

# CITY OF FERNDALE REQUEST FOR QUALIFICATIONS CONSULTANT SERVICES – SAFE STREETS FOR ALL (SS4A) ACTION PLAN

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## 1. Project Background

The City of Ferndale, Washington is soliciting Statements of Qualifications (SOQs) from qualified consulting firms to prepare a Safe Streets for All (SS4A) Action Plan in accordance with the U.S. Department of Transportation's SS4A program guidance. Ferndale is one of the fastest-growing cities in the Pacific Northwest and is committed to creating a transportation system that is safe, equitable, and accessible for all users.

## 2. Scope of Work

- Conduct a comprehensive safety analysis using local crash and roadway data;
- Identify and prioritize high-risk corridors and intersections;
- Facilitate inclusive public outreach consistent with Title VI requirements;
- Develop evidence-based systemic safety strategies, policies, and projects;
- Prepare an SS4A-compliant Action Plan document including implementation timeline and performance metrics.

## 3. Preferred Consultant Qualifications

- Demonstrated experience preparing federal-aid transportation safety or multimodal plans;
- Familiarity with Whatcom County demographics, geography, and stakeholder landscape;
- Capability to begin work immediately and complete the Action Plan within 12 months.

## 4. Submittal Requirements

1. Cover Letter – Introduce the firm and express interest in the project (1 page).
2. Project Understanding & Approach – Describe methodology for developing the Action Plan, including data analysis, public outreach, and deliverables (max 5 pages).
3. Experience & Qualifications – Summarize relevant projects, key personnel, and references (max 10 pages).
4. Proposed Team – Identify project lead and key staff; include résumés in an appendix.

5. Schedule & Availability – Outline anticipated timeline and availability of key team members (max 2 pages).

SOQs, excluding résumés and front/back covers, shall not exceed \*\*20 pages\*\*.

## **5. Submittal Deadline & Delivery**

\*\*Deadline:\*\* 2:00 PM (PDT), Wednesday, September 24, 2025.

Submit one electronic PDF (10 MB max) via email to \*\*kevinrenz@cityofferndale.org\*\* with the subject line “SS4A Action Plan RFQ – [Firm Name]”. Large files may be submitted via a secure file-share link sent to the same address.

## **6. Questions and Clarifications**

All questions regarding this RFQ must be submitted via email to the contact above no later than 4:00 PM (PDT), September 10, 2025. Written responses will be posted on the City's website.

## **7. Evaluation & Selection Process**

The City will use a Qualifications-Based Selection (QBS) process pursuant to RCW 39.80. SOQs will be reviewed by a three-member evaluation committee and scored using the criteria below. The City may invite the top-ranked firms for interviews. No cost or fee information is to be submitted; scope and fee will be negotiated with the highest-ranked firm.

Evaluation Criterion	Weight
Project Understanding & Approach	35%
Relevant Experience & Past Performance	30%
Key Personnel & Availability	20%
Quality of Submittal / References	15%

Upon selection, the City will negotiate a detailed scope of work, schedule, and fee with the top-ranked firm. If the City and the top-ranked firm are unable to reach agreement, the City will terminate negotiations and initiate negotiations with the next-ranked firm, consistent with RCW 39.80.050.

## **8. Protest Procedure**

Any firm aggrieved by the selection decision may file a written protest with the Public Works Director within three (3) business days of the notice of intent to award. The protest

must clearly state the grounds for the protest. The City will review protests and issue a written decision within five (5) business days. The decision of the City is final.

## **9. Terms and Conditions**

The City of Ferndale reserves the right to amend this RFQ, reject any and all SOQs, waive informalities or irregularities, and to award a contract in the best interest of the City. Any award is contingent upon approval by the Ferndale City Council.

## **10. Public Disclosure**

SOQs submitted to the City are public records under RCW 42.56 and will be disclosed upon request, except to the extent protected by state or federal law. Proprietary information must be clearly marked.

## **11. Civil Rights, Title VI, and ADA Compliance**

The City of Ferndale, in accordance with Title VI of the Civil Rights Act of 1964, 42 U.S.C. 2000d, and related statutes and regulations, and Executive Order 13985, ensures that no person shall, on the grounds of race, color, national origin, sex, age, disability, income-level, or Limited English Proficiency, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination under any program or activity. The City further complies with Section 504 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA). Consultants must not discriminate and must provide equal opportunity.

## **12. Publication Notice**

This solicitation will be published in the City's official newspaper of record, the Ferndale Record, on August 6 and August 13, 2025, and posted on the MRSC Rosters website and the City of Ferndale website ([www.cityofferndale.org/bids](http://www.cityofferndale.org/bids)).

## **13. Draft Timeline**

Issue RFQ	August 13, 2025
Deadline for Questions	September 10, 2025
SOQ Deadline	September 24, 2025
Interviews (if needed)	Week of October 6, 2025
City Council Contract Approval	November 3, 2025

## **14. Compliance Statement**

By submitting an SOQ, the Consultant certifies that it will comply with all applicable federal, state, and local laws, regulations, executive orders, and ordinances, including but not limited to: U.S. DOT Order 1050.2A, Executive Order 13985, RCW 39.80, and the Brooks Act (40 U.S.C. 1101-1104).