

WILMAPCO Council:

John Sisson, Chair
Delaware Transit Corporation
Chief Executive Officer

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

Danielle Hornberger
Cecil County Executive

Michael Kline
Mayor of North East

Nicole Majeski
Delaware Dept. of Transportation
Secretary

Matthew Meyer
New Castle County Executive

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

REQUEST FOR PROPOSALS

Southbridge Traffic Circulation Study: 2023 Update

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 City of Wilmington; the Southbridge Civic Association, the Southbridge Community Development Corporation, the South Wilmington Planning Network; the Wilmington Area Planning Council (WILMAPCO); the Delaware Department of Transportation (DelDOT); the Delaware Transit Corporation are seeking proposals to develop the Southbridge Traffic Circulation Study: 2023 Update (STCS23).

This study will update the 2008 Southbridge Circulation Study to address traffic and circulation in Southbridge for the purpose of reducing, slowing and restricting traffic, as well as diverting truck traffic onto Christina Avenue. As part of the study, a road diet, D Street sweep removal, truck reduction options, potential traffic impacts associated with the South Market Street Master Plan, along with measures recommended in the Southbridge Neighborhood Action Plan (SNAP) will be examined. Recommendations stemming from the Route 9 Corridor Master Plan and Port of Wilmington Truck Access Study will be folded into this study and built upon. This work will also include a Planning and Environmental Linkages (PEL) Study.

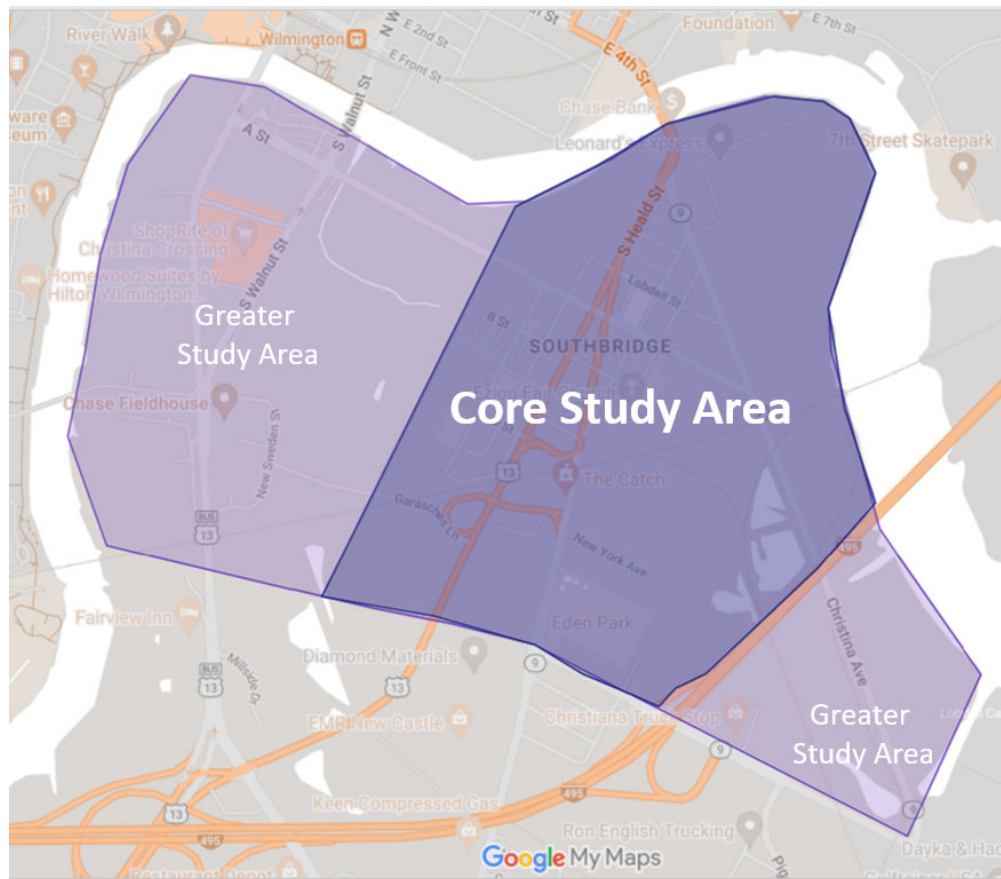
STCS23 will be developed in partnership with the Southbridge Civic Association, Southbridge Community Development Corporation, and the South Wilmington Planning Network through a robust public participation process inclusive of other relevant agencies and stakeholders. The process will produce a plan to guide future state and municipal infrastructure project implementation.

PROJECT DESCRIPTION

Project Boundaries

The study area will generally consist of Census Tract 19.02 in South Wilmington. The Core Study Area, which is the primary area of focus, encompasses the neighborhood of Southbridge and points south to the Wilmington/County line. Attention will be given to the active transportation and land use projects stemming from the Route 9 Master Plan along SR 9 south of the study area as well. See the study area map below.

Study Area Map



Goals & Objectives

Development of STCS23 will be a community-driven process that will:

- Build off the foundation for mobility improvements laid in the SNAP, Wilmington's 2028 Comprehensive Plan, South Market Street Master Plan, Route 9 Master Plan, and Port of Wilmington Truck Access Study
- Set a vision for transportation safety and accessibility
- Foster public participation to infuse the plan with community feedback, including feedback from community youth
- Understand existing conditions and assets upon which to build

- Highlight appropriate best practices for context-sensitive traffic calming solutions, such as road diets and streetscaping, for all travelers
- Highlight appropriate best practices for truck speed reduction, restrictions, and diversions
- Advance a listing of recommended roadway, public transit, walking, and bicycle transportation that conform with historical context, community ideals, and existing community plans
- Identify preferred alternatives after weighing technical analyses and public feedback
- Prioritize recommendations and projects to assist in the implementation of improvements
- Identify next steps for expedited plan implementation by the City of Wilmington, DeIDOT, and other relevant parties, including potential partners, resources, and revenue sources

This plan will have four general focus areas. The first will explore the extension of planned road diets on US 13 (Heald Street) and SR 9 (New Castle Avenue) south of Southbridge north into Southbridge along these roads. This concept was proposed as a high-level recommendation in the SNAP which has, so far, received positive community support. More work is needed, however, to understand potential traffic impacts (especially with a future buildout of Riverfront East), as well as to develop preferred community alternative streetscapes. 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.

A second key focus area will examine alternatives to slow, reduce, and reroute truck movement through Southbridge, an everyday burden for residents. While the “Garasches Lane Extended” project studied in the Port of Wilmington Truck Access Study may reduce some truck trips in Southbridge’s core, a more comprehensive solution or alternatives are needed. The “Pyles Lane Extension” studied in that same plan was intended to serve as the truck bypass route imagined in the 2006 South Wilmington Neighborhood Plan / 2008 Southbridge Circulation Study, but it did not provide an efficient enough link to Christiana Avenue to achieve truck reductions in Southbridge. STCS23 study will take a fresh look at the problem and propose new policy and infrastructure solutions.

The third focus area for STCS23 is improving walking and bicycle connectivity and comfort. This work will carry forth concepts from the SNAP and build off several completed and ongoing projects, such as the Southbridge Wetland Park Trail, the Southbridge Transportation Alternatives Program Streetscape Project, A Street Pathway, etc. Key projects include improving sidewalks and bike linkages to and on the Heald Street Bridge over the Christina River. This access may need special attention given a proposed warehouse development on the former Diamond Oil Site. Another key access point is Eden Park, to the south of the Southbridge core. The “Garasches Lane Extended” project studied in the Port of Wilmington Truck Access Study may complicate access to this park for Southbridge residents as it is projected to result in an increase of truck trips in the immediate vicinity of that park. An alternative walking and biking access route(s) should be considered.

A fourth focus area is enhancing transit access to jobs and healthy, affordable food. Concepts to increase the frequency and connectivity of bus service to key destinations will be uncovered.

Finally, STCS23 will carry forth all other mobility-related recommendations in the SNAP, providing an update and refinement of each. These recommendations are mostly housed in the “Improved Mobility” section of the SNAP, while others, such as those related to flooding and climate change, are not.

Planning Partners

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

- City of Wilmington, Planning and Public Works
- Southbridge Civic Association (SBCA)



Partners with you in transportation planning

- Southbridge Community Development Corporation (SBCDC)
- South Wilmington Planning Network (SWPN)
- Wilmington Area Planning Council (WILMAPCO)
- Delaware Department of Transportation (DelDOT)
- Delaware Transit Corporation (DTC)

The Management Committee will meet only as required. Regular, monthly SWPN meetings will provide the main opportunity for project updates and guidance, while regular SBCA meetings will provide a touchpoint for community feedback. While STCS23 updates will be given at these monthly meetings, the consultant need not attend each one. The consultant will only attend those meetings where the study is to be discussed in depth.

Community participation is key to ensuring a quality plan. Providing monetary compensation worked well in the SNAP to sustain civic leader involvement. We propose the consultant allocate a \$50 stipend for the first two sole representatives of the Southbridge Civic Association that attend SWPN meetings where STCS23 is discussed in depth. These \$50 to \$100 payments per meeting will not go to the individuals themselves but will be allocated to the SBCA following the study's completion.

We further propose that the consultant pursue the temporary hiring and training of a local Southbridge resident, under the age of 25, to support the development of STCS23. This contracted intern will help address the important community need to support workforce development, while also benefiting the planning process. The young person could support community outreach or technical analyses depending on their skill set. Members of the SWPN will put forward potential candidates.

TASK 1

Identify Issues, Opportunities and Constraints

This task will be completed in-house by WILMAPCO. The task will finalize the scope of work and assemble existing conditions 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
- Community, cultural and social features (assets, parks, etc.)
- Regional connectivity analyses to key destinations by walking, biking, driving, and transit

Many of these data were already collected and featured in the SNAP.

The consultants, along with the planning partners, will review these existing and planned land use, transportation conditions, and demographics for the study area.

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 SWPN. WILMAPCO will prepare and manage a project webpage.



SCOPE OF WORK FOR CONSULTANT SERVICES

The STCS23 Management Committee is seeking consultant support for the project as described below.

TASK 2

Community Visioning

- The consultant will develop an outreach strategy, with measurable goals, in consultation with the Management Committee.
- To avoid planning fatigue, STCS23 will largely build from the community visioning completed in the SNAP.
- A project logo will be developed to market the study.
- The consultant will work with the SWPN to prepare a presentation providing an overview of the project and a very brief Community Survey 1 to collect feedback.
- The consultant will make a short introduction PowerPoint presentation video on YouTube featuring this presentation.
- Survey 1 feedback will be gathered at Public Meeting 1, which will be a regular in-person or online SBCA meeting, and via online interactions on the STCS23 webpage following the viewing of the video. Feedback at this meeting could be collected via interactive activities.
- Consider developing and sending a postcard mailing to all Southbridge residents encouraging them to attend Community Meeting 1 and visit the project webpage to learn more/provide feedback.
- A parallel process to engage community youth will also be pursued.
- The consultant will, separately, brief area elected officials on the project and gather their input.

Deliverables – Survey 1, meeting notes from SWPN and Public Meeting 1 (including feedback), PowerPoint presentation video, 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 and designs, and connections to other places.
- To determine 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.
- 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 area trails; 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 in consultation with the SWPN and placed on the project website by WILMAPCO.
- Community Survey 2, which will help identify preferred alternatives and priorities, will be prepared in consultation with the SWPN, residents (tested in the field) and distributed after the presentation



Partners with you in transportation planning

at Public Meeting 2. It will be made available in print and online for additional feedback from Southbridge residents. It will be accompanied by a one-to-two-page description of the project/need/status.

- A door-to-door oral-based collection of Community Survey 2 will be needed to achieve a proper sample of residents fully representative of Southbridge. This could be contracted to an area resident skilled in survey data collection, as was done in the Route 9 Paths Plan.
- Consider developing and sending a postcard mailing to all Southbridge residents encouraging them to complete Community Survey 2 ahead of the door-to-door surveying.

Deliverables – Meeting notes from Steering Committee and public meetings (including feedback); analysis of initial transportation concepts; PowerPoint presentation video, 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.
- 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.
- The Final Draft Report will be presented at Public Meeting 3, which will again coincide with a SBCA meeting. A recorded YouTube PowerPoint presentation will again 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. Feedback at this meeting could be collected via interactive activities.
- At the end of the public comment period, the consultant will consider any revisions and finalize the STCS23.
- A brief presentation on the final Draft Plan will be provided at SWPN meeting and a SBCA public meeting, Public Meeting 4, for endorsement.

Deliverables – Meeting notes from Steering Committee and public outreach (including feedback); PowerPoint presentation video. 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														
Community Visioning					i									
Define Assumptions and Alternative Projects											i			
Select Preferred Alternatives and Prepare Final Report													i	i

Public Meeting 

FUNDING

This project will be funded from WILMAPCO's FY 2023 Unified Planning Work Program (UPWP), available at 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.



Partners with you in transportation planning

- A description of qualifications and experience for each individual and firm participating in the project team, including an organization chart showing the relationship of everyone 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.)



Partners with you in transportation planning

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 Tuesday, June 21, 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 **July 11, 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

