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REQUEST FOR PROPOSALS

East Elkton Traffic Circulation and Safety Plan

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 region. WILMAPCO is responsible for transportation planning in this region, consisting of New Castle County, DE and Cecil County, MD.

The Town of Elkton, Cecil County, the Maryland Department of Transportation (MDOT) / State Highway Administration (SHA), and WILMAPCO are seeking proposals to develop the East Elkton Traffic Circulation and Safety Plan (East Elkton Plan).

The East Elkton Plan will examine transportation improvements to the Delancy Road (MD 781), Muddy Lane, and Belle Hill Road corridors, bounded on the south by US 40 and on the north by Appleton Road (MD 316). It will have five key parts.

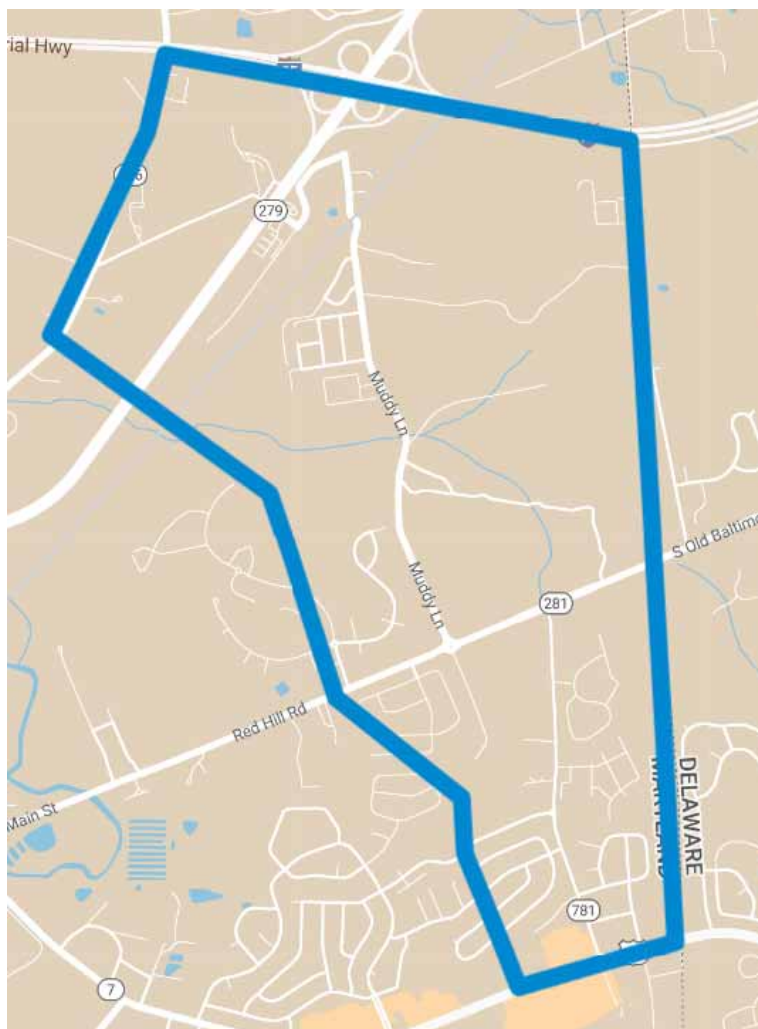
1. Understand and document existing traffic movements.
2. Evaluate roadway realignments of Delancy Road and Muddy Lane.
3. Examine and recommend resolutions to land use conflicts near the MD 279/I-95 Interchange.
4. Examine and recommend improvements to road safety along all roads, especially Belle Hill Road.
5. Improve pedestrian and bicycle connectivity to key destinations.

PROJECT DESCRIPTION

Boundaries

As shown on the map below, the study area will consist of the Delancy Road (MD 781), Muddy Lane, and Belle Hill Road corridors. These roads are bounded on the south by US 40, on the north by Appleton Road (MD 316), on the east by the Delaware state line, and a buffer of about 300 yards of the Delancy Road (MD 781), Muddy Lane, and Belle Hill Road corridors on the west.

Plan Area Map



Goals & Objectives

Development of the East Elkton Plan will be a community-driven process that will:

- Set a vision for transportation connectivity, safety, and accessibility.
- Foster public participation to inform the plan with community feedback, including feedback from community youth. Special attention will be given to the area's Transportation Justice areas: Meadows at Elk Creek (200 subsidized units); Glen Creek Apartments (160 subsidized units); Turnquist Apartments (120 subsidized units); and Villages at Belle Hill Apartments (84 subsidized units).
- Inventory and understand existing and planned transportation, land use, and development conditions.
- Identify recommendations and preferred alternatives after weighing technical analyses and public feedback.
- Determine potential partners, resources, and revenue sources to expedite plan implementation.

The plan will have five key focus areas.

1. **Understand and document existing traffic movements** through this corridor to reach points south, Interstate 95, the State of Delaware, and to avoid an I-95 toll at the Maryland/Delaware line.
2. **Evaluate roadway realignments of Delancy Road and Muddy Lane.** These possible realignments include: creating a single intersection between Delancy Road and Muddy Lane on Old Baltimore Pike; adding new roadway segments along this corridor as illustrated in Cecil County's 2010 Comprehensive Plan; realigning Muddy Lane at its crossing of the Amtrak railroad tracks; and a bypass from Muddy Lane to MD 279.
3. **Examine and recommend resolutions to land use conflicts near the MD 279/I-95 interchange.** Recommendations will be made for any needed zoning changes to reduce resultant freight and local traffic conflicts.
4. **Examine and recommend improvements to road safety, especially along Belle Hill Road between MD 316 and MD 279.** These may involve the road's alignment, geometry, features, and access to MD 279.
5. **Improve pedestrian and bicycle connectivity to key destinations.** Building off the 2018 Elkton Pedestrian Plan, these will principally involve improving connectivity between

residential areas, including hotels, and key local destinations, such as restaurants, retail, bus stops, and other communities through a network of Americans with Disability Act (ADA)-compliant sidewalks and formalized on and off-road pathways and trails.

The final plan will identify preferred alternatives that benefit all road users (cars, trucks, bus riders, walkers, and bicyclists), along with potential funding sources for implementation.

Planning Partners

WILMAPCO will be responsible for administering the East Elkton Plan in collaboration with the Steering Committee, which may include:

- Town of Elkton
- Cecil County
- MDOT / SHA
- WILMAPCO
- Area landowners, businesses, civic entities

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

TASK 1 (to be completed by WILMAPCO with consultant feedback)

Identify Issues, Opportunities and Constraints

This task will be completed by WILMAPCO. The task will finalize scope of work and review existing conditions. The consultants, along with the Steering Committee, will review existing and planned land use, transportation, traffic, and demographics for the study area, including:

- Existing and planned land use and zoning
- Existing demographic and projections
- Transportation facilities
- Traffic conditions
- Environmental features including: parks, wetlands, brownfields, floodplain, sea-level rise impacts
- Community, cultural and social features
- Regional connectivity analyses to key destinations by walking, biking, driving, and bus

WILMAPCO will, with the support of the consultant, utilize its StreetLight access to accomplish the first goal of the study:

Existing traffic movements through this corridor to reach Interstate 95, the State of Delaware, and to avoid an I-95 toll at the Maryland/Delaware line will be understood and documented.

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

Community Visioning

- The consultant will develop an outreach strategy, with measurable goals, in consultation with the Steering Committee.
- The consultant will work with the Steering Committee to prepare 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 and simple PowerPoint presentation video to brief the community on the plan and the survey. It will be placed on the project website/YouTube by WILMAPCO.
- Consider developing and sending a postcard mailing to area residents encouraging them to complete Community Survey 1, or publicize via Nextdoor/Facebook and selective flyering.
- The consultant will brief area elected officials and key area business interests on the project and gather their input.
- A parallel process to engage community youth through a focus group or surveying will also be pursued.
- 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. 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 3

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, designs, and alignments, land use and zoning maps, and connections to neighboring communities and trail networks.
- To determine feasibility, the preferred concepts will be modeled and 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 nonmotorized networks including the East Coast Greenway; bus route changes; bus stop amenities; and green stormwater infrastructure.
- The consultant will brief area elected officials and key area business interests on the alternatives and gather their input.
- Public Meeting 2 will be held to present and discuss concepts and analyses. An accompanying simple video of a PowerPoint presentation will be prepared by the consultant team and placed on the project website/YouTube 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 area residents. 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 area residents encouraging them to complete Community Survey 2, or publicize via Nextdoor/Facebook and selective flyer.

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

TASK 4

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 project area, 2.) roadways and non-motorized infrastructure within the project area, 3.) Clarity on which federal, state, and county regulations/standards the project area 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. An accompanying simple video of a PowerPoint presentation will be prepared by the consultant team and placed on the project website/YouTube by WILMAPCO. The draft report will be made available for public comment for at least 30 days.
- At the end of the public comment period, the Steering Committee will consider any revisions and finalize the East Elkton Plan.
- A brief presentation on the final Draft Plan will be provided at Town of Elkton and Cecil County Council meetings for endorsement.

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	2023								2024						
	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	June	
Task 1: Identify Issues, Opportunities and Constraints	■														
Task 2: Community Visioning				■		●									
Task 3: Define Assumptions and Alternative Projects					■			●							
Task 4: Select Preferred Alternatives and Prepare Final Report											■				●

Public Meeting ●

FUNDING

This project will be funded from WILMAPCO’s FY 2024 Unified Planning Work Program (UPWP), available at www.wilmapco.org/upwp and/or agencies on the Steering Committee. Note this project is listed as two projects in the UPWP: “Muddy Lane/Delancy Road Corridor Study” and “Belle Hill Road Safety Audit.” 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 workshops.
- Simple videos as described above to be posted to YouTube/project website.
- Materials for a project website, including illustrative depictions of the preferred alternative, including real-world simulations of potential alternative if determined necessary.
- 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 of final report. We prefer this to be in MS Word or MS Publisher.
- 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 five (5) bound copies of a Proposal/Statement of Qualifications and one electronic copy (on a USB flash-drive or via email link) 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 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.
- 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

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. on Monday, June 26, 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 17, 2023.

Five (5) 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, AICP

Phone: (302) 737-6205 Ext.113

Fax: (302) 286-7131

E-mail: bswiatek@wilmapco.org