

**REQUEST FOR PROPOSALS**

**FOR**

**PLANNING CONSULTANT SERVICES:  
TRAFFIC CALMING PLAN**

**FOR**

**MEDIA BOROUGH**

**DELAWARE COUNTY, PENNSYLVANIA**



**BOROUGH OF MEDIA, DELAWARE COUNTY, PA**

**Proposals due 4:00 p.m., April 30, 2019**

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FOR  
PLANNING CONSULTANT SERVICES:  
TRAFFIC CALMING PLAN  
FOR  
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DELAWARE COUNTY, PENNSYLVANIA**

The Borough of Media will accept proposals until **4:00 p.m., Tuesday, April 30, 2019** at the Media Municipal Building, 301 N. Jackson Street, Media, PA 19063, from qualified planning consultants for the design and development of a Traffic Calming Plan for the Borough of Media.

Specifications are available upon request at the Media Borough Hall between the hours of 8:30 a.m. and 4:30 p.m., Monday through Friday; on the Media Borough website: [www.mediaborough.com](http://www.mediaborough.com); and on the Delaware Valley Regional Planning Commission website: [www.dvrpc.org/asp/Consultant/default.aspx](http://www.dvrpc.org/asp/Consultant/default.aspx). Media Borough reserves the right to reject any or all quotes at its discretion.

Proposals shall be sealed and addressed to: Jeffrey A. Smith, Borough Manager, 301 N. Jackson Street, 2<sup>nd</sup> Floor, Media, PA 19063. **Please note:** The consultant shall submit the proposed project budget **in a sealed envelope separate from the rest of the proposal.** An electronic version of the proposal should also be submitted to: [jasmith@mediaborough.com](mailto:jasmith@mediaborough.com).

The successful consultant shall enter into an agreement with the Borough of Media further articulating the details of the arrangement between the consultant and the Borough of Media for Traffic Calming planning services.

The successful consultant shall begin Traffic Calming Plan services starting **July 1, 2019**.

Should any questions arise, please contact Karen Taussig-Lux, Grants Administrator, in writing, at: [ktlux@mediaborough.com](mailto:ktlux@mediaborough.com).

Jeffrey A. Smith  
Borough Manager

## **CONSULTANT SELECTION**

The Borough in evaluating quotes will consider the following:

1. Qualifications of the applicant
2. Experience with Traffic Planning
3. Scope of services offered
4. Quality and completeness of proposal, i.e., how well the applicant addresses the project goals and requirements as outlined in this RFP
5. Quality of samples provided
6. References provided

## **SERVICE CONSIDERATIONS**

The Borough of Media has secured funding from The Delaware Valley Regional Planning Commission's Transportation Community Development Initiative program to hire a Planning Consultant to develop a Traffic Calming Plan for the Borough. The Media Borough Traffic Calming Plan will be borough-wide in scope, but will focus on the borough's main thoroughfares, which have the heaviest vehicular traffic: Baltimore Avenue, Providence Road, and State Street. The plan will also address traffic issues on less-traveled roads: Orange Street, the northwest entrance into Media; Jefferson Street and Ridge Road, which are frequently used as cut-throughs; and other smaller neighborhood streets.

### **Project Background:**

Media Borough is a small urban municipality, less than one square mile, located in the heart of Delaware County. A pedestrian- and bicycle-friendly community, Media's charming houses and tree-lined neighborhoods invite residents and visitors to walk and bicycle everywhere; our State Street Downtown District is a major destination. As the seat of Delaware County, Media is home to government offices, courts, law offices and many supporting businesses. The daytime population swells from 5,340 to 25,000 people who frequent State Street shops and restaurants. Media Elementary School and Providence Friends School draw over 500 children each day.

This borough of neighborhoods is bisected east-west by busy Baltimore Avenue, a principal arterial street with a traffic volume ranging from 15,000 to 23,000. Providence Road, with a similar traffic load, borders the borough on the east, dividing dense residential districts of Upper Providence Township and Media. The roads are frequently congested, especially at rush hour.

A public transit hub, Media is served by SEPTA buses 110 and 118, the R3 Regional Rail Line and the 101 trolley line, connecting the borough to Philadelphia, Middletown Township, Chester, Newtown Square and various destinations along each route.

### **Project Goals:**

#### *Goals:*

The Traffic Calming Plan will benefit Media Borough by providing a strategy to increase safety for pedestrians, bicyclists and motorists. The plan will offer a basis for seeking funding for traffic safety measures. This project will decrease accidents and injuries in the borough and enhance travelers' feeling of safety and well-being. It will encourage economic vitality by promoting the perception of the borough as a welcoming, pleasant and safe place to visit. Our specific goals are:

- Create safe and attractive streets for pedestrians, bicyclists and motorists;
- Make streets more accessible to people of all ages and abilities;

- Reduce the negative effects of motor vehicles on the environment;
- Mitigate the negative impacts of heavy traffic on pedestrians
- Improve the perception of safety on Media streets;
- Enhance the livability of Media Borough.

*Objectives:*

The objectives of this project are to create a coordinated strategy for reducing or eliminating:

- speeding motor vehicles
- roll through stops
- cut-through traffic volume
- collisions—both frequency and severity
- distracted drivers, including cell phone use
- jay walking
- traffic queues
- double-parked delivery vehicles
- poor visibility

**Scope of Services:**

The Media Borough Traffic Calming Plan will be a design to making the borough safer for pedestrian, bicycle and vehicular travelers using our street, sidewalks and public transit network. The chosen consultants will be advised by the publication, *Pennsylvania's Traffic Calming Handbook* as well as *Road to Zero: A Vision for Achieving Zero Roadway Deaths by 2050*. They should also be familiar with USDOT Federal Highway Administration local road safety plans

The chosen consultants will work with borough staff and officials to conduct public meetings, collect data, observe how travelers move through the borough and draw upon existing reports, studies and local and regional plans. The consultants will also review Borough ordinance—particularly zoning and SALDO regulations—and make recommendations for revisions to achieve consistency with the plan. Delaware County Transportation Planning Department has offered its assistance in providing and analyzing data for the project. The resulting Plan will address Media's transportation safety needs and make specific and appropriate recommendations that Media can implement within the next 5 to 10 years.

Consultants should draw on their experience and expertise to identify problems and dangerous situations on Media's streets and recommend, describe and illustrate the most effective and appropriate measures to address them. They should consider a range of educational, enforcement and engineering strategies including but not limited to:

- The physical design of our streets, sidewalks and crosswalks,
- Devices that can be built into street design such as bulb-outs and pedestrian islands
- Improved access to parking
- ADA measures
- Landscaping and streetscaping
- Lighting
- Signage
- Pavement markings
- Vehicle-activated signs
- Public and school outreach
- Increased police enforcement efforts.

Task #1: Project Management and Administration. The consultant will prepare an initial project schedule, identifying the critical path, milestones and all project meetings. The consultant will meet regularly with the Project Steering Committee and communicate frequently with appropriate Borough staff. The Steering Committee will consist of Borough staff, council members and other project stakeholders. The schedule and budget will be maintained and monitored on a monthly basis. The consultant will prepare and submit to Media Borough monthly status reports and invoices.

Task #2: Gather public input. The consultant will work with Borough Council and Staff to seek input from stakeholders. The goal of public input is to include the perspective of the Media community in developing the Traffic Calming Plan. The consultant will gather public input via the following activities:

- a. Kick-off Meeting with Borough staff and elected officials.
- b. Project Steering Committee Meetings (monthly). Borough staff will organize; consultant will lead.
- c. Public Meetings (2 – toward the beginning and end of the project). Borough staff will organize; consultant will lead.
- d. One-on-one interviews (as needed). Borough staff will organize; consultant will carry out.
- e. Survey. Borough staff will assist consultant in developing survey and posting it on website and social media.

Task #3: Assessment of Existing Conditions, Data Collection, Research. Consultant will:

- a. Observe, survey and analyze Media Borough's streets, traffic volume and flow, all modes of transportation, transportation facilities and destinations, in consultation with Borough Staff and the Delaware County Planning Department.
- b. Evaluate existing pedestrian signalized intersections for potential improvements/changes to signal timings and signage.
- c. Work with Borough staff and the Delaware County Transportation Planning Department to identify and review appropriate related local and regional studies/plans, GIS data sources and ongoing efforts in adjacent communities.
- d. Review the following planning documents, available on the borough website, and be prepared to discuss recommendations with borough personnel in the light of this study:
  - i. *Media Borough Economic Development Strategy and Implementation Plan* (2017),  
[https://www.mediaborough.com/sites/default/files/fileattachments/borough\\_council/page/15831/final\\_economic\\_development\\_strategy\\_and\\_implementation\\_plan\\_report\\_final\\_10-31-17.pdf](https://www.mediaborough.com/sites/default/files/fileattachments/borough_council/page/15831/final_economic_development_strategy_and_implementation_plan_report_final_10-31-17.pdf), particularly the transportation and placemaking recommendations on pages 31-45.
  - ii. *Wayfinding Master Plan* (2016),  
[https://www.mediaborough.com/sites/default/files/fileattachments/community/page/13041/final\\_media\\_analysis\\_6.30.16.compressed\\_0.pdf](https://www.mediaborough.com/sites/default/files/fileattachments/community/page/13041/final_media_analysis_6.30.16.compressed_0.pdf), especially section 3, discussion of pedestrian connections and crosswalks, bicycles and other transportation issues.
  - iii. *Media Bike Plan* (2016),  
[https://www.mediaborough.com/sites/default/files/fileattachments/boards\\_and\\_commissions/page/13121/mediabikeplan\\_final.pdf](https://www.mediaborough.com/sites/default/files/fileattachments/boards_and_commissions/page/13121/mediabikeplan_final.pdf),
  - iv. *Transportation Options Study* (2009),  
[https://www.mediaborough.com/sites/default/files/fileattachments/police/page/12211/media\\_transportation\\_options\\_final\\_report\\_10-09.pdf](https://www.mediaborough.com/sites/default/files/fileattachments/police/page/12211/media_transportation_options_final_report_10-09.pdf),

- e. Review SEPTA plans for trolley modernization in Media, including station design guidelines, <https://www.dvrpc.org/Reports/17010.pdf>.
- f. Ordinance Review: Review and analyze existing borough ordinances relating to transportation.

Task #4: An Illustrated Traffic Calming Plan for Media. The Plan will:

- a. Summarize the consultants' findings
- b. Make recommendations for traffic calming measures that address specific problems at specific locations in the borough.
- c. An implementation plan with long- and short-term prioritized tasks, timeframe, cost range and potential financing and funding options.
- d. Include renderings for critical portions of the plan.
- e. Consultant will provide a well-written and useful plan. Consultant will accommodate reasonable requests on the part of the Borough to revise Plan drafts for clarity and usefulness.
- f. Consultant will provide copies of the Plan in both print (15 copies) and electronic format, suitable for publication on the borough website.

Task #5: Amendments Borough Code. Consultants will review Borough ordinance—particularly parking, zoning and SALDO regulations—and will suggest any amendments necessary for consistency with the plan.

**Deliverables:**

- a. Media Borough Traffic Calming Plan, submitted in paper and electronic form, as described above, Consultant Task #4.
- b. Recommendations for revisions to borough code consistent with the Traffic Calming Plan, submitted in both paper and electronic form.

**PROJECT SCHEDULE**

The selected consultant shall be expected to begin work within two weeks of contract signing and complete all tasks in their entirety by **May 31, 2020**.

**BOROUGH ROLE**

Borough staff and the Public Safety Committee of Borough Council will be responsible for administering the project and overseeing the consultant's work on the project. Borough staff will provide information on related studies and planning initiatives and will provide available GIS data. Borough staff and the Public Safety Committee will be primarily responsible for planning public meetings and other community outreach related to this planning process. Printing and mailing costs associated with public communications shall be the Borough's responsibility.

**SUBMITTAL REQUIREMENTS**

Proposals shall include the following and shall be organized using each of the elements listed below as section headings:

- 1. Firm Description:** Provide a brief description of the firm including firm size and area of specialization, location of corporate headquarters, and potential satellite office proposed to handle this project.
- 2. Project Team:** Provide names and resumes of key staff who will be assigned to the project. Each team member's education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.

- 3. Project Understanding:** Provide a statement summarizing how the consultant and/or project team is particularly qualified for this project.
- 4. Scope of Services:** Describe the consultant's approach and technical plan for accomplishing the work listed herein. The consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless specifically noted.
- 5. Project Schedule:** The consultant shall submit a schedule, itemized by task, for completing the scope of work.
- 6. Project Budget:** The consultant shall submit a proposed project budget **in a sealed envelope separate from the rest of the proposal.** In addition, please indicate in the proposal the hourly rates that would apply to any additional work beyond the scope of services.
- 7. Comparable Projects:** Description of related, recent project experience and role of key staff.
- 8. Number of Copies of Proposal:** Fifteen copies of the proposal document should be submitted by the appropriate date and time noted above. Please send electronic copies of the proposal to [jasmith@mediaborough.com](mailto:jasmith@mediaborough.com).
- 9. References:** Three (3) references, including current contact name and phone number for similar projects.