

**REQUEST FOR PROPOSAL
Westshore Alliance Transportation Action Plan Update**

A. Introduction

The Westshore Alliance (“Alliance”) is a 501(c)(6) not-for-profit organization committed to supporting businesses in the Westshore District of Tampa, Florida. Established in 1983, the Alliance represents nearly 350 businesses in the Tampa Bay region. Our mission is to continue the Westshore District’s transformation into a premier mixed-use district and cultivate a thriving community for residents and businesses.

The Westshore Alliance serves as the master developer of the Westshore District through a Development of Regional Impact agreement with the City of Tampa (“City”) and operates the Westshore Special Services District through a separate agreement with the City. The Westshore Alliance also operates the Westshore District Foundation, a 501(c)(3) organization created to improve the Westshore District through public art and community programming.

In 2018, the Westshore Alliance developed the [Westshore Transportation Action Plan](#) (“the Action Plan” or “the Plan”) to provide a blueprint for addressing the mobility needs and priorities of the residents, employees, and visitors. The Action Plan is critical in maintaining the economic vitality of the Westshore District. For this purpose, the Action Plan must continue to evolve with changes in project timelines, cost estimates, and for the inclusion of an online project tracking component.

B. Scope of Work

The Westshore Alliance is seeking written proposals from firms with assessment and website development capabilities to review and update the Action Plan to be cohesive with the Alliance’s current goals, priorities, and strategies. The selected firm (“Firm”) will work with Alliance staff to integrate new initiatives and project updates into the original plan. In this process, the Firm will engage with Alliance staff and the Alliance’s member-based committees in collaborative sessions.

The Firm will establish an online component that provides project trackers and updates for individual users to monitor the real-time status of the Alliance’s efforts. The online component must be designed with an intuitive, user-friendly interface that supports easy navigation and a dynamic dashboard that readily identifies the components (Project ID/Phase, Project Scope, Project Type, Funding Source) of the Action Plan. The online component must include an interactive map that allows users to identify specific projects and reflects the project components outlined in the Plan. The online component can use existing interactive tools available to the Alliance, such as Vibe Map. The Firm will create a PDF summary document of the Action Plan not to exceed 20 pages and a one-page fact sheet that is separate from the online component, consisting of the high-level content provided within the Plan updates.

C. Bid Window

This request for proposals shall be open from July 1, 2025 to August 1, 2025 at 5pm. This period may be extended at the discretion of the Westshore Alliance.

D. Maximum budget for this project

\$225,000

E. Terms and Conditions

The Westshore Alliance serves as the contractor for the Westshore Special Services District through an agreement with the City of Tampa. As such, the terms and conditions here reflect the City's terms and conditions for bid responses, except where noted.

An individual or entity ("Firm") responding to this RFP must provide notice of any relevant licenses, certificates, or registrations with its submission to be considered. The Westshore Alliance shall own all ideas, documents, plans, and materials developed as a result of this solicitation and the Firm is informed same shall be subject to reuse. The Westshore Alliance can return the respondents' materials if asked following the completion of the awarded respondent's work, provided that the awarded respondent has completed work in a satisfactory manner, and the non-awarded bids are not necessary for the work of the Alliance.

Responding Firms confirms it has read and is familiar with Section 119.071(3), Florida Statutes regarding certain building plans, blueprints, schematic drawings, which depict the internal layout and structural elements of a building, facility, or other structure owned or operated by the City of Tampa, Hillsborough County, or other agency that are per said section exempt from Section 119.07(1), Florida Statutes and Section 24(a), Art. I of the Florida Constitution ("Exempt Plans") and (ii) agrees Firm shall remain in compliance with same, including maintaining the exempt status of such Exempt Plans for so long as they are held by Firm or otherwise in its possession.

Applicants are asked to have no contact with Westshore Alliance Officers, Executive Committee members, Board of Directors members, or employees regarding this solicitation, other than as specifically stated in this solicitation. The Westshore Alliance may cancel, withdraw, or modify this RFP at any time and reserves the right to reject any or all responses and to waive irregularities, formalities, and informalities as it determines in the Westshore Alliance's best interest. The firms that employ direct family members of employees and Westshore Alliance Officers are ineligible from being considered for this project.

Firms desiring to provide these services to the Westshore Alliance must submit a single electronic file in a searchable PDF format, smaller than 5MB, a Letter of Interest addressed to Caroline Seccombe, Transportation and Planning Manager, together with a Statement of Qualifications and any supplemental material listed in the Submission Requirements and allowing evaluation for further consideration based upon the following criteria/point system: Successful Comparable Project Experience, (30 pts); Experience within the Westshore District on Public or Private Property (30 pts); Workload and Availability (10 pts); Proposed Schedule of Project Delivery (10 pts); City of Tampa/Hillsborough County Small, Women, Minority, and Veteran Owned Small Business certification (10 pts); Experience with City of Tampa, Hillsborough County, FDOT District 7, and Westshore Alliance (5 pts); Project Budget (5 pts).

The PDF file must be e-mailed to seccombe@choosewestshore.com before 5 P.M., August 1, 2025. As a courtesy, the Westshore Alliance will endeavor to provide an email acknowledgement within a few days after submission receipt (submissions received on the day of the deadline may not be acknowledged before the deadline or at all). It is the Firm's responsibility to confirm its submission (PDF file) has been received.

F. Incurred Expenses

The Alliance is not responsible for any expenses which respondents may incur in the preparation and submittal of proposals requested by this RFP, including but not limited to, costs associated with travel, accommodations, interviews or presentations of proposals.

G. Proposals Binding

All proposals submitted shall be binding for 180 calendar days following the opening.

H. Governing Law / Venue

The laws of the State of Florida (without giving effect to its conflicts of law principles) govern all matters arising out of or relating to this request, including, without limitation, its interpretation, construction, performance, and enforcement. The parties hereto submit to the exclusive jurisdiction and venue of the state and federal courts located in Hillsborough County, Florida.

I. Compliance with laws

The Firm shall comply with all applicable laws, ordinances, and codes of the Federal Government, State of Florida, Hillsborough County, and the City of Tampa. It shall be the responsibility of the Firm to be knowledgeable of all federal, state, county and local laws, ordinances, rules and regulations that in any manner affect the items covered herein which may apply. Failure to comply with all applicable laws, ordinances and codes may lead to termination of the Contract.

As this project is to be funded by the Westshore Special Services District, a special services district with a non-ad valorem property tax assessment, Firms should comply with any requirements of the City of Tampa.

J. Force Majeure

Neither the Alliance nor Firm shall be deemed in default with respect to the performance of, or compliance with the terms, covenants, agreements, conditions, or provisos of the Agreement, if the failure to perform or comply shall be due to any strike, lockout, civil commotion, invasion, rebellion, hostilities, sabotage, acts of God or causes otherwise beyond the control of the Alliance or Firm.

K. Contract Termination

When deemed to be in the best interest of the Alliance, the Alliance may cancel any award resulting from this specification by the following means:

- 10-day written notice with cause; or
- 30-day written notice without cause.

L. Equal Opportunity

The Westshore Alliance hereby notifies all bidders that all eligible businesses, including Small Local Business Enterprises (SLBEs) and Women/Minority Business Enterprises (WMBEs), eligible Veteran Owned Small Businesses and eligible LGBT businesses will be afforded a full opportunity to participate in any award made by the Alliance pursuant to this present proposal matter and will not be subjected to discrimination on the basis of race, color, national origin, religion, sex, age, disability, familial status, marital status, sexual orientation, gender identity or expression. The Alliance, as a contractor of the City of Tampa for the Westshore District, prohibits any person

involved in contracting and procurement activities, to discriminate on the basis of race, color, religion, sex, national origin, age, disability, familial status, marital status, sexual orientation, gender identity or expression.

M. Independent Contractor status

The Firm agrees that its status shall be that of an Independent Contractor during its performance of this Contract. The Firm's employees and agents have no employer-employee relationship with the Alliance. The Alliance shall not be responsible for the Federal Insurance Contribution Act (FICA) payments, federal or state unemployment taxes, income tax withholding, Workers Compensation Insurance payments, or any other insurance payments; nor will the Alliance furnish any medical or retirement benefits or any paid vacation or sick leave.

N. Convicted Vendor List (Public Entity Crime)

A person or affiliate who has been placed on the convicted vendor list following a conviction for a public entity crime may not submit a bid and may not be awarded or perform work as a contractor, supplier, Subcontractor, or consultant under this contract.

O. Assignment and sub-contracting

No Firm shall assign the award or any rights or obligations there under without the written consent of the Alliance. In the event of such approved Sub-Contracting, the Firm agrees to provide the City with written documentation relative to the subcontractor that will be employed in this award.

P. Submission Requirements

For the Westshore Alliance to fully assess the Firm's ability to fulfill our need for assistance with the updating of the Action Plan, please include the following in your response:

a. Cover Page

- i. Please include company name, principal business address, mailing address, phone number, web address, and number of years in business.
- ii. Include the name, title, business address, phone number, and email address of the individual(s) responding to this RFP.

b. Company Information and Past Experience

- i. Please include a summary of your work with similar projects and organizations.
- ii. Provide the names and qualifications of those individuals who will work on this project and explain each team member's role.

c. Fee Proposal

- i. Please include the cost for services and deliverables, billing policies, and invoicing timelines.
- i. The maximum proposed budget for this project is \$225,000.

d. Westshore Alliance membership

- i. Please note your current or previous Westshore Alliance membership or if the company has never been a member of the Westshore Alliance. The selected respondent must be a member of the Westshore Alliance before signing an agreement for service.

e. References

- i. Please include three references with a priority placed on projects similar in scope.

Q. Submission of Proposals

- a. Proposals shall be organized in the format listed above and must be in a searchable PDF format.
- b. Please submit proposals to:
Caroline Seccombe, Transportation and Planning Manager
seccombe@choosewestshore.com

R. Proposal Timeline and Evaluation

- a. RFP released Tuesday, July 1, 2025
- b. Proposals must be submitted by 5:00 PM on Friday, August 1, 2025.
- c. Notice of Selection made by 5:00 PM on Friday, August 29, 2025.
- d. The contract shall begin on Monday, October 1, 2025, and end September 30, 2026, or upon satisfactory completion of the project as determined by Westshore Alliance.
- e. Proposal Evaluation and Selection Criteria:
 - a. The Westshore Alliance will evaluate all proposals with the intention of retaining cost-effective services that align with the scope of work.
 - b. The Westshore Alliance will consider the respondents' expertise and previous relevant experience when determining the award recipient.
 - c. Respondents may be asked to participate in follow-up calls prior to the selection of the award recipient.

S. Governing Law / Venue

The laws of the State of Florida (without giving effect to its conflicts of law principles) govern all matters arising out of or relating to this request, including, without limitation, its interpretation, construction, performance, and enforcement. The parties hereto submit to the exclusive jurisdiction and venue of the state and federal courts located in Hillsborough County, Florida.

T. Force Majeure

Neither the Westshore Alliance nor Firm shall be deemed in default with respect to the performance of, or compliance with the terms, covenants, agreements, conditions, or provisions of the Agreement if the failure to perform or comply shall be due to any strike, lockout, civil commotion, invasion, rebellion, hostilities, sabotage, acts of God or causes otherwise beyond the control of the Westshore Alliance or Firm.

U. Contract Termination

When deemed to be in the best interest of the organization, the Westshore Alliance may cancel any award resulting from this specification by the following means:

- 10-day written notice with cause; or
- 30-day written notice without cause.

V. Assignment and Sub-contracting

Firm shall not assign the award or any rights or obligations thereunder without the written consent of the Westshore Alliance.