



# **REQUEST FOR PROPOSAL (RFP)**

## **TRAFFIC IMPACT ANALYSIS**

**JULY 9, 2024**

## **SUMMARY**

The Village of Elm Grove, 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 MONDAY, JULY 22, 2024.**

**The Village of Elm Grove 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 Village of Elm Grove, and to negotiate with the successful proponent.**

## **PROCESS**

The Village of Elm Grove 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 "Village of Elm Grove – Traffic Impact Analysis 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, July 22, 2024**, delivered by mail or in person to:

**Village of Elm Grove  
13600 Juneau Boulevard  
Elm Grove, WI 53122  
ATTN: Thomas Harrigan, Village Manager**

A complete PDF copy shall also be emailed to [tharrigan@elmgrovewi.org](mailto:tharrigan@elmgrovewi.org) by the deadline with the Subject Line "Village of Elm Grove – Traffic Impact Analysis Proposal".

If further information is required, please contact:

- Thomas Harrigan, Village Manager, at 262-782-6700 or [tharrigan@elmgrovewi.org](mailto:tharrigan@elmgrovewi.org)

## **PROJECT ANNOUNCEMENT**

The Village of Elm Grove, 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 the proposed project area related to the daylighting of Underwood Creek. The attached map depicts the anticipated study area.

## **PROJECT BACKGROUND**

The Underwood Creek Watershed drains 18 square miles in 12 linear miles of stream throughout Brookfield, Elm Grove, and Wauwatosa. The section of the creek that runs through downtown Elm Grove was channelized and covered with a parking lot in the 1960's. This concrete confinement channeled the water under the parking lot and under Sendik's before it reappears and flows alongside the 890 building.

This enclosure built in the 1960s was not permitted by the Village nor sanctioned by the Wisconsin Department of Natural Resources (WDNR). When this channelized segment was evaluated during preliminary engineering of the Flood Management Project, it was determined to be insufficient for high water flow and would lead to flooding if not removed. The WDNR, as a condition of the permit issued for the rest of the Flood Management Project, required the Village to actively pursue funding to accomplish the future daylighting of Underwood Creek, as they determined it to be a previously unpermitted structure and therefore not eligible for any repairs. The ultimate goal has to be replacement. If not addressed soon, the deteriorating channel and parking lot above will collapse.

The Village of Elm Grove has worked with engineering firms and the Army Corps of Engineers to gain approval for a solution to the current enclosure. This new solution utilizes a design incorporating natural elements that will help to restore the waterway's natural path and provide a habitat for native fish and wildlife species, while providing floodwater storage during high-flow events.

As the Village continues to work through the acquisition of private property and the acquisition of construction and permanent easements from various properties within the project area, it continues to engage with an engineering firm to finalize engineering design plans. The properties within the project area include an abandoned Railroad Corridor owned by Canadian Pacific/KC Southern Railroad, Sendik's Food Market (13425 Watertown Plank Road), Village Court (890 Elm Grove Road), and Elm Grove Park & Shop (13425 Watertown Plank Road).

## **PROJECT DESCRIPTION**

The Village wishes to have an analysis of the proposed project area which will include the review of existing parking conditions and making a recommendation for the redesign of the parking field. This should include a review of vehicular traffic flow at all ingress and egress points and review

of pedestrian traffic flow within the Park & Shop area. The Traffic Impact Analysis should identify challenges and solutions for walkability, connectivity, parking availability and configuration, and traffic flow specific to the project area. The Consultant is required to gather all data needed to complete tasks. Available Village 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 Village of Elm Grove.

## **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:
    - i. Watertown Plank Road
    - ii. Wall Street
  - b. Road Network Geometric Conditions: The Consultant shall acquire or collect information on the physical conditions in the project area including, but not limited to, drive lane width, lane configuration, parking, bike lanes and facilities, sidewalks, crosswalks, intersection traffic controls, etc.
2. Analysis
  - a. Traffic Control Analysis – Evaluation of changes to existing controls within the project area.
  - b. Traffic Routing – Analysis of traffic flow and the possible creation of one or more one-way or two-way drive lanes to facilitate traffic flow.
  - c. Parking Analysis – Analysis of current parking regulations and demand – including present demand, signage, parking lot configuration, way-fare finding, signage, possible additional parking opportunities, and efficiency improvements for parking.
    - i. This parking analysis should include data focusing on parking restrictions, capacity and occupancy, with regard to seasonal peaks, and peak usage times.
  - d. Pedestrian Flow Analysis – The analysis should focus on pedestrian mobility, promoting safe pedestrian circulation throughout the project area.
3. Meetings – The following are the minimum meeting activities that the Consultant shall include:
  - a. Two (2) public meetings – one for information gathering and the other for presentation of conclusions.
  - b. Three (3) 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 shall be summarized in a technical report, with graphics as appropriate.

### **INFORMATION TO BE SUPPLIED BY THE VILLAGE OF ELM GROVE**

The Village shall provide existing traffic information for the study area, as available including:

- Existing site plans of the project area
- Proposed site plans including preliminary design and proposed channel realignment

### **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 Village 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 Village of Elm Grove and shall be delivered to the Village Manager of the Village. If electronic versions of the information exist, it shall be provided to the Village in electronic form.

Award will be made by the Elm Grove Board of Trustees. The Elm Grove Board of Trustees 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 Village of Elm Grove.

Three (3) hard copies of the proposal along with one copy of the cost proposal must be received by 12:00 P.M. on **Friday, July 22, 2024**. One copy shall also be emailed in a PDF format. Submittals may be delivered or mailed to:

**Village of Elm Grove  
13600 Juneau Boulevard  
Elm Grove, WI 53122  
ATTN: Thomas Harrigan, Village Manager**

### **SCHEDULE**

The estimated schedule for the RFP process is as follows:

July 9, 2024

RFP Issued

July 22, 2024

July 22 – August 5, 2024

August 27, 2024

RFP Responses Due

Village Evaluation/Vendor Interview (If needed)

Board of Trustees Consideration of Selection

**ASSIGNMENT**

The Professional Consultant shall not assign the contract or subcontract any portion of the work without written consent of the Village of Elm Grove, nor shall the firm assign any monies due or to become due to them hereunder, without previous consent of the Village.

**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 Village will develop a payment schedule based upon important milestones being accomplished. This payment schedule will be negotiated with the selected consultant.