

REQUEST FOR PROPOSALS

Kirkwood Highway (SR 2) Corridor Master Plan

WILMAPCO Council:

John Sisson, Chair
*Delaware Transit Corporation
Chief Executive Officer*

David L. Edgell
*Delaware Office of State Planning
Coordination, Director*

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Cecil County Executive

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Charlestown Commissioner

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Heather Murphy
*Maryland Dept. of Transportation
Director, Office of Planning and
Capital Programming*

Michael S. Purzycki
Mayor of Wilmington

Eric Scott Thompson
Mayor of Elsmere

WILMAPCO Executive Director
Tigist Zegeye

INTRODUCTION AND STUDY AREA

The New Castle County (Delaware) Department of Land Use, the Wilmington Area Planning Council (WILMAPCO) and the Delaware Department of Transportation (DelDOT) are seeking proposals to create a master plan for the Kirkwood Highway Corridor.

Kirkwood Highway/SR 2 is a 8-mile-long, east–west state highway located in the northern part of New Castle County in the U.S. state of Delaware. It connects the eastern edge of Newark to the Wilmington City Line. Between Newark and Wilmington, the route is a four-to six-lane divided highway called Capitol Trail and Kirkwood Highway that passes through suburban areas, running through Marshallton, Prices Corner, and Elsmere. This travel corridor extended south and west and eventually connected to Washington D.C., which is the origin of the name Capitol Trail, which is still present on certain segments of the road.

The roadway was paved in 1924 and became a state highway in 1927, receiving the DE SR 2 designation by 1936. The roadway was gradually widened from a winding, unpaved country road into a divided highway from Wilmington to Newark between 1940 and 1964, bypassing some portions of the road which are now known as Old Capitol Trail.

The study area for the corridor is roughly bounded by the City of Newark to the west and the City of Wilmington to the east. The northern boundary of the study area reaches to the Pike Creek area and along Faulkland Road, and the southern boundary is generally CSX Railroad. The western terminus of the study area is at the eastern boundary of the Newark Transportation Improvement District (TID) at the intersection of Possum Park Rd (SR 72). Traveling east, there are major intersections at Polly Drummond Hill Rd/Red Mill Rd, Limestone Road (SR 7), Newport Gap Pike (SR 41) and Dupont Rd (SR 100), with an interchange at SR 141. Many of these intersections experience heavy congestion through the course of the day. Average traffic volumes vary from 23,000 to 51,000 along the corridor.

Kirkwood Hwy is a major suburban road that serves as both a commuting route and shopping/recreational accessway. This is a highly valuable and heavily commercialized stretch of roadway that mixes retail, restaurants, residential areas, office complexes and recreational and institutional uses, including a satellite campus for Delaware State University, and also has direct connections to many neighborhoods and multifamily complexes. Some segments have been retrofitted for multi-modal access, but the roadway is largely suited best for vehicular travel and there are safety concerns for pedestrians and bike riders along the majority of the corridor. This corridor carries DART bus route 6, which is one of the most well-used bus routes in DART's system, with consistently high ridership despite the fact that there are challenges crossing the road and accessing some of the bus stops. There are several aging retail centers along the corridor, which has begun to experience redevelopment.

The vision for this corridor in the future could be one of a multi-modal spine that connects neighborhoods, retail and commercial sites, and new, mixed-use centers with a safe, comfortable environment for all users and all modes of travel. Intersections can be upgraded



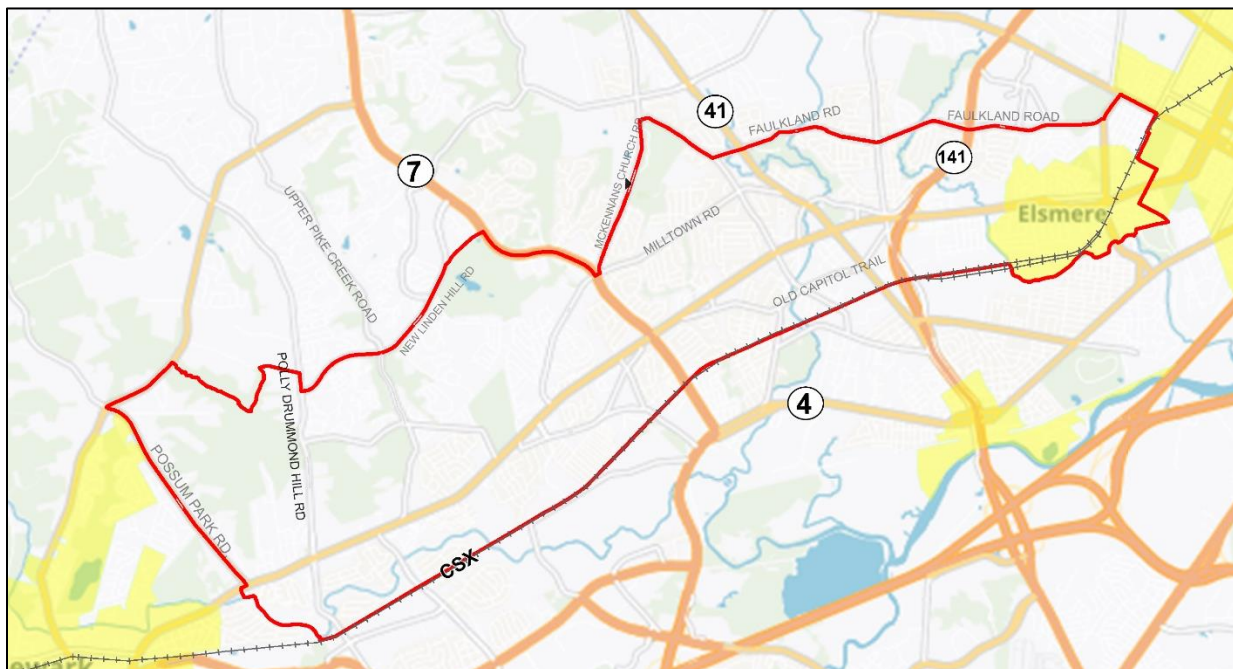
to permit safe bike and pedestrian crossings, which would improve transit access. As part of DART Reimagined, the Kirkwood Hwy corridor could be a pilot for new types of transit service and amenities that would build upon an already thriving bus route to become a model for other congested corridors.

GOALS AND OBJECTIVES

The purpose of this Master Plan development is to create an attractive and cohesive plan for the corridor that will integrate land use and transportation in a manner that will accommodate future economic growth along the corridor and position existing businesses to be competitive as changes to the retail business models occur. The Master Plan will address near-term and long-range solutions and policies with an emphasis on strengthening alternative travel modes and options, travel demand management, integration of coordinated multimodal transportation and land use planning, and promoting more sustainable patterns of development, while maintaining and enhancing existing neighborhood vitality. This master plan will be conducted in partnership with New Castle County Land Use, DelDOT, DTC and key stakeholders.

The Kirkwood Highway corridor Master Plan will build on the recently updated WILMAPCO RTP and NCC 2050 Comprehensive Plan. The goal of the study is to provide an environment to redevelop as a high-quality and attractive multi-modal corridor with provisions for future mixed-use land development with walkability, bikeability, local access management and place-making. Consensus building and establishment of stakeholder support for the plan is a key element in this process. This will be accomplished through a facilitated stakeholder outreach process that will include meetings and interactive workshops.

This project will include a Planning and Environmental Linkages (PEL) Study. PEL Studies are a collaborative and integrated approach to transportation decision-making that considers environmental, community, and economic issues early in the planning process. This information and analyses can then be utilized to inform the National Environmental Policy Act (NEPA) review process. PEL Studies are an FHWA initiative used to help make better-informed project-level decisions and to shorten project delivery time, and they follow provisions set forth in 23 U.S.C. 168(b)(1)(A) and associated regulations under 23 CFR 450.212(d) and 450.313(e).



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PLANNING PARTNERS

WILMAPCO will be responsible for administering the Master Plan development project. The Project Management Committee (PMC) will collaborate on developing the Kirkwood Highway Corridor Master Plan, and will include:

- Wilmington Area Planning Council (WILMAPCO)
- Delaware Department of Transportation
- DTC
- New Castle County Department of Land Use

An Advisory Committee (AC) of civic and business stakeholders will provide input on issues, opportunities and constraints, and draft scenarios. Membership on the Advisory Committee will include:

- New Castle County Chamber of Commerce
- Delaware Department of Natural Resources and Environmental Control
- The Nemours Foundation
- Town of Elsmere
- Western YMCA
- Delaware HEAL and Delaware Greenways
- Delaware Office of State Planning Coordination
- City of Wilmington
- City of Newark
- Land owners, businesses, civic entities, and elected officials (VA Hospital, fire, schools, Delaware State University)

TASKS

Task 1: Identify Issues, Opportunities and Constraints

This task will be completed in-house by WILMAPCO with additional support from the consultant team prior to the first public meeting. WILMAPCO anticipates the use of transportation analytics software to serve as one of the main sources of transportation data collection for this study. Consultants would be provided with access to the software for the duration of the study. The planning partners will review existing and planned land use, transportation, and demographics for the corridor. This review will include analysis and illustrations of existing conditions data including:

- Zoning
- Existing and planned land use
- Demographics
- Transportation facilities (including pedestrian pathways)
- Traffic and transit conditions (i.e. congestion, travel speeds, intersection functionality, origin and destination patterns)
- Environmental features including: parks, wetlands, brownfields, floodplain, sea-level rise.
- Community, cultural and social features (Assets, National Parks, etc.)

Deliverables – Report that includes summary information, including maps, graphics, etc. detailing existing conditions and constraints will be prepared by WILMAPCO in coordination with the PMC. The report will build from the recent plans: WILMAPCO RTP, NCC 2050 and DART Reimagined



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SCOPE OF WORK FOR CONSULTANT SERVICES

The Project Management Committee is seeking consultant support for the project as described below.

Task 2: Community Visioning

- Work with Project Management Committee and Advisory Committee to prepare for and hold Visioning Workshop, determining whether it will be in-person, virtual or a hybrid format.
- Committee will compile contacts for key community stakeholders and assist with outreach including civic associations and community visioning workshop.
- Visioning Workshop will use an interactive approach to assess community preferences.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee and Visioning Workshop. Outreach to area civic associations. Community Visioning Workshop and report detailing workshop and identified issues and priorities.

Task 3: Define Assumptions and Potential Land Use and Transportation Scenarios for Analysis

- Scenarios for analysis will be defined based on feedback from the Community Visioning, Project Management Committee, Advisory Committee, and analysis from Task 1. In addition to a base case scenario, potential scenarios will be developed based on public outreach, economic market trends, land use, transportation and environmental issues, opportunities and constraints, and existing plans.
- A range of transportation and land use alternatives for redevelopment may be identified. Alternatives will vary by development program, configuration, intensity, and transportation improvements.
- A Community workshop presentation will be held with the community to present and discuss recommended alternatives and scenarios.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee, and public workshop. Identification of a range of alternative scenarios (typically 3 to 4) for additional analysis.

Task 4: Model Land Use and Transportation Scenarios and Compare Results of Analysis

- A Land Use and Transportation analysis approach that will include land use and transportation model analysis developed by the consultant with New Castle County Department of Land Use and DelDOT. This approach will be used to evaluate the effect of identified land use and transportation scenarios. Draft analysis results will be reviewed at the Project Management Committee, Advisory Committee meeting and public workshops. Model should include a comparison of the land use, demographic, environmental and transportation impacts of the scenarios.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee, and public workshop. Report detailing analysis of model results and digital version of the model itself (including illustrative depictions of the preferred alternative, including real-world simulations of potential build-out).

Task 5: Select Concept Level Alternatives and Prepare Final Report

- Based on committee feedback, community outreach and technical analysis, corridor concept alternatives that are supportive of maintaining and enhancing existing neighborhood vitality with the land use framework, including an identification of any needed Comprehensive Plan and Zoning changes, buildout calculations, Transportation Improvement District (TID) area or area(s) for other applicable local, State or Federal economic incentivizing overlay district(s) and coordination and implementation steps, especially regarding infrastructure needs, costs, and phasing that include compliance with National Environmental Policy Act (NEPA) standards to enable eligibility for future Federal funding, will be selected and documented in a final report. Draft report will be presented to the Project Management Committee, Advisory Committee and public.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee, and public workshop. Comprehensive Plan Amendment Component Recommendations. Report detailing analysis of model results. Report will contain documentation of PEL Study results.



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ANTICIPATED SCHEDULE

TASK	MONTH																	
	Fiscal Year 2024										Fiscal Year 2025							
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Identify Issues, Opportunities & Constraints																		
Community Visioning				i														
Define Assumptions, and potential Land Use and Transportation Scenarios						i												
Model Land Use and Transportation Scenarios									i				i					
Select Preferred Scenario and complete final report Public Workshop i																i		

FUNDING

This project will initially be funded from WILMAPCO's FY 2024 Unified Planning Work Program (UPWP), available at www.wilmapco.org/upwp and/or agencies on the Project Management Committee. This study is expected to require 18 months to complete; the funding for months 11 through 18 will be included in WILMAPCO's FY 2025 UPWP. As part of the RFP, we request the inclusion of an estimate of the costs to perform each of the listed tasks over the full 18-month study period.

DELIVERABLES

Items that will be produced by the consultant will consist of, but not be limited to:

- Draft reports as needed – one high-quality PDF and one MS Word version.
- PowerPoint and display boards for presentation at meetings and public workshops. Display will also be made available in PDF.
- Materials for a project website, including illustrative depictions of the preferred alternative, including real-world simulations of potential build-out.
- Attendance at up to 5 public meetings in the study area to discuss project and assist in stakeholder outreach.
- Attendance, in person or teleconference, at about 10 Project Management Committee, Advisory Committee, and/or joint committee meetings.
- Presentations to WILMAPCO, New Castle County Planning Board and New Castle County Council.
- Meeting summaries for all meetings and workshops, including written records of all public comments.
- Final report – one high-quality PDF, one MS Word version and final publication format (such as Adobe InDesign).
- GIS files of all mapping work.

SUBMISSION REQUIREMENTS

The Consultant shall submit four (4) bound copies of a Proposal/Statement of Qualifications and one (1) electronic copy for purposes of sharing with the Project Management Committee. Receipt of insufficient copies of the Proposal or not providing the required information in the desired format may result in elimination from the selection process. The submission shall include the following and provide a table of contents indicating where the required information is located in the submission package:

- Identification of the consultant's project manager and a description of this person's experience with similar projects. The project manager may not change during the project without written permission from WILMAPCO.



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- A description of qualifications and experience for each individual and firm participating in the project team, including an organizational chart showing the relationship of each individual to the overall project work plan.
- Three current references (more recent than three years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to ten (10) pages.
- A proposed level of effort delineating the staff assigned with title, hours, and hourly rate for each task. The full cost of the proposal should also be included.
- A proposed schedule showing the timeline for each task including milestones and significant meetings or reviews.
- This project will include a Planning and Environmental Linkages (PEL) Study, a collaborative and integrated approach to transportation decision-making that: 1) considers environmental, community and economic issues early in the planning process; and 2) uses information, analyses and products developed during planning to inform the National Environmental Policy Act (NEPA) review process. PEL Studies are an FHWA initiative used to help make better-informed project-level decisions and to shorten project delivery time, and they follow provisions set forth in 23 U.S.C. 168(b)(1)(A) and associated regulations under 23 CFR 450.212(d) and 450.313(e).
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race, color, national origin, sex, disability, or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.
- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation or marital status.
- For contracts over \$25,000, WILMAPCO will complete a search of the excluded parties listing system to ensure that the organization is not debarred or suspended from federally assisted contracts.
- The consultant shall accept all applicable Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) requirements surrounding Lower Tier Covered Transactions. These requirements can be found within the WILMAPCO Title VI/Nondiscrimination Assurance Statement, available electronically at: www.wilmapco.org/titlevi.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

WILMAPCO will also consider:

- Creativity in identifying planning approaches and solutions to land use and transportation problems and in presenting plans to policy makers and the public.
- The extent to which Disadvantaged Business Enterprises are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)



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EVALUATION AND SELECTION

WILMAPCO may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

Clarity, readability and presentation of material, including writing style	25%
Project understanding and approach as displayed in the project proposal and the interview	35%
Relevant experience, team leadership and team capabilities	35%
References and supporting information	5%

Only consultants who supply complete information will be considered for evaluation. We will base the final decision on materials submitted, the presentation, and/or contacts with references.

SUBMISSION DATES, ADDRESS AND CONDITIONS

The deadline for proposals is **4:30 p.m., July 7th, 2023** at the WILMAPCO offices. Proposals received after this time and date will not be accepted nor considered. We will not accept faxed applications. Proposals will not be opened and/or reviewed before 8:30 a.m. of the morning following the deadline. Tentatively, we will interview finalists during the week of **July 31st, 2023**.

Four (4) bound copies and one electronic copy must be mailed or hand delivered to:

WILMAPCO
100 Discovery Blvd, Suite 800
Newark, DE 19713
ATTN: Mr. Dave Gula, Principal Planner

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP.

All work may be reviewed periodically by an advisory committee and other groups.

All statements become part of the public file on this matter, without obligation to WILMAPCO. However, offerors may identify those portions of their proposals that they deem confidential, proprietary information or trade secrets and provide any justification why such materials, upon request, should not be disclosed.

WILMAPCO reserves the right to reject any or all RFP responses.

WILMAPCO is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional technical or procedural information:

Contact: Dave Gula
Phone: (302) 737-6205 Ext. 122
Fax: (302) 737-9584
E-mail: dgula@wilmapco.org



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