

1 NOTICE TO PROPOSERS

1.1 Summary

The City of Madison ("City") is soliciting Proposals from qualified vendors. Vendors submitting Proposals ("Proposers") are required to read this Request for Proposals ("RFP") in its entirety and follow the instructions contained herein.

The City of Madison currently has 255,000 residents and expects to grow by another 70,000 residents by 2040. Madison was rated a Platinum level bicycle-friendly city in 2015 and was rated the 2nd safest city for pedestrians among the 100 largest metro areas. Madison's Metro Transit is one of the top ranked agencies for mid-size cities.

Madison has a history of designing streets to accommodate all modes of travel and is committed to developing and maintaining a safe, efficient, economical, equitable, and sustainable transportation system for Madison's residents and visitors. In 2009, the City of Madison reaffirmed the City's commitment to Complete Streets in Resolution 09-00997 and directed staff to follow to the extent possible Complete Streets concepts.

Over the past five years the City of Madison has adopted the following plans:

1. Imagine Madison Comprehensive Plan
2. Madison in Motion Transportation Plan Madison Area Transportation Planning Board's (MATPB) Bicycle Transportation Plan

In 2018, MATPB evaluated the traffic-related stress for bicyclists on Madison streets and the accessibility of destinations by low stress routes. The MATPB created a report as well as an online low-stress bike route finder tool. The MATPB has also created an online pedestrian facilities map for pedestrian access planning.

The City of Madison is currently planning for future Bus Rapid Transit and is in the process of finalizing routing for the East-West BRT service. The City will also be doing a Metro Transit route restructure study in 2020.

The City of Madison also has a staff team focused on addressing issues of on-street parking and City policies that influence parking. The staff team is looking at developing policies that minimize parking impact on existing residential neighborhoods, use of city right-of-way for parking and loading, how to encourage mode shift away from driving and other related issues. This process is ongoing with final recommendations expected in April 2021.

In May 2018, the City launched watershed studies to look at designing a more resilient stormwater system. The City of Madison 2011 Sustainability Plan also calls for improving surface water quality and improving storm water managements. Some of the recommended action include encouraging infiltration, where appropriate through the use of pervious surface, the creation of rain gardens, bio-swales and other natural water purification. The Sustainability Plan also calls for the installation of treatment devices during construction projects and, where appropriate, incorporating permeable pavement surfaces.

In January 2020 the Madison Council accepted the final report and recommendations from the 2019 Urban Forestry Task Force Report. The report and recommendations seek to preserve and enhance the City's tree canopy and makes recommendations regarding the allocation of right of way within a street.

These documents provide current guidance on multi-modal network planning within the City of Madison. Madison as well as work related to green infrastructure and the urban forest. The City of Madison has limited right of way, completing needs and a high level of citizen participation. The City is looking for a

way to implement Complete Streets that balances conflicting user needs and creates a complete street network that incorporates the need for stormwater management and enhanced tree canopy. The Complete Streets Green Streets document will identify how travel modes are prioritized on corridors, the parking and loading need, and priority areas for green infrastructure. The City routinely reconstructs existing streets and builds new streets. In these efforts, limited right of way must accommodate a variety of modes and purposes, to the extent that not all modes and purposes can be fully accommodated. For example, desires for a reconstructed street may range from separated bicycle facilities, parking for businesses, dedicated transit lanes, stormwater management features, and increased tree canopy. Frequently the available right of way cannot accommodate all of those. Based on the location, bicycle accommodations, parking, transit facilities, stormwater management, and tree canopy may have different importance and context.

The City desires a policy document that helps policy makers assign priorities in the distribution of right of way. The policy document should consider network connectivity, location context and green streets priority areas. The City also needs to understand the financial implications of implementing the plan and is looking for sustainable and cost-effective solutions over the long-term as it relates to maintenance, use of materials, year-round access and the protection of natural resources.

Anticipated outcomes of the study and policy document include:

- Establishing a modal hierarchy.
- Developing a street typology that addresses modal function of streets, with the goal of providing a complete network for each mode. The typology should identify how modes are prioritized by street within the available right of way. The typology is meant to acknowledge, yet be independent, of building and land use character. Parking and loading needs are a part of the consideration.
- Establishing the types of facilities that would be appropriate for the different street typologies. (Note, typical sections are not required.)
- Establishing areas within the city where stormwater management and tree canopy have greater importance in the allocation of right of way and expenditure of funds. This may include providing a methodology for deciding when high cost treatments are warranted, and where off-site mitigative measures may be more appropriate.
- Analysis of the cost of implementing different complete and green infrastructure items as well as an understanding of the maintenance and other policy changes that may be needed.

The study objective is to compile the considerable amount of existing information and analysis into a practical document that aids decision making as a supplement to the Madison in Motion Transportation plan. The policy document may include a decision tree to aid city staff and policy makers in the provisions of accommodations and features or a similar decision-making method. **Establishing racial equity and social justice are a core principle in all decisions, policies and functions of the City of Madison.** Madison is known for its commitment to livability and sustainability, yet not all people, families and neighborhoods share in this experience. Local data show that people of color, people with disabilities and people from low-income backgrounds fare far worse than many other city residents in areas like educational attainment, income, health outcomes and housing affordability and quality. Racial equity, social justice, and access should be core principles within the study.

Standard Proposal Requirements not included for concise review
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2 DESCRIPTION OF SERVICES/COMMODITIES

2.1 Project Management and Administration

The CONSULTANT shall:

- a. Provide a project schedule at the beginning of the project and update on a bi-monthly basis.
- b. Organize and participate in monthly conference calls with the City of Madison
- c. Submit invoices to the city on a monthly basis for each month services are performed. The invoices shall:
 - i. List hours completed by each staff member

2.2 Data Assemblage and Analysis

The CONSULTANT shall assemble existing data provided by the CITY and Madison Area Transportation Planning Board (MATPB). These documents include:

- The 2016 Madison in Motion Transportation Plan
- The Madison Bike Plan (adopted 2015 from MATPB document)
- The Madison Area Low Stress Bike Network (from MATPB)
- Bus Rapid Transit routes and Priority Transit corridors.
- Madison functional classification of roadways.
- Available average daily traffic (motor vehicle) volumes on collectors and arterials.
- Available bicycle and pedestrian counts.
- Parking locations and regulations

Non-transportation information provided by the CITY will include

- Tree canopy throughout the city (2019 Urban Forestry Task Force Final Report)
- Priority watershed basins.

The CONSULTANT shall analyze the current state of the transportation system to identify gaps and needs for each transportation mode.

2.3 Community and Committee Engagement

The CONSULTANT shall develop and perform a community engagement program that:

- a. Educates policy makers on modal hierarchy and typology examples.
- b. Gathers feedback from policy makers on priorities and document format.
- c. Engages the community to obtain feedback.

The CONSULTANT shall make site arrangements for engagement activities and provide materials and presentations necessary for the engagement activity.

2.4 Develop Typologies Plan

The CONSULTANT shall develop a typologies plan that addresses the network function for streets classified as collectors and arterials, as well as local streets that have a primary modal function. The typology plan shall:

- a. Identify existing primary and secondary modes for each collector and arterial.
- b. Propose primary and secondary modal typology for each collector and arterial, and local streets where applicable. The modal typology may reference different levels of modal functional classification.
- c. Identify streets where preserving, or increasing, tree canopy is a high priority.
- d. Identify streets where infiltration and stormwater quality are high priorities.

- e. Identifies the appropriate investment level for infiltration and stormwater quality measures. (E.g. where are high cost treatments warranted, and where it is more cost effective to mitigate in an alternate location.)

The CONSULTANT shall identify the types of accommodations that are appropriate for each typology function. For example, if bicycle classification is used, what are appropriate accommodation(s) for a primary bikeway, for a secondary bikeway, etc. Typical sections are not desired.

2.5 Documentation

The CONSULTANT shall prepare and submit a guidance document that supplements the 2016 Madison in Motion Plan that:

- a. Establishes a system-wide modal hierarchy.
- b. Provides a typology for collectors and arterials that establishes primary and secondary network functions (modes)
- c. Identifies network gaps for each mode based on the proposed typology.
- d. Identifies the types of accommodations for each modal typology classification.
- e. Identifies streets/areas where maintaining or reestablishing the tree canopy is a priority.
- f. Identifies streets/areas where infiltration and stormwater quality is a higher priority.
- g. Identifies the appropriate infiltration and stormwater quality investment levels for different street typologies.
- h. Provides a framework for curbside prioritization
- i. Other sections or guidance as deemed beneficial by the CONSULTANT.

2.6 Implementation Process

- a. Develop a decision tree or other project management tool to aid city staff and policy makers in the project development and review process.
- b. Provide a n analysis of the cost of implementing different complete and green infrastructure items as well as an understanding of the maintenance and other policy changes that may be needed.
- c. Make recommendations to institutionalize the Complete Streets Plan through ordinances, incorporation in contracts or other methods.

The CONSULTANT shall revise the report based on CITY comments up to three times.

3 REQUIRED INFORMATION AND CONTENT OF PROPOSALS

3.1 Firm Background and Staff

Describe the proposed staff team, each member's role, and their base location. Include subconsultants in the description. Provide a brief summary of each staff member's qualifications and relevant experience.

3.2 Project Experience

Sections 3.2 and 3.3 combined are limited to 10 pages.

Provide a description of three similar Complete Streets, Green Streets or other multi-modal or green infrastructure projects. Describe how the projects are applicable or similar to this study. Provide references and contact information associated with each project example.

3.3 Project Approach

The City currently has budgeted \$160,000 for this effort. The requested scope may exceed the budgeted funding. Therefore the City is requesting a two-part project approach.

- a. Provide your project approach that describes key tasks and services accomplished within the \$160,000 budget.
- b. Provide an extended project approach for the remaining scope items beyond the key tasks described in a.

Sections 3.2 and 3.3 combined are limited to 10 pages.

3.4 Required RFP Forms

Include the following required forms:

Form A: Signature Affidavit

Form B: Receipt of Forms and Submittal Checklist

Form C: Vendor Profile

Form E: References

3.5 Cost Proposal

The Cost Proposal Shall be submitted in a separate document per Section 1.3

Provide a Scope and Fee that is broken into two parts, corresponding to the parts described in the Project Approach, Section 3.3:

1. Key tasks that can be accomplished within the \$160,000 budget.
2. Remaining scope items accomplished beyond the \$160,000 budget.

For each part, provide:

- a. An hourly fee schedule for staff members proposed for the study.
- b. A breakdown of proposed scope items proposed in the Project Approach.
- c. Estimated staff hours associated with each scope item and corresponding fee total.
- d. Estimated scope, staff fee schedule, hours, and fee for any subconsultants used.

The CITY reserves the right to modify and negotiate the final scope, hours, and fee with the selected consultant.

The CONTRACT Basis of Payment will be Actual Cost with a Not to Exceed limit.