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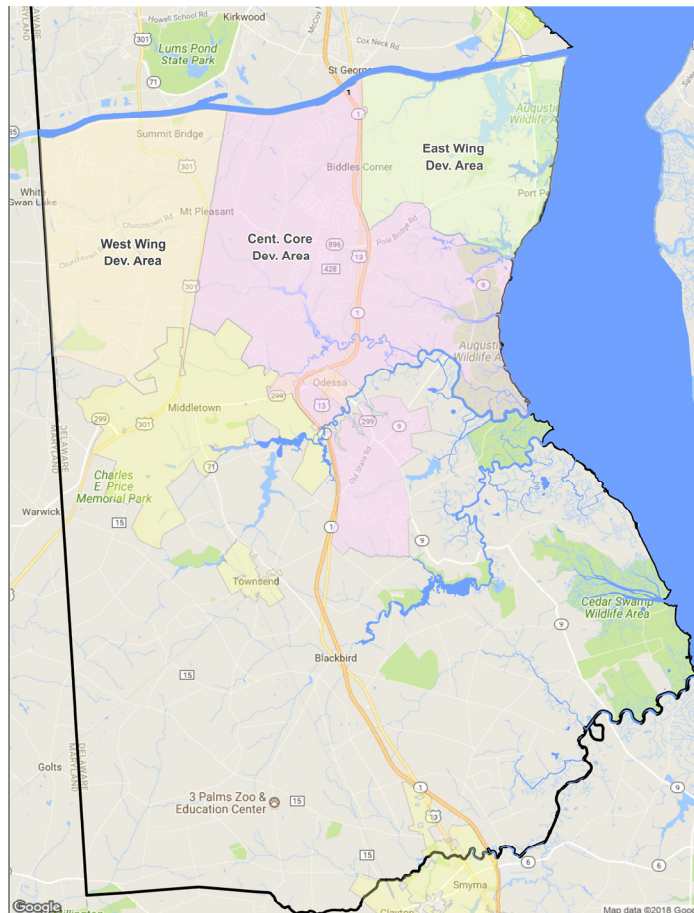
**WILMAPCO Executive Director**  
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## REQUEST FOR PROPOSALS

### Southern New Castle County Master Plan

#### 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 perform the Southern New Castle County (SNCC) Master Plan. For the purpose of the RFP, **the Southern New Castle County Master Plan study area is comprised of the area within New Castle County located south of the Chesapeake and Delaware Canal.**



#### GOALS AND OBJECTIVES

This Master Plan, including the assessment and analysis of anticipated growth, should result in the development of a plan for the area south of the C&D Canal, that informs development and preservation decisions, recommended physical



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improvements and governmental policies regarding transportation and land use for Southern New Castle County, as implemented through the New Castle County Comprehensive Plan. The end result is to provide an environment to allow for growth and development with mixed-use land development with walkability, bikeability and place-making, while preserving natural and agricultural resources and assets.

The Master Plan will address near-term and long-range solutions and policies with an emphasis on integration of sustainable land use planning. The Plan will promote more compact and sustainable patterns of development to strengthen integration of sustainable transportation, alternative travel modes and options, and travel demand management, while maintaining and enhancing existing neighborhood vitality. 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 3-4 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 consider 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).

The basis for the SNCC Master Plan is to follow up on what has occurred over time since the 2009 Infrastructure Master Plan and the 2003 Local Road Plan were completed in one of New Castle County's fastest growing areas. This master plan process will be conducted in partnership with New Castle County Land Use, DelDOT and key stakeholders.

Since 1990, Southern New Castle County's total population (including incorporated areas) has increased from 19,000, approximately four percent (4%), to 55,000, approximately ten percent (10%) of the County's total population in 2016. Residential building permits issued for new units in Southern New Castle County (including incorporated areas) represent almost forty percent (40%) of the total residential permits in New Castle County over the 2008-2016 timeframe. Though Southern New Castle County has the largest amount of preserved land areas relative to other areas of the County, it has experienced the most conversion of land to development, which is projected to continue as the area is estimated to add approximately 60,000 residents and 7,000 new jobs over the next 25 years.

The analysis will consider these changes and various development scenarios based upon both future demographic projections and previous work:

- The Southern New Castle County Infrastructure Master Plan (2009)
- The Southern New Castle County Local Roads Plan (2003), with specific focus on the West wing (Northwest), Inner Core (Boyd's Corner Area) and East Wing (Northeast)

The established framework for coordination of land use approvals and transportation improvements needs to be reviewed, and appropriate updates identified, including:

- The 2006 Memorandum of Agreement (DelDOT, NCC, Delaware Office of State Planning Coordination, The Appoquinimink, Colonial, and Smryna School Districts, The Towns of Middletown, Odessa and Townsend and the Wilmington Area Planning Council)
- The 2006 New Castle County Resolution directing financial resources be spent to provide sanitary sewer service in the Inner/Central Core
- The Southern New Castle County Transportation Improvement District created through Memorandum of Understanding in 2008

Topics of analysis will include items such as:

- Consequences of future development served by septic vs. sewer systems using future growth scenarios
- Localized achievable density attainment possibilities for multi-modal transportation efficacy, especially transit, and bicycle and pedestrian enhancements
- Conservation through density location and effective use of Transfer of Development Rights (TDR)
- The value-added to communities through place-making in contrast to the maximization of dispersed lot yield
- Municipal annexation ramifications and analytic integration with the County
- The completion of the US 301 limited-access highway along with the potential expansion of County sewer service areas and their corresponding effects on land use concurrency requirements
- Transportation infrastructure adequacy for the scenarios listed above

## **PLANNING PARTNERS**

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WILMAPCO will be responsible for administering the Master Plan. The Project Management Committee (PMC) will collaborate on developing the Southern NCC Land Use and Transportation Analysis:



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

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

- Delaware Transit Corporation
- Town of Middletown
- Town of Odessa
- Town of Townsend
- Town of Smyrna
- Town of Clayton
- Delaware Department of Natural Resources and Environmental Control
- Delaware Office of State Planning Coordination
- Citizens, residents, businesses, environmental and civic groups, elected officials, and stakeholders in general.

## TASKS

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### **Task 1: Identification of Issues and Constraints**

This task will be completed in-house by WILMAPCO, New Castle County and DeIDOT staff. Staff will collect existing and planned land use plans, transportation data, and demographics for the Southern New Castle County area. This task will include analysis and mapping of existing conditions data including:

- Traffic data
- Review of existing TIP/CTP projects in the current WILMAPCO RTP and other committed projects
- Demographics
- Zoning, Existing and Future Land Use
- Pending and approved land use development plans

- Employment issues and Opportunities
- Environmental features and issues including: wetlands, streams, Chesapeake Bay Watershed, brownfields, floodplain, sea level rise
- Preservation of Land - both Environmental and Agriculture
- Community features (Assets, Parks, etc.)
- Roadway network and connectivity
- Crash data
- Transit, pedestrian, and bicycle network and activity
- An assessment of planned and/or proposed future improvements including transportation and development related infrastructure
- Adopted plans

Deliverables – Raw data and summary information on the area’s key issues, opportunities, and constraints based on existing and projected population and development will be supplied by WILMAPCO in coordination with the PMC. This information will include text, data, maps, and other graphics, etc.

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

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### **Task 2: Community Visioning**

The Master Plan team will work with the Project Management Committee (PMC) and Advisory Committee (AC) to prepare for and hold a Visioning Workshop.

- PMC and AC 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 using a tool such as the EPA building Blocks methodology

Deliverables – Meeting notes from the PMC, AC and Visioning Workshop. Outreach to area civic associations. Community Visioning Workshop and report detailing workshop, with identified issues and priorities.

### **Task 3: Define Assumptions and Potential Land use and Transportation Scenarios for Analysis**

The Master Plan team will consider initial potential future land use scenarios, based on the results of Task 1 and the suggested policy-based land use changes from the Community Visioning task. These scenarios will be finalized after

review by both the PMC and AC. Up to four (4) scenarios will be developed, including a base case scenario for comparison.

- 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 scenario, potential scenarios will be developed based on public outreach, identified economic, land use, transportation and environmental issues, opportunities and constraints, and existing plans.
- Up to four future scenarios may be identified. Alternatives will vary by development program, configuration, intensity, and infrastructure improvements.
- A Community workshop Presentation will be held with the community to present and discuss scenarios and recommended alternatives.

Deliverables: Meeting notes from Project Management Committee, Advisory Committee and workshop. Identification of base scenario and 3-4 alternative scenarios for additional analysis. Public Workshop presentation materials.

#### **Task 4: Modeling and Analysis of Land Use and Transportation Scenarios and development of Recommended Alternative**

A Land Use and Transportation analysis approach will be developed and include land use and transportation model developed with New Castle County Department of Land Use. This approach will be used to evaluate the effects of the identified land use and transportation scenarios. The Master Plan team will analyze and evaluate the trade-offs of the preliminary scenarios. This process will include quantitative and qualitative “testing” to compare the anticipated effects, benefits, costs, and impacts of various scenarios on residential development, economic development, environmental and agriculture preservation and the transportation system. Through this analytical process, the Master Plan team will refine the alternatives and develop a series of recommended improvements needed. Draft analysis results recommendations will be reviewed by both the PMC, AC, and at a public workshop The Model should include a comparison of land use (including preservation), demographic, environmental and infrastructure impacts.

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). Public Workshop presentation materials.

### **Task 5: Select Preferred Alternative and Prepare Final Report Draft and Final Report**

Based on committee feedback, community outreach and technical analysis, a preferred alternative will be selected that is supportive of maintaining and enhancing existing neighborhood vitality within the land use framework. The preferred alternative will include an identification of any needed Comprehensive Plan and Zoning changes, recommended changes to other applicable State or Federal economic incentivizing overlay district(s), buildout calculations, and coordination and implementation steps. No updates will be made to the South of the C&D Canal Transportation Improvement District (TID). If recommended, a new Transportation Improvement District (TID) will be created. Infrastructure needs, costs and phasing will be documented in a final report.

After the project recommendations have been developed, the Master Plan team will produce a draft plan and report and present it to both the PMC and AC for feedback and any necessary refinements. Upon completion of final edits, a final draft report will be submitted to New Castle County, DelDOT, and WILMAPCO.

Finalization of the Master Plan will include review and presentation to the New Castle County Planning Board, New Castle County Council and WILMAPCO Council.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee and public workshops. Final Master Plan including Comprehensive Plan Amendment Component recommendations. Report will include documentation of PEL Study process. All supporting and component electronic files including documents, diagrams, and illustrations produced during development of the plan.

## **ANTICIPATED SCHEDULE**

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TASK	MONTH												
	1	2	3	4	5	6	7	8	9	10	11	12	
Identify Issues, Opportunities & Constraints (possible focus groups)													
Develop Alternative Land Use and Transportation Approaches			i										
Test Scenarios and Develop Preferred Approach							i						
Complete Draft and Final Reports											i		

3-4 Public Workshops i

## FUNDING

This project will be funded from WILMAPCO’s FY 2018 Unified Planning Work Program (UPWP), available at [www.wilmapco.org/upwp](http://www.wilmapco.org/upwp) and/or agencies on the Project Management 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 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-works simulations of potential build out.
- Attendance at all meetings including presentations as required for New Castle County Planning Board, County Council and WILMAPCO Council (locations TBD)
- 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, 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 (1) unbound or 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 time line 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 is 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**

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, May 29, 2018** 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 25, 2018**.

Seven (7) bound copies and one (1) unbound or electronic copy must be mailed or hand delivered to:

WILMAPCO  
850 Library Avenue, Suite 100  
Newark, DE 19711  
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: Dan Blevins  
Phone: (302) 737-6205 Ext.121  
Fax: (302) 737-9584  
E-mail: [dblevins@wilmapco.org](mailto:dblevins@wilmapco.org)