REQUEST FOR PROPOSALS
For Consultant Services

Transportation Element of the KC Spirit Playbook

Planning Sustainable Places Program

Requested by
The Mid-America Regional Council

October 5, 2020
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REQUEST FOR PROPOSALS

A. PURPOSE AND INTRODUCTION

The Mid-America Regional Council (MARC) seeks consulting services to complete the Transportation Element of the KC Spirit Playbook project for the City of Kansas City, Missouri.

The PSP Program provides local governments with financial support to advance detailed local planning and project development activities in support of Creating Sustainable Places, Connected KC 2050’s Activity Centers and Corridors framework, and the Mid-America Regional Council’s adopted policy statement on regional land use direction. The subject project is one of 13 across the region chosen for funding through the Planning Sustainable Places Program.

B. CREATING SUSTAINABLE PLACES INITIATIVE

In October 2010, a consortium of more than 60 regional partners, led by the Mid-America Regional Council, received a $4.25 million planning grant from the U.S. Department of Housing and Urban Development to advance the implementation of the Regional Plan for Sustainable Development, Creating Sustainable Places.

Creating Sustainable Places is not only a regional vision and plan to guide how we grow and develop, but a strategy for moving our communities from planning to action. This strategy includes the following steps:

- Organizing for Success – Building on the region’s strong track record of collaboration to provide leadership, coordinate outreach and education activities, broaden public understanding of and involvement in sustainability issues, and strengthen stakeholder capacity to address them.
- Enhancing Decision Making – Developing new tools, policies and practices necessary to make sound investments and accelerate sustainable development.
- Demonstrating New Models – Applying these new tools to key corridors and activity centers through demonstration projects that can help transform the ways neighborhoods and communities grow and develop.

The 2013 Planning Sustainable Places Program (PSP) combined funds dedicated to the demonstration projects component of Creating Sustainable Places and the Livable Communities Surface Transportation/Bridge Program awards to provide local governments with financial support to advance detailed local planning and project development activities. The program received 37 applications and funded 18 projects.

The 2015, 2017 and 2019 Planning Sustainable Places Programs (PSP) were funded solely through the Livable Communities Surface Transportation Program and thus funding was only available to jurisdictions and other government entities within the eight county MARC metropolitan planning organization boundary. In 2015, the program received 27 applications and funded 13 projects. In 2017, the program received 36 applications and funded 25 projects. In 2019, the program received 24 applications and funded 12 projects. In 2021, the program received 30 applications and funded 14 projects.

The Creating Sustainable Places Initiative and the region’s long-range plan, Connected KC 2050 (CKC 2050) outline a need to focus efforts on promoting concepts consistent with
sustainable communities and place a focus on advancing site specific and project specific activities in support of these objectives. Projects awarded funding will be consistent with those goals.

The 2021 Planning Sustainable Places program will continue to serve as a single local government assistance program intended to specifically respond to these goals and facilitate the following objectives:

**Program Objectives:**

- Support the development and implementation of local activity center plans consistent with Creating Sustainable Places principles, identified regional activity centers, and the land use policy direction outlined in *Connected KC 2050*.
- Support localized public engagement and community consensus building.
- Support the identification and conceptualization of land use strategies, transportation projects, and related sustainable development initiatives that help to realize and advance the objectives identified in the Creating Sustainable Places initiative, *Connected KC 2050*, and the MARC Board’s adopted policy statement on regional land use direction.
- Support the conceptualization, development, and implementation of Creating Sustainable Places projects.

Additional information about the Planning Sustainable Places program and the Creating Sustainable Places initiative can be found on the MARC website, [www.marc.org](http://www.marc.org).

The focus of this request for proposals (RFP) is to create a Sustainable Places Plan that addresses the following key priorities for the City of Kansas City, Missouri:

- To create strong links between transportation strategies and other citywide plans as well as the remainder of the comprehensive plan elements
- Public engagement on mode choice shift, infrastructure and funding priorities, policies to support mode shift, and trade-offs
- Existing conditions data collection
- Conceptual modal change scenarios

**C. PROJECT BACKGROUND**

The City of Kansas City, Missouri is currently updating its comprehensive plan. The updated plan is scheduled for completion by fall 2022. The City seeks assistance with developing a more robust set of transportation policies and recommendations to be incorporated into the new comprehensive plan, the KC Spirit Playbook. Funding currently committed to the update - approximately $300,000 – will largely be directed to public engagement. The City’s intent with this PSP funding is to accomplish these goals: 1. Develop a robust transportation element in the updated comprehensive plan 2. create strong links between transportation and other plan elements 3. Examine existing transportation related plans and synthesize them under a single transportation strategy. The project will provide in-depth data collection, analysis, research, public engagement, and coalition building ultimately producing a long-
term strategy positioning Kansas City as a model for multi-modal transportation for the entire region. The increased resources devoted to transportation will help ensure that the project team can factor in how transportation relates to the other elements in the plan. The transportation element will become an umbrella transportation vision and strategy, tying together elements of all other transportation related plans. The City and our regional transportation partner agencies - MoDOT, RideKC, Streetcar Authority and MARC – currently have several plans that address transportation systems and mobility for the city and region including the following:

- Smart Moves 3.0
- Transportation Outlook 2040/Connected KC 2050
- Trails KC Plan
- Bike KC Plan
- Walkability Plan
- NextRail Plan
- Major Street Plan
- Transit Oriented Development Policy
- numerous area, corridor and PSP plans
- Complete Streets Ordinance.

Many recommendations from the FOCUS plan, align perfectly with the goals of the PSP program - such as establishing multi-modal networks, linking land-use and transportation considerations to advance compact development patterns, and taking a regional lead in environmental stewardship - and will be carried forward into the KC Spirit Playbook. And new strategies will be added as needed to address the issues facing Kansas City today and in the coming decades. This project will develop a single vision for transportation, tying together various elements under a common vision for the City. It will also guide future updates to these existing documents and identify additional planning and implementation work where necessary. The plan will provide direction and prioritization on transportation investments and policy initiatives using an environmental, safety, and equity lens. The KC Spirit Playbook will belong to all of Kansas City’s residents, businesses, workers and visitors and it will be used by the community to understand City policy, priorities and overall direction, and to champion projects. The City Council and the other decision-making bodies will use the plan to evaluate proposals and identify projects and initiatives to pursue.

D. SCOPE OF SERVICES

The study area for this plan is the entirety of the Kansas City, Missouri jurisdiction.

DATA COLLECTION & ISSUE INVENTORY

- Collect transportation related data. Identify key issues considering all modes.
  - Examine and review existing data, micro and macro from all applicable sources, to establish a thorough existing conditions. Identify gaps and create a plan to collect the missing data.
  - Analyses will cover (but is not limited to) environmental, equity, housing affordability, job access, market research, and land use. Data indicators are to be identified and incorporated into the plan. A market segmentation analysis will identify the needs of transportation user sub-markets and areas of the city which need investments in order to thrive. This analysis will also identify where caution should be employed to minimize displacement and gentrification.
• In coordination with existing KC Spirit Playbook policy review process, the consultant will review existing City programs, codes, plans, standards, and policies related to mobility.
  o Identify potential needs, gaps, issues, opportunities, and recommended changes.
  o Compile database and summary of transportation recommendations.
  o Develop a Citywide Multi-Modal Transportation System Map depicting:
    o existing system
    o gaps
    o projects underway
    o recommended future system
  o Identify an approach to incorporate relevant plans into the comprehensive plan and how the comprehensive plan will guide future plan updates.
• Review of peer city plans (list to be coordinated with common peer city comparisons performed by Long Range Planning staff) and best practices related to integrated transportation systems
  o Analysis will include approaches to public engagement, project prioritization, funding mechanisms, and methods for measuring success
• Review and analysis of Federal and State programs, funding sources, policies and statutes as they relate to transportation systems and mobility.
• Compile a summary report of draft findings and issues that will be presented to relevant staff, committees, and public meetings.
• Devise and implement public engagement tactics emphasizing
  • Racial Equity
  • COVID friendly engagement
  • Inter-agency cooperation
  • Coalition building with real estate development community, neighborhood leadership, faith-based community, advocacy community, business districts, etc.

Deliverables - Data Collection, Policy Review and Issues Report, and Public Engagement Summary

GOALS, POLICIES, STRATEGIES, & RECOMMENDATIONS
• Research best practices to address issues identified in previous tasks.
• Identify potential recommendations to address the issues identified in previous tasks.
  o Work with staff, elected officials, the general public, and any committees to identify preferred strategies and recommendations.
  o Identify related strategies from other plan elements.
  o Present a range of five to seven draft alternatives to comprehensive plan committees, work groups or public meetings
  o Review draft policies, strategies and recommendations against KC Spirit Playbook comprehensive plan values and lenses.
• Perform additional analysis and refinement of recommendations as needed. The use of scenario planning to illustrate the interplay between the various modes and the trade-off between access and mobility is expected.
• Identify Final Initiatives and Strategies to incorporate into the comprehensive plan
  o Identify relationships of each initiative and strategy to other comprehensive plan elements, and other plans.
  o Work with staff, elected officials, the general public and any relevant committees to review recommendations.
• Identify implementation actions including general costs, funding sources, responsible entities, potential champions, critical path issues, general time required, phasing and prioritization.


PUBLIC ENGAGEMENT

• Consultant will lead a Transportation Working Group.
• Consultant will lead meetings with applicable staff, committees or work groups related to the comprehensive plan update or the public, as needed.
• Consultant will identify opportunities for creating coalitions with community groups and industry leaders in an attempt to educate and advocate for transportation concepts

Deliverables – Public Engagement Summary Report

E. STUDY SCHEDULE

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
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<tbody>
<tr>
<td>Notice to Proceed</td>
<td>Within two weeks after receipt of signed contract</td>
</tr>
<tr>
<td>Kick off meeting</td>
<td>Two weeks after NTP</td>
</tr>
<tr>
<td>Public Engagement Plan Finalized</td>
<td>One Month after NTP</td>
</tr>
<tr>
<td>(including committee and subcommittee selections)</td>
<td></td>
</tr>
<tr>
<td>Data Collection Plan Finalized</td>
<td>Six Weeks after NTP</td>
</tr>
<tr>
<td>Data Collections Begins</td>
<td>Eight Weeks after NTP</td>
</tr>
<tr>
<td>Public Engagement Meeting 1 thru 6</td>
<td>18 weeks (4.5 months) after NTP</td>
</tr>
<tr>
<td>Mode shift conceptual review</td>
<td>Five months after NTP</td>
</tr>
<tr>
<td>Preliminary Data Collection Tech Memo</td>
<td>Three Months After NTP</td>
</tr>
<tr>
<td>Data Collection Tech Memo Draft</td>
<td>Six Months After NTP</td>
</tr>
<tr>
<td>Policy Proposals Review</td>
<td>Six Months after NTP</td>
</tr>
<tr>
<td>Data Collection Tech Memo Final</td>
<td>Seven Months After NTP</td>
</tr>
<tr>
<td>Mode shift concept submittal</td>
<td>Seven Months After NTP</td>
</tr>
<tr>
<td>Policy Proposals Final Submittal</td>
<td>Seven Months After NTP</td>
</tr>
<tr>
<td>Inter-agency coordination meeting 1 thru 3</td>
<td>Eight Months After NTP</td>
</tr>
<tr>
<td>Final Document Draft</td>
<td>Nine Months after NTP</td>
</tr>
<tr>
<td>Final Document Review Period</td>
<td>Two Weeks</td>
</tr>
<tr>
<td>Final Document Submittal</td>
<td>Ten Months after NTP</td>
</tr>
</tbody>
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F. PROPOSAL SUBMITTAL REQUIREMENTS

To be eligible for consideration, one electronic copy of the response to the RFP must be received by the Mid-America Regional Council no later than 3:00 pm DST, on October 30, 2020. Late submittals will not be considered and will be returned to submitter unopened. The font should not be smaller than 12 point. Covers, cover letter (single page max) and table of contents are not included in the 6-page limit. Further details regarding page counts follow:
If mailing or delivering a flash drive or CD/DVD, the envelope should be addressed to:

Mid-America Regional Council  
Attn: Beth Dawson  
600 Broadway, Suite 200  
Kansas City, MO 64105  
Fax: 816-421-7758

If emailing your submission, please email to Beth Dawson at bdawson@marc.org. If you email the file it is your responsibility to ensure that the proposal has been received and not blocked by a spam filter or rejected due to file size. To confirm receipt of the file, contact Beth Dawson at bdawson@marc.org or 816.701.8325 prior to 3:00 pm CDT, on Friday, October 30, 2020.

Questions should be directed to Beth Dawson at bdawson@marc.org or 816-701-8325. DO NOT CONTACT THE CITY OF GRANDVIEW, MISSOURI REGARDING THIS REQUEST FOR QUALIFICATIONS, YOU WILL BE DIRECTED TO BETH DAWSON. All questions must be received by noon CDT on Wednesday, October 21, 2020. All questions will be posted to a Question and Answer page on the MARC website by close of business on October 23, 2020. A link to that page will be posted on the RFP page, http://www.marc.org/Requests-for-Proposals.

The following items must be addressed in all proposals:

1. **PROPOSED PROJECT APPROACH:** Responses should include a proposed approach to the project that includes the proposer’s understanding of the project’s objectives and local context, tentative schedule for project completion, a description of your approach to each of the tasks listed in Section D, description of all project deliverables and tentative public engagement process. Please provide your staff capacity for meeting the project requirements. Identify the key team members who are likely to be assigned to this contract if your proposal is selected along with a description of their roles and
responsibilities. State approximate date your business/firm is available to begin work on
the Project. Provide a list of subcontractors to be included on the consultant team, along
with a brief description of their qualifications and services they are likely to perform.

2. **PROPOSED PUBLIC ENGAGEMENT STRATEGIES:** Responses should include a
proposed approach to public outreach and engagement including process, meetings,
tools and techniques to be utilized for engaging the community and key stakeholders in
this project.

3. **QUALIFICATIONS:** Proposals should indicate general and specific qualifications of the
proposer in disciplines appropriate to this project and specifically convey the role of the
proposer in each case cited. An emphasis and priority in evaluation will be placed on
firms with qualifications and experience that have resulted in successful implementation
of comparable projects. A brief narrative (three pages maximum) may also be included
regarding the firm’s capabilities to carry out this project, including special assets, areas of
expertise, analytical tools, data sources, etc. to which the firm may have access.

Proposals shall also include:

   a. A listing and summary of similar projects undertaken within the last five (5) years,
      by proposing firm and/or its subcontractors, showing contract amounts,
      description of work performed, client contact persons, phone numbers, and e-mail
      addresses;
   b. Resumes of key professional staff who will be assigned to this project (3 single
      pages maximum);
   c. Description of the existing and anticipated workload of individuals assigned to this
      project during the period of this study. Any reassignment of designated key staff
      shall not occur without mutual consultation and the consent of the Mid-America
      Regional Council and the City of Kansas City, Missouri.
   d. References. (3 – 4 including contact name, phone number and email address)

4. **DISADVANTAGED BUSINESS ENTERPRISE (DBE) GOAL:** Studies funded in part by
USDOT are required to follow 49 CFR part 26 Disadvantage Business Enterprise
Program (DBE). The proposed study has a minimum DBE goal of 22%. Required
attachment for consultant acting as DBE.

5. **AFFIRMATIVE ACTION CHECKLIST:** If applicable, proposers must complete and
enclose with their proposal company’s Affirmative Action Plan (see Attachment B
Affirmative Action Checklist). Required for all contractors, primary or sub, who have 50 or
more employees.

6. **CERTIFICATION REGARDING DEBARMENT:** Each proposer is required to certify by
signing the “Certification Regarding Debarment, Suspension, and Other Ineligibility and
Voluntary Exclusion” (Attachment C). “Certification Regarding Debarment, Suspension,
and Other Ineligibility and Voluntary Exclusion” is a certification that the proposer is not on
the U.S. Comptroller General’s Consolidated Lists of Persons or Firms Currently Debarred
for Violations of Various Contracts Incorporating Labor Standards Provisions. Required of
primary only.

7. **CERTIFICATION REGARDING LOBBYING:** See Attachment D. Required for primary
only.
G. SELECTION PROCEDURE

The review committee shall adhere, as closely as possible, to the following review schedule. The sponsor reserves the sole right to change this review schedule to meet the needs of the review committee.

<table>
<thead>
<tr>
<th>Milestone</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>RFP Released</td>
<td>October 5, 2020</td>
</tr>
<tr>
<td>Pre-Bid Workshop</td>
<td>October 14, 2020 at 10 a.m. CDT via WebEx</td>
</tr>
<tr>
<td>Questions Due</td>
<td>October 21, 2020, noon CDT</td>
</tr>
<tr>
<td>Q&amp;A Posted</td>
<td>October 23, 2020, EOB</td>
</tr>
<tr>
<td>Proposals Due</td>
<td>October 30, 2020</td>
</tr>
<tr>
<td>Review of Proposals</td>
<td>November 2 – 11, 2020</td>
</tr>
<tr>
<td>Interviews</td>
<td>Week of November 30, 2020</td>
</tr>
<tr>
<td>Negotiate Scope</td>
<td>December 7 – 11, 2020</td>
</tr>
<tr>
<td>MARC Board Authorization</td>
<td>December 22, 2020</td>
</tr>
<tr>
<td>Notice to Proceed</td>
<td>Within two weeks after receipt of signed contract</td>
</tr>
</tbody>
</table>

Review will be conducted by a committee made up of representatives from Mid-America Regional Council and representatives selected by the City of Kansas City, Missouri. Interviews will take place with short-listed firms.

H. PROPOSAL EVALUATION CRITERIA

The proposals submitted by each Contractor, Firm, or Contractor Team, will be evaluated by the selection committee according to the following criteria:

- Experience and availability of key personnel [20%];
- Experience on similar projects [20%];
- Approach to community engagement [25%];
- Project understanding [10%];
- Project approach and solutions to critical issues [20%];
- Ability to accomplish project within desired timeframe [5%].

I. PRE-PROPOSAL MEETING AND QUESTION SUBMITTAL

MARC will host a pre-proposal meeting for all interested consultant teams to ask questions and gain clarity around any elements or requirements of this RFP.

When: Wednesday, October 14, 2020, 10:00 am
Registration link:

https://marckc.webex.com/marckc/onstage/g.php?MTID=e5f2244cef7305fe86101491a015ca6e2

MARC will host a webinar on October 14, 2020 at 10 a.m. to review the RFP. Attendance at the pre-bid workshop is not required, but the session should help attendees develop stronger proposals. This webinar will be recorded and a link posted to
http://www.marc.org/Requests-for-Proposals along with a copy of the presentation and the attendee list.

All questions/requests for clarifications must be submitted in writing to MARC by October 21, 2020 at noon CDT.

Please submit questions in writing to Beth Dawson at bdawson@marc.org.

MARC will post all questions, answers and clarifications to http://www.marc.org/Requests-for-Proposals.

J. CONTRACT AWARD

From the firms expressing interest, a committee will review the submittals and rank the firms. Short listed firms will be notified to schedule an interview.

The remaining firms will be notified by letter after the agreement is approved by the Board.

Awarding of the final contract is subject to the acceptance of the grant by the MARC Board and a signed funding agreement between the City of Kansas City, Missouri and MARC.

K. PROJECT BUDGET

The award of this contract will be based on a qualifications-based selection process that may include in-person interviews followed by the successful negotiation of costs and fees. The selected firm should be prepared to provide cost and fee information within two days of their notification of selection for negotiation. If the City cannot come to an agreement with the first choice firm on costs and fees then the City may choose to terminate those negotiations and begin negotiations with the second firm on the scoring list or terminate all negotiations and issue another RFP for these services at a later date. The budget maximum is $134,500.

L. PERIOD OF PERFORMANCE: End date of February 2022.

Both the project budget and the period of performance are subject to change based on the availability of funds or other unforeseen events or activities.
ATTACHMENT A

SUMMARY OF ATTACHMENTS

1. Complete the AFFIRMATIVE ACTION CHECKLIST Attachment B.

2. Complete the CERTIFICATION REGARDING LOBBYING Attachment C.

3. Complete the CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY, AND VOLUNTARY EXCLUSION Attachment D.
Federal regulations require that any firm of 50 or more employees soliciting an assisted federally funded contract must have an affirmative action program. If applicable, please provide a brief response to the following items that would typically be covered in any such program. You may provide a copy of your program and reference appropriate pages.

1. Date plan was adopted

2. Name of Affirmative Action Officer

3. Statement of commitment to affirmative action by the chief executive officer

4. Designation of an affirmative action officer, of assignment of specific responsibilities and to whom the officer reports.

5. Outreach recruitment

6. Job analysis and restructuring to meet affirmative action goals

7. Validation and revision of examinations, educational requirements, and any other screening requirements.

8. Upgrading and training programs

9. Internal complaint procedure

10. Initiating and insuring supervisory compliance with affirmative action program

11. Survey and analysis of entire staff by department and job classification and progress report system

12. Recruitment and promotion plans (including goals and time tables)
CERTIFICATION REGARDING DEBARMENT, SUSPENSION, INELIGIBILITY AND VOLUNTARY EXCLUSION

This Certification is required by the regulation implementing Executive Order 12549, Debarment and Suspension, 29 CFR Part 98 Section 98.510, Participants' responsibilities. The Regulations are published as Part II of the June 1985, Federal Register (pages 33, 036-33, 043)

Read instructions for Certification below prior to completing this certification.

1. The prospective proposer certifies, by submission of this proposal that neither it nor its principals are presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participating in this transaction by any Federal department or agency.

2. Where the prospective proposer is unable to certify to any of the statements in this certification, such prospective proposer shall attach an explanation to this proposal.

________________________________________________________
Date      Signed – Authorized Representative

____________________________________
Title of Authorized Representative

Instructions for Certification Regarding Debarment, Suspension, Ineligibility, and Voluntary Exclusion:

1. By signing and submitting this agreement, the proposer is providing the certification as set below.

2. The certification in this clause is a material representation of fact upon which reliance was placed when this transaction was entered into. If it is later determined that the proposer knowingly rendered an erroneous certification, in addition to other remedies available to the Federal Government, the department, or agency with which this transaction originated may pursue available remedies, including suspension and/or debarment.
CERTIFICATION REGARDING LOBBYING

The undersigned certifies, to the best of his or her knowledge and belief, that:

. No Federal appropriated funds have been paid or will be paid, by or on behalf of the undersign, to any person influencing or attempting to influence an officer or employee of a federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with the awarding of any Federal contract, the making of any Federal grant, the making of any Federal loan, the entering into of any cooperative agreement, and the extension, continuation, renewal, amendment, or modification of any Federal contract, grant, loan, or cooperative agreement.

. If any funds other than Federal appropriated funds have been paid or will be paid to any person for attempting to influence an officer or employee of any federal agency, Member of Congress, an officer or employee of Congress, or an employee of a Member of Congress in connection with this Federal or Federally assisted contract, grant, loan, or cooperative agreement, the undersigned shall complete and submit Standard Form – LLL, “Disclosure Form to Report Lobbying,” in accordance with its instructions.

. The undersigned shall require that the language of this certification be included in the award documents of all tiers (including subcontracts, subgrants, and contracts under grant, loans, and cooperative agreements) and that all subrecipients shall certify and disclose accordingly.

This certification is a material representation of fact upon which reliance was placed when this transaction was made or entered into. Submission of this certification is a prerequisite for making or entering into this transaction imposed by section 1352, title 32, US Code. Any person who fails to file the required certification shall be subject to a civil penalty of not less than $10,000 and not more than $100,000 for each such failure.

______________________________________________________________
(Name of Entity)

______________________________________________________________
(Name and Title of Authorized Official)

________________________________   _________________________
(Signature of above Official)            (Date)