked based on the numerical scores received.

3.5. Evaluation Criteria

The proposals will be scored using the following criteria:

Description	Points
Organization Capabilities	200
Staff Qualifications	200
Proposer Solutions	400
Cost Proposal	200
Total	1000

3.6. Interviews/Presentations and/or Site Visits

Top-scoring proposers, based on the evaluation of the written proposal, will be required to have interviews/presentations to support and clarify their proposals, if requested by the County. The County will make every reasonable attempt to schedule the interview/presentation on the date specified in the Calendar of Events. Failure of a proposer to complete a scheduled interview/presentation to the County may result in rejection of that proposer's proposal. The County may conduct site visits of proposer and/or references' facilities to clarify or confirm proposal information.

3.7. Final Evaluation

Upon completion of any interviews/presentations and/or demonstrations by proposers, the County's evaluation team will review their evaluations and adjust the scores based on the information obtained in the interview/presentation, demonstration, possible reference checks, and any other pertinent proposer information.

3.8. Award and Final Offers

The award will be granted in one of two ways. The award may be granted to the highest scoring responsive and responsible proposer after the original evaluation process is complete. Alternatively, the highest proposer or proposers may be requested to submit the best and final offers. If the County requests best and final offers, they will be evaluated against the stated criteria, scored, and ranked by the evaluation committee. The award will then be granted to the highest scoring proposer following that process. However, a proposer should not expect that the County will request a best and final offer.

3.9. Notification of Intent to Award

All proposers who respond to this RFP will be notified in writing of the County's intent to award the contract(s), as determined by this RFP.

3.10. Appeals Process

Notices of intent to protest and protests must be made in writing. Protestors should make their protests as specific as possible and should identify Wisconsin Statutes or Portage County Ordinance provisions that are alleged to have been violated.

The written notice of intent to protest the intent to award a contract must be filed with Chris Schultz, Procurement Director, Portage County Wisconsin, 1462 Strongs Ave, Stevens Point, WI 54481, and received in his office no later than five (5) working days after the notice of intent to award is issued.

The written protest must be received in his office no later than ten (10) working days after the notice of intent to award is issued.

The decision of the Procurement Director may be appealed to the Corporation Counsel Office within (5) working days of issuance. The appeal must allege a violation of a Wisconsin Statute or a Portage County Ordinance provision.

3.11. Negotiate Contract Terms

The County reserves the right to negotiate the terms of the contract, including the award amount, with the selected proposer prior to entering into a contract. If contract negotiations cannot be concluded successfully with the highest scoring proposer, the County may negotiate a contract with the next highest scoring proposer.

It is also understood and agreed by the County and the vendor that any governmental entity may purchase the services specified herein in accordance with the prices, terms, and conditions of the final Agreement.

It is also understood and agreed that each local entity will establish its own contract with Vendor, be invoiced therefrom and make its own payments to the Vendor in accordance with the terms of the contract established between the new governmental entity and the vendor.

4. Requirements

4.1. Mandatory Requirements

Submit response using Attachment D Mandatory Requirements under Tab 3 of proposal - see section 2.4 for proposal submittal format.

The following requirement(s) are mandatory, and the proposer must satisfy them as a pass/fail pre-screening requirement. Any proposal submitted not in compliance with mandatory requirements will be rejected and not evaluated or scored.

- 4.1.1. Proposer must be in the Planning, Transportation, and/or Transportation Engineering business for at least 5 years.
- 4.1.2. Proposer must have prior experience with the creation and development of related transportation (motor vehicle, bicycle, & pedestrian plans), emphasizing safety and community equity.
- 4.1.3. Proposer must have prior experience with and knowledge of Wisconsin transportation regulations, roadway design standards, and processes.

4.2. Contract Requirements

The awarded contractor is expected to fulfill the following contract requirements.

- 4.2.1. Information Collection Phase
 - 4.2.1.1. Analysis, evaluation, and synopsis of the existing infrastructure (roadways and bicycle & pedestrian facilities) to determine safety and risk for users of the right-of-way (drivers, bicyclists, pedestrians, and transit users).
 - 4.2.1.2. Review and the incorporation of existing Municipal and County plans and policies, such as:
 - 4.2.1.2.1. 2014 Portage County Countywide Bicycle and Pedestrian Plan
 - 4.2.1.2.2. Portage County Comprehensive Plan
 - 4.2.1.2.3. Portage County Parks and Recreation Plan
 - 4.2.1.2.4. Municipal Comprehensive Plans

- 4.2.1.2.5. Municipal Parks and Recreation Plans
 - 4.2.1.2.6. Various County & Municipal Transportation Policies (such as Vision Zero & Complete Streets)
 - 4.2.1.3. Evaluation of local, state, and regional transportation data (e.g., motor vehicle, pedestrian, bicyclist traffic counts, rail, etc).
 - 4.2.1.4. Analysis and evaluation of motor vehicle, bicycle, and pedestrian crashes, serious injury, and fatality data within Portage County.
 - 4.2.1.5. Analysis of potential county-wide ADA issues and ADA access points to trails, paths, and other pedestrian infrastructure.
 - 4.2.1.6. Identify and evaluate motor vehicle, bicycle, and pedestrian transportation engineering, signage, and pavement markings.
 - 4.2.1.7. For roadways under State and Federal jurisdiction, determine if approvals from the Wisconsin Department of Transportation and U.S. Department of Transportation are required.
 - 4.2.1.8. Coordinate with Portage County and its Municipalities to deploy Demonstration Activities (DA) consistent with the [US-DOT SS4A grant requirements](#). The number of DA's, locations, and specific practices implemented should be determined together with Project Team and the DA Sub-Committee, and the proposer's recommendation(s). Data collected and the conclusions derived from the DA's shall be utilized for the creation of the strategies within the Action Plan and Supplemental Safety Plan.
- 4.2.2. Public Participation Phase
- 4.2.2.1. Ensure a collaborative, robust, and equitable planning effort throughout the process by engaging all relevant stakeholders and communities. The consultant must develop a public participation program including the stakeholders listed below (List should be seen as a guide - additional stakeholder groups should be considered where appropriate)
 - 4.2.2.1.1. SS4A Task Force
 - 4.2.2.1.2. SS4A Sub-Committees (Bicycle and Pedestrian Plan and Demonstration Activities Sub-Committees)
 - 4.2.2.1.3. Portage County Traffic Safety Commission
 - 4.2.2.1.4. Portage County Board of Supervisors
 - 4.2.2.2. Project Team will present at County and Municipal meetings as a part of the adoption process, yet the consultant will document the meetings through minutes/notes. All consultant visits will include fieldwork and project meetings (where applicable) to maximize the benefits of the consultant visits. The planning documents created and updated will include a summary of public input and details of how the plan was changed to reflect public comment, or if the document was not changed, provide supportive reasoning.
 - 4.2.2.3. Equity is embedded throughout the process - including the Task Force membership, consultant selection, inclusive data analysis, reducing greenhouse gas emissions, ADA compliance of DA, and implementation prioritization. Final Action Plan strategies will reflect these considerations and address underserved community needs & impacts on equity.
- 4.2.3. Plan Document Preparation Phase
- 4.2.3.1. The creation of the Portage County Safe Streets and Roads for All (SS4A) Action Plan

- 4.2.3.1.1. Provide an Action Plan which meets the US-DOT criteria.
 - 4.2.3.1.2. Prepare an Implementation Chapter within the Action Plan that includes a ten-year Action Plan with prioritized actions, strategies, policies, programs, projects, cost estimates and suggested ordinance changes. The Action Plan will contain measurable objectives. The Implementation Chapter will include educational and promotional components that will complement the recommended physical improvements for the County as well as for each Municipality.
 - 4.2.3.1.3. Include graphics and maps depicting the proposed plan implementation, future Demonstration Activities, and improvement activities, while documenting existing transportation infrastructure networks.
 - 4.2.3.1.4. The Action Plan shall address relevant safety considerations related to all existing and proposed transportation corridors linking economic uses, recreation, tourism, education, community interconnectivity, and neighborhoods, considering items such as:
 - 4.2.3.1.4.1. Existing infrastructure
 - 4.2.3.1.4.2. The natural environment
 - 4.2.3.1.4.3. Safe Routes to School
 - 4.2.3.1.4.4. Complete Streets for all age groups
 - 4.2.3.1.4.5. Commercial and Industrial Parks
 - 4.2.3.1.4.6. Neighborhood needs and aesthetics.
 - 4.2.3.1.4.7. High Injury Network
 - 4.2.3.1.4.8. Various data-based Heat Maps of social, environmental, and economic factors
 - 4.2.3.1.4.9. Recreation needs and patterns.
 - 4.2.3.1.4.10. Traffic calming activities
 - 4.2.3.1.4.11. Outcomes from Demonstration Activities
 - 4.2.3.1.4.12. Tourism needs and patterns.
 - 4.2.3.1.4.13. Sustainability and EV's
 - 4.2.3.1.5. Timeline: The consultant shall provide an estimated timeline showing milestone dates corresponding to expectations in Section 5.3. The project completion date is September 30, 2026.
- 4.2.3.2. The update of the existing Portage County Bicycle and Pedestrian Plan
- 4.2.3.2.1. Provide a Supplemental Safety Plan which meets the US-DOT criteria.
 - 4.2.3.2.2. Provide a specific list of prioritized bicycle and pedestrian-focused improvements for Portage County and each of its Municipalities (including cost estimates) needed to implement the proposed plan.
 - 4.2.3.2.3. Document bicycle and pedestrian focused improvements that have been implemented from the 2014 PCCBPP and SRTS Plan and identify vital conclusions from such changes.
 - 4.2.3.2.4. Include and update graphics and maps depicting the proposed plan implementation, future Demonstration Activities, and improvement activities, while documenting existing transportation infrastructure networks and improvements.
 - 4.2.3.2.5. Update relevant data, demographics, and infrastructure inventories for Portage County and its municipalities utilizing the most recent and relevant data sources.

- 4.2.3.2.6. Incorporate and document relevant public participation methods, strategies, and meetings utilized during the plan drafting process.
 - 4.2.3.2.7. The plan shall address relevant safety considerations related to all existing and proposed transportation corridors linking economic uses, recreation, tourism, education, community interconnectivity, and neighborhoods, taking into account items such as:
 - 4.2.3.2.7.1. Existing infrastructure
 - 4.2.3.2.7.2. The natural environment
 - 4.2.3.2.7.3. Safe Routes to School
 - 4.2.3.2.7.4. Complete Streets for all age groups
 - 4.2.3.2.7.5. Commercial and Industrial Parks
 - 4.2.3.2.7.6. Neighborhood needs and aesthetics.
 - 4.2.3.2.7.7. High Injury Network
 - 4.2.3.2.7.8. Various data-based Heat Maps of social, environmental, and economic factors
 - 4.2.3.2.7.9. Recreation needs and patterns.
 - 4.2.3.2.7.10. Traffic calming activities
 - 4.2.3.2.7.11. Outcomes from Demonstration Activities
 - 4.2.3.2.7.12. Tourism needs and patterns.
 - 4.2.3.2.7.13. Sustainability and EV's
 - 4.2.3.2.8. Timeline: The consultant shall provide an estimated timeline showing milestone dates corresponding to expectations in Section 5.3.
 - 4.2.3.2.8.1. The project completion date is September 30, 2026.
- 4.2.4. Final Report and Deliverables
- 4.2.4.1. SS4A Safety Action Plan (Action Plan)
 - 4.2.4.1.1. The consultant shall prepare and submit one (1) digital copy of the DRAFT and FINAL PLAN documents which will be reviewed and approved by the Portage County Board of Supervisors.
 - 4.2.4.1.2. All submissions shall become the property of Portage County. All documents and exhibits submitted shall also be provided in an electronic format - Microsoft Word, Excel, Adobe, PDF, and/or Publisher.
 - 4.2.4.1.3. Portage County will reproduce the DRAFT and FINAL PLAN copies in sufficient amounts for meetings and hearings using the digital copies.
 - 4.2.4.1.4. A draft plan shall be provided to Portage County by December 31, 2025, with revisions and adoption occurring by September 30, 2026.
 - 4.2.4.2. PCBPP (Supplemental Safety Plan)
 - 4.2.4.2.1. The consultant shall prepare and submit one (1) digital copy of the DRAFT and FINAL PLAN documents which will be reviewed and approved by the Portage County Board of Supervisors.
 - 4.2.4.2.2. All submissions shall become the property of Portage County. All documents and exhibits submitted shall also be provided in an electronic format - Microsoft Word, Excel, Adobe, PDF, and/or Publisher.

- 4.2.4.2.3. Portage County will reproduce the DRAFT and FINAL PLAN copies in sufficient amounts for meetings and hearings using the digital copies.
- 4.2.4.2.4. A draft plan shall be provided to Portage County by December 31, 2025, with revisions and adoption occurring by September 30, 2026.

4.2.5. Subcontractors

The Contractor shall be responsible for Contract performance when subcontractors are used. However, when subcontractors are used, they must abide by all terms and conditions of the Contract. If subcontractors are to be used, the Contractor must clearly explain their participation.

4.3. County Requirements

The County will provide the following information and services to aid in the completion of the project. This list is not exhaustive, but does include items the County knows they are willing to provide currently:

- 4.3.1. Securing most existing data and planning documents
- 4.3.2. Existing GIS mapping layers and data
- 4.3.3. Develop and distribution of meeting notices.
- 4.3.4. Arranging meeting locations and times
- 4.3.5. Advertising (display not creation)
- 4.3.6. Craft public education pieces pertaining to demonstration activities with the project team.
- 4.3.7. Creation of a webpage on the Portage County website (to post all relevant information related to the project)
- 4.3.8. List of relevant stakeholder contacts
- 4.3.9. Provide the consultant with existing available equipment, resources, and Project Team staff needed to implement public participation strategies and implement Demonstration Activities.
- 4.3.10. In-person monitoring of specific Demonstration Activities (e.g., driver behavioral assessments, public interviews, data collection, etc.)

5. Proposer Information and Solutions

Submit response under Tab 2 of proposal - see section 2.4 for proposal submittal format.

5.1. Organization Capabilities

Describe the organization/company's experience and capabilities providing similar services to those required. Be specific and detail no more than three projects/contracts: description of work, dates, locations, challenges, and results. (200 Points)

5.2. Staff Qualifications

Identify key staff your organization/company will assign to fulfill the contract requirements. Detail who would be contract manager(s), etc. Provide a synopsis describing the educational and work experience for each of the key staff who would be assigned to the project/program. Detail the number of hours for each key staff member that you estimate will be needed to fulfill the contract requirements. The firm should have individual team members who are Certified Planners, Professional Engineers, Transportation Engineers, and Park and Recreation Planners. (200 Points)

5.3. Proposer Solutions

- 5.3.1. Specific experience of the firm in multimodal transportation planning (100 Points)
- 5.3.2. An understanding of various traffic safety measures that can be conducted on roadways (50 Points)
- 5.3.3. An understanding and experience in various engagement techniques that can assist in completing the final deliverables. (50 Points)
 - 5.3.3.1. Community - The proposal must outline the number of in-person public involvement meetings that the proposer determines appropriate.
 - 5.3.3.1a Typical Engagement - Examples include Kickoff Meeting, etc.
 - 5.3.3.1b Atypical Engagement - Place It! Methodology and Propose Other Strategies
 - 5.3.3.2. Other - The proposal must outline the number of in-person/remote engagement meetings with other entities (e.g., County Board, Task Force, Bicycle & Pedestrian Sub-Committee, Demonstration Activity Sub-Committee, Project Team, and other stakeholders).
- 5.3.4. Experience in addressing equity considerations for disadvantaged groups or disadvantaged areas (as classified by the U.S. Census Bureau). (75 Points)
- 5.3.5. Conflict resolution (50 Points)
 - 5.3.5.1. The proposal includes experience or examples as to resolving conflicts that appear during any long-range planning process.
 - 5.3.5.2. The proposal shows the ability to communicate and create working relationships with all stakeholders involved.
- 5.3.6. Schedule method - Propose a project schedule and indicate how it addresses all deliverables as expected in fulfilling all the deliverables (75 Points).

5.4. Proposer References

Submit response using Attachment B References under Tab 2 of proposal – see section 2.4 for proposal submittal format.

Proposer must supply references of three firms to which similar products/service have been provided within the past five years to a comparable sized institution or company. If contacted, all of those references must verify that a high level of satisfaction was provided.

6. Cost Proposal

6.1. General Instructions for the Cost Proposal and how it will be Scored.

All prices must be quoted in U.S. Dollars. Purchasing will score 200 points of the cost proposals by prorating with the lowest cost proposal given the highest score. The formula is as follows: Calculation of points awarded to subsequent proposals will use the lowest dollar proposal amount as a constant numerator and the dollar amount of the firm being scored as the denominator. This number is then multiplied by the number of points given to the cost section of the RFP, resulting in the cost proposal score.

$$\frac{\text{Lowest Cost Proposed}}{\text{Other Proposed Cost}} \times \text{Constant} \times \text{Maximum Points Assigned to Cost} = \text{Score}$$

6.2. Format for Submitting Cost Proposal.

Use **Attachment E** Cost Proposal. Submit one marked original plus one copy. Seal in an envelope and submit within the proposal package. The outside of the envelope should clearly state “Cost Proposal” and the name of the proposer. **Please include** electronic copies of any Cost Proposal Material on the flash drive you submit for the proposal.

6.3. Fixed Price Period

The awarded contractor must hold the accepted prices and/or costs for the entire contract period. Any adjustment to prices and/or costs at the beginning of a contract renewal period will be negotiated between the County and the Contractor.

ATTACHMENT A

SIGNATURE AND AUTHORITY AFFIDAVIT FORM

PROPOSING COMPANY NAME:

FEIN (Federal Employer ID Number) OR Social Security # (if Sole Proprietorship)

Address:

City State Zip + 4

Number of years in Business _____

Name the person to contact for questions concerning this proposal.

Name Title _____

Phone (____) Toll Free Phone (____) _____

Fax (____) Email Address _____

In signing this proposal, we also certify that we have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition; that no attempt has been made to induce any other person or firm to submit or not to submit a proposal; that this proposal has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this proposal has not been knowingly disclosed prior to the opening to any other proposer or competitor; that the above statement is accurate under penalty of perjury.

The undersigned, having familiarized themselves with the conditions affecting the cost of the work, having read completely the requirements, hereby proposes to perform everything required and to provide and furnish labor, materials, equipment, tools and all other services and supplies necessary to produce in a complete and workmanlike manner all of the materials or products described in the project relating to this proposal.

I further certify that I have carefully examined the proposal documents and all terms herein, and site where the work is to be done and have no agreements to prevent the completion of said work.

Signature

Title

Name (type or print)

Date

This firm hereby acknowledges receipt / review of the following addendum(s) (If any)

Addendum # _____ Addendum # _____ Addendum # _____ Addendum # _____

ATTACHMENT B

REFERENCES

Proposer:

Provide company name, address, contact person, telephone number, and appropriate information on the product(s) and/or service(s) provided to customers similar to those requested in this solicitation document. Potential subcontractors cannot be referenced. Any subcontractor arrangement for the completion of this work shall be listed on a separate page.

Company Name:

Address (include Zip + 4)

Contact Person:

Phone No.

E-Mail Address:

Product(s) Used and/or Service(s) Provided:

Company Name:

Address (include Zip + 4)

Contact Person:

Phone No.

E-Mail Address:

Product(s) Used and/or Service(s) Provided:

Company Name:

Address (include Zip + 4)

Contact Person:

Phone No.

E-Mail Address:

Product(s) Used and/or Service(s) Provided:

Company Name:

Address (include Zip + 4)

Contact Person:

Phone No.

E-Mail Address:

Product(s) Used and/or Service(s) Provided:

ATTACHMENT C

DESIGNATION OF CONFIDENTIAL AND PROPRIETARY INFORMATION

The attached material submitted in response to Bid/Proposal # _____ includes proprietary and confidential information which qualifies as a trade secret, as provided in s. 19.36(5), Wis. Stats., or is otherwise material that can be kept confidential under the Wisconsin Open Records Law. As such, we ask that certain pages, as indicated below, of this bid/proposal response be treated as confidential material and not be released without our written approval.

Prices always become public information when bids/proposals are opened, and therefore cannot be kept confidential.

Other information cannot be kept confidential unless it is a trade secret. Trade secret is defined in s. 134.90(1)(c), Wis. Stats. as follows: "Trade secret" means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

We request that the following pages not be released:

Section	Page #	Topic
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IN THE EVENT THE DESIGNATION OF CONFIDENTIALITY OF THIS INFORMATION IS CHALLENGED, THE UNDERSIGNED HEREBY AGREES TO PROVIDE LEGAL COUNSEL OR OTHER NECESSARY ASSISTANCE TO DEFEND THE DESIGNATION OF CONFIDENTIALITY AND AGREES TO HOLD THE STATE HARMLESS FOR ANY COSTS OR DAMAGES ARISING OUT OF THE COUNTY'S AGREEING TO WITHHOLD THE MATERIALS.

Failure to include this form in the bid/proposal response may mean that all information provided as part of the bid/proposal response will be open to examination and copying. The County considers other markings of confidential in the bid/proposal document to be insufficient. The undersigned agrees to hold the County harmless for any damages arising out of the release of any materials unless they are specifically identified above.

Company Name _____

Authorized Representative _____

Signature

Authorized Representative _____

Type or Print

Date _____

ATTACHMENT D

MANDATORY REQUIREMENTS

Proposer:

Can meet mandatory requirement 4.1.1? Yes _____ No _____

Can meet mandatory requirement 4.1.2? Yes _____ No _____

Can meet mandatory requirement 4.1.3? Yes _____ No _____

ATTACHMENT E

COST PROPOSAL

Proposer:

Submit original plus One copy (Submit in separate envelope within proposal package and **please include** electronic copies of any Cost Proposal Material on the flash drive you submit for the proposal.

Cost Score

For creating the Action Plan and update to the PCCBPP, the vendor must provide a breakdown of costs for each plan based on the following items:

Cost Item	Description	Proposed Cost
Action Plan		
#1	Information Gathering	
#2	Public Engagement	
#3	Preparing Draft Document	
#4	Updates to Draft Plan and Securing Plan Approval	
#5	Travel, Lodging, Meals, & Misc Expenses	
	A: Subtotal Action Plan:	
Update to the PCCBPP		
#1	Information Gathering	
#2	Public Engagement	
#3	Preparing Draft Document	
#4	Updates to Draft Plan and Securing Plan Approval	
#5	Travel, Lodging, Meals, & Misc Expenses	
	B: Subtotal Update to PCCBPP:	

The total of all of the fees listed in your breakdown from **Subtotal A+B** should be entered here to form your total cost score for this project \$_____ (200 Points)

Attachment F

Portage County, Wisconsin Safe Streets and Roads for All Action Plan Narrative

Portage County seeks a Planning & Demonstration Grant to develop the Portage County, Wisconsin Safe Streets and Roads for All Action Plan. By 2045, this plan aims to eliminate roadway fatalities and serious injuries by developing a Comprehensive Safety Action Plan (Action Plan), updating the Portage County Countywide Bicycle & Pedestrian Plan (PCCBPP)¹ as a Supplemental Safety Plan, and deploying Demonstration Activities (DA) to inform the Action Plan and PCCBPP.

Portage County, WI is home to 70,377 residents across 822.8 square miles and 17 census tracts with the City of Stevens Point as the County Seat.² The County is entirely rural with 11% of households in poverty, 20% Asset Limited Income Constrained Employed (ALICE) households³, and 34.7% unemployed.² The Village of Amherst is at 45% of households below ALICE Threshold, Junction City at 43%, and the City of Stevens Point at 46%. The median household income (\$65,928) is lower than the state average (\$67,125) with financial hardship unevenly distributed - 29% of Asian households are below the ALICE Threshold, 49% of Black, 42% of Hispanic, 31% of White, & 35% of 2+ Races.³ One census tract is classified as Underserved (55097961000) or 3.3% of the population.⁴ Initial roadway data shows there were 7,382 total crashes reported 2017-2021 resulting in 31 fatalities (avg. annual fatality rate of 8.8) and 1,872 injuries (261 suspected serious injuries). Further, there was a 61% fatality increase in 2022 compared to previous 5 years' avg. and a 274% increase in work zone crashes.⁵

Leadership Commitment and Goal Setting: A strong intergovernmental agreement (see Supporting Docs) to apply for the SS4A grant was approved by the multijurisdictional group (County Board et al. - 6/20/23). Upon grant agreement execution, the multijurisdictional group will publicly commit to eliminating roadway fatalities and serious injuries by 2045 and adopt the final Action Plan & PCCBPP after a 24-month period of performance. Goals: reduce fatalities and serious injuries by 25% by 2030, 50% by 2035, 75% by 2040, and elimination by 2045.

Planning Structure: A Task Force of 15 members with a 5-member PCCBPP sub-committee (1 Task Force liaison), & a 5-member DA sub-committee (1 Task Force liaison) will collectively form to oversee the development, implementation, and monitoring through 2045.

Safety Analysis: A thorough, multimodal, systemic roadway safety analysis of existing conditions and historical trends of all roadways within the County will inform the Action Plan, PCCBPP update, and DA. Utilizing crash data from Community Maps - Wisconsin TSC County Crash Mapping and the Fatality Analysis Reporting System (FARS)⁶, the Action Plan will produce a High Injury Network (HIN, highlighting severity, contributing factors, and user types). Heat maps of poverty & ALICE, demographics, climate & disaster risk burden, environmental burden, health & social vulnerability, transportation insecurity, micromobility, and traffic data (from the ETC Explorer, ALICE Report, bike/ped counts, and WisDOT Traffic Count Map) will overlay the HIN to prioritize more equitable policies/actions within the Action Plan. Utilizing the FHWA's Road Safety Audit Guidelines & AARP's Walk Audit Toolkit, street-level analyses will highlight high-risk road features & multimodal safety needs. Community Transportation Academy assessments will also highlight the safety needs of vulnerable road users.⁷

Engagement and Collaboration: Preliminary engagement & collaboration involved conversations and letters of support from leaders, civic groups, community orgs, stakeholders, as well as resolutions (see Supporting Docs). Upon award, the County and grant authors will re-engage with these entities and others to recruit membership to the Task Force and then hire

consultants through a competitive RFP. The Task Force & consultants together (Project Team) will use a multi-prong approach for collaboration and robust public engagement to maximize community representation/feedback to ensure the Action Plan, PCCBPP, & DA meet the needs of residents, have local support, and are implementable by government officials. Public involvement sessions and various public events/experiences (e.g. pop-ups, walk/roll audits, etc.) will invite participation/feedback alongside the Place It! methodology - a participation-based planning practice where people use their hands and senses to offer up real community solutions (increasing impact & equity). The Project Team will also collaborate with all jurisdictions within the County, WisDOT, and USDOT, while aligning with other governmental plans and processes.

Equity Considerations: Equity will be embedded throughout the process - with Task Force membership, consultant RFP, inclusive and more extensive data analysis, robust public engagement, policy & process change, reducing greenhouse gas emissions, ADA compliance of DA, and implementation prioritization. For Task Force membership, required is representation from all Census-based groups plus (but not limited to) underserved populations, rural & central residencies, sustainability, aging/differently-abled populations, educational institutions, bicycle/pedestrian advocacy, parks, public works/engineering, business/commercial sector, law enforcement, public transport, & public officials. Representation & collaboration will include the Hmong American Association of Portage County, UWSP's Multicultural Resource/Queer Resource/Native American Centers, local refugee nonprofit ECDC, aging/ differently-abled populations, students, local non-profits, etc. for equitable analysis of population features, addressing underserved community needs, & impacts on equity.

Policy and Process Changes: The Project Team will comb through current policies, plans, guides, and standards to find opportunities to improve how processes prioritize transportation safety. Each opportunity will be compared to best practices in safety to include NACTO design guides, Vision Zero policies, Green & Complete Streets policies, Safe System Approach, FHWA's Proven Safety Countermeasures, NHTSA Countermeasures That Work, DA, WI Climate Table Took Kit (evidence-based measures), & work zone layouts with the Action Plan recommending the adoption of new or revised policies, plans, guides, and standards.

Strategy and Project Selections: The Project Team will develop a comprehensive set of projects and strategies (using the Justice40 framework) to meet safety goals in the short, mid, and long-term (with prioritization criteria described). Using data, best available evidence and effective practices, as well as stakeholder input, equity, climate resilience, inclusive workforce dev/wealth creation, and low-cost/high-impact considerations, the strategies and projects in the Action Plan and PCCBPP will directly address the safety issues identified (using the Safe System Approach) while also addressing transportation-related disparities of the disadvantaged community. Utilizing DA, of which may include tactical urbanism, new tech, etc., mobilized short-term at concerning locations/corridors, will address safety needs long-term. Initiating all DA within 18 mo. of executing grant agreement, some DA timelines may face constraints due to domestic requirements/waivers/approvals/permitting/NEPA/winter weather, based on admin requirements & jurisdictions - with a potential delay of any one DA by 2-8 mo. (see Supporting Docs for detailed DA timeline). Final Action Plan will include storyboards of health, environmental, & economic benefits of implementation for further buy-in/catalyzation.

Progress and Transparency: The Action Plan will be publicly posted online after adoption. To determine impact/efficacy of Action Plan projects & strategies, the Task Force will measure/review metrics & annually report progress & outcomes in public presentations & online through 2045. Task Force & subcommittee meetings will be public with feedback encouraged.

Attachment G

Additional Safety Context

Portage County, Wisconsin Safe Streets and Roads for All Action Plan

Comprehensive Safety Action Plan

A Comprehensive Safety Action Plan (Action Plan) will be developed to address the roadway safety needs for the entire Portage County community in order to eliminate roadway fatalities and serious injuries by 2045 for all roadway users. Throughout the entire County, the Action Plan will layout high impact/low-cost projects & strategies that improve safety (e.g. mini roundabouts and 4-3 safety conversions). Equitable engagement and collaboration with public and private stakeholders will wholistically inform and develop the Action Plan (e.g. outreach to local cultural groups/org for Task Force membership and Place It! public sessions outdoors within the underserved community). Innovative strategies and technologies will be embedded within certain safety improvement recommendations while promoting equity (e.g. variable speed limits and wildlife crossing overpasses/underpasses). Further, the Action Plan will include evidence-based techniques & improvements while incorporating new evidence on DA, strategies, and projects that work (e.g. pop-up protected bike lanes and bump outs). Some historic commitments to road safety include the 26-mile Green Circle Trail (1996), adopting the PCCBPP (2014), the Stevens Point Bicycle Transportation Network Improvement Project (2016 TAP), Stevens Point's Vision Zero Policy (2016) & Complete Streets Resolution (2018), the Plover River Crossing (2022 TAP), among smaller projects/actions.

Scope of Work: Develop a robust Action Plan to meet current roadway safety needs for all roadway users throughout Portage County (over the course of 24 months from grant agreement execution). Task Force will remain in place until 2045, overseeing the achievement of goals.

Roadway Safety Issues: high speed crashes, distracted drivers, impaired drivers, wildlife vehicle collisions, teenage drivers, disconnected/non-existent sidewalks, lack of bicycle facilities along public ROW (especially separated/protected), dangerous street designs, poorly marked crosswalks, lack of educational & encouragement resources/policies, clear zones, ADA, etc.

* Final Action Plan will be made publicly available.

Supplemental Safety Plan

To reach Portage County's goals of eliminating roadway fatalities and serious injuries by 2045, a Supplemental Safety Plan in the form of an updated Portage County Countywide Bicycle & Pedestrian Plan (PCCBPP)¹ will be developed to inform the Action Plan. The current PCCBPP was adopted in 2014 and many of the recommendations have been realized since that time, helping to bridge the transportation equity gap and provide safer roadways for all users. Within this plan (also adopted 2014) is the Safe Routes to School Plan⁸ component and numerous recommendations have been implemented from this as well. Combined together and titled as the PCCBPP, these planning documents must be updated to meet the current roadway

safety needs of the Portage County community while prioritizing the most vulnerable road users (pedestrians, bicyclists, individuals with disabilities, and those that use personal conveyances) and incorporating additional considerations of underserved populations, environmental burden, health vulnerability, social vulnerability, transportation insecurity, etc.

Scope of Work: Update the PCCBPP to meet current roadway safety needs for the most vulnerable users in order to complement and enhance the Comprehensive Action Plan (over the course of 24 months from grant agreement execution). Task Force & PCCBPP sub-committee will remain in place until 2045, overseeing the achievement of goals.

Roadway Safety Issues: pedestrian-motorist crashes, bicycle-motorist crashes, disconnected/non-existent sidewalks, lack of bicycle facilities along public ROW (especially separated/protected), dangerous street designs & speeding, poorly marked crosswalks, lack of educational & encouragement resources/policies, outdated speed limit designations, ADA, etc.

* Final PCCBPP will be made publicly available.

Demonstration Activities (DA)

To reach Portage County's goals of eliminating roadway fatalities and serious injuries by 2045, Demonstration Activities (DA) will be deployed to address concerning corridors/areas and inform the Action Plan & PCCBPP. Best practiced & evidence-based DA will be utilized while prioritizing the safety and access by those that walk, bike, and/or roll. All DA will also be ADA compliant (accessible to and usable by individuals with disabilities). Various quantitative (e.g. pre and post-crash data, traffic volume, changes in vehicle speeds, traffic violations, yielding to pedestrians, etc.) and qualitative (e.g. behavioral changes, user feedback, etc.) data will be collected through various means (e.g. police reports, on-site assessments, interviews, surveys, public involvement sessions, etc.) and evaluated for impact and efficacy of potential future infrastructure treatments/redesigns or other countermeasures (complete assessment included within Action Plan with list of projects/strategies referencing DA info and impacts).

Scope of Work: Deploy DA throughout the County to pilot evidence-based countermeasures, study and evaluate efficacy for changes in safety, and to inform projects & strategies of the Comprehensive Action Plan (over the course of 24 months from grant agreement execution). Task Force & DA sub-committee will remain in place until 2045, overseeing the achievement of goals.

Roadway Safety Issues: high speed crashes, distracted driving, impaired driving, wildlife vehicle collisions, teenage drivers, disconnected/non-existent sidewalks, lack of bicycle facilities along public ROW (especially separated/protected), dangerous street designs, poorly marked crosswalks, lack of educational & encouragement resources/policies, ROW clear zones, ADA non-compliance, etc.

* Final DA and assessment of DA will be made publicly available.

* For a detailed List of DA and DA Timeline, please see Supporting Docs.