



May 23, 2023

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# COMPREHENSIVE PLAN DEVELOPEMENT

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## REQUEST FOR QUOTE PROPOSALS (RFP)

Proposals should be submitted to:

Jill Jefferson  
Planning Department  
135 North Main Street  
Woodstock, VA 22664

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[Jill.Jefferson@TownofWoodstockVA.gov](mailto:Jill.Jefferson@TownofWoodstockVA.gov)  
540-459-3626

**CLOSING DATE/TIME**  
**JULY 7, 2023**  
**3:00 P.M.**

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along the North Fork of the Shenandoah River. The town serves as the county seat of government, is the center of commercial activity and professional services for the surrounding area and hosts a 27-bed acute care hospital. With many surrounding opportunities for outdoor recreation, including the Seven Bends State Park, Town Council envisions Woodstock serving as a basecamp for people to explore the Town, Shenandoah Valley, and surrounding areas.

Because of Woodstock's geographic location, climate changes with increased intensity of flooding impact the Town. The Town believes that this Plan is key to refocusing attention on finding sustainable solutions for long-term climate-related problems.

The current Comprehensive Plan was last substantially updated in 2007. In 2012, the Plan was amended to include two urban development areas. The Plan provides guidance to, and policy for, the Town's planned and built physical environment.

Several additional outreach and study efforts completed in recent years should be drawn upon as a resource for the new Plan effort, including the following:

- Woodstock [Bicycle and Pedestrian Master Plan](#);
- Woodstock Town Strategic Plan;
- [Urban Tree Canopy Plan](#);
- VDOT [Route 42 Transportation Corridor Study](#).

Other Town planning initiatives are underway or planned during fiscal years 2023 and 2024 that will provide data to inform the Comprehensive Plan. These initiatives include the Larry D. Bradford Fairview Park Master Plan, a Tree Heat Island Assessment, and an updated Urban Canopy Plan. Concurrent with this effort, Shenandoah County is updating their Comprehensive Plan.

Since the adoption of the 2012 Comprehensive Plan update, a combination of regional changes and advancements in planning practices have refocused the Town's priorities for how it needs to adapt in order to grow and prosper in the future. A number of transportation mobility projects (Smart Scale project improvements and the Bike/Ped Master Plan) throughout the Town, and in key gateways, have had a significant impact on the planned direction of the Town. These changes require study and strategies so their effects can be effectively incorporated into future plans.

The Comprehensive Plan is uniquely suited for bringing the goals of these plans together into a single document, and then crafting strategies that leverage resources to address multiple issues at the same time.

### **III. PROJECT DESCRIPTION**

The Town wishes to produce a Comprehensive Plan where each topic-specific chapter (land use, housing, economic prosperity, mobility, etc.) is effectively connected to broader themes that serve as guiding principles. The successful consultant will demonstrate the use of modern and effective engagement and product formats to compile and present new policy and guidance in a style that creates a compelling and engaging document. Narratives

should help convey the community's values, aspirations, and vision for the future, making the plan more relatable and inspiring for residents. The Plan shall be presented in a way that is accessible to multiple audiences and allows for it to be easily updated. Examples include utilizing links that connect the Plan to other documents and studies using platforms that can easily be edited in the future by Town staff, multilingual platforms, with mobile-friendly access to encourage interaction on smartphones and tablets.

The Plan should also include a realistic implementation schedule for identified action strategies and explicitly tying the goals, strategies, and performance measures and monitoring mechanisms to assess the progress and effectiveness of Plan implementation. Data dashboards and interactive performance indicators enable Town staff to track key metrics and evaluate the outcomes of planning efforts.

The Town envisions that each chapter will wrap around themes that will serve as the connective tissue of the final Plan. These themes will reflect community aspirations and broad visions of core values.

This project will be executed from summer 2023 through early 2025. During the study, there will be a minimum of one progress/review meeting per month with a written summary by the contractor. The Town reserves the right to schedule additional meetings as necessary depending upon need and circumstances. The study should be completed with a final Comprehensive Plan submitted within 20 months from the contract start date and presented to the Planning Commission for Town Council adoption in early 2025.

#### **IV. PROJECT SCOPE AND REQUIREMENTS**

The primary purpose of the Woodstock Comprehensive Plan is to meet state code and serve as a guidepost for all land use decisions as well as establish an initial roadmap to support the educational, social, recreational, and cultural goals of the Town administration, staff, and the greater community. Specific goals will be identified through a variety of data-gathering methodologies, including online surveys, public meetings, committees, focus groups. The selected Consultant will work with various Town departments, quasi-public redevelopment agencies, community groups, and the public at-large in a collaborative and inclusive manner. An innovative public outreach strategy is encouraged that will attract the participation of traditionally underrepresented populations. A detailed outreach methodology should be included in the proposal and should cover how the Consultant will interface with Town staff, Planning Commission, and the general public. The Town recommends the smart growth best practices and tools such as the American Planning Association's "The Comprehensive Plan: Sustainable, Resilient, and Equitable Communities for the 21st Century" in creating policy and guidance for implementation over the next 15 or 20 years.

- A. The selected Consultant and its team members should have experience with land use planning, infrastructure planning, resiliency planning, and fiscal impact analysis. The proposal shall provide a description of methodology of the offeror's design and management processes incorporating an understanding of the goals and criteria of this project and how the offeror intends to meet those goals and criteria; and

provide a specific plan for providing the service including a clear narrative of approach methodology including what, when and how the following sections will be delivered:

**1. Vision:**

Defines aspirations for Woodstock in 2040 or 2045 and is the foundation for all goals and policies in the Comprehensive Plan

**2. Land Use:**

Develop a framework for the future development and use of land in Woodstock through a map depicting the character of all land use to be permitted. This framework should include goals, policies, and implementation actions associated with those uses. Land use solutions should explore a focus on smart growth, compact and connected development, infill redevelopment, and housing for all. The Comprehensive Plan should lay the groundwork for standards that are context sensitive, such that they reflect the scale and character of a small-town Main Streets.

**3. Economic Prosperity/ Development:**

Develops a long-term policy framework that supports the Town's objectives for a vital and prosperous community of residents and diverse businesses, and may address such topics as business retention, expansion, tourism, development and redevelopment, and economic development culture. Includes potential redevelopment mixed-use, compact configurations of catalyst sites, identified as economic drivers of the community. Renderings of potential redevelopment designs could jump start future catalyst site redevelopment as well as spark surrounding area redevelopment.

**4. Mobility:**

Includes circulation goals, policies, and programs for a transportation system that supports the land use plan and identified travel needs for all. It will conclude automobile, bicycling, pedestrian mobility, connectedness, and interrelatedness. Mobility and infrastructure systems influence community form and character at the regional, town, neighborhood and site scales. Planning for mobility is critical to land use and development patterns. Topics will include potential new or improved transit corridors, streetscapes, and parking and promote active transportation and walkability.

**5. Public Services and Infrastructure:**

Defines goals and policies in support of county schools, community facilities, libraries, cultural facilities, police and fire protection and emergency services to support existing and future populations. Includes desired performance levels and strategies to ensure continued provision of high-quality services.

6. **Utilities and infrastructure:**  
Identifies necessary infrastructure improvements to support existing and future land uses. Systems including water, sewer, stormwater and energy will be addressed in the context of sustainable approaches to reduce environmental and climatic impacts.
7. **Trails, Parks and Recreation:**  
Identifies existing and planned trails, parks and recreation facilities; assesses deficiency areas; and identifies opportunities for expansions.
8. **Environmental Sustainability:**  
Recommends best practices and goals for climate resiliency and ensuring that the town balances preservation of our natural environment and resources with incremental urbanization.
9. **Housing:**  
Identifies goals and strategies to ensure that the town has sufficient supply and housing types to provide access to safe and affordable housing for all populations.
10. **Historic and Architectural Resources:** Specifies solutions to protect, preserve, restore, and enhance areas of significance to affirm their continuing value. Including development / redevelopment in balance with historic designations.
11. **Fiscal Sustainability:**  
Perform fiscal land use analysis/modeling to guide the town to quantify and map fiscal performance of the development pattern and use this information to make more informed decisions with land use, infrastructure, and economic development.

- B. It is required that a kick-off meeting be held within 30 days of the effective date of the contract between the selected Consultant and the Town. At this meeting, a rough project outline will be discussed, and the Consultant will:
  1. Present a detailed timeline for completion of all aspects of the project, including the number and approximate date of public meetings.
  2. Supply the Town with a list of documents, information, and other materials needed to complete the project.
  3. Provide a report that demonstrates an understanding of all Town, state, and federal policies and procedures that are either legally required to be present in the Plan or that could potentially impact either the Plan's development or its implementation.
- C. It is required that the completed Plan blends planning best practices, changing legal landscapes, and public outreach. The final Plan should include chapters based

around central themes. This may result in some topics being discussed more than once as they may fit in with multiple themes. Chapters should minimize explanatory narratives to promote its utility.

- D. The final Plan will include an implementation schedule that considers and helps to influence the annual operating and capital budget planning process, provides recommendations on how to annually review the Plan, as well as offers additional information and studies needed to advance the Plan.
- E. The successful Consultant will present the Plan to the Planning Commission at intervals deemed appropriate by Town staff and the Consultant, or as requested. At a minimum, the Consultant will clearly outline the contents of the final report and explain the recommended changes to the Plan.
- F. All work produced by the consultant shall be the property of the Town of Woodstock.
- G. Proposal Narrative:  
Proposals should be as thorough and detailed as possible so that the Town may properly evaluate your capabilities to provide the required goods/services.
- H. The Town also requires that the Consultant provide all updated GIS layers and maps developed during the process. The Consultant shall be responsible for all primary activities and deliverables, and the Town's project manager will assist the consulting team by providing necessary and requested information in the form of documents, materials, and access to institutional knowledge. The Town's project manager will also coordinate the internal reviews of all the work produced by the consulting team. All work must be produced in formats supported by Town technology, including Microsoft Office and ESRI GIS. Projected demographics will be provided by the contractor, and the project, as a whole, be completed within a maximum of twenty (20) months from the start of the project.

## V. **PROPOSAL PREPARATION AND SUBMISSION**

Prior to submitting a proposal, it is the offeror's responsibility to check the Town's website <https://www.townofwoodstockva.gov/Bids> or eVA for any addenda associated with this RFP.

### A. **General:**

- 1. RFP Response: In order to be considered for selection, Offerors must submit a complete response to this RFP. Include all information requested and any other information thought to be relevant to completely address the Request for Proposals requirements. Should the Offeror fail to respond to all requirements of the RFP, or fail to provide adequate or complete documentation as determined by the evaluation committee, the Offeror's proposal may be eliminated from further consideration.



2. All proposals submitted under this RFP shall become the property of the Town of Woodstock and will be subject to public inspection in accordance with the *Virginia Freedom of Information Act*.

**B. Specific Proposal Instructions:**

1. The proposal package shall be organized for each of the below listed categories. The total proposal shall not exceed 35 pages and one page is considered front and back of an 8.5x11-inch paper. Any blank page is also counted as one page. The addenda may not be used in evaluating the proposals.
  - a. A cover letter, signed by an authorized officer of the company indicating the underlying company's philosophy in providing the requested services.
  - b. An executive summary that provides an overview of the proposed project methodology, team (including subcontractors) and any other information deemed relevant to include.
  - c. Offerors should outline the proposed statement of work with major tasks and key milestones outlined, key performance indicators, and a schedule for completing the work.
  - d. A detailed public engagement methodology outlining the offeror's engagement activities, frequency, and target audiences.
  - e. A list and description of at least three similar projects the company has worked on, including contact information. Please also describe how each project is comparable to the proposed project. Applicants are encouraged to include links or samples of final work products produced for past clients.
  - f. The qualifications and experience of senior and key personnel that will be assigned to the Project Team, including sub-consultants, with each member's proposed scope of involvement. A description of the consultant's methods for disseminating work to sub-consultants shall be included.
  - g. A description of the company's experience in working with stakeholders and members of the public that have differing viewpoints, and methods used to facilitate consensus for a common policy vision.
  - h. Costs associated with each task included in the proposal.
  - i. Proof of Authority to Transact Business in Virginia (Attachment A).

2. One proposal shall be submitted in PDF format by email to Jill Jefferson [jill.jefferson@townofwoodstockva.gov](mailto:jill.jefferson@townofwoodstockva.gov).

Additionally, four (4) hard copies submitted in a sealed envelope and marked with the RFP title “**Development of Comprehensive Plan**” shall be delivered by July 7, 2023, 3 p.m., to town offices at:

Jill Jefferson  
Town of Woodstock  
135 North Main Street  
Woodstock, VA 22664

**Proposals received after that time will not be considered.**

3. No questions will be entertained after June 9, 2023, 12 p.m..
4. **PRE-PROPOSAL CONFERENCE:** An optional preproposal conference will be held on June 7, 2023, at 1:30 p.m. via electronic meeting. A link for the electronic meeting will be provided on the Town website. No other comments or questions will be entertained by the Town after June 9, 2023, 12 p.m., noon.

It is the Town’s intent that this RFP permits competition. It shall be the Offeror’s responsibility to advise the Purchasing Agent in writing if any language requirement, specification, etc. or any combination thereof, inadvertently restricts or limits the requirements stated in this RFP to a single source, or otherwise restrict competition. All comments, questions, or requests for clarification, including any notification regarding restrictions to competition, must be received by the Town Point of Contact no later than June 9, 2023, noon. Offerors may not rely on any oral explanations, clarifications, or changes to the solicitation. All explanations, clarifications, or changes will be issued in written form as detailed herein. The Town will not be bound by any oral statements.

5. The calendar for offers is as follows:
  - RFP Issuance: May 23, 2023
  - Optional Pre-Proposal Conference: June 7, 2023, 1:30 p.m.
  - All questions, comments and notifications to be received by: June 9, 2023, 12 p.m.
  - Proposals Due: July 7, 2023, 3:00 p.m.

## **VI. EVALUATION AND AWARD**

The approving authority for this RFP is the Town of Woodstock, Virginia. This RFP does not commit the Town of Woodstock to award a contract or to pay costs or expenses incurred in the preparation of responses to this RFP. The Town of Woodstock reserves

the right, at any time prior to award of the contract, to reject any and all proposals, or any part thereof, to make no award, and/or to issue a new RFP, or make modifications, corrections, or additions to the information contained herein. Offerors are cautioned this is an RFP, not a request for contract.

**Evaluation Criteria for Proposals:**

Proposals evaluations shall use the following criteria:

Evaluation Criteria	Point Value
Offeror’s methodology/specific plan or approach employed to perform project scope of services.	30
Overall qualifications and capabilities of the project team to perform the services required.	25
References – Similar projects with similar communities	20
Schedule, availability, and ability to meet deadlines	10
Quote (Price) of Proposal	15

Based on the results of proposal evaluation by the Selection Committee, the highest rated Offerors may be invited by the Town to make oral presentations to the Selection Committee. Such presentations may include, but are not necessarily limited to, explanations of the proposed approach, work plan, and qualifications of the Offeror. There is no specified number of Offerors that may be selected for interview. An evaluation committee will review all proposals. Following the completion of the initial evaluation, the committee may interview a limited number of firms and negotiate a contract with the firm(s) believed most capable of providing the required services.

**VII. TERMS AND CONDITIONS**

- A. Once an Offeror is tentatively selected based on the “Evaluation Criteria” detailed in this solicitation, the Town reserves the right to conduct further discussions/negotiations with the selected Offeror. As a result of this discussion and negotiation, the Town may propose, in writing, a contract that amends the scope of the RFP or the Offeror's proposal prior to signing the contract.
- B. This document will form part of the contract between the successful bidder and the Town. The terms of this document are subject to the Request for Proposal, which shall control in the event of conflict.
- C. This solicitation is subject to the provisions of the procurement policy for the Town and any revisions thereto, which are hereby incorporated into this contract in their entirety. A copy of the manual is available for review at Town Office.
- D. This solicitation and any resulting contract shall be governed in all respects by the laws of the Commonwealth of Virginia and any litigation with respect thereto shall be brought in the courts of the Commonwealth in Shenandoah County, Virginia. The

contractor shall comply with all applicable federal, state and local laws, rules and regulations.

- E. The Offeror shall provide the Town with documents bound and suitable for distribution. In addition, all electronic copies of documents shall be provided in a format compatible with the Town's word processing hardware and software.
- F. All documents, including electronic copies, submitted in response to this solicitation shall become the property of the Town. All documents, including electronic copies, prepared in conjunction with, and relating to, the work detailed in this solicitation and resulting Contract shall become the property of the Town upon final payment of all fees to the Contractor as forth for in the contract.
- G. The successful Offeror (Contractor) shall assume full responsibility for the complete effort as required by this RFP. The selected Offeror shall be the sole point of contact for the Town regarding all contractual responsibilities.
- H. By submitting their bids, bidders certify to the Town that they will conform to the provisions of the Federal Civil Rights Act of 1964, as amended, as well as the Virginia Fair Employment Contracting Act of 1975, as amended, where applicable, the Virginians With Disabilities Act, the Americans With Disabilities Act and 2.2-4311 of the Virginia Public Procurement Act.
- I. No offeror shall modify, revise, edit or make any unauthorized change(s) to the original Request for Proposal (RFP). The Official solicitation document and the addenda(s) are the documents posted on the Town of Woodstock's web site and/or eVA. Any such violation as stated above may result in rejection of the RFP response. In addition, violations may result in the debarment of the offeror by the Town of Woodstock.
- J. If any prospective (bidder/offeror) has questions about the specifications or other solicitation documents, the prospective (bidder/offeror) should contact the person whose name appears on the face of the solicitation no later than five working days before the due date. Any revisions to the solicitation will be made only by addendum issued by the buyer.
- K. Any bid resulting from this solicitation shall be valid for (30) days. At the end of the (30) days the bid may be withdrawn at the written request of the Bidder. If the bid is not withdrawn at that time it remains in effect until an award is made or the solicitation is canceled.
- L. The Town may make such reasonable investigations as deemed proper and necessary to determine the ability of the bidder to perform the services/furnish the goods and the bidder shall furnish to the Town all such information and data for this purpose as may be requested. The Town further reserves the right to reject any bid if the evidence submitted by, or investigations of, such bidder fails to satisfy the Town that such bidder is properly qualified to carry out the obligations of the contract and to provide the services and/or furnish the goods contemplated therein.

- M. The Town shall not be in default of any failure in performance of this agreement in accordance with its terms if such failure arises out of causes beyond its reasonable control and without the fault of or negligence of the Town. Such causes may include but are not restricted to acts of God or the public enemy, fires, flood, epidemics, quarantine restrictions, strikes, freight embargoes, and unusually severe weather, but in every case the failure to perform must be beyond the reasonable control and without the fault or negligence of the Town.
- N. In case of failure to deliver goods or services in accordance with the contract terms and conditions, the Town, after 21 days advance written notice, if the failure is not cured, may procure them from other sources and hold the contractor responsible for any resulting additional direct and indirect costs. This remedy shall be in addition to any other lawful remedies which the Town may have.
- O. The Town may terminate any agreement resulting from this solicitation at any time, for any reason or for no reason, upon thirty days advance written notice to the Contractor. In the event of such termination the Contractor shall be reasonably compensated for services and work performed prior to termination.
- P. As authorized in Section 2.2-4304 of the Code of Virginia, this procurement is being conducted on behalf of and may be used by public bodies, agencies, institutions, and localities of the Commonwealth of Virginia with the consent of the successful Offeror.
- Q. The contractor shall be responsible for all property damage, accidents, injury, death, and other liabilities incurred while performing contractual duties for the Town and will hold the Town harmless for all resulting damages, including reasonable attorneys' fees. This duty of indemnification shall include the right of the Town to select its legal counsel in any such situation.
- R. Changes can be made to the contract in any of the following ways:
  - a. The parties may agree in writing to modify the scope of the contract. An increase or decrease in the price of the contract resulting from such modification shall be agreed to by the parties as a part of their written agreement to modify the scope of the contract.
  - b. The Town delegated agent may order changes within the general scope of the contract at any time by written notice to the Contractor. Changes within the scope of the contract include, but are not limited to, things such as services to be performed, the method and the place of delivery. The Contractor shall comply with the notice upon receipt. The Contractor shall be compensated for any reasonable additional costs incurred as the result of such order and shall give the Town a credit for any savings.
- S. It is mutually understood and agreed that the Contractor shall not assign, transfer, convey, or otherwise dispose of this contract or its interest therein, or its power to execute such contract, to any other person, firm, or corporation, without the prior specific written consent of an authorized representative of the Town of Woodstock;

but in no case shall such consent relieve the Contractor from his obligations or change the terms of the contract.

- T. All parties performing services for the Town shall comply with all Occupational Safety and Health Administration (OSHA), State Occupational Health Standards, and any other applicable rules and regulations. All parties shall be held responsible for the training, supervision, and safety of their employees. Any unsafe acts or hazardous conditions that may cause injury or damage to any persons or property within and around the work site areas under this contract shall be remedied per the regulatory agency's guidelines.
- U. The Town shall not indemnify or hold harmless any Contractor or other third party. The Town does not waive any right or release any party from liability, whether on its own behalf or on behalf of any boards, employees, or agents. The Town does not waive the right to trial by jury for any cause of action arising from the contract but may at its option submit any contract claim to binding arbitration, binding mediation, or mediation. In such event, the mediator/arbitrator shall be selected by mutual agreement of the parties and failing such agreement, then by the Circuit Court of Shenandoah County upon proper petition and notice. The Town shall not be liable to Contractor for any special, punitive, or exemplary damages arising from the performance of the contract, including, but not limited to, incidental damages, and lost profit and lost wages, even if such special damages are reasonably foreseeable. Any provision(s) in the contract contrary to these statements is/are hereby deleted and rendered void.
- V. All bids submitted shall have included in price the cost of any business or professional licenses, permits or fees required by the Town of Woodstock or the Commonwealth of Virginia. The bidder must have all necessary licenses to perform the services in Virginia and, if practicing as a corporation, be authorized to do business in the Commonwealth of VA.
- W. Pursuant to Code of VA 2.2-4311.2 subsection B, a bidder organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 is required to include in its bid the identification number issued to it by the State Corporation Commission (SCC). Any bidder that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 or as otherwise required by law is required to include in its bid statement describing why the bidder is not required to be so authorized. Link to the SCC site is <http://www.scc.virginia.gov>.

## **ATTACHMENT A:**

### **PROOF OF AUTHORITY TO TRANSACT BUSINESS IN VIRGINIA**

**THIS FORM MUST BE SUBMITTED WITH YOUR BID/PROPOSAL. FAILURE TO INCLUDE THIS FORM SHALL RESULT IN REJECTION OF YOUR BID/PROPOSAL**

Pursuant to Virginia Code §2.2-4311.2, a bidder/offeror organized or authorized to transact business in the Commonwealth pursuant to Title 13.1 or Title 50 of the Code of Virginia shall include in its bid/ proposal the identification number issued to it by the State Corporation Commission (“SCC”). Any bidder/offeror that is not required to be authorized to transact business in the Commonwealth as a foreign business entity under Title 13.1 or Title 50 of the Code of Virginia or as otherwise required by law shall include in its bid or proposal a statement describing why the offeror is not required to be so authorized. Any bidder/offeror described herein that fails to provide the required information shall not receive an award unless a waiver of this requirement and the administrative policies and procedures established to implement this section is granted by the Purchasing Agent or his designee.

If this bid/proposal for goods or services is accepted by the Town of Woodstock, Virginia, the undersigned agrees that the requirements of the Code of Virginia Section 2.2-4311.2 have been met.

Please complete the following by checking the appropriate line that applies and providing the requested information. **PLEASE NOTE: The SCC number is NOT your federal ID number or business license number.**

- A.  Bidder/offeror is a Virginia business entity organized and authorized to transact business in Virginia by the SCC and such bidder’s/offeror’s Identification Number issued to it by the SCC is \_\_\_\_\_.
- B.  Bidder/offeror is an out-of-state (foreign) business entity that is authorized to transact business in Virginia by the SCC and such bidder’s/offeror’s Identification Number issued to it by the SCC is \_\_\_\_\_.
- C.  Bidder/offeror does not have an Identification Number issued to it by the SCC and such bidder/offeror is not required to be authorized to transact business in Virginia by the SCC for the following reason(s):

**Please attach additional sheets of paper if you need to explain why such bidder/offeror is not required to be authorized to transact business in Virginia.**

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Legal Name of Company (as listed on W-9)

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Legal Name of Bidder/Offeror

---

Date

---

Authorized Signature

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Print or Type Name and Title