



ADVERTISEMENT FOR THE CITY OF WAUPACA REQUEST FOR PROPASAL (RFP) BICYCLE AND PEDESTRIAN MASTER PLAN

The City of Waupaca is seeking a proposal for a qualified professional firm for the development of a Bicycle and Pedestrian Master Plan. Firms wishing to respond may find the RFP located on the City's website at <https://www.cityofwaupaca.org/category/rfp/>

The City's vision for this project is to create a unified network of trails accessible to bicyclists and pedestrians of all abilities. The network should create routes to destination locations around the City of Waupaca including the downtown, neighborhoods, businesses, schools, and parks.

The RFP has a scope consisting of five different tasks: Evaluation, Engineering, Education, Initiatives, and Recommendations. Evaluation will focus on the current levels of non-motorized transportation throughout the city, firms will determine the best method of data collection and interpretation. The second task, Engineering, will determine the existing infrastructure available and inventory using both your own and previously collected data. Task 3, Education, will be to develop initiatives that include gathering public input, using media outlets, and holding meetings, to determine the best methods of educating stakeholders on the benefits of an updated transportation system. Initiatives is the next task which focuses on developing initiatives to build enthusiasm and interest in the usage of the proposed network. The final task, Recommendations, will be a compilation of all of the other tasks and will address the best possible project development scenario. This task will include but is not limited to: development scenarios with alternatives, signage and design standards, environmental impacts, maintenance plans, and schedules outlining final design and construction phases.

Proposals shall include the consultants' approach to the scope and any additional information deemed necessary. Please refer to the full RFP for additional information regarding the scope and requirements the City is looking to fulfill.

Copies of proposals shall be delivered to the City of Waupaca's City Hall. Please mark "Proposal for the City of Waupaca Bicycle and Pedestrian Master Plan" on the envelope by 4:00 pm CST on Friday April 20, 2018.

Questions about the RFP be directed to Brennan P. Kane, Director of Community and Economic Development, phone (715) 942-9904 or email bkane@cityofwaupaca.org by Friday April 13, 2018.



CITY OF WAUPACA REQUEST FOR PROPOSALS

BICYCLE AND PEDESTRIAN MASTER PLAN

Date Issued: March 23, 2018

Proposals Due: April 20, 2018 by 4:00pm

For more information please contact:

Brennan Kane

Director of Community and Economic Development

T: 715.942.9904

E: bkane@cityofwaupaca.org

OVERVIEW

The City of Waupaca is seeking proposals from qualified consultants to prepare a Bicycle and Pedestrian Master Plan. The City envisions a unified network of trails that promote active transportation around the area. Recognizing that development is happening at an increasing rate every year, the City hopes to enable people of all abilities to have a safe, enjoyable way to commute and recreate using the proposed trail system. Although the City has completed trail projects in the past, our goal is to expand off the existing trails and create a more cohesive system. As a part of the master plan, the City looks for guidance in creating initiatives and programs to stimulate increased pedestrian and bicycle activity.

HISTORY

Waupaca is located in East Central Wisconsin, situated between Appleton and Stevens Point. As the largest city in Waupaca County, Waupaca is home to 6,000 residents year round but becomes a bustling destination spot in the summer when the population count triples. Although the City's population itself is small, Waupaca services a population of 15,000 people from surrounding communities on a daily basis. In the mid 1800's the City of Waupaca started to attract settlers due to its proximity to the Waupaca River and potential for water power. With the large influx of Danish immigrants the city became the seat of Waupaca County. Today Waupaca is known for the Waupaca Foundry, the historic downtown, and the many natural parks.

VISION

The Waupaca Area is known by many to be a place of abundant opportunities for recreation and relaxation. By developing a Master Plan for bicycles and pedestrians the City of Waupaca hopes to encourage visitors and citizens to utilize the proposed trail network for work and play. Establishing a complete system of trails throughout the city will increase accessibility to main locations around the area that are used by many for both work and pleasure.

PROPOSALS

The proposal should describe the your (the consultant's) approach to the scope. The proposal should provide sufficient detail to enable the selection committee to thoroughly evaluate and compare it with other proposals. It should include the following information and any other information you believe is pertinent to this study.

1. Provide a description of your work approach to the tasks as identified in the Scope of Services. In addition, identify and describe potential services that may have applicability. Any concepts, techniques and tools which you intend to utilize in preparing the study should be included.
2. Identify data which will be needed to conduct the study.

3. Describe your intended relationship with staff and the level of assistance anticipated for completion of the tasks. Also, describe your intended relationship with area communities and interested citizen groups.
4. Provide a description of all additional subcontracts and associations with other firms you propose to utilize in the performance of this work. Explain the intended working relationships and responsibilities of each firm, as well as any examples of past experiences working together and also working with the City of Waupaca.
5. Provide a cost estimate of professional fees, as well as a time estimation to undertake the tasks outlined in the Scope of Services. The cost estimate should include direct labor costs, any mark-up for fringe benefits, overhead, profit, and other direct expenses such as transportation, housing, printing, and per diem. The time estimate should also identify the team's professional labor and their respective involvement. A breakdown of the labor costs, including: position, hours, hourly rates of pay, and cost should also be provided. These cost estimates will be used to assess the individual firms and will not be used as consultant selection criteria.
6. Provide a list of references for projects similar in scope which you have conducted in other communities. The dates over which the projects were conducted should be included, as well as the status of implementation of your recommendations for these projects.
7. Provide a list of other comparable studies completed and 1- 3 samples of those projects undertaken by the project manager you are proposing for this project. One copy of each will be sufficient and will be returned to you at your request. Be prepared to discuss any other projects where costs may have exceeded the original contract.
8. Provide resumes of all professionals who will be actively working on this project. Resumes should list related project experience and general project duties.

SCOPE

Task 1 – Evaluation

The consultant will evaluate and assess the levels of bicycling and walking in the area to more effectively direct efforts to improve conditions for residents and visitors. The consultant will determine the methods best used to gather information. Previous analyses can be found on the City's website, or a hard copy can be obtained by contacting Brennan Kane.

Task 2 – Engineering

This task will discuss the physical attributes of the community and inventory the existing conditions affecting bicycling and walking. This will be the basis for review of the Waupaca area bicycle/pedestrian system. Existing components such as system trails, paths, sidewalks, and on street facilities will be inventoried and summarized. Where possible, the differing components should be described with pictures to better identify the differences between the types. The compilation of these existing conditions will be the responsibility of the Consultant. There is data and information available online and in-person concerning the system as it exists today. Any additional information concerning the existing system which may be needed in subsequent analysis will be gathered by joint agreement between the Consultant and the City of Waupaca.

Task 3 – Education

The Consultant will be asked to develop a broad spectrum of initiatives that can be used to educate bicyclists, pedestrians, and motorists on the benefits of having a vibrant and healthy non-motorized transportation system. The Consultant will have the responsibility of obtaining all public input on these initiatives. Data can be obtained by the Consultant from the City and area communities as well as private sector sources as required for system analysis. Public informational meetings and City Hall meetings will take place to gather further local input for the study. The Consultant, in conjunction with the City, shall include and coordinate with local media to help generate public input in the study through public notices and other means they determine. Also in conjunction with the City, a list of project stakeholders will be developed and the Consultant will conduct interviews with the stakeholders to obtain and gather further information for the study.

Task 4 – Initiatives

In this task the consultant will also be asked to develop a compilation of initiatives that will build enthusiasm and interest in the bicycling and walking networks and their use. Programs like bike and walk week, national bike month, bike rodeos, bike club memberships, community events or challenges, and employer incentive strategies like mileage reimbursement are all designed to motivate people to bike and walk more. This task will also identify and work with the area Safe Routes to Schools initiative to help create an action plan for working with the school districts, the individual schools, and the school neighborhoods.

Task 5 – Recommendations

The consultant will address all of the information gathered throughout the scope process and formulate recommendations based upon the findings. The report will include the following:

- a. Project development scenario with alternatives. Provide a summary of alternatives and a recommendation.
- b. Thoughtful comprehension of already established trail systems and programs exemplified through a detailed analysis.
- c. Unified signage and design standards.
- d. Identify anticipated permitting and environmental impacts, along with costs incurred with obtaining necessary permits. Environmental impacts shall include effects (both positive and negative) associated with land use, ecosystem habitat, and wildlife patterns.
- e. Long term maintenance plan and cost estimates (life cycle costs) for at least 25 years.
- f. Provide a proposed schedule outlining final design and cost-effective construction phases.

CRITERIA

The City will enter into an agreement with the selected consultant based upon the Bicycle and Pedestrian Plan committee's decision. The following principles will be used in evaluation of the proposals and interview presentation:

1. Past performance record of the firm and project staff.
2. Experience and qualifications of the firm and key staff with bike/pedestrian projects of this nature and extent.
3. Ability of the firm to evaluate the City's needs based upon information gathered.
4. Quality and content of the written proposal.
5. Thoroughness of presentation and relatedness to the City's vision.

PROCESS INSTRUCTIONS

After the city has received submissions from interested parties there will be internal review of each submission. The top three (3) submissions may be contacted to schedule an interview and presentation of their submitted proposals. City staff from different departments will collaborate to make up the panel that will conduct the interviews. Once the interviews and presentations have been held the staff will decide on the first and second choice of consultant teams to assume the project. From there, teams will be contacted to finalize the total cost and develop the final scope.

SUBMITTALS

Proposals must include but are not limited to:

- Cover page, with project manager contact information and an authorized signature accepting the City's terms and conditions as stated in this document.
- A detailed approach to this project, including but not limited to scope of work and timeline, and proposed review process and deliverables. The proposal should reflect the respondent's intent, creativity, and understanding of the scope of work.
- Profile of consultant team, including the project manager and key members. This may be presented in the form of very brief personal resumes. The profile should clearly convey previous relevant experience of team members, and provide concise reference to the required qualifications listed above.
- Samples of relevant previous work of key team members (proposal must include relevant samples of work completed by consultant; may include links to external sites).
- Hourly rates of team members.
- Proposed fee structure and general breakdown of costs for each task in proposed scope of work.
- List of at least three relevant references and contact information, including phone and email.
- **Submitted proposals shall be made up of one (1) digital copy and six (6) hardcopies.**

QUESTIONS

Questions regarding any part of this RFP may be referred to Brennan Kane, Director of Community and Economic Development for the City of Waupaca. He can be reached by phone at 715-942-9904 or by email at bkane@cityofwaupaca.org.

TIMELINE

ITEM	DATE
RFP issued	March 23, 2018
Deadline for submitting questions	April 13, 2018
Deadline to submit proposal	April 20, 2018 by 4:00pm
Interview notification for selected consultants	Week of May 7, 2018
Interviews conducted for final consultants	Week of May 14, 2018
Notification of award to chosen consultant	Week of May 21, 2018
Final decision brought to City Council	June 5, 2018

TERMS AND CONDITIONS

The City reserves the right to accept or reject any or all proposals or portions thereof without stated cause. Upon selection of a finalist, the City by its proper officials shall attempt to negotiate and reach a final agreement with the finalist. If the City, for any reason, is unable to reach a final agreement with this finalist; the City then reserves the right to reject such finalist and negotiate a final agreement with another finalist who has the next most viable proposal. The City may also elect to reject all proposals and re-issue a new RFP.

Clarification of proposals: The City reserves the right to obtain clarification of any point in a consultant's proposal or obtain additional information. Any request for clarification or other correspondence related to the RFP shall be in writing or email, and a response shall be provided within three (3) business days.

The City is not bound to accept the proposal with the lowest cost, but may accept the proposal that demonstrates the best ability and most qualified to meet the needs of the City. The City reserves the right to waive any formalities, defects, or irregularities, in any proposal, response, and/or submittal where the acceptance, rejection, or waiving of such is in the best interests of the City. The City reserves the right to disqualify any proposal, before or after opening, upon evidence of collusion, intent to defraud, or any other illegal practice on the part of the consultant.

SIGNATURE BLOCK

Note: Please return this page with your proposal.

This undersigned, an authorized agent of his/her company, hereby certifies:

- () the receipt of this letter to solicit bids (on this date):
- () familiarization with all terms, conditions, and specifications herein stated,
- () company is qualified to perform work and services as proposed,
- () that the proposal submitted is valid until _____ (date).

Company Name	Authorized Signature
_____	_____

Mailing Address	Printed Name
_____	_____

City, State, Zip	Title
_____	_____

Type of Entity (S-Corp, LLC, etc.)	Phone Number
_____	_____

Web Site	Email Address
_____	_____