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## REQUEST FOR PROPOSALS

### Ardens Transportation Plan

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#### INTRODUCTION

The Wilmington Area Planning Council (WILMAPCO) is designated by the Governors of Delaware and Maryland as the Metropolitan Planning Organization (MPO) for the Wilmington, Delaware metropolitan planning area, which consists of New Castle County, DE and Cecil County, MD and is responsible for transportation planning in the region.

The Villages of Arden, Ardentown and Ardencroft; the Wilmington Area Planning Council (WILMAPCO); the Delaware Department of Transportation (DelDOT); and New Castle County (NCC) are seeking proposals to develop the Ardens Transportation Plan.

The Ardens Transportation Plan will address transportation issues common among the villages of Arden, Ardentown, and Ardencroft, with a focus on calming traffic and increasing access and safety for active transportation. This plan will build on and integrate with prior efforts including the villages' foundational plans, Arden's Water Quality Master Plan, the Ardentown Paths Plan, and the Wilmington Montessori Safe Routes to School Plan. This plan will include a Planning and Environmental Linkages (PEL) Study. This plan will be developed in partnership with the three villages through a robust public participation process inclusive of other relevant agencies and stakeholders. The process will produce a plan to be approved by all three villages, guiding future state and municipal infrastructure project implementation.

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#### PROJECT DESCRIPTION

##### ***Project Boundaries***

The study area will consist of the villages of Arden, Ardentown, and Ardencroft, expanded to include the small section of unincorporated land between the three villages and the remainder of Harvey Road west of I-95. The study will have a special focus on the corridors of Harvey Road, Veale Road, Marsh Road, and Chestnut Street which may extend beyond the villages' boundaries. See the study area map on the following page.



### Goals & Objectives

Development of the Ardens Transportation Plan will be a community-driven process that will:

- Set a vision for transportation safety and accessibility
- Foster public participation to inform the plan with community feedback, including feedback from community youth
- Inventory and understand existing conditions and assets upon which to build
- Highlight best practices for appropriate, context-sensitive traffic calming solutions, such as roundabouts, streetscaping, and other solutions for all travelers
- Develop a listing of recommended project alternatives that conform with historical context, community ideals, and existing community plans
- Identify preferred alternatives after weighing technical analyses and public feedback
- Prioritize projects to assist the villages in implementation of improvements
- Identify strategies and physical improvements for plan implementation by each municipality, DeIDOT, and other relevant parties
- Determine potential partners, resources, and revenue sources to expedite plan implementation

The plan will have a special focus on traffic calming and safe accessibility for non-motorized transportation on Harvey Road, Veale Road, Marsh Road, and Chestnut Street. The plan will also explore accommodating travel needs for events, town government and community group meetings, access to playground facilities, fostering health and recreation, and reducing carbon footprints.

Transportation improvements for pedestrians, bicyclists, physically impaired persons, and transit riders will be explored. Traffic modeling and animations will be developed to assist with weighing the benefits of the alternatives to all forms of travel and with communicating these impacts with the public.

The plan will make efforts to integrate with other community plans and initiatives, such as the villages' foundational plans, Arden's Water Quality Master Plan, the Ardentown Paths Plan, and the Wilmington Montessori Safe Routes to School Plan. WILMAPCO plans to conduct a Walkable Community Workshop (WCW) in the Ardens early on in this planning process. Findings will help inform the Ardens Transportation Plan. Additionally, the plan will examine how best to expand accessibility for residents with disabilities and enhance residents' ability to age in place. The plan could continue the conversation from the Ardentown Paths Plan about which of the community's natural walking paths may require accessibility enhancements.

The plan will also explore the improvement and expansion of bus service for the Ardens, especially connections to the new Claymont Transportation Center. In addition to public transit, a large volume of school buses stop in or pass through the community. Along with traffic calming, finding good solutions for school bus stops and routes for children's safety is desired.

### ***Planning Partners***

WILMAPCO will be responsible for administering the Study in collaboration with the Steering Committee, which will include:

- Inter-Ardens Transportation Working Group
- Wilmington Area Planning Council (WILMAPCO)
- Delaware Department of Transportation (DelDOT)
- Area landowners, businesses, civic entities
- New Castle County Department of Land Use

Membership on the Steering Committee will evolve over time but will begin to take shape early in the planning process.

### **TASK 1**

#### ***Identify Issues, Opportunities and Constraints***

This task will be completed in-house by WILMAPCO. The task will finalize scope of work and review existing conditions. The consultants, along with the planning partners, will review existing and planned land use, transportation, and demographics for the study area. This review will include analysis and mapping of existing conditions data including:

- Zoning
- Existing and planned land use
- Demographics
- Transportation facilities (including pedestrian pathways)
- Traffic conditions (i.e. congestion, intersection LOS, crashes)
- Environmental features including: parks, wetlands, brownfields, floodplain, sea-level rise, a planned pervious path along the Pump Path from Harvey to Wind Lanes in Arden, and Arden's status as a Certified Community Wildlife Habitat
- Community, cultural and social features (assets, parks, etc.)
- Regional connectivity analyses to key destinations by walking, biking, driving, and transit

Deliverables – Task 1 will include summary information, including maps, graphics, etc., detailing existing conditions and constraints that will be prepared by WILMAPCO in coordination with the Steering Committee.

## **TASK 2**

### ***Host Walkable Community Workshop***

WILMAPCO will host a Walkable Community Workshop (WCW) in the Ardens in summer 2022 and produce a WCW report. The consultant will attend and participate in the WCW. See <http://www.wilmapco.org/walkable> for more information on WCWs. Findings from the Ardens WCW report will help inform the Ardens Transportation Plan. WILMAPCO will also create and maintain a webpage for the Ardens Transportation Plan.

Deliverables – Ardens Walkable Community Workshop report, meeting notes from workshop.

## **SCOPE OF WORK FOR CONSULTANT SERVICES**

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

## **TASK 3**

### ***Community Visioning***

- The consultant will develop an outreach strategy, with measurable goals, in consultation with the Management Committee.
- The consultant will work with Steering Committee to prepare a Community Survey 1 to assess wider needs and preferences. The survey will be made available online and in Word/PDF formats. It will be accompanied by a one to two page description of the project/need.
- A project logo will be developed to market the study.
- The consultant will produce a short, PowerPoint presentation video on YouTube to brief the community on the plan and the survey.
- Consider developing and sending a postcard mailing to all Ardens residents encouraging them to complete Community Survey 1.
- The consultant will brief area elected officials on the project and gather their input.
- A parallel process to engage community youth throughout the plan will also be pursued. Children at the Arden's day camp and/or pool could be specifically engaged.
- The Steering Committee will disseminate the survey, both online and in paper formats.
- The consultant will analyze results from the Survey and present results, along with an overview of the project at Public Meeting 1. Feedback at this meeting could be collected via interactive activities. In addition, a companion YouTube PowerPoint presentation will be made available on the project webpage, along with a comment form. Recommendations for refinement made at Public Meeting 1 and via online feedback will be solicited and considered by the Steering Committee.

Deliverables – Survey 1, meeting notes from Steering Committee and Public Meeting 1 (including feedback received), video presentation, and elected official/key stakeholder outreach.

## **TASK 4**

### ***Define Assumptions and Alternative Projects***

- Recommended improvements will be developed based on stakeholder and public outreach, identified economic, land use, transportation and environmental issues, opportunities and constraints, and existing plans. Concepts will include easily understood alternative cross-sections and designs, and connections to neighboring communities and trail networks.
- To come to a conclusion on feasibility, the preferred concepts will be compared to existing conditions, using measures of effectiveness such as level of service, bicycle level of stress, traffic diversion, and others as appropriate for the proposed design(s).
- Assessment will evaluate anticipated land use, demographic, environmental and

transportation impacts of the proposed designs, including their ecological sensitivity in coordination with existing local committees.

- These results will be presented in an easy-to-understand way, both at a public meeting and in an accompanying video presentation. Concepts should include roadway capacity needs; pedestrian and bicycle infrastructure, including connections to the NCC Trail network and the East Coast Greenway; bus transit route changes; bus stop amenities; and green stormwater infrastructure.
- A second elected official briefing will be held to present the results.
- Public Meeting 2 will be held to present and discuss concepts and the analysis. An accompanying YouTube video PowerPoint presentation will be prepared by the consultant team and placed on the project website by WILMAPCO.
- Community Survey 2, which will help identify preferred alternatives and priorities, will be prepared and distributed after the presentation at Public Meeting 2. It will be made available in print and online for additional feedback from residents of the Ardens. It will be accompanied by a one-to-two-page description of the project/need/status.
- Consider developing and sending a postcard mailing to all Ardens residents encouraging them to complete Community Survey 2.

Deliverables – Meeting notes from Steering Committee and public meetings. Analysis of initial transportation concepts; video presentation, Survey 2, analysis of Survey 2 results.

#### **TASK 5**

##### ***Select Preferred Alternatives and Prepare Final Report***

- Based on stakeholder feedback, community outreach and technical analysis, a preferred concept plan will be selected by the Steering Committee.
- Planning level cost estimates and next steps for implementation will be identified, especially regarding infrastructure needs, costs, and phasing that include compliance with National Environmental Policy Act (NEPA) standards to enable eligibility for future Federal funding, and will be documented in a final report. This work will include identifying municipal, county, and state powers pertaining to: 1.) state roads within and abutting the Ardens, 2.) roadways and non-motorized infrastructure within the Ardens, 3.) Clarity on which federal, state, and county regulations/standards the Ardens must comply with and when, 4.) The identification of appropriate funding sources for recommended projects.
- The Final Draft Report will be presented at Public Meeting 3, which will be an online only event hosted by the consultant. Feedback at this meeting could be collected via interactive activities. A recording will be posted to the project webpage. The draft report will be made available for public comment for at least 30 days following Public Meeting 3.
- At the end of the public comment period, the Steering Committee will consider any revisions and finalize the Ardens Transportation Plan.
- A brief presentation on the final Draft Plan will be provided at the Arden, Ardentown, and Ardencroft public meetings for approval.

Deliverables – Meeting notes from Steering Committee and public meeting (including feedback received) and meeting recording. Final report, including documentation of PEL Study results.

## ANTICIPATED SCHEDULE

TASK	2022							2023						
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June
Identify Issues, Opportunities & Constraints														
Host Walkable Community Workshop														
Community Visioning														
Define Assumptions and Alternative Projects														
Select Preferred Alternatives and Prepare Final Report														

Public Meeting 

## FUNDING

This project will be funded from WILMAPCO's FY 2023 Unified Planning Work Program (UPWP), available at [www.wilmapco.org/upwp](http://www.wilmapco.org/upwp) and/or agencies on the Steering Committee. As part of the RFP, we request an estimate of the costs to perform each of the listed tasks to be included.

## 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 copy and one electronic MS Word document.
- PowerPoint and poster boards for presentations at meetings and public workshop.
- Materials for a project website, including illustrative depictions of the preferred alternative, including real-world simulations of potential alternative.
- Attendance at all meetings listed in this RFP.
- Meeting summaries for all meetings and workshops, including a written record of all public comments.
- Final Report – one high quality PDF, one MS Word version and final publication format (such as Adobe InDesign) of final report.
- GIS layers/shapefiles of analysis in ESRI .shp or MapInfo .tab format, of all proposed improvements and all mapping work.

## SUBMISSION REQUIREMENTS

The Consultant shall submit seven (7) bound copies of a Proposal/Statement of Qualifications and one 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.

- A description of qualifications and experience for each individual and firm participating in the project team, including an organization 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](http://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 (DBE) are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)



## **EVALUATION AND SELECTION**

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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**

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The deadline for proposals is **4:30 p.m. on Monday, June 13, 2022** 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 **June 27, 2022**.

Seven (7) bound copies and one electronic copy must be mailed or hand delivered to:

WILMAPCO  
100 Discovery Boulevard, Suite 800  
Newark, DE 19713  
Attn: Bill Swiatek, 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: Bill Swiatek  
Phone: (302) 737-6205 Ext.113  
Fax: (302) 286-7131  
E-mail: bswiatek@wilmapco.org