



Request for Proposals – Citywide Traffic Study and Transportation Plan

Deadline: Thursday, November 13, 2008, at 4:30 p.m.

**City of Hyattsville
Administration Department
Elaine Murphy, City Administrator
4310 Gallatin Street
Hyattsville, Maryland 20781**

The City of Hyattsville is seeking responses to this Request for Proposals (RFP) to enter into a contract for the express purpose of developing a Citywide Traffic Study and Transportation Plan.

A. Description of the Government

The City of Hyattsville, Maryland is a small municipality with a population of approximately 17,000, covering an area of approximately 3 square miles in Prince George's County, Maryland. It is located less than a mile outside of the District of Columbia and just south of the University of Maryland in College Park, Maryland. The City is the only jurisdiction in the DC metropolitan region to have two Metro stations within its boundaries. All of these factors, along with the availability of a variety of affordable housing options, have drawn a significant amount of new development to the City in the last several years. The City is very interested in promoting these amenities and attracting additional investment within the City.

The City government has approximately 100 full-time employees and its FY09 operating budget is \$11,868,800 with a total budget of \$19,982,555. The government is organized as follows:

- Legislative – comprised of the Mayor, Council, City Clerk and Election Board
- Administrative – comprised of the Office of the City Administrator, the Office of the City Treasurer, Information Technology, the Office of Communications/Public Relations including Cable Television, the Office of Community Development and the Office of Volunteer Services
- Public Safety – comprised of the Police Department and Office of Code Enforcement. The Police Department is further divided into the Command, Criminal Investigations, Patrol, Community Action Team, Parking Enforcement and Records & Communications divisions
- Public Works Department – comprised of the Streets, Solid Waste, Building & Fleet Maintenance and Parks Maintenance divisions
- Office of Recreation and the Arts – which manages the City's Call-a-bus program along with the City's Recreation and Arts programs

B. Citywide Traffic Study and Transportation Plan Scope of Service

The City of Hyattsville is seeking responses to this Request for Proposals (RFP) in order to enter into a contract for the express purpose of evaluating the City's existing traffic circulation patterns and providing recommendation and options to address identified problems. The Study will have three components as follows: 1) Turning and Traffic Counts, 2) Citywide Traffic Study, and 3) Way finding options. Responses should propose methods that will identify any possible deficiencies in current traffic circulation and suggestions for improvements that can be implemented within the constraints of the City's resources.

TURNING AND TRAFFIC COUNTS

The City has identified and is requesting respondents begin the project by conducting twenty-seven (28) turning and traffic counts at specific locations previously determined by the City (See listing included below).

The purpose of this assignment is to perform turning and traffic counts for a fourteen (14) day period at twenty-seven (28) pre-selected sites as part of developing a data base for a city-wide traffic study.

The proposal should include a lump sum cost for this assignment, with a cost breakdown for each task by grades of staff personnel, reimbursable expenses and any subcontracting costs. In addition, the proposal should include the availability of the firm to commence work immediately upon being awarded the contract and to have the counts substantially completed one month after execution of a contract with the City of Hyattsville, with a date specified in the contract.

INTERSECTION TURNING AND TRAFFIC COUNT LOCATIONS

1. Nicholson St and Ager Rd
2. Ager Rd and Lancer Dr
3. Ager Rd and Hamilton St
4. Queens Chapel Rd (MD 500) and Ager Rd
5. Nicholson St and 31st Ave
6. 31st Ave and Lancer Dr
7. Hamilton St and Queens Chapel Rd (MD 500)
8. Queens Chapel Rd (MD 500) and Lancer Dr
9. Queens Chapel Rd (MD 500) and Longfellow Rd
10. Hamilton St and 38th Ave/38th St
11. Hamilton St and 40th Place/39th Ave/Magruder Park Entrance
12. Jefferson St and 40th Ave
13. Jefferson St and 42nd Ave
14. Longfellow St and 39th Ave
15. Longfellow St and 40th Ave
16. Longfellow St and 42nd Ave
17. Queensbury Rd and Queens Chapel Rd (MD 500)
18. Queensbury Rd and 41st Ave
19. Queensbury Rd and 42nd Ave
20. Queensbury Rd and Baltimore Ave (US Rte 1)
21. Oliver St and 41st Ave
22. Nicholson St and 40th Ave
23. Nicholson St and 42nd Ave
24. Toledo Rd and Belcrest Rd
25. Toledo Rd and Adelphi Rd
26. Belcrest Rd and Adelphi Rd
27. Wells Parkway and Adelphi Rd
28. 40th Place and Crittenden Street

CITY-WIDE TRAFFIC STUDY AND TRANSPORTATION PLAN

The purpose of this assignment is to provide the City with recommendations and options to address growing traffic congestion on state, county and municipal roads in and adjacent to the City. The study will assist City staff, elected officials, residents, County and State personnel in implementing design concepts, transportation strategies and a long-range City transportation infrastructure improvement plan to enhance traffic flow, to include pedestrian and bicycle movement, without forcing vehicular traffic into residential neighborhoods.

In completing this assignment, the following must be considered: 1) existing and anticipated city growth trends, 2) status of existing infrastructure, 3) technical viability of potential improvements and 4) emphasis on bicycle/pedestrian features 5) traffic calming options at strategic locations that will prevent neighborhood cut-thru traffic. The study will utilize traffic counts and turning counts for the twenty-eight (28) identified traffic control points and suggest areas that may need to be included for the City's consideration.

The proposal should include a lump sum cost for the assignment, with a cost breakdown for each task by grades of staff personnel, reimbursable expenses and any subcontracting costs. In addition, the proposal should include the availability of the firm to commence work immediately upon being awarded the contract and to have the study substantially completed by Spring 2009.

The traffic study will include, but not be limited to:

- Analysis of traffic counts for identified intersections (28)
- Analysis for 2008 and 2028 traffic conditions
- Recommendations on how to achieve a safe and efficient intersection (additional lanes, wider lanes, traffic signal, improved geometry, etc.)
- Cost estimates for the preferred alternatives
- Strategic placement of traffic calming measures that prevent neighborhood cut thru traffic

The proposal, at a minimum, should indicate how the firm will accomplish the tasks outlined and provide the services detailed. A detailed engineering report documenting the findings of the study will be required as a final work product.

WAYFINDING SERVICES

The purposed of this assignment is for the selected consultant to develop a wayfinding system for parking options in the "downtown" area of Hyattsville. The system will help residents and visitors become familiar with Hyattsville's parking options. The system should include the identification parking options for easily traveled routes within the City, by a series of well-planned graphics and signs. The City has developed a logo that will be used in the wayfinding program. Because of this limited original art work will be required. Street level vitality, legibility, safety, maintenance and replacement costs are all major concerns in creating an

informational signage and wayfinding system that is both direct and friendly. The plan should be easily altered and expanded upon as the City of Hyattsville continues redevelopment. The program should consider a variety of sign types including, but not limited to:

- Parking
- Municipal/Governmental buildings
- Future Destinations

C. Anticipated Deliverables

As a result of the above analysis and findings and the agreement between the consultant and the City of Hyattsville, the consultant shall be expected to present the following:

1. A written report outlining findings related to the work undertaken in Section B. above and recommendations based on these findings that will enable the City to use a combination of strategies to reduce travel delays, congestion or improve safety. Strategies should include: a) more effective use of existing capacity, b) adding capacity, c) encouraging motorists to use transit, or car/van pooling, d) encouraging motorists to travel at less congested times, or a combination of the above. These strategies should be used in the analysis to mitigate congestion along a road segment, improve an intersection's level of service, or improve critical movement or encourage pedestrian and bicycle alternatives.

Once a strategy or strategies are proposed to mitigate a problem an approximate cost shall be identified.

2. Outline a proposed schedule (short and long term) and the actions necessary to implement the recommendations. Such plan shall consider and address impediments to implementing the recommendations, measures to address such impediments and alternative recommendations in case such impediments cannot be overcome.
3. Wayfinding Analysis and Recommendation Document. Document will include an evaluation of the existing system, users' needs, destinations, zoning requirements, regulatory and jurisdictional issues, and recommendations for identity graphics. A detailed site plan showing the proposed types of signs and the locations where they will be used. The site plan should indicate existing locations that will be reused, existing locations that will not be reused and new signage locations. A statement of probable cost for the fabrication and installation of they system, including the number of various sign types and locations.
4. Deliverables include two draft reports to the City; 1 draft – to allow comments; 2nd draft to obtain written response; Final report to City Administrator and City Council; at least one in-person presentation to the Council and a separate public meeting, if required.

5. The timeline for completion from the date of contract issuance is six (6) months.

D. Qualifications of Bidders

Eligible bidders will be those consultants, companies, and institutions that have the following qualifications:

1. Qualified Traffic Engineering consulting firms (Proposal submissions must be made by registered engineers currently licensed to perform these services in the State of Maryland)
2. Knowledge of federal and state traffic regulations and laws
3. Demonstrated practical knowledge and expertise in regard to “best practices” related to traffic engineering
4. Abilities and experience with applying analytical and quantitative tools and models needed to undertake the work required under this RFP.

E. Proposal Requirements

Each prospective proposal shall consist of the following sections: 1) Experience, Expertise and Capabilities, 2) Statement of Work, 3) Sealed Dollar Cost Proposal and 4) Additional Data. The “Sealed Dollar Cost Proposal” section should be provided in a separate envelope labeled “Sealed Dollar Cost Proposal”, which is to be prepared in accordance with the following guidelines.

1. Experience, Expertise and Capabilities

- a. Information about the Bidder. The name, location, mailing addresses, telephone numbers of the bidder and other pertinent information.
- b. Philosophy Statement. A statement of the respondent’s philosophy and approach in undertaking consulting services of the nature outlined in the RFP.
- c. Summary of Relevant Experience. A listing of all consulting projects that the bidder has completed within the last three (3) years for municipal governments must be provided. From these projects, identify and provide a brief summary of work done specifically in regard to municipal operations. In addition, the name, title, address and telephone number of a contact person from each organization for whom staffing, management or efficiency studies have been conducted should be provided.
- d. Personnel Listing. A complete listing of the staff identified in the work plan by job classification, along with their resumes and hourly rates. Each resume shall include the individual’s qualifications and experience in the subject area.

2. **Statement of Work**

- a. **Work Plan.** For each of the items listed in Section B. – Citywide Traffic Study and Transportation Plan Scope of Services, include the methodology to be used, name of staff performing the tasks, hours required, and proposed completion time. The same information shall be provided for Items 1 through 3 of Section C. - Anticipated Deliverables.
- b. **Services Expected of the City.** Identify and quantify in terms of time, the nature and scope of the services to be provided by the City.

3. **Sealed Dollar Cost Proposal**

- a. **General Requirements.** The sealed dollar cost proposal section should contain all pricing information relative to performing the work as described in this request for proposals. The City will not be responsible for expenses incurred in preparing and submitting the proposal or the sealed dollar cost bid. Such costs should not be included in the proposal. The first page of the sealed dollar cost proposal should include the following information:
 1. Name of company
 2. Total All-Inclusive Maximum Price for the project. The total all-inclusive maximum price is to contain all direct and indirect costs including anticipated out-of-pocket expenses. All estimated out-of-pocket expenses to be reimbursed should be presented in the separate dollar cost bid. All expense reimbursements will be charged against the total all-inclusive maximum price submitted by the respondent. **Please use Attachment A.**

4. **Additional Data**

- a. This section should contain any additional data that the respondent determines is appropriate for the City to consider when embarking on such a project.

5. **Questions**

- a. All questions in regard to this Request for Proposals (RFP) should be submitted electronically to the City of Hyattsville by Thursday, November 6, 2008, at 5 p.m. Please send all questions to vjones@hyattsville.org. The City will answer questions as they are received, but will compile all questions and provide them electronically to all interested parties on Friday, November 7, 2008, by 5 p.m.
- b. If you are interested in receiving a copy of the electronic responses, please provide the City with your contact information by Friday, November 7, 2008, at 4:30 p.m. Please send your contact information to vjones@hyattsville.org and specify that you would like to receive the RFP vendor questions and responses.

F. SUBMISSION OF PROPOSAL

All Proposals must be submitted to:

Attn: Elaine Murphy, City Administrator
Traffic Study RFP
City of Hyattsville
4310 Gallatin Street
Hyattsville, Maryland 20781

Each proposal should include one clearly identified original and six (6) paper copies. All proposals must be received by 4:30 p.m. on Thursday, November 13, 2008. They will be publicly opened and submittals recorded on Friday, November 14, 2008 at 10:00 a.m., 2nd Floor, Prangley Room of the City of Hyattsville Municipal Building. Please direct inquiries to vjones@hyattsville.org.

G. EVALUATION OF PROPOSALS AND AWARD OF CONTRACT

The Proposal Requirements section of all proposals will be reviewed and scored first. After an initial review and scoring, a down select will be performed to identify the best qualified proposals. Those five (5) top proposals may receive a request to clarify portions of their proposal via either a written response or an in-person interview with the City of Hyattsville.

In addition to price and cost, the following factors, will be considered by the selection team during the evaluation of the Proposals and interviews:

- Understanding of the project and the needs of the area
- Specialized experience and technical competence of firm
- Past performance with respect to cost control, work quality, and ability to meet schedules.
- The specific experience of individuals who constitute the consultant team.
- Current workload and capacity of firm to perform work within the time limitations

Some of the criteria the City may use to evaluate proposals include:

1. The proposed statement of work.
2. Experience of the submitting respondent.
3. Timeline proposed
4. Cost Proposals

The best combination of cost and approach for the City will be selected for award. The City reserves the right to reject any and all proposals.