

**Intent:**

The intent of this Request for Proposals (RFP) is to procure a Consultant to develop and implement the South Carolina Department of Transportation's (SCDOT) Strategic Highway Safety Plan (SHSP) for 2025-2029 [[https://www.scdot.org/performance/pdf/reports/BR1\\_SC\\_SHSP\\_Dec20\\_rotated.pdf](https://www.scdot.org/performance/pdf/reports/BR1_SC_SHSP_Dec20_rotated.pdf)] in compliance with 23 U.S.C. § 148. [[USCODE-2022-title23-chap1-sec148.pdf \(govinfo.gov\)](https://www.ecfr.gov/current/title-23-chapter-1-subchapter-B-section-148)]

**Background Information:**

A Strategic Highway Safety Plan (SHSP) is a major component and requirement of the Highway Safety Improvement Plan (HSIP) (23 US § 148). It is a statewide-coordinated safety plan that provides a comprehensive framework for reducing highway fatalities and serious injuries on all public roads. An SHSP identifies a State's key safety needs and guides investment decisions towards strategies and countermeasure with the most potential to save lives and prevent injuries. SHSPs were first required under SAFETEA-LU, which established the HSIP as a core federal program.

The Fixing America's Surface Transportation (FAST) Act continues the HSIP as a core Federal-aid program and the requirement for States to develop, implement, evaluate and update an SHSP that identifies and analyzes highway safety problems and opportunities on all public roads.

An SHSP is developed by State department of transportation in a cooperative process with Local, State, Federal, Tribal and other public and private sector safety stakeholders. It is a data-driven, multi-year comprehensive plan that establishes statewide goals, objectives, and key emphasis areas and integrates the four E's of highway safety – engineering, education, enforcement, and emergency medical services (EMS). The SHSP allows highway safety programs and partners in the state to work together in an effort to align goals, leverage resources and collectively address the State's safety challenges. <https://highways.dot.gov/safety/hsip/shsp>

**Scope of Work/Specifications:**

The scope of work (SOW) for this project consists of providing technical assistance to SCDOT for the development and implementation of South Carolina's 2025-2029 Strategic Highway Safety Plan (SHSP), in compliance with Federal regulations 23 U.S.C. § 148 [[USCODE-2022-title23-chap1-sec148.pdf \(govinfo.gov\)](https://www.ecfr.gov/current/title-23-chapter-1-subchapter-B-section-148)] and to support the state's overall mission to eliminate traffic deaths and reduce serious injuries on our state's roadways with the Department of Public Safety's 'Target Zero' goal. The Consultants shall assume primary responsibility for general supervision of the Consultant employees and his/her or their sub-Consultants for all work performed and shall be solely responsible for all procedures, methods of analysis, interpretations, conclusions, and contents of work performed under this solicitation. The Consultant shall act in an independent capacity and not as employees for the SCDOT. Whenever necessary to perform work in the field, particularly with respect to reconnaissance, the Consultant will endeavor to maintain good relations with the public. Personnel employed by or representing the Consultant shall conduct themselves with propriety. The Consultant will manage all subcontractors and manage the work effort including regular communications, teleconferences, management of schedule, and invoicing.

All images, documents, and graphics produced as part of this solicitation shall be produced with the highest quality graphics and presented in a manner that is clear and easily understood by the general public. In addition, all images, documents, graphics, and SHSP related items developed will be the property of SCDOT, used freely by SCDOT and any SCDOT approved local jurisdictions and/or agencies, as needed when presented or discussed with the public or online. All materials will be provided in Microsoft Word, Excel, Adobe or (PDFs) unless agreed upon between SCDOT and Consultant. The Consultant shall meet or exceed the specifications listed below

### **QUALITY CONTROL**

The Consultant shall implement all necessary quality control measures to produce plans and reports that conform to SCDOT and Federal Highway Administration (FHWA) guidelines and standards [[Strategic Highway Safety Plan \(SHSP\) | FHWA \(dot.gov\)](#)]. Prior to submittal to the SCDOT, all content shall be thoroughly reviewed by the Consultant for completeness, correctness, accuracy and consistency with the referenced requirements.

### **SCDOT QUALITY ASSURANCE REVIEWS**

SCDOT shall perform internal quality assurance reviews of deliverables.

### **COORDINATION WITH THE SCDOT AND OTHER ENTITIES**

The Consultant will coordinate with SCDOT staff, FHWA, law enforcement agencies, and all other stakeholders as necessary throughout the duration of the project. The Consultant will be responsible for planning and coordination related meetings to be held at the SCDOT Headquarters building, South Carolina Department of Public Safety (SCDPS), or other SCDOT approved sites as appropriate during the course of this contract. The Consultant will coordinate with their internal staff and sub-consultants as necessary throughout the duration of the project. For each meeting, agendas and meeting minutes will be prepared and distributed by the Consultant to designated participants.

### **Schedule of Tasks**

- Task 1 – Project Organization & Management
- Task 2 – Data & Literature Coordination, Collection, & Review
- Task 3 – Stakeholder Coordination
- Task 4 – SHSP Development
- Task 5 – SHSP Implementation Plan
- Task 6 – Marketing and Strategic Communication Plan

### **Technical Scope of Work by Task:**

The Consultant will manage all sub-consultants (if utilized) and manage the work effort including regular communications, teleconferences, management of schedule, and invoicing.

## **Task 1 – Project Organization & Management**

### **1.1 Project Management Plan\***

The Consultant will produce a draft project management plan (PMP) including a draft project schedule, to SCDOT Program Manager for review within ten (10) business days of the issuance of the NTP. As part of the PMP, the Consultant will review the current FHWA Process Approval Checklist [[SHSP Process Approval Checklist - Safety | Federal Highway Administration \(dot.gov\)](https://www.fhwa.dot.gov/shsp/SHSP_Process_Approval_Checklist_-_Safety_|_Federal_Highway_Administration_(dot.gov))] for SHSP updates to ensure this SHSP update process meets all requirements set forth by the FHWA. The PMP will also include a project schedule and outreach plan to communicate SHSP information to internal and external stakeholders throughout the update process. The Consultant shall send the draft PMP to the SCDOT Program Manager for review within ten (10) business days of the issuance of the NTP. The SCDOT Program Manager will provide comments to the Consultant within five (5) business days of receiving draft. The Consultant will update the PMP and provide final version based on SCDOT feedback. The PMP should include a planned schedule for: monthly status meetings, three (3) stakeholder meetings, planned presentations, and task deliverables as well as protocols for communication and document submission and review.

### **1.2 Kickoff Meeting and Subsequent Monthly Meetings**

A kickoff meeting will be held with SCDOT representatives with 30 business days of Notice to Proceed (NTP). Items to be discussed during the kickoff meeting include: Project Management Plan (PMP), Task Overview, SHSP Committee, and stakeholder list. The Consultant Principal-in-Charge, Project Manager, and Deputy Project Manager will attend the kickoff meeting either in person or via videoconferencing. Additional Consultant staff may be included via videoconferencing arranged by the Consultant. The Consultant staff will work with SCDOT Program Manager to schedule the kickoff meeting. All subsequent monthly status meetings can be conducted via videoconferencing/remotely. The Consultant will prepare all meeting materials and will submit those electronically via email (in Microsoft Word) to the SCDOT Program Manager with five (5) business days prior to the meeting. The Consultant will submit meeting minutes electronically via email (in Microsoft Word) to the SCDOT Program Manager no later than ten (10) business days after the conclusion of the meeting.

### **1.3 SHSP Committee & Stakeholder list**

The Consultant shall coordinate and submit a list of proposed SHSP Steering Committee members and stakeholders. The proposed list shall be submitted to the SCDOT Program Manager within ten (10) business days from receipt of NTP. The SCDOT will review and approve the list within five (5) business days.

### **1.4 Monthly Invoicing with progress report**

The Consultant shall invoice monthly with all appropriate documentation required by the SCDOT. The Consultant will submit a brief monthly project progress report accompanying its invoice for each reporting period in electronic format. The report will contain concise statements covering relevant activities, including a clear and complete amount of the work performed under the project, by task; an outline of the work to be accomplished and expected meetings/teleconferences during the next reporting period; a description of any problems encountered or anticipated that will affect the completion of the project within the time and

fiscal constraints as established, together with recommended solutions to such problems; or, a statement that no problems were encountered; a table with current and cumulative expenditures versus planned expenditures for each task; and a chart depicting the schedule and overall progress against same. Any deviations will be documented in the monthly progress reports. The Consultant shall submit invoices in a format acceptable to SCDOT with all the necessary documentation required for payment. Invoices shall be submitted monthly and invoices shall contain the following information:

- Contract Number:
- Invoice Number:
- Payment Number:
- Contract Amount:
- Paid to Date:
- Total Invoiced to Date:
- Less Previous Payments:
- Total due this Invoice:

The Consultant shall notate invoice “I certify invoice (insert invoice number) to be true and correct.” This statement shall be signed by the Consultant.

### **1.5 Monthly Status meetings**

Monthly status meetings will be held via phone, Zoom, TEAMS, or other SCDOT approved channel with the Consultant and the SHSP Steering Committee members, as needed to review project status.

**Deliverables:** Draft PMP, Kickoff Meeting, Final PMP, (draft with project schedule), Monthly Meetings, Progress Reports, and Invoices

## **Task 2 – Data & Literature Coordination, Collection, & Review**

### **2.1 Crash Data Collection**

The SCDOT will provide all relevant crash data available at the time of request for the Consultant to use for any review, analysis, and updates relevant to the SHSP including information necessary to address the Special Rules in U.S.C 148(a)(1) and U.S.C. 148(g)(2) [[USCODE-2022-title23-chap1-sec148.pdf \(govinfo.gov\)](#)] (i.e., definition High Risk Rural Roads and the results of older driver and pedestrian data analysis). Crash data provided to the Consultant shall not be used for any other purpose outside of updating the SHSP.

### **2.2 State, Regional, National Data Collection**

The Consultant shall collect, review, and coordinate with SCDOT any additional relevant data required to ensure the SHSP meets all requirements set forth by FHWA. This data may include, but is not limited to, Census data, Diversity & Equity Data (EJSCREEN), education, and employment data.

### **2.3 Data Review Regarding Previous SHSP**

The Consultant will review the crash data and actions within the existing SHSP and coordinate with the SHSP Steering Committee to recommend and document accomplishments or significant improvements made since the previous SHSP.

### **2.4 Literature Review**

The Consultant will review SC transportation and safety plans to flag specific elements which could warrant inclusion in the next iteration of the South Carolina SHSP. The Consultant will also review in-state and national guidance on countermeasures which will inform the development of both the SHSP and the Factsheets. The Consultant will provide a Literature Review Summary including a technical memorandum, documenting the literature review and guidance recommendations to SCDOT.

### **2.5 Data Review Regarding SHSP Update**

The Consultant will review all available data according to FHWA guidance, with a focus on fatality and serious injury trends. This review shall guide the strategies and actions within the SHSP. SCDOT will provide relevant crash data to the Consultant as noted in 2.1. The Consultant will perform any required data analysis and coordinate with SCDOT regarding any proposed changes to emphasis areas for the SHSP based on the data review.

### **2.6 Vulnerable Road User Assessment (VRU)**

The Consultant will review and familiarize themselves with the FHWA VRU requirements [[VRU Safety Assessment Guidance \(dot.gov\)](#)], SCDOT's 2023 VRU Safety Assessment document (11/23) [[VRU w signatures 2023.pdf \(scdot.org\)](#)] and SCDOT's 2022 Pedestrian and Bicycle Safety Action Plan (PBSAP) [[SC Pedestrian and Bicycle Safety Action Plan.pdf \(scdot.org\)](#)]. The Consultant shall ensure it has all required data to update and integrate the PBSAP & VRU into the SHSP and address all components of 23 U.S.C 148(1). The Consultant shall integrate and update the PBSAP and VRU into one document for inclusion as part of the SHSP per all available FHWA guidance.

## **2.7 Performance Management**

The Consultant will assist the SCDOT Project Manager and SHSP Steering Committee in developing multi-year objectives and ensuring consistency with annual targets established in other safety plans.

## **2.8 Review preliminary emphasis area results**

The Consultant will schedule the teleconference with SHSP Steering Committee members with the goal of selecting the SHSP emphasis areas. The Consultant will provide a detailed agenda and the results of the data & literature review including any recommended updates to the existing emphasis areas from the previous SHSP to the updated SHSP at a minimum of five (5) business days prior to the Steering Committee call regarding emphasis areas and prioritizations and discussion of additional safety factors listed in 23 U.S.C. 148(d)(1)(B) [[USCODE-2022-title23-chap1-sec148.pdf \(govinfo.gov\)](#)]. The Consultant will prepare meeting minutes and any SCDOT or Steering Committee action items to be delivered to the SCDOT Project Manager within ten (10) business days of the meeting.

**Deliverables:** Literature Review Summary, Emphasis Area Recommendation Summary

## **Task 3 – Stakeholder Coordination**

### **3.1 Stakeholder Coordination**

The Consultant will deliver a survey to stakeholders, to review the draft emphasis areas and solicit feedback on potential emphasis area changes, future strategies, countermeasures and any other relevant survey data deemed relevant from the Data and Literature reviews (Task 2). The Consultant will provide a summary document of the survey results to SCDOT Project Manager for review within ten (10) business days of the survey closing date. The SCDOT Project Manager will provide feedback within five (5) business days.

### **3.2 Stakeholder Webinars**

The Consultant will conduct up to three (3) (one-hour in length) webinars with stakeholders regarding the SHSP update. One (1) of the webinars should be at a point in the schedule to present the results of the Stakeholder Survey and the planned Emphasis Areas. The second webinar should be used to present the Final SHSP after FHWA acceptance. The third webinar can be used as an optional meeting as needed for stakeholder engagement as agreed upon by both the SCDOT and the Consultant. The Consultant shall be responsible for planning, coordinating, and presenting the information as required in the virtual web meetings.

**Deliverables:** Stakeholder survey summary, Webinar/virtual webinar presentation.

## **Task 4 – SHSP Development**

The Consultant will compile all materials (data analysis, countermeasures, strategies, surveys, etc.) into a single SHSP document, provide to the SCDOT for review, and update it based on feedback received.

### **4.1 Plan Framework Meeting**

The Consultant will schedule a SHSP plan framework meeting with SHSP Steering Committee members within four (4) weeks of the kick off meeting. The Consultant will provide a detailed agenda in consultation with the SCDOT five (5) business days prior to the meeting. The agenda should include items such as the discussion of the 2020-2024 SHSP document and any required or requested changes to be implemented in the 2025 SHSP including but not limited to: layout, graphics, photographs, coordination with other plans, etc. The Consultant will prepare meeting minutes to be delivered to the SCDOT within ten (10) business days of the meeting.

### **4.2 Draft SHSP Outline**

The Consultant will produce a draft SHSP outline within ten (10) business days of the framework meeting for the SCDOT review. The SCDOT will provide comments back on the outline within ten (10) business days of receipt. The Consultant will prepare a final outline based on feedback.

### **4.3 SHSP Draft**

The Consultant will submit a draft SHSP to the Steering Committee for review in stages; Preliminary Draft (80%), Revised Draft (90%), Final Draft (95%). Drafts shall be submitted in Microsoft word for review. The SCDOT will determine if teleconferences are necessary for further discussion and/or revisions to each section. Each section will have a ten (10) business day review cycle by the Department, with edits to be completed and included in the next stage. Once a complete draft of the SHSP has been provided to the Steering Committee, and allowing for a ten (10) business day review period, the Consultant will schedule a teleconference call to discuss the plan in its entirety.

### **4.4 SHSP Final Draft, Stakeholder Review**

The Consultant will submit the 95% Final draft SHSP to the stakeholders for review and provide a ten (10) business day comment period. Consultant will review all stakeholder comments within ten (10) business days of the comment period closing and will provide an overview of comments received with recommended revisions to the 95% SHSP draft (if any) to the SHSP Steering Committee members. The Consultant shall coordinate a meeting with the SHSP Steering Committee to review comments and recommendations. If needed, the SCDOT will provide feedback of any revisions required within five (5) business days. Revision based on stakeholder comments will advance the SHSP to 99% Draft. The Consultant shall plan the project schedule within the PMP (SOW Section Task 1) to complete this task no later than October 1, 2024.

#### **4.5 SHSP Final Draft, Secretary of Transportation / SCDPS Review**

The Consultant shall allow a twenty (20) business day review and approval period by the Secretary of Transportation and Director of SCDPS. Any requested revisions shall be completed by the Consultant within ten (10) business days.

#### **4.6 SHSP Signatures**

The Consultant shall allow a twenty (20) business day approval period by the SCDOT Secretary of Transportation and Director of SCDPS.

#### **4.7 SHSP Final FHWA Submittal**

The Consultant shall coordinate effectively with FHWA during the entire SHSP report process to facilitate and ensure prompt acceptance of the final SHSP. The Consultant shall properly submit the final and signed SHSP to the FHWA on behalf of the SCDOT according to FHWA guidance. The Consultant will prepare a detailed description of the process used to update the SHSP in a letter to the FHWA division office. The Consultant will prepare the SHSP Process Approval Checklist and include specific references documenting where South Carolina's SHSP satisfies each Federal SHSP requirement. The Consultant will submit the FHWA letter and completed SHSP Process Approval Checklist to the SCDOT for review and will make any revisions until the SCDOT concurs that all Federal requirements for South Carolina's SHSP have been met. The Consultant shall plan the project schedule within the PMP (SOW Section 1.1) to complete this task no later than December 1, 2024.

#### **4.8 Final SHSP**

The SHSP shall be considered final and complete (100%) upon signature by the Secretary of Transportation, the Director of Public Safety, and acceptance by FHWA. The Consultant shall be responsible for printing, binding, and delivering no less than twelve (12), but no greater than twenty-four (24) color copies of the final SHSP to the SCDOT upon request.

**Deliverables:** SHSP Outline, Drafts and Final SHSP Plans (electronic & final hard copies), letter and checklist for FHWA division office.

#### **Task 5 – SHSP Implementation Plan**

While creation of the 2025-2029 SHSP is in process, a 2025 Implementation Plan (SHSP-IP) will be developed by the Consultant concurrently with both plans being routed through the SCDOT for individual agency approval. The SHSP-IP shall be finalized no later than two (2) months after the acceptance of the 2025 SHSP by FHWA. Both plans will be made available for presentation to stakeholders and during public information meetings as needed. The Consultant will develop the 2025 SHSP Implementation Plan (SHSP-IP) based on the previous SHSP & SHSIP-IP. The SHSP-IP will be organized by Emphasis Area, with a budget that is fiscally constrained, and developed in coordination with other stakeholders.

#### **5.1 Draft 2025 SHSP Implementation Plan**

The Consultant will schedule a two (2) hour teleconference with SHSP Steering Committee members to review the contents of the IP. A draft IP will be produced within ten (10) business days of the teleconference for review by the SCDOT and Steering Committee.



## **5.2 Final 2025 SHSP Implementation Plan**

Following a ten (10) business day review period by the Department, the Consultant will perform all requested revisions and provide the final Implementation Plan within ten (10) business days.

## **5.3 Document process for updating future SHSP and Implementation Plans**

The Consultant will develop a process diagram showing the steps to update the Implementation Plans and how they will feed into future SHSP updates.

**Deliverables:** Draft and Final 2025 SHSP Implementation Plan, SHSP-IP update diagram.

## **Task 6 – Marketing and Strategic Communication Plan**

The SHSP Steering Committee believes it is imperative to share this plan with its largest partner – the general public. It is expected that the Consultant take the lead in generating ideas and plans for marketing the SHSP. The Consultant will coordinate with the SCDOT (Office of Public Engagement) to develop a communication plan and associated work items – graphics, ads, social media, and PowerPoints. It is anticipated that two onsite meetings will be necessary for this task.

### **6.1 Communications Plan**

The Consultant will schedule a meeting with members of the SHSP Steering Committee and the SCDOT Office of Public Engagement to review the communications plan. The communications plan will present the communications goals for the SHSP, the target audiences for outreach, the recommended strategies and actions for communication, the frequency of implementation, and the desired outcomes. The communication plan should be provided by the Consultant to the SCDOT ten (10) business days prior to this meeting. The Consultant will perform all requested revisions and provide final Communications Plan within ten (10) business days of the meeting.

### **6.2 Emphasis Area Factsheets**

The Consultant will coordinate the SCDOT (Office of Public Engagement) to produce unique factsheets for each Emphasis Area identified in the updated SHSP. Using in-state guidance and national resources the Consultant will develop strategies (or countermeasure) within the Factsheets for each of the emphasis areas selected for inclusion in the SHSP. The factsheets will detail the range of strategies by emphasis area (considering the 4Es – engineering, education, enforcement, and emergency services), their effectiveness, costs to implement, and timeframe for implementation. The Consultant will prepare and provide strategy sheets to the SCDOT Program Manager for review and approval. The Consultant will make all requested revisions within ten (10) business days of receiving comments. These factsheets should contain:

- Graphics and other data visualizations
- Key takeaways related to each Emphasis Area

### **6.3 2025 SHSP Presentation**

The Consultant will prepare, attend, and deliver a presentation regarding the SHSP and Implementation Plan at up to two (2) conferences. One of the conferences should be the 2025 South Carolina Transportation Forum. The second conference should be a statewide conference agreed upon by the Consultant and SCDOT.

**Deliverables:** Communications Plans, Emphasis Area Factsheets (PDF & 250 Hardcopies), agenda and associated materials for any Steering Committee calls, SHSP & IP Presentation (PowerPoint)

#### **Each submittal shall include the following information:**

1. Standard Federal Form 330
2. The name and contact information, to include email, of the primary contact.
3. Certification stating whether the business is or is not a South Carolina resident.
4. Information responsive to the selection criteria
5. Submittals shall not exceed 20 double-sided pages, to include letter of interest and the covers, which shall be soft – no hard notebooks.
6. The Standard Federal Form 330 shall not be included in the 20 double-sided page count.
7. To be considered for selection, persons or firms must be properly licensed in accordance with the requirements of Title 40 of the South Carolina Code of Laws, as amended, at the time of resume submission.

## **Evaluation Factors**

### **Qualifications (35 Points)**

1. Demonstrate successful and particularly recent experience of the team on similar projects. Include a list of states where the members of the team have completed similar projects.
2. Demonstrate expertise in specialized areas required for this project.
3. Demonstrate the ability of professional staff to complete the project.
4. References submitted with proposal.

### **Technical Approach (30 Points)**

1. Demonstrate a clear understanding of the effort and products required.
2. Explicit consideration of the features listed in the Scope of Work.
3. Innovations or efficiencies to be used in completing the project with descriptions of how they add value to the project and approach to developing an updated the SCDOT SHSP.
4. Quality, clarity, and thoroughness in addressing required tasks and submission guidelines. The proposal adheres to the document organization and content requested in the RFP. The content has been reviewed and is free of distracting spelling, punctuation, and grammatical errors.

### **Project Management (20 Points)**

1. Demonstrate an ability to perform needed tasks and meet stated completion date.
2. Demonstrate the ability to complete project within the schedule stated in this document.
3. Provide recent, current, and project workloads of the firm.

### **Resources (15 Points)**

1. Availability of personnel and any resources needed to successfully complete the project.
2. Staffing plan demonstrates staff (particularly Project Manager) ability to successfully complete the project and to include a listing of each key team members' current and projected workload.
3. Resumes shall reflect a team comprised of staff with experience successfully implementing similar projects that includes technical writers and graphic designers (with the ability to produce quality graphics and data visualizations).

**Maximum Contract Period: Two (2) Years from the issuance of Notice to Proceed**