REQUEST FOR PROPOSAL

DOWNTOWN TRAFFIC STUDY

SEPTEMBER 27, 2017
SUMMARY
The City of Neenah, Wisconsin is seeking the services of a qualified consulting firm to provide support in traffic data collection and analysis of the traffic access to, through, and within its downtown. The attached map depicts the anticipated study area. The Consultant will take a global look at the current and projected downtown traffic situation, note the weaknesses in the network and develop alternatives to address those weaknesses.

PROPOSALS MUST BE RECEIVED NOT LATER THAN 12:00 P.M. ON FRIDAY, OCTOBER 27, 2017.

The City of Neenah reserves the right to accept or reject any or all proposals, to waive any irregularities, informalities or defects in any proposal, to accept any proposal in whole or in part which shall be deemed in the best interests of the City of Neenah, and to negotiate with the successful proponent.

PROCESS
The City of Neenah will conduct the review, screening and selection of a professional consultant to provide the services required. The Consultant is encouraged to suggest or incorporate additions or modifications to the scope into the proposal that will enhance or clarify the study.

RFP SUBMISSION
Only complete responses will be considered. Responses shall be provided in a sealed envelope marked “City of Neenah – Downtown Traffic Study Proposal”. A total of three (3) copies of the response along with one (1) copy of the cost proposal in a separate, sealed envelope shall be received by 12:00 p.m. on Friday, October 27, 2017, delivered by mail or in person to:

City of Neenah
211 Walnut Street
Neenah, WI 54956
ATTN: James Merten, Traffic Engineer

A complete PDF copy shall also be emailed to jmerten@ci.neenah.wi.us by the deadline.

If further information is required, please contact:
- James Merten, Traffic Engineer at 920-886-6243 (jmerten@ci.neenah.wi.us)
- Gerry Kaiser, DPW Director at 920-886-6241 (gkaiser@ci.neenah.wi.us).
**PROJECT ANNOUNCEMENT**
The City of Neenah, Wisconsin is seeking the services of a qualified consulting firm to provide traffic data collection and analysis of the traffic access to, through, and within its downtown. The attached map depicts the anticipated study area.

**PROJECT BACKGROUND**
The City of Neenah has a population of approximately 26,000. Downtown Neenah is unique in that it is a relatively compact area that has a large concentration of daytime office employment. The daytime population within one mile of the downtown is about 14,000. While total employment numbers vary somewhat on a seasonal basis and based upon external market conditions, the four largest private sector employers account for up to 2,650 total employees working in the downtown area on a typical weekday at full employment. The four largest private sector employers and their corresponding levels of employment are as follows:

<table>
<thead>
<tr>
<th>Business</th>
<th>Employees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alta Resources</td>
<td>1,700</td>
</tr>
<tr>
<td>Bemis Corporation</td>
<td>391</td>
</tr>
<tr>
<td>Plexus Corporation</td>
<td>500</td>
</tr>
<tr>
<td>Affinity Health Clinic</td>
<td>59</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>2,650</strong></td>
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</tbody>
</table>

The City of Neenah wishes to examine traffic circulation in its downtown street network. The last comprehensive analysis of downtown traffic circulation was done in the late 1960s. Some of the recommendations of that study were implemented but over time have been reverted piecemeal to their original state. Since then, in spite of major changes to access and development in the downtown, traffic analysis has been done only to address specific issues and not for the downtown as a whole.

In addition to a consideration of existing development, the City would like to prepare for traffic impacts related to the construction of a future parking structure. The analysis should include the assumption of a 600 car parking structure located either west of the 200 block of S. Church Street or on a peninsula of land east of Commercial Street about 500 feet north of Wisconsin Avenue.

**PROJECT DESCRIPTION:**
The City wishes to have an analysis of this street network which will include making recommendations to improve vehicle, bicycle, and pedestrian traffic in the project area. This should include a review of intersection traffic controls, one-way street pair options, lane assignments on arterial and collector streets in the area to improve vehicle or bicycle flow, Church Street Parking Ramp access, and traffic signal progression on Commercial Street.

The Consultant is required to gather all data needed to complete tasks. Available City data may be used by the Consultant if deemed to represent current conditions. The data collection and recommendations will be summarized in a technical report which will be presented to the City of Neenah.
**Scope of Services**

1. Data Collection
   a. Traffic Volume Data Collection: The Consultant shall acquire and/or collect turning movement count data (including heavy vehicles) as appropriate to accurately understand the existing conditions. At a minimum, counts will be required at:
      - Winneconne Avenue/Commercial Street
      - Commercial Street/Columbian Avenue
      - Commercial Street/Wisconsin Avenue
      - Commercial Street/Forest Avenue
      - Main Street/Green Bay Road
      - Main Street/Torrey Street
      - Main Street/Doty Avenue
      - Other intersections as determined necessary for the successful completion of the study.
   
   b. Road Network Geometric Conditions: The Consultant shall acquire or collect information on the physical conditions in the street network including, but not limited to, street width, lane configuration, parking, bike lanes and facilities, sidewalks, crosswalks, intersection traffic controls, etc.
   
   c. Traffic Signal Operations: The City shall provide the Consultant with information on the traffic signal operations for the signalized intersections within the study area.

2. Analysis
   a. Traffic Modeling – assuming a fully developed condition. This Consultant will take into account future volume conditions by using information provided by the East Central Wisconsin Regional Plan Commission’s travel demand model.
      i. Existing Condition
      ii. 20-Year Projection
   
   b. Traffic Control Analysis – Evaluation of changes to existing controls at the intersections listed. Controls to be considered include roundabouts, signalization or multi-way STOP.
      - Winneconne Avenue/Commercial Street
      - Main Street/Green Bay Road
      - Main Street/Torrey Street
      - Main Street/Doty Avenue
   
   c. Traffic Routing - Creation of one or more One-way street pairs to facilitate traffic flow.
   d. Lane Assignments - The reduction of or reassignment of travel lanes on multi-lane roads to improve vehicle and bicycle access.
   e. Commercial Street traffic signal timing progression analysis. Analysis shall use Synchro traffic analysis software. The analysis should be completed for the current conditions and for the recommended design scenario.
   f. Church Street Ramp Access – A review of the options and impacts for improving access to the existing parking ramp.
   g. Integration of downtown streets into a larger bicycling network.
3. Meetings: The following are the minimum meeting activities that the Consultant should include:
   • Two public meetings – one for information gathering and the other for presentation of conclusions.
   • Three meetings with the staff steering committee – one Kickoff meeting, one interim progress meeting, and one pre-final report meeting.

4. Report: The Consultant’s information, analysis and recommendations will be summarized in a technical report, with graphics as appropriate.

**INFORMATION TO BE SUPPLIED BY THE CITY OF NEENAH**

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 name
  - address number
  - 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.
- Transit routing.
- 2016 Downtown Commuter Traffic Survey information.
**Duration of Services**
The services for this proposal are non-recurring and will terminate upon completion of the final report.

**Evaluation Criteria**
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 the next section.
- 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.

**Proposal Requirements**
Each proposal shall follow the format described herein:
1. Transmittal letter that will include the name, title, address, and phone number of the primary consultant contact for the proposal.
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.
   a. Provide a scope of work
   b. Provide a list of tasks
   c. Provide a project schedule
5. A discussion of proposed additions or modifications to the work scope included in this request.
6. 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 estimated fee for this project as described by the consultant in Section 4 above. Proposed resources for each task 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.
GENERAL NOTES
In all cases where an electronic spreadsheet, document or database has been created to develop the study, the bidder shall provide a copy of such spreadsheet in native electronic form. The City presently uses Microsoft Excel and Word and requires spreadsheets and documents created or able to be translated into those formats. The final report will be furnished on paper, and in an Adobe .pdf format.

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.

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.

Three (3) hard copies of the proposal along with one copy of the cost proposal must be received by Noon on Friday, October 27, 2017. One copy shall also be emailed in a PDF format. Submittals may be delivered or mailed to:

James Merten, Traffic Engineer
Department of Public Works
City of Neenah
P.O. Box 426
Neenah, WI 54957-0426
Email: jmerten@ci.neenah.wi.us

SCHEDULE:  The estimated schedule for the RFP process is:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>September 27</td>
<td>- RFP Issued</td>
</tr>
<tr>
<td>October 27</td>
<td>- RFP Responses Due</td>
</tr>
<tr>
<td>October 30 – November 17</td>
<td>City Evaluation\Vendor Interview (if needed)</td>
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<tr>
<td>December 6</td>
<td>- Council consideration of selection</td>
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</tbody>
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ASSIGNMENT:  The Professional 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.

CANCELLATION OF RFP:  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.

PAYMENT:  The City will develop a payment schedule based upon important milestones being accomplished. This payment schedule will be negotiated with the selected consultant.
Attachment 1: City of Neenah - Study Location