



Request for Proposal – Issued 12/18/18

VILLAGE OF SHOREWOOD – TRANSPORTATION AND PARKING ANALYSIS

Proposal Requested

The Village of Shorewood is seeking a consultant to comprehensively review its existing built-environment and regulations pertaining to transportation facilities and parking provisions in relation to economic and environmental sustainability, market conditions and “complete street” best practices. Upon review and contextual analysis, public engagement will be anticipated for both education and expectations, prior to the development of implementation recommendations.

Project Background

The village of Shorewood, Wisconsin (population 13,315 – 1.2 sq. miles) is located within Milwaukee County’s North Shore communities. It is a completely built-out, first-ring, urban suburb of the city of Milwaukee that is amongst the most densely developed municipalities in the state of Wisconsin. There are approximately 28 miles of roadway within the village serving 6,453 housing units, 53.4% of which are renter occupied. The village is adjacent to the University of Wisconsin-Milwaukee, which also impacts parking demands. The Village also maintains two commercial corridors (N. Oakland Ave. and E. Capitol Dr.) that have significant multi-story office, residential and mixed-use properties.

In 2018, the Village Board of Trustees undertook a prioritization process based on its current vision to identify current needs, and a transportation and parking analysis was selected as a top priority. Within that discussion, it was noted that over time numerous projects and requests have been implemented to fix changing development patterns and market demands. It is expected that through this comprehensive study the Village will develop a guide to reference as projects are requested and elected for implementation.

The Village anticipates creating an internal technical advisory group of staff, under the oversight of the Public Works Committee Chair to help guide the process, gather and disseminate information. Communication with and to the technical advisory group through the project leader (Planning and Development Director) should be anticipated throughout the project. The technical advisory group will also consult with citizen board members (Community Development Authority, Conservation Committee, Elder Services Advisory Board, Pedestrian and Bicycle Safety Committee, and Plan Commission), representatives from the Business Improvement District and School District, and elected officials, as necessary.

Estimated Timeline

The Village anticipates that this analysis can be undertaken in the spring and summer of 2019 with approval prior to the discussion and adoption of the Village’s 2020 budget. Details of the RFP timeline are noted below.

Deadline for proposal questions and notice of interest	January 18, 2019
Proposal question responses emailed to consultants of interest	January 23, 2019

Proposals due	January 25, 2019
Firms notified of interview (if needed)	February 1, 2019
Interviews (if needed)	February 5-12, 2019
Village Board approval of contract	February 18, 2019

The above schedule for review by the Village is subject to change. The Village does not anticipate the need to conduct interviews for this RFP process; however, should staff determine there is a need, firms will be notified on the date noted above. The Village will not be legally obligated to adhere to the dates for interviews, recommendations and award. Interviews will be with staff and the Board chairperson of the recommending Board Committee.

Project Scope

Task 1 Transportation Analysis

- A. Street Classification and Circulation
 - 1. Document and review existing transportation conditions and circulation patterns
 - a. Traffic counts, to be collected as required
 - b. Speed zones
 - c. Signage and wayfinding
 - 2. Identify and review special areas of attention (school zones, one-way streets, high traffic, safety issues, etc.)
 - 3. Recommend a street classification system and areas for discussion of circulation modifications
- B. Traffic Controls and Calming
 - 1. Identify designs for traffic controls and calming based on proposed street classifications and context (school zones, for example)
 - 2. Recommend options for a process by which requests are evaluated to determine whether or not a request is granted approval for implementation
- C. Bike, Pedestrian and Transit Accommodations
 - 1. Review existing accommodations and plans
 - a. Bike (including connections to regional trails and sharing systems)
 - b. Pedestrian
 - c. Transit (stop locations and amenities)
 - d. Other/new technologies (scooters, streetcar, ride share, etc.)
 - 2. Identify potential modifications, additions or priority improvements
- D. Design, Approval and Implementation of Transportation Projects
 - 1. Document existing review, approval and implementation processes for transportation and infrastructure improvements
 - 2. Recommend options for a process for public involvement and requests

Task 1.1 Metro Market Redevelopment Circulation Study

- A. Review traffic circulation within the parking structure and surrounding the redevelopment and recommend proposed improvements, if any.

Task 2 Parking Analysis

- A. Daytime Parking
 - 1. Review existing daytime parking provisions, regulations, fees and agreements, for residents, commuters, customers and employees
 - a. Special Permits (Loading Zones, ADA, hardship, etc.)
 - b. Impact Zones
 - c. Winter regulations

2. Identify inventory gaps and solutions
3. Recommend options for regulation modifications, not to include the Residential Congested Commuter Area
4. Recommend options for fee adjustments (potential assessments or parking meters)
5. Provide recommendation of options on evaluation of requests for no parking or other requests
- B. Nighttime Parking
 1. Review existing nighttime parking provisions, regulations, fees and agreements
 2. Provide recommendation of options to any changes, based on inconsistencies, best practices, public input or revenue/fee implications
- C. Municipal
 1. Review inventory of municipal parking provisions, regulations and fees
 2. Provide recommendation of options to any changes
- D. ADA
 1. Provide the legal requirements and any recommendations for providing on street ADA parking, including a process for evaluating and implementing resident requested ADA on street parking accommodations
 2. Provide the legal requirements and recommendations on permitting temporary ADA parking accommodations, including a process for evaluating and implementing resident requested ADA temporary on street parking accommodations
- E. Enforcement
 1. Review existing permitting software capabilities and restrictions, in consideration of required implementation
 2. Document existing enforcement procedures

Task 3 Public Engagement

- A. Review 2019 community survey and incorporate relevant feedback
- B. Work with technical advisory group to implement a public engagement strategy, including outreach to landlords, including duplexes, and citizen committees
 1. Engagement efforts to include at least two public/town hall meetings for daytime and nighttime audiences
- C. Create materials for information dissemination and engagement
- D. Utilize feedback and ideas in Traffic and Parking Analysis

Task 4 Summarize Findings and Recommendations, Approval and Implementation

- A. Prepare report of findings and recommendations based on items identified in Tasks 1 and 2
- B. Incorporate user-friendly maps and diagrams, including GIS data for the Village’s online mapping system
- C. Present findings and recommendations to technical advisory group and Village Board

Proposal Content

The proposal should not exceed 20 single-sided pages and should address the following:

1. Transmittal Information.
 - a. Firm’s name, address, telephone number and contact person.
 - b. Firm’s confirmation of understanding of the project and commitment to provide the appropriate personnel, equipment and facilities to perform the scope of services as defined in this document.
2. Approach.
 - a. Provide a description of the anticipated analysis, planning and recommendation efforts.

- b. Identify your expected Public Engagement plan, including number and purpose of meeting or other efforts
 - c. Outline your proposed staffing levels and activities.
 - d. Provide estimated hours for all tasks.
3. Personnel Experience. For each project team member please submit a BRIEF description of the following:
- a. Name
 - b. Proposed responsibilities
 - c. Professional registrations
 - d. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope
4. Previous work samples and references.
- a. Provide examples of previous, related work. Full documents may be attached as appendices, as necessary.
 - b. Provide a list of references of comparable clients.
5. Cost.
- a. Provide a cost “not to exceed” per task and sub-tasks (i.e. 1A) along with an hourly rate for each project team member working on those tasks and a detailed analysis of the expected hours by task and position to satisfactorily perform the scope of services.
 - b. Please note there will be no reimbursement for travel time, meals, or mileage; these incidental costs should be included in the hourly rates.
 - c. Describe the circumstances under which you would propose to modify the fees, including the rate at which the Village would be charged for additional work, and how you would communicate such a potential modification to the Village of Shorewood.
6. Contract
- a. Please attach a copy of your standard contract for these types of services in the email submitting the proposal.
7. Insurance
- a. The proposal must include either a description of the firm’s insurance or a certificate of insurance outlining the firm’s insurance policies which evidence compliance with the requirements noted in the *Terms and Conditions* section of this RFP.

Terms and Conditions

Payment Terms

All invoices for services will be processed within 30 days, pending verification and the receipt of any required documentation of services provided in accordance with the terms of the agreement. Payment will be issued based on monthly invoices for payment based on an hourly rate and identification of percentage of tasks completed.

Insurance

The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the Village. Such insurance shall be primary. Prior to execution of the written contract, the successful firm shall furnish the Village with a Certificate of Insurance listing the Village as

an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the Village's discretion. Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the Village. If all or a portion on the contract work is proposed to assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an Independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Indemnification and Defense of Suits

The firm agrees to indemnify, hold harmless, and defend the Village, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

Contract Period

The term of this contract will be specified in the contract based on the expected timeline to complete the required analysis and plan document.

Termination of Contract

To be defined in the contract.

Professional Services Contract

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm's technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the Village, will be incorporated into a contract between the Village and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no

other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Village Board, execution of the contract by the proper Village officials, and delivery of the fully-executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully-executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the Village of Shorewood.

Selection Criteria

Village staff will consider the following in evaluation of the proposals:

1. Quality and content of the written proposal.
2. Experience and technical competence of the consultant and project team assigned to the project, including previous work samples and references.
3. Familiarity of the consultant with the types of issues typically encountered on projects such as this and the recommended alternatives to address such issues.
4. General understanding of and agreement with the consultant's approach to the project, including public engagement and the Village's confidence in the consultant's ability to satisfactorily perform the work.
5. Ability to complete the project within the necessary time frame.
6. Cost.

Instructions to Firms

Submittal Instructions

1. Please provide one (1) digital copy of the proposal to:
Bart Griepentrog, AICP, Planning & Development Director
bgriepentrog@villageofshorewood.org
Identify proposal name into subject line of the email:
Transportation and Parking Analysis
Deadline:
4:30 PM CST
Friday, January 25, 2019
2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. Depending on cost, the Village may opt to remove portions of the scope, prior to the contract period. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Amendments

Amendment of proposals may be done as follows:

By Village: Proposals may be amended by the Village in response to need for further clarification, specifications and/or requirements changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors.

By Firm: Proposals may only be amended after receipt by the Village by submitting a later dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the opening date unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.

Contract Administration

The staff member is the primary contact for contract administration of this proposal:

Bart Griepentrog, AICP, Planning & Development Director
bgriepentrog@villageofshorewood.org
(414) 847-2647

In the absence of the primary contract, the secondary contract for contraction administration is:

Rebecca Ewald, Village Manager
rewald@villageofshorewood.org
(414) 847-2701

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Responses to submitted questions:

On the first page of your RFP, there's a reference to Village Trustees' 2018 "...prioritization process based on its current vision...." Is this a document on your website? If so, where can it be found?

The Village of Shorewood's 2025 Vision Plan can be found on our website at:

<https://www.villageofshorewood.org/DocumentCenter/View/3237/Vision-2025-Implementation-Plan-PDF?bidId=>

What are the Village's specific areas or locations of concern as it relates to traffic counts and detailed data collection?

The Village does not have specific areas of concern identified for traffic counts and detailed data collection, but rather expects that the chosen consultant will be able to identify those through review, inspection and public engagement. If required to help identify possible solutions, the RFP indicates that traffic counts are to be collected "as required."

Are there any intersections of particular concern with a request for a change in traffic control (2-way stop to 4-way stop to traffic signals, etc.)?

The Village does not have any intersections noted of particular concern. However, it is anticipated that the analysis would identify under what circumstances changes in traffic control could be necessary. Such as based on traffic counts, speed, geometry, land use, etc.

How many intersection should be addressed (traffic turning movement counts, capacity analysis, etc.)?

The RFP does not quantify what or how many intersections should be addressed. That is expected to be learned through analysis, but not a primary focus of this study, unless identified.

What are the highest hours of parking occupancy? (i.e. weekdays from 10 AM to 2 PM, 3PM to 6PM, Saturdays from 10 AM to 2 PM, etc.)

There is no single answer to this question. Shorewood is a dense urban community with mixed land use. Parking fluctuates based on need. Commercial parking is generally heaviest during late afternoon early evening times.

Are detailed parking occupancy counts desired? What frequency and/or times of day?

The Village is not dictating how the parking analysis will need to be performed.

Will UWM be included / participating in the study?

UWM's participation is not expected, unless found to be necessary as a result of data research or public participation.

How much consideration should be given to UWM needs as part of the overall project?

This study is for the Village of Shorewood, not UWM.

What is the timing of the 2019 Community Survey and when will the results be available?

The results of the 2019 Community Survey are expected to be available by the end of May.

How many meetings with the Technical Advisory Group are anticipated over the duration of the study?

Your proposal should outline how many meetings you anticipate needing with that group based on your proposed methods and timeline. All other communication will be through the project leader.

What is the anticipated study completion date?

The RFP indicates a preferred completion prior to discussion and adoption of the Village's 2020 budget. Those discussions begin in August. However, that timeline should not inhibit consultants from proposing the timeline they feel necessary to complete the project.

Will the Village provide information on circulation issues expressed by its residents in Task 1.A.1?

The Village is not dictating how circulation issues will be identified, but staff will be available to answer questions throughout the study. If specific requests or meetings are needed to help identify those issues, consultants should build that into their methodology and timelines.

Will the Village provide Metro Market parking structure plans for the circulation analysis in Task 1.1?

The Village has a copy of the plans for the Metro Market parking structure and will share them as requested.

Will the Village provide a digital base street map?

Yes, the Village can provide available maps, as requested. If specifics are needed, they should ideally be shared within a response to the RFP.

Does the Village have a block by block inventory of its existing on-street parking spaces and regulations?

A comprehensive inventory of on-street parking on a block by block basis was cataloged in 1988. The Village also has two studies that inventoried parking along the commercial corridors in 2005 and 2007. Sporadic efforts, including one in 2016, have also identified parking inventories within residential areas. The intention of this study is to comprehensively analyze our parking situation throughout the entire Village. These past studies may be used as reference in doing so. Parking regulations can be found within the Village's Municipal Code [Chapter 500 Article VII](#).

Is or when will the 2019 Community Survey responses be available referenced in Task 3.A?

The results of the 2019 Community Survey are expected to be available by the end of May.

What does the Village mean by ‘Inventory Gaps’ under Daytime Parking in Task 2.A.2?

This is not a technical term. It simply relates to any discrepancies in supply and demand.

What software program does the Village currently use related to the parking enforcement reference in Task 2.E.1?

The Village uses Duncan Solutions.

RFP Response

Is there a page limit?

As indicated on page 3, the proposal should not exceed 20 single-sided pages.

Is there a budget established for the work scope identified?

The Village has already allocated an amount of funding towards the analysis, but the final budget will be subject to selection of a consultant and contract negotiation. As indicated in #5a on page 4 of the RFP – “not to exceed” costs should be provided per task and sub-task.

How many references do you want?

No more than 3 references would be necessary.

What information is available from the Village? Or, do we collect the following in the field?

GIS database:

Street right of way and pavement widths - **NO**

Street operations – 2-way and 1-way - **NO**

Sidewalks and cross walks - **NO**

Traffic signal locations - **NO**

All-way stop locations - **NO**

Stop locations – **NO**

Yield locations - **NO**

Speed limits - **NO**

Parking restrictions/prohibitions - **NO**

Bus stops - **NO**

Bike lanes/trails/signage - **NO**

Utilities – **YES (Village– Electric, Water, Sanitary and Storm), NO (Private – gas and telecom)**

Zoning and Land Use maps - **YES**

Truck route map - **NO**

Parking zone map - **NO**

Bike and Trail plans - **YES, the Village has an adopted Pedestrian and Bicycle Master Plan from 2015 that should be referenced.**

Previous traffic and parking studies – the most recent parking studies were performed in 2005 and 2007 within the Village’s commercial district. A more comprehensive review was performed in 1988, which covered the entire village, including residential.

PARKING DEMAND – CURBSIDE: Is there a fairly recent study that measures curb parking demand separately from lot parking demand? - NO

INTERSECTION TRAFFIC COUNTS: Are there any peak period intersection traffic counts for all turning movements at key intersections, particularly at E. Capitol Dr. & N. Oakland Ave.?

WisDOT has current traffic counts available for various portions of E. Capitol Dr. and N. Oakland Ave., including the intersection. However, the Village is unaware if they also have current data on peak period or turning movements. The Village has data on E. Capitol Dr. prior to its 2010 reconstruction.

GEOGRAPHIC SCOPE: Is it the entire Village including all residential streets?

Yes, the transportation and parking analysis includes the entire Village.

BUDGET: What is your budget?

The Village has already allocated an amount of funding towards the analysis, but the final budget will be subject to selection of a consultant and contract negotiation. As indicated in #5a on page 4 of the RFP – “not to exceed” costs should be provided per task and sub-task.

Please confirm the North, South, East, and West boundaries of the project study area.

The project encompasses the entire village of Shorewood. The northern boundary is approximately E. Glendale Ave. (west of N. Oakland Ave.) and E. Kensington Blvd. (east of N. Oakland Ave.). The southern boundary is E. Edgewood Ave. The eastern boundary is Lake Michigan. The western boundary is the Milwaukee River.

How many intersections does the Village expect to be analyzed? How many of these intersections would need updated traffic counts?

Specific intersections and traffic counts are to be determined through analysis, as needed. It is not expected that either of these topics will be a primary component of the study.

Generally, what does the Village see as opportunities for improvement around N. Oakland Avenue, E. Capitol Drive, and in proximity to University of Wisconsin-Milwaukee?

Physical opportunities for improvement, as listed in the RFP, include traffic controls and calming; and bike, pedestrian and transit accommodations. Operational opportunities, as defined in the RFP, include street classification and circulation; and, design, approval and implementation of transportation projects.