

CITY OF WOODLAND, WA
RFP FOR TRAFFIC CONSULTING SERVICES
Exit 21 & SR 503; SR 503 & E CC St.; Goerig St. & Lakeshore Dr.

GENERAL DESCRIPTION OF SERVICES REQUIRED: The City of Woodland, Washington (CITY) desires to retain a qualified engineering traffic CONSULTANT to provide research, design and transportation engineering for Exit 21 & SR 503, SR 503 & E CC St. and Goerig St & Lakeshore Drive interchange and intersection improvements, accordingly.

The CITY is requesting proposals from pre-qualified CONSULTANTs selected from the CITY's consultant roster.

The selected CONSULTANT will provide a full range of services including but not limited to Data Collection, Scenario and Analysis Development, Existing and No-Build Analysis, Build Scenario Development, Build Analysis, Cost Estimate and Benefit Cost Analysis, Public Involvement and Materials, and Summary Memorandum, in order to provide a final recommendation for interchange and intersection improvements.

This project has a mandatory 5% UDDE goal.

PROPOSAL SUBMITTAL: To be considered for this work, all submittal requirements outlined in this RFP must be met. Proposals shall be submitted to:

Tracy Coleman, Public Works Director
City of Woodland
230 Davidson Ave. / P.O Box 9
Woodland, WA 98674

Five (5) bound and one (1) unbound hardcopies of the CONSULTANT's written proposal shall be submitted.

Submittals must be received no later than 2:00 PM on Thursday, March 7th, 2019.

PROPOSAL INQUIRIES: Should a CONSULTANT desire additional information prior to submitting a proposal, **please submit inquiries via email to the individual listed below:**

Tracy Coleman, Public Works Director
Email: Colemant@ci.woodland.wa.us

All inquiry responses shall be placed on the CITY website: <http://www.ci.woodland.wa.us/> within the RFP icon.

The CITY will not be held responsible for any verbal instructions or information which may be provided to prospective respondents.

BACKGROUND: The City of Woodland and surrounding communities' growth has created

traffic flow failure at Exit 21 and SR 503, along with adjacent intersections. The city's current population is 6,138. Our comprehensive plan estimates the population to be over 9,000 in the next 20 years. However, we have the potential to have nearly 2,000 new homes in the community within the next five (5) years, additionally; we recently annexed 460 acres of agricultural land into the city. The annexed area is zoned industrial and follows the Growth Management Act (GMA) standards for development and zoning. The city must identify and address the existing transportation conditions and future transportation access for this growth. We need a cost benefit analysis of what can be done in the interim and what is feasible for the next 10 to 20 year plan.

PROJECT MANAGEMENT: Consultant shall provide project management services to include coordinating the overall work effort, tracking design team hours and budget expended, processing invoices and providing updates to the City on the project status throughout the design. Consultant shall prepare a Project schedule with milestone deliverables, provide a quality control plan and document quality control for the Project. Consultant shall maintain and update a Project file.

SCOPE OF WORK: The Consultant will provide various resources, resource management, and technical services as requested by the City of Woodland to deliver the project. Moreover, Consultant shall provide support, as requested for development of modelling, plans, specifications, estimates and documentation as part of project development and delivery. This will be inclusive of the following tasks:

- I. *Existing Transportation & Road Conditions*
- II. *Future Travel Forecasts & Needs Analysis with Land Use Conditions*
- III. *Alternatives Development & Assessment*
- IV. *Public Involvement*
- V. *Preferred Alternative*
- VI. *Draft and Final Documentation*

The overall project will consist of Data Collection, Scenario and Analysis Development, Existing and No-Build Analysis, Build Scenario Development, Build Analysis, Cost Estimate and Benefit Cost Analysis, Public Involvement and Materials, Summary Memorandum.

I. Existing Transportation & Road Conditions– Three areas will be evaluated and scored (A-F) based on existing traffic flow and count.

- **Area 1 – Exit 21 off I-5 and SR 503.**
- **Area 2 – SR 503 & E. CC Street.**
- **Area 3 – Goerig Street & Lakeshore Drive.**

The aim is an understanding of and developing the best transportation network with efficient movement of traffic and minimal traffic congestion. The study will include the interactions between travelers – vehicles, cyclists and pedestrians, as well as look at adjacent intersections and consider and identify local business access. It shall include a summary of the existing road conditions pertinent to the scope of work.

The consultant shall prepare one (1) draft and one (1) final copy of text for the Existing Transportation and Road Conditions. Provide one (1) draft and one (1) final 8½ x11 copy of fact sheet, in color, with graphics. The fact sheet will include Project background, problem description, goals, schedule, decision process and opportunities to provide input.

II. Future Travel Forecast and Needs Analysis with Land Use Condition – Three areas will be considered for traffic flow based on future forecasted growth.

- **Area 1 – Exit 21 off I5 and SR 503.** Consultant shall use VISSIM software to simulation model this area to evaluate traffic operations of the various alternatives for the interchange.
- **Area 2 – SR 503 & E. CC Street.** Consultant shall expand and use the same VISSIM simulation model to add E. CC Street to evaluate traffic operations and potential improvements within Area 1 & 2.
- **Area 3 – Goerig Street & Lakeshore Drive.** Consultant shall expand and use the same VISSIM software model to add Area 3 with 1 & 2.

The analysis will focus on identifying practical solutions to improve traffic operations and safety at the intersection(s). Lane restriction at the intersection(s) with assessment of traffic pattern changes, intersection reconfiguration and partial grade separation options may be considered. Land use will be considered in evaluating the solution based on current and forecast needs.

The consultant shall prepare one (1) draft and one (1) final copy of text for public information piece (folio) for Future Travel Forecast and Needs Analysis with Land Use Condition. Provide one (1) draft and one (1) final 11x17 copy of folio, in color, with graphics. The folio will include abbreviated information from Existing Transportation and Road Conditions, options under review, decision timeline and opportunities to provide input.

III. Alternatives Development and Assessment- The project analysis will explore an array of strategies inclusive of maintenance, operations, transportation demand management, as well as capital improvements. The evaluation will be done through a practical solutions lens at a planning level to address demonstrated problem areas and develop measurable and cost effective improvements to traffic mobility, reliability, and safety. These strategies must not only be mathematically plausible but graphic heavy for our stakeholders.

The consultant will provide up to four (4) updates (draft and final text) for City of Woodland Project webpage for uploading by the city. This includes background, process and Project information. Updates will include public input opportunities, project options under consideration, and final recommendations on viable options.

IV. Public Involvement- Throughout the scenario development and analysis process the Consultant shall support public and local agency involvement, incorporate feedback, and provide design and production of public materials. A Public Involvement Plan will be structured to outline audiences and outreach tactics to provide information and derive input during the project.

Engagement will include interaction with a Technical Advisory Committee (TAC), development of agendas for meetings such that committee members are engaged in a process that solicits ideas, reviews findings and concurs on recommendations. This task also includes involvement and presentations during City Council Meetings as requested. At the end of the process, a final document will summarize the study purpose, process and final recommendations to include simple statements about benefits and impacts of the options; how these recommendations reflect study, agency and stakeholder values and needs; and what next steps will be and/or how the outcomes will be used.

The Consultant shall prepare a project Public Involvement Plan (PIP) to include strategies for at least three engagement opportunities:

- 1) Educating the public to the problem and decision process elements, and identifying community needs/values
- 2) Garnering input on viable options, and
- 3) Input on the draft recommendations.

The PIP will include: Project need and goals, and objectives, key and specific audience tiered messaging, sequence of outreach events, stakeholder (audience) identification and tactics to reach them; TAC and Council approximate schedule, meeting content and desired outcomes; on-line outreach activities; public and targeted stakeholder meetings, content and outcomes; notification processes, media interaction, etc. If demographic analysis identifies the need to provide information in other languages, each phase of the Public Involvement shall include strategies to seek and obtain feedback from these populations including, but not limited to, translation of key information (e.g. a one-page information sheet, translation for web postings) and provide the ability for on-line feedback in these same languages. Similar specific consideration shall be included in the Public Involvement Plan specific to other historically underrepresented populations with concentration in the study area and environmental justice issues that may arise. Areas of agency and consultant responsibility will be delineated. The consultant shall provide One (1) draft and one (1) final copy of the project PIP.

Public Outreach - the Project area is of interest to both the traveling public and the residents, businesses and property owners who would be affected by the design and construction of improvements. A two- pronged approach includes capturing input from interested parties both online and through general and targeted meetings conducted by Project staff. The Consultant will work with the City of Woodland to craft language for an interactive on-line survey to include project background, identification of community values, solicit concerns and suggestions, and outlining the decision process and schedule. A follow up survey [or online/virtual open house – hosting costs and scope to be addressed in amendment] would ask for input on recommended options (including their benefits and impacts). Two (2) in-person open houses would be held to present draft options and recommendations. Targeted meetings with interest groups would focus on specific issues to those groups in addition to soliciting feedback on options. The Consultant shall:

Survey #1: Prepare one draft text and one final text for web survey content, up to 15 pages.

Content includes project area and background, identification of community values, demographic information, the project decision process, and avenues for public input. Survey would include the ability to sign up to receive future information. Prepare one, up to 4-page, report of survey outcomes.

Survey #2: Prepare one draft text and one final text for web survey [or virtual open house hosting costs and scope to be addressed in amendment] up to 20 pages. Content includes project summary decision process update, identified community values from Survey #1, options identified including benefits and drawbacks, avenues for public input, sign up to receive future information. Prepare one, up to 10-page, report on survey outcomes.

Fact Sheet: For use at the City of Woodland stakeholders, public meetings and project website, prepare one draft and one final copy of text for public information piece. Provide one draft and one final 8 x 11 two-sided fact sheet, in color, with graphics. Content would include problem description, background, project schedule/decision process and avenues for involvement.

Folio: For use at the City of Woodland stakeholders, public meetings and project website, prepare one draft and one final copy of text for public information piece (folio). Provide one (1) draft and one (1) final 11x17 copy of folio, in color, with graphics. Content would include abbreviated information from the Fact Sheet, options under review, decision timeline and opportunities to provide input.

Open house: Would include process information, recommended options with cost, benefits and impacts and provide opportunity for comment and indication of preferences. Provide up to twelve (12) displays showing projects, cost benefit, benefits and impacts, and project folio. Provide two (2) to three (3) consultant staff to attend to coordinate event and to be subject resources for the open house.

City Council/Stakeholder meetings: Provide one (1) consultant staff to attend and support up to three (3) City of Woodland targeted council meetings.

Provide one (1) PowerPoint, with two (2) updates and up to twelve (12) graphic poster boards (22X28 or 24X36 inches) or video simulation model in total for stakeholder meetings.

Prepare and manage comment tracking spreadsheet, including commenter information, topic, response required, responder assignment and completion of response. Provide updated copy to The City of Woodland monthly or as required.

Community Notification - Consultant tasks will include coordinating postal mailings to City of Woodland residents, preparing/emailing notices to interested parties, providing draft copy for City of Woodland website, twitter messages or other social media. The Consultant shall provide draft and final text for up to four (4) postcard notifications to the City of Woodland stakeholder lists with project updates and opportunities for public input. Consultant will coordinate up to four (4) bulk (over 200 pieces) mailings including design, printing, and mailing house coordination, with cost of addressing/ mailing incurred by the City of Woodland. Provide up to four (4) (draft and final text) for the City of Woodland Project website updates.

The Consultant shall be required to prepare and submit a Draft Agenda and Materials for up to six (6) TAC meetings at least 2 weeks prior to TAC meetings scheduled by the City of Woodland. Prepare one (1) PowerPoint presentation for each meeting. Prepare and submit a Final Agenda and Materials for up to six (3) City of Woodland Council Meeting after receipt of one (1) set of non-conflicting comments on Draft Agenda and Materials at least one (2) weeks prior to a council meeting scheduled by the City of Woodland. Final materials must be approved at least one (1) week prior to meeting. Prepare draft/final report to TAC including summary of meetings and public engagement.

V. Preferred Alternative - Based on the three areas the consultant will build a Synchro/SimTraffic model, or similar thereof, to evaluate traffic operations and potential best improvements taking into consideration all three areas, including impacts on surrounding intersections. Again, these models must be graphic heavy and data summary takes into consideration the vast variety of stakeholders. The three areas shall be evaluated under the following scenarios:

- Existing (2019) AM Peak Hour – For model calibration
- Existing (2019) PM Peak Hour – For model calibration
- Future year (2025) AM Peak Hour – For model calibration
- Future year (2025) PM Peak Hour - For model calibration
- Future year (2035) No-Build AM Peak Hour – For comparison to build scenarios
- Future year (2035) No-Build PM Peak Hour – For comparison to build scenarios
- Up to six (6) Build scenarios

VI. Draft and Final Documentation- – Shall outline the Cost Estimate and Benefit Cost Analysis. Consultant shall complete a planning level cost estimate for each Build scenario, and a Planning level cost/benefit analysis using the cost estimate and the traffic analysis results from the Synchro/SimTraffic, or comparable, models. Consultant shall summarize the findings and present to TAC and City Council. The memorandum will include consultant created one (1) page summaries for each Build scenario that use infographics and a plain spoken narrative to provide an overview of proposed projects including need, benefits, costs, and expected performance. Consultant shall present the findings of the Draft Memorandum at TAC and City Council meeting. Upon receipt of final City of Woodland comments, Consultant shall provide a Final Memorandum and all Model files. An additional copy shall be provided to WSDOT and the CWCOG.

The original scope of work must be addressed in the bid proposal; alternatives may be added as separate line items where additional pricing is highlighted/identified, separate from the base bid.

Title VI Statement

The City of Woodland in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation, subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby

notifies all bidders that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined at 49 CFR Part 26 will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.”

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Office of Minority and Women’s Business Enterprises omwebadmin@omwbe.wa.gov

City website www.ci.woodland.wa.us