

WILMAPCO Council:

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

Robert J. Alt
Mayor of Elkton

Jennifer Cohan
*Delaware Dept. of Transportation
Secretary*

Connie C. Holland
*Delaware Office of State Planning
Coordination, Director*

Alan McCarthy
Cecil County Executive

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

Michael Spencer
Mayor of Newport

WILMAPCO Executive Director
Tigist Zegeye

REQUEST FOR PROPOSALS

US 202 Corridor 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 create a master plan for the US 202 Corridor.

The US Route 202 (US 202) corridor stretches from New Castle, DE to Bangor ME. The proposed study area is a six mile stretch of this corridor – from the City of Wilmington line to the Delaware/Pennsylvania State Line. The study area also includes the area at the southwest edge of US 202 that borders the City of Wilmington and the Brandywine Creek. This is a highly valuable and heavily commercialized stretch of roadway that mixes retail, restaurants, residential areas, office complexes and recreational and institutional uses.

US 202 serves as the primary north/south artery for the western part of Brandywine Hundred, connecting the Wilmington central business district (CBD) employment area with West Chester, PA. There are also office centers located on this segment of US 202, such as the AstraZeneca/J.P. Morgan/Chase complex at Powder Mill Road and the Beaver Valley Corporate Plaza at Naamans Road. Other large employment centers include A.I. Dupont Hospital for Children and the Nemours Foundation on Rockland Road, and Widener University just north of Silverside Road. Due to these employment areas, this corridor is a major commuter route for the suburban populations of New Castle, Delaware and Chester counties, which results in high volumes and congestion during peak commuting times. This corridor is included as a Critical Urban Freight Corridor as part of the Delaware portion of the National Highway Freight Network.

The corridor contains shopping and entertainment areas, such as the Concord Mall and the Brandywine Town Center. A major redevelopment project at the former Brandywine Golf Club brings new growth to the area and will need to be strategically integrated into this very busy corridor. Also, Wilmington University and the First State National Park are located along US 202.

This roadway is largely a 6-lane arterial for most of the study area, and much of the land use is suburban in nature, which makes it difficult to navigate for pedestrians and bicyclists. There is full transit service along the corridor, which adds pedestrian volume during peak travel times. Intersections with other busy arterials create very unfriendly walking and bicycling environments for those users and inhibits their safe and comfortable access to the many amenities along the corridor.



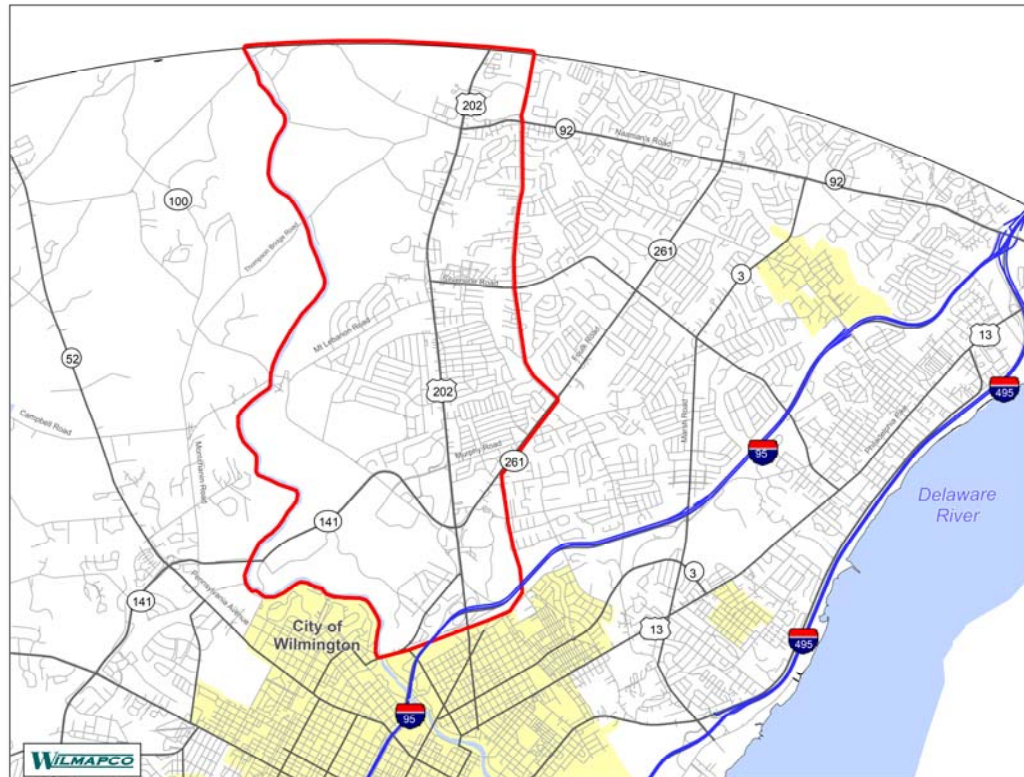
The purpose of this Master Plan development is to create an attractive and cohesive master plan for the corridor that will integrate land use and transportation in a manner that will accommodate future economic growth along the corridor and position existing businesses to be competitive as changes to the retail business models occur. The plan will develop a program for the necessary multi-modal improvements to reduce congestion, organize vehicular traffic and make the corridor more bicycle and pedestrian friendly. This master plan will be conducted in partnership with New Castle County Land Use, DelDOT, and key stakeholders.

GOALS AND OBJECTIVES

The objective of the US 202 corridor Master Plan is to follow up on the results of the US 202 Market Assessment performed in 2017. The assessment proposed the development of a corridor master plan to recommend physical improvements and governmental policies regarding transportation and land use. The end result 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 and place-making.

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. 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 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).



PLANNING PARTNERS

WILMAPCO will be responsible for administering the Master Plan development project. The Project Management Committee (PMC) will collaborate on developing the US 202 Corridor Master Plan, and will include:

- Wilmington Area Planning Council (WILMAPCO)
- Delaware Department of Transportation
- 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
- National Park Service (NPS)

WILMAPCO

Partners with you in transportation planning

- CCOBH, Committee of 100, Bike DE, Delaware HEAL and Delaware Greenways
- Delaware County, PA and respective Townships
- Delaware Office of State Planning Coordination
- City of Wilmington
- Delaware Transit Corporation
- Land owners, businesses, civic entities and elected officials

TASKS

Task 1: Identify Issues, Opportunities and Constraints

This task will be completed in-house by WILMAPCO. The consultants along with the planning partners will review existing and planned land use, transportation, and demographics for this stretch of the US 202 corridor. 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)
- 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 WILMAPCO US 202 Market Assessment (January 2017).

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.
- 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 using a tool such as the Environmental Protection Agency (EPA) Building Blocks methodology.

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, identified economic, land use, transportation and environmental issues, opportunities and constraints, and existing plans including the US 202 Market Assessment.
- Up to four 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 base case scenario and 3-4 alternative scenarios 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 developed with New Castle County Department of Land Use. 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 a public workshop. 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 Preferred Alternative and Prepare Final Report

- Based on committee feedback, community outreach and technical analysis, a preferred alternative that is 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.

ANTICIPATED SCHEDULE

TASK	MONTH											
	1	2	3	4	5	6	7	8	9	10	11	12
Identify Issues, Opportunities & Constraints												
Community Visioning		i										
Define Assumptions, and create potential Land Use and Transportation Scenarios				i								
Model & Analyze Land Use and Transportation Scenarios							i					
Select Preferred Alternative and complete final report										i		
Public Workshop	i											

FUNDING

This project will be funded from WILMAPCO’s FY 2018 Unified Planning Work Program (UPWP), available at 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 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 4 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 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 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 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 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.)

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., April 9th, 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 **April 30th, 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: Dave Gula
Phone: (302) 737-6205 Ext. 122
Fax: (302) 737-9584
E-mail: dgula@wilmapco.org

