

# REQUEST FOR PROPOSAL

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## Downtown Neenah Traffic Study Phase II



211 Walnut Street  
Neenah, WI 54956

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## Submit Completed Proposals To:

City of Neenah  
 211 Walnut Street  
 Neenah, WI 54956  
 Attention: Traffic Engineer

## Summary

The City of Neenah, Wisconsin is inviting proposals from qualified consultants and is seeking professional services for traffic operations analysis, transportation planning, and preliminary engineering for a series of projects pertaining to the economic vitality of the downtown area.

In 2018, the City of Neenah administered Phase I of the Downtown Neenah Traffic Study, which sought collection of traffic data and identification of issues for further study. The intent of this study is to utilize the information collected from the Phase I study and develop solutions for target areas of concern in a comprehensive and cohesive manner.

## Background

The City of Neenah's nationally recognized downtown offers a variety of shopping and dining choices and also serves as a venue for numerous community festivals and events. In addition, the downtown has experienced exponential growth in office space in the past two decades and is now home to the corporate headquarters for major corporations such as Alta Resources, Inc., Bergstrom Corporation, and Plexus Corporation. While the City's population is approximately 26,000, the daytime population within one mile of the downtown is about 14,000. The recent growth has put observable strain on certain arterial streets during peak travel periods of the day. Traffic in the downtown has become a concern raised among prospective developers and the neighboring hospital, ThedaCare-Neenah, a Level II trauma center. Additionally, downtown Neenah carries pass-through traffic connecting the I41 and WIS441 corridors.

With new development anticipated to occur, particularly on the west side of the downtown, the City desires to proactively develop an action plan to address congestion and safety concerns. The purpose of this study is to build from Phase I of the Downtown Traffic Study, providing analysis and recommendations for addressing key issues that have been identified.

# Scope of Work

## Project 1: Downtown Traffic Network Management Plan

### SUMMARY & OBJECTIVES

Given recent trends of development occurring on the west side of the downtown and concerns regarding existing traffic congestion, the City desires to explore measures which balance traffic flow within the downtown area for the purposes of accommodating future growth, improving safety, and alleviating existing congestion. Specifically, the City seeks to improve route alternatives for Main Street traffic to connect with the WIS114/Commercial Street and Oak Street corridors.

Currently, Main Street traffic generally travels through the downtown center utilizing Wisconsin Avenue, contributing to congestion and safety concerns. This corridor is not only used to access the immediate downtown area, but also to pass through to other destinations.

The primary goal for this project is to develop a comprehensive package of solutions which redistributes Main Street traffic passing through the downtown to reduce the traffic load on Wisconsin Avenue during peak traffic periods, without discouraging downtown destination traffic. This includes:

- Reduce heavy vehicle traffic utilizing Wisconsin Avenue
- Improve pedestrian & driver comfort on Wisconsin Avenue
- Minimize delay along alternate routes and improve access with intersecting major corridors
- Enhance guidance measures to redirect pass-through traffic on a preferred alternate route

### EVALUATION SCENARIO

The Consultant shall analyze existing conditions projected to year 2040. Existing conditions shall be calculated utilizing 2018 Downtown Neenah Traffic Study data (provided by the City) plus a 1% linear growth projection. The target area of study is bounded by Main Street, Wisconsin Avenue, Columbian Avenue/Smith Street/Torrey Street, and Oak Street. [Click here](#) for a map.

## TASKS

1. Evaluate the current street network for barriers that inhibit the use of alternative routes. Recommend specific bypass route(s) to promote pass-through travel to and from Main Street.
2. Identify measures that promote use of the recommended bypass routing and/or discourage use of Wisconsin Avenue by pass-through traffic including but not limited to: signing, pavement markings, intersection control, traffic signal timing, and physical/visual treatments.
3. Evaluate and estimate the impacts of the proposed measures to the surrounding traffic network, including Church Street, Commercial Street, Wisconsin Avenue/Main Street, and Oak Street, where applicable.
4. Assess the feasibility of realigning the Columbian Avenue corridor between Main Street and Church Street to intersect with Millview Drive and Main Street. This includes evaluation of impacts on utilities, developable properties, and the connection with the surrounding street network. Develop a list of the short-term and long-term advantages and disadvantages of a realignment.

## **Project 2: Intersection Control Evaluation – Main Street & Torrey Street**

### SUMMARY & OBJECTIVES

This project consists of evaluating the traffic operation, safety, and feasibility of alternatives for the [Main Street & Torrey Street](#) and [Main Street & Millview Drive](#) intersections. The analyses performed as part of this project shall be in accordance with Wisconsin Department of Transportation (WisDOT) Facilities Development Manual (FDM) §11-25-3.2.2 Phase II Alternative Selection ICE.

The goals for this project are to:

- Accommodate future growth of the downtown, particularly development of adjacent properties, development of Arrowhead Park, and the potential construction of a nearby parking ramp.
- Address safety concerns pertaining to the proximity of the intersections with the Main Street railroad overpass. This includes sight distance/visibility constraints, impacts caused by the changes in grade along Main Street, and driver speed entering into the downtown area from the overpass.
- Provide a solution that synergizes with Project 1 objectives.

## EVALUATION SCENARIOS

1. Base condition - This scenario shall comprise existing conditions plus anticipated future development at adjacent properties in year 2020. Existing conditions shall be calculated utilizing 2018 Downtown Neenah Traffic Study data (provided by the City) plus a 1% annual linear growth projection. Future development estimates will be provided by the City.
2. 20-year projection - Analyses shall assume Scenario 1 (base conditions) projected 20 years assuming a 1% annual linear growth for 2040.

## ALTERNATIVES

1. 3-approach signalized intersection at the existing location of Main St. & Torrey St.
2. 3-approach roundabout at the existing location of Main St. & Torrey St.
3. 4-approach signalized intersection on Main St. incorporating both Torrey St. and Millview Dr.
4. 4-approach roundabout on Main St. incorporating both Torrey St. and Millview Dr.

## TASKS

1. Trip Generation Analysis - Calculate trip generation and distribution estimates utilizing the latest edition of the Institute of Transportation Engineers *Trip Generation Manual* for future adjacent development based on projected land use information provided by the City.
2. Traffic Forecasting - Calculate forecasted traffic volumes for the street approaches for each scenario.
3. Operational Analysis - Each scenario for each alternative shall be studied for the analyses below:
  - a. Level of Service (LOS) Analysis - Use the methodologies outlined in the most recent version of the Highway Capacity Manual (HCM) to conduct the level of service (i.e., capacity) analysis for existing and design year traffic conditions. Refer to FDM 11-5-3 for details on the traffic analysis methodologies and analysis tools to use when conducting the quantitative capacity analysis.
  - b. Queue Impacts - Based on the 95th-percentile back-of-queue length, assess whether the existing and/or future queues will affect the intersection design (e.g., turn bay lengths) and/or alternative selection.

- c. Additional Capacity - Conduct a sensitivity analysis to assess how much additional capacity above the design-year traffic volumes (if any) each traffic control alternative can accommodate. Consider the ability to accommodate 5 to 20 percent additional traffic due to diversion because of an incident on the freeway system (I41 & WIS441).
  - d. Additional Considerations - Identify any other factors that could potentially influence (either positively or negatively) the intersection capacity or operation.
4. Practical Feasibility Assessment - The Consultant shall utilize Evaluation Scenario 2 conditions for two preferred alternatives selected by the City (upon recommendations by the Consultant) for the tasks below:
  - a. Right-of-Way (ROW) Impacts - Determine the amount of right-of-way acquisition required for each alternative. Also determine where driveway access restrictions should be in place for each alternative.
  - b. Utility Impacts - Identify the extent of any additional utility needs or utility relocations required for each alternative. The City will provide information and relocation cost estimates for City-owned utilities.
  - c. Cost Estimate - Provide a summary of the factors that influence the cost estimates (construction costs, operation/maintenance costs and right-of-way/real estate costs).
  - d. Additional Considerations - List any other considerations, such as geometric constraints, truck traffic, or pedestrian/bicycle facilities that influence the practical feasibility of the alternative. Note the implications the Project 1 corridor study may have on the design (e.g., alternative selection, design vehicle, lane configuration, etc.). Additionally, identify if there are any major historical, archeological, hazardous materials or other environmental or unique impacts that effect the practical feasibility of the alternative.
5. Design Layout - Provide a 30% design for the two Evaluation Scenario 2 preferred alternatives selected by the City. The city will provide construction plans of the Main Street corridor and City CAD drawings.
6. Recommendation - Provide a recommendation of the best alternative, considering traffic operations, assessments on safety, and alignment with the goals of the downtown traffic network management plan.

## Project 3: Parking Ramp Site Assessment – Blue Lot

### SUMMARY & OBJECTIVES

The Blue Lot, located at [214 S. Church Street](#), has been identified as a potential site to construct a parking ramp. As a parking ramp location, this site would primarily serve current parking users along with new development on the west side of the downtown. The goal of this project is to determine traffic impacts that would result from a parking ramp located on the site and derive solutions to mitigate said impacts.

### EVALUATION SCENARIO

The Consultant shall analyze existing conditions projected to year 2040. Existing conditions shall be calculated utilizing 2018 Downtown Neenah Traffic Study data (provided by the City) plus a 1% annual linear growth projection. The ramp capacity to be used for analyses will be provided by the City.

### TASKS

1. Design Layout - Provide a preliminary layout (footprint) for a parking ramp which maximizes cost efficient design and construction practices.
2. Trip Generation Analysis - Determine the most suitable access points to/from the proposed parking ramp and develop a corresponding traffic distribution estimate at peak traffic periods.
3. Traffic Impact Analysis - Estimate the magnitude of traffic impacts on the adjacent street network.
4. Recommendation - Identify infrastructure improvements necessary (if any) to accommodate the traffic generated from the parking ramp.

## Project 4: Parking Ramp Site Assessment – Hewitt Lot

### SUMMARY & OBJECTIVES

The Hewitt Peninsula Lot, located at [125 N. Commercial Street](#), has been identified as a potential site to construct a parking ramp. As a parking ramp location, this site would serve the businesses immediately adjacent to the site, thereby providing availability in other parking locations throughout the downtown area. The goal of this project is to determine traffic impacts that would result from a parking ramp located on the site and derive solutions to mitigate said impacts.



It is anticipated that installation of a traffic signal on Commercial Street would be required to accommodate flow in and out of the ramp during peak traffic periods. It is also recognized that a secondary access point connecting the site to the Neenah Centers parking lot may be necessary. The assessment of this site for a potential parking ramp shall explore these considerations as part of the project.

### EVALUATION SCENARIO

The Consultant shall analyze existing conditions projected to year 2040. Existing conditions shall be calculated utilizing 2018 Downtown Neenah Traffic Study data (provided by the City) plus a 1% annual linear growth projection. The ramp capacity to be used for analyses will be provided by the City.

### TASKS

1. Design Layout - Provide a preliminary layout (footprint) for a parking ramp which maximizes cost efficient design and construction practices.
2. Trip Generation Analysis - Provide a traffic distribution estimate for peak traffic periods.
3. Traffic Impact Analysis - Estimate the magnitude of traffic impacts on the adjacent street network. Model the impact of a traffic signal at Commercial Street, if necessary.
4. Recommendation - Identify infrastructure improvements necessary to accommodate the traffic generated from the parking ramp.

## **Project 5: Roundabout Conceptual Design – Main Street & Green Bay Road**

### SUMMARY & OBJECTIVES

The City has identified the signalized intersection of [Main Street and Green Bay Road](#) as a candidate for a roundabout. The operation of this intersection is heavily influenced by right-of-way constraints and the proximity and access to/from the I41 corridor.

Currently, the traffic signals are programmed for split phasing with protected turn movements to accommodate unbalanced flow movements and to achieve better lane utilization. When under peak volume conditions, this creates an undesirable overall level of service generated from long time-in-queue delay. In

addition, the intersection periodically experiences significant instability when incidents arise on the highway system or during equipment malfunction.

While it is the City's position that the traffic signal operations currently remain serviceable, the City takes interest in reserving right-of-way to accommodate future expansion of the intersection.

### EVALUATION SCENARIO

Design criteria for this project shall consider future year 2040 traffic volumes while maintaining a level of service D or better for peak hour operating conditions. The Consultant shall utilize 2018 Downtown Neenah Traffic Study data (provided by the City) and include a 1% annual linear growth projection.

### TASK

Develop a WisDOT FDM 30% conceptual roundabout design for the purposes of establishing right-of-way reservations.

## **Services & Deliverables**

### PRESENTATION & MEETINGS

The Consultant shall host a minimum of three (3) meetings with the staff steering committee: one kickoff meeting, one interim progress meeting, and one pre-final report meeting.

The Consultant shall provide one (1) public meeting presenting the findings of the report to the members of the Neenah Public Services & Safety Committee.

### FINAL REPORT

A final report shall be provided conveying the methodology, data collected and utilized, and recommendations for each task in the scope of work. The final report shall be furnished on paper and in an Adobe Portable Document Format (PDF) format.

### SUPPORTING DOCUMENTS

In all cases where an electronic document or database has been created to develop the study, the Consultant shall provide a copy of such file in native electronic form. The City presently uses Microsoft Excel and Word and requires documents created to be translated into formats readable by those programs.

After final report preparation and presentation, all work papers used in the development of the study shall become the property of the City of Neenah and shall be delivered to the Public Works Director of the City. If electronic versions of the information exist, it shall be provided to the City in electronic form.

### INFORMATION TO BE SUPPLIED BY THE CITY

The City shall provide existing traffic information for the study area, as available including:

- Intersection traffic counts
- Pneumatic tube traffic counts
- Traffic crash reports for the sections of Main Street, Commercial Street and Oak Street within the study area
- Mapping of the study area in a DWG file format to include the following layers:
  - parcel lines
  - right-of-way lines
  - pavement edge
  - road centerline
  - sidewalk edge
  - building footprint
  - parking lot
  - basic hydrology
  - contour lines
  - utilities (sanitary sewer, storm sewer, water - mains, manholes, valves, hydrants)
  - street names
  - address numbers
  - parcel dimensions
- Traffic signal timing plans for the following intersections:
  - Winneconne Avenue/Commercial Street
  - Commercial Street/Columbian Avenue
  - Commercial Street/Wisconsin Avenue
  - Commercial Street/Forest Avenue
  - Wisconsin Avenue/Church Street
  - Wisconsin Avenue/Oak Street
- Existing and planned development impacting the study area
- [Public Transit Routes](#)
- [2016 Downtown Commuter Traffic Survey](#)
- [2018 Downtown Traffic Study, Phase I](#)

# Proposal Terms & Conditions

## REQUIREMENTS

Each proposal shall follow the format described herein:

1. Transmittal Letter. The letter must include the name, title, address, and phone number of the primary contact.
2. Statement of Qualifications.
  - a. Qualification summary of the company
  - b. Qualification summary of and list of the staff intended for the project
  - c. Description of similar projects
3. References. Descriptions of up to three similar assignments completed by the project manager. Include the name of the client, contact person, and telephone number.
4. Project Approach. Provide a scope of work and a list of tasks.
5. Additions or Modifications. This section shall include any proposed amendments to the scope of work included in this request.
6. Proposed Schedule. The proposed schedule should include benchmarks for completions of tasks.
7. Fee Proposal. Proposed consultant fees for this project must be submitted in a spreadsheet format in a sealed envelope marked "Fee-Structure - Do Not Open." The fee structure shall reflect the total not to exceed estimated fee for all services listed in the proposal. Proposed resources for each individual project outlined in the scope of work must be identified, including hours and wage rates for consultants and sub consultants. Elements that will be evaluated include:
  - a. Availability of resources from the consultant and sub consultant(s) for the project.
  - b. Estimated hours and fees to complete individual work elements.
  - c. Estimated total fee for the project based on hourly rates, including a not-to exceed cap.
  - d. List of reimbursable expenses and detailed costs of such.

The Consultant shall not assign the contract or subcontract any portion of the work without the written consent of the City of Neenah, nor shall the firm assign any monies due or to become due to them hereunder, without previous consent of the City.

Only complete responses will be considered. Responses shall be provided in a sealed envelope marked "City of Neenah - Downtown Traffic Study Phase II." A total of one (1) electronic copy and three (3) printed copies of the responses along with one (1) copy of the proposal cost estimate in a separate, sealed envelope shall be received by 12:00 noon on Wednesday, April 17, 2019, delivered by mail or in person to:

City of Neenah  
211 Walnut Street  
Neenah, WI 54956  
Attention: Traffic Engineer

Electronic copies may be emailed to [jmerten@ci.neenah.wi.us](mailto:jmerten@ci.neenah.wi.us).

### SELECTION & AWARD

Staff will evaluate the proposals. If there is no clear choice, a short list of consultants will be invited for an interview. The proposals and oral interview results shall be the basis of selection. The selection criteria are as follows:

- Consulting firms that are the most qualified and experienced in the area of network traffic analysis.
- Adherence to the proposal requirements described in this RFP.
- The experience of the project manager and work team.
- The ability to perform work in a timely manner.
- The quality of the proposal.
- The quality of the interviews, if necessary.

Award will be made by the Neenah Common Council. The Neenah Common Council reserves the right to accept or reject any or all proposals, to waive any irregularities, informalities or defects in the proposals, to accept any proposal in whole or in part which it shall deem to be in the best interest of the City of Neenah.

### CANCELLATION

This RFP may be cancelled or any or all bids or proposals may be rejected in whole or in part. Proposals that do not comply with all criteria set forth in this RFP are subject to disqualification. Late responses will not be considered.

## SCHEDULE

RFP Issued	March 28, 2019
RFP Responses Due	April 17, 2019
City Evaluation/Vendor Interview	April 18 - May 3, 2019
Council Consideration & Approval	May 15, 2019

## PAYMENT

The City will develop a payment schedule based upon important milestones being accomplished. This payment schedule will be negotiated with the selected consultant.

## CONTACT

If further information is required, please contact:

James Merten, Traffic Engineer  
Email: [jmerten@ci.neenah.wi.us](mailto:jmerten@ci.neenah.wi.us)  
Phone: 920-886-6243

Gerry Kaiser, Public Works Director  
Email: [gkaiser@ci.neenah.wi.us](mailto:gkaiser@ci.neenah.wi.us)  
Phone: 920-886-6241

Chris Haese, Community Development Director  
Email: [chaese@ci.neenah.wi.us](mailto:chaese@ci.neenah.wi.us)  
Phone: 920-886-6127

Please note that written clarifications from questions regarding this RFP will be distributed to all Consultants solicited.

# Map of Projects

[Click here](#) for an interactive map of the projects shown below.

