



# **Request for Proposals**

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## **Walkability & Connectivity Study**

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**Open Date:  
February 5, 2018**

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**Deadline for Submissions:  
March 5, 2018**

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**REQUEST FOR PROPOSALS**  
**Town of Georgetown, DE**  
***PROFESSIONAL SERVICES FOR WALKABILITY & CONNECTIVITY***  
***STUDY***

**Requests for Proposals should be emailed in PDF form, with the Subject line of the email as “Response to RFP #2018-01 by [INSERT YOUR FIRM’S NAME]” to Mr. Gene Dvornick, Georgetown Town Manager, at [gdvornick@georgetowndel.com](mailto:gdvornick@georgetowndel.com). Proposals will be accepted until 2:00 p.m. EDT on Monday, March 5, 2018.**

The Town of Georgetown, DE invites proposals from qualified firms or teams of firms for a Walkability + Connectivity Study

The Town of Georgetown reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town considering proposed cost and fulfillment of specifications. If you have any questions please contact Gene Dvornick at the Town of Georgetown at (302) 856-7391.

**RFP 2018-01**  
**REQUEST FOR PROPOSALS**  
**Town of Georgetown, DE**  
***PROFESSIONAL SERVICES FOR WALKABILITY & CONNECTIVITY STUDY***

## **REQUEST FOR PROPOSALS**

The Town of Georgetown, DE (the Town) invites proposals from qualified firms to conduct a Walkability + Connectivity study.

## **SCOPE OF WORK**

The following is a suggested scope of work of the tasks required to accomplish the goals and objectives of this project. Consultants are encouraged to modify the scope as deemed appropriate and provide suggestions for alternative methods for attaining project goals.

- **Scope Item #1: Activity 1 – Inventory & evaluate all existing sidewalks within the Town, including for ADA accessibility issues**
  - Study area is the original Town Limits – one-half (1/2) mile radius from the center of The Circle. See attached map.
- **Scope Item #2: Activity 2 – Identify existing and or intended areas of high pedestrian movement and formulate a plan that connects these areas through existing sidewalk & trail improvements or additions to the existing network**
- **Scope Item #3: Activity 3 – Create templates tailored to various areas of the Town for complete streets, sidewalks, or walking trails in order to achieve a uniform appearance for future projects that blend well with the existing infrastructure.**
- **Scope Item #4: Activity 4 – Create and design a signage program for our town’s sidewalks that encourages walking through our community.**
- **Scope Item #5: Activity 5 – Based on the identified improvements needed, formulate a prioritization plan for implementation based on the community’s needs & future growth plans.**

# PROJECT DELIVERABLES

The Town seeks the following deliverables from the project, produced by September 30, 2018:

1. **Consultations:** The contracted Consultant should consult with Town officials (Planning Department, Public Works Department, Construction Coordinator, and Town Manager).
2. **Convening** A workshop convening neighborhood representatives, Town Officials, and other key stakeholders, to gather input and present initial ideas for recommendations for the study.
3. **A written report** that includes:
  - Background and information on the value of a connected, walkable, and bikeable community for neighborhood health, economic vitality and other purposes.
  - Identification and discussion of high priority areas for sidewalk improvements or deployment, trail connections, and other walkability improvements, i.e., Scope Item #2 from above. This should include maps and selected photos/graphics highlighting these opportunities/needs for walkability/connectivity improvements.
  - Recommendations on templates for walkability facilities and complete streets, i.e., Scope Item #3.
  - Recommendations on wayfinding/walking signage, i.e., Scope Item #4.
  - A section describing how these walkability investments can support and integrate with broader Comprehensive Plan and land use opportunities, needs and recommendations.
  - Information and recommendations on the role and responsibilities of residents and businesses on their own sidewalks
  - A concise Prioritization Plan
  - A Resource Roadmap on funding opportunities
  - Recommendations on Key Next Steps & Actions
  - Georgetown and the Consultant should discuss the Consultant's ability to make this final report attractive and compelling with design, graphics, and/or photos, within the time resources available for this project. The Town and Consultant should also discuss how this Walkability Report could be developed in a way that it can be easily integrated to the forthcoming Comprehensive Plan.

The primary purposes of the final written Report would be to:

- 1.) Educate the general public and key stakeholder organizations on the opportunities for, and priorities regarding, an upgrade of walkability and connectivity in Georgetown;
- 2.) Provide material to guide and support decision-making by Georgetown elected officials and staff on how to proceed with priority walkability projects; and

- 3.) Serve as a document that can support efforts to attract and secure funding for the future implementation of these projects.
- 4.) **Presentation:** A final verbal presentation to Georgetown on the final report, which could be in person to Town officials, staff and key stakeholders, or via conference call or webcast, depending on what makes the most sense at the time.

## **QUALIFICATIONS OF CONSULTANT SOUGHT & EVALUATION CRITERIA**

The Town of Georgetown seeks an experienced multi-disciplinary firm or team of firms for the conduct of the Walkability + Connectivity project as outlined in the Scope of Work. Note that some of the qualifications and judging criteria for this RFP are based on the fact that Georgetown has very limited time in which to conduct this project and produce deliverables.

Key qualifications and evaluation criteria include:

- 1.) **Experience with Similar Walkability & Connectivity Projects:** Please describe and demonstrate your firm and staff abilities based on successful leadership of and/or involvement in similar walkability and connectivity studies and projects. We strongly suggest that you reference specific projects, and encourage you to provide sample materials or web links to those project results.
- 2.) **Experience with Community Planning:** Please describe and demonstrate your firm and staff abilities with respect to community and land use planning, sustainability, community health, signage, bike/walking trails, complete streets, ADA accessibility, or similar community revitalization issues as they relate to how walkability and connectivity should be integrated into these broader contexts. We strongly suggest that you reference specific projects, and encourage you to provide sample materials or web links to those project results.
- 3.) **Specific Staff Assigned:** Please clearly describe which specific staff will be allocated to this project, and their roles. Feel free to provide background on their relevant skills and experience.
- 4.) **Ability to Integrate into Georgetown Comprehensive Land Use Planning, Urban Revitalization Initiatives, and Community Context:** Georgetown is working with a number of urban revitalization initiatives (Downtown Development District designation) and is currently undertaking a revision of its Comprehensive Land Use Plan. Demonstrate that your firm understands these projects and issues in a way that will enable you to integrate Walkability + Connectivity into these broader contexts.
- 5.) **Ability to Deliver by September 30:** There is an aggressive time frame to deliver this Walkability study. Provide specific information on how you can and will meet the September 30 deadline.
- 6.) **Cost:** Georgetown is obligated to consider the lowest bidder responsive to specifications. In no case will the contract exceed \$30,000, all expenses included.

## **RFP SUBMITTAL REQUIREMENTS**

Georgetown does not require that responses be lengthy, comprehensive or overly detailed. Bidders may choose any format for a response, but Georgetown will consider a simple letter to be sufficient, containing information on your firm, its experience, the experience of the specific staff to be assigned, and explanations and information in response to the qualifications and evaluation criteria outline in this RFP. The letter should also contain your cost proposal.

You may also at your discretion provide documents, web links, or other information demonstrating your experience and abilities in the Walkability + Connectivity issues outlined in the Scope and Qualifications sections in this RFP above. All materials including the bid proposal shall be, to the extent possible, in PDF format, and must be emailed to [gdvornick@georgetowndel.com](mailto:gdvornick@georgetowndel.com) before Monday, March 5 at 2:00 PM EDT.

Upon review of all responsive proposals, the Town expects to select a Consultant during the week of March 12, 2018.

## **WORK PRODUCTS**

The following are general requirements applying to work products.

- Draft and Final Work Products may be made available by way of the Town's website for public review and comment; and,
- All draft and final work products shall be provided in both electronic format, and in paper format as appropriate. Town currently is using Microsoft Office.

## **PROJECT SCHEDULE**

The selected Consultant shall be expected to begin work immediately upon contract signing and complete all project work in its entirety by September 30, 2018.

## **CONTRACT, LAW & VENUE**

Upon selection by the Town of the successful bidder(s), the chosen Consultant(s) shall enter into a contract for performance of agreed upon services, in a format acceptable to the Town. Any and all disputes arising as a result of this RFP and/or any ensuing contracts shall be governed by the laws of, and subject to venue in, the State of Delaware.

## **INSURANCE**

By submitting a bid, bidders certify that they have and will maintain general liability insurance, auto insurance for any vehicles used in the performance of the work, errors and omissions/professional liability insurance, and standard workers' compensation, unemployment and Employer's Liability Insurance, and shall provide proof of coverage to the Town upon request. The successful Bidder(s) shall indemnify and hold the Town harmless from any and all liability, claims, expenses and damages which may arise or be asserted against Bidder or the Town in connection with Bidder's provision of services under the Contract. By submitting a proposal,

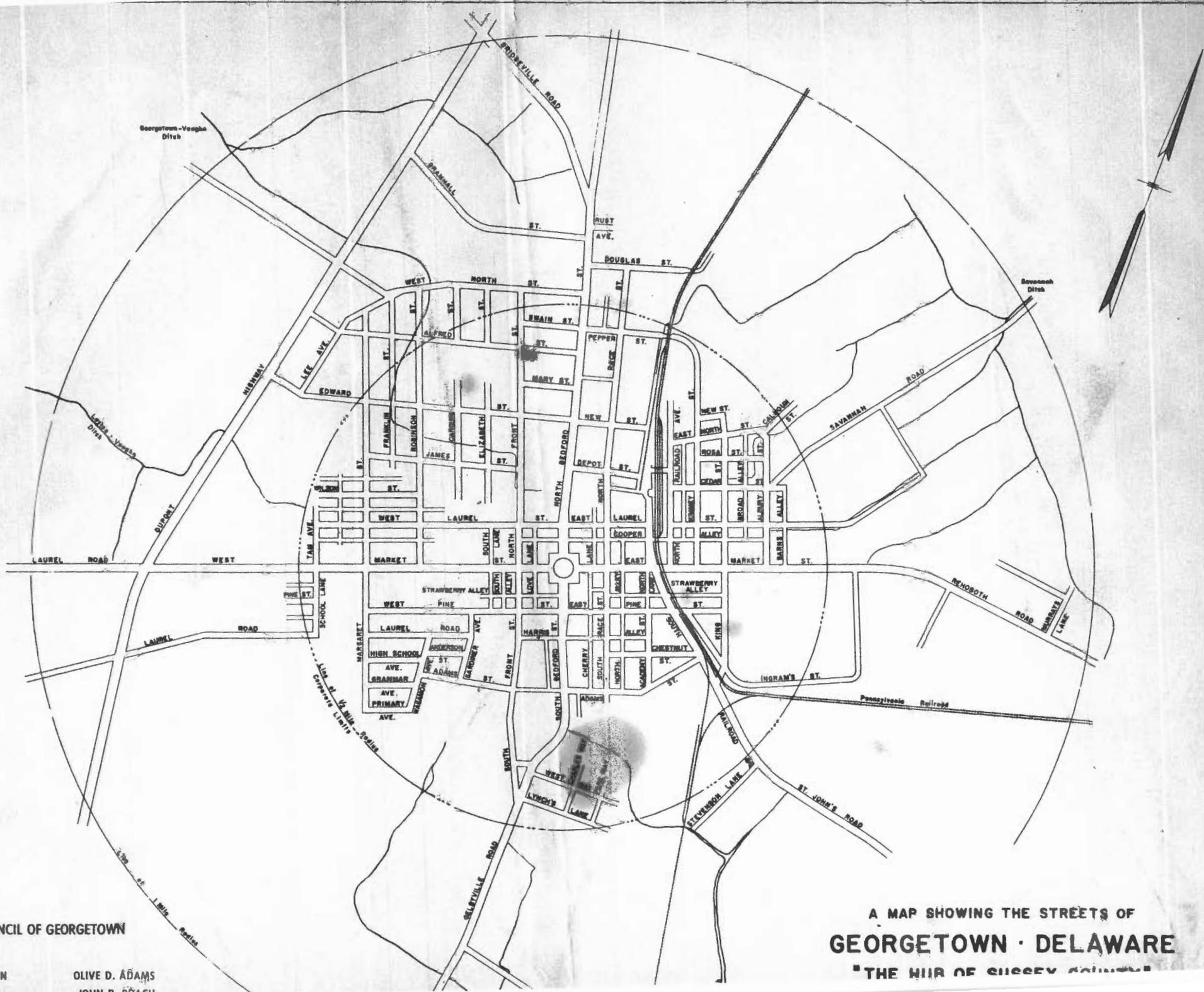
Bidders further represent that they are operating in compliance with all applicable state, federal and local laws and have or will obtain any and all necessary permits and licenses.

## **ADDITIONAL INFORMATION**

Requests for additional information should be directed to Georgetown Town Manager Gene Dvornick at 302.856.7391 or [gdvornick@georgetowndel.com](mailto:gdvornick@georgetowndel.com).

## **RESERVATION OF RIGHTS**

By submitting a Proposal, Consultant consents to the Town undertaking such investigation as it deems necessary to investigate and verify Consultant's qualifications, reputation and experience. Consultant may be requested to execute releases. Failure to execute a release for information, if requested by the Town, may result in disqualification. The Town of Georgetown reserves the right to reject any or all proposals, to waive technical or legal deficiencies, and to accept any proposal that it may deem to be in the best interest of the Town.



WV COUNCIL OF GEORGETOWN

Mayor  
N. JOHNSON  
City Clerk

OLIVE D. ADAMS  
JOHN B. ROACH

A MAP SHOWING THE STREETS OF  
**GEORGETOWN · DELAWARE**  
"THE HUB OF SUCSEY COUNTRY"