

**EAST WHITELAND TOWNSHIP  
CHESTER COUNTY, PENNSYLVANIA**

REQUEST FOR PROPOSAL  
for the  
**ROUTE 30 CORRIDOR MASTER PLAN**



October 17th, 2016

PROPOSAL DUE:

November 11<sup>th</sup>, 2016

East Whiteland Township  
209 Conestoga Road  
Frazer, PA 19355  
EastWhiteland.org

## **A. Introduction**

East Whiteland Township is soliciting proposals from qualified planning and engineering consultants for a one-time contract to perform professional services related to the completion of a Route 30 Corridor Master Plan. This coordinated transportation and land use plan for the PA Route 30 corridor within East Whiteland Township will serve as a blueprint and guide to implement the Township's vision for a mixed-use and multimodal corridor.

Traffic congestion is an issue along the corridor, particularly between PA Route 29 and US Route 202. Route 30 narrows from two lanes in each direction to a single lane, with a center turn lane just west of the Malin Road intersection. The current lane configuration causes traffic congestion in both the morning and evening commutes. This stretch of Route 30 contains approximately 155 commercial properties, many of which have individual or multiple driveways, which exacerbates the traffic congestion on the corridor. The average property size within the corridor is approximately two acres, many of which are smaller due to limitations created by the Norfolk Southern rail line that runs to the south of the corridor. And, there is a lack of connected and continuous facilities for bicyclists and pedestrians.

The recent completion of the 2016 update to the Township Comprehensive Plan calls for a mix of uses within the corridor, bringing residential uses into a primarily commercial corridor. With recent residential projects being completed and the potential for more residential developments in the future, the Township is interested in creating a blueprint for the Route 30 corridor to promote a more sustainable mixed-use corridor.

A key outcome of this study is identification of a preferred lane configuration and cross section for PA Route 30 between Route 29 and Route 202, specifically focusing on the reconfiguration of Route 30 from west of Malin Road to Route 202. This project will also focus on identifying appropriate bicycle and pedestrian facilities along the Route 30 corridor, as well as recommendations for land use and zoning modifications to support the Township's vision for a mixed-use corridor. The outcome of this project will ultimately guide future redevelopment along the Route 30 corridor.

East Whiteland Township received federal funding for this project through the TCDI program administered by the Delaware Valley Regional Planning Commission. East Whiteland Township is the project sponsor and the selected consultant will be required to enter into a contract with the Township and fulfill requirements of the TCDI program. See <http://www.dvrpc.org/tcdi/> for more information about the TCDI program and associated requirements.

## **B. Scope of Work**

- 1. Existing Conditions:** Review previous plans and data, conduct field visits, gather traffic data, and prepare base maps to document current transportation conditions and land uses. Complete a preliminary environmental screening.
- 2. Vision:** Identify needs, opportunities, and constraints to create a multimodal and mixed-use corridor.

3. **Transportation Plan:** Identify and evaluate transportation improvement options, such as roadway widening, lane reconfigurations, bicycle facilities, and pedestrian facilities. Develop schematic conceptual plans for the improvement options.
4. **Land Use Plan:** Review existing land use and zoning policies. Provide recommendations to promote a mix of land uses and appropriate density and design.
5. **Implementation Plan:** Identify next steps, costs, and potential funding sources to implement the transportation and land use recommendations.
6. **Draft and Final Report:** Prepare a draft report for stakeholder and public review and comment.
7. **Stakeholder and Community Involvement:** Facilitate a comprehensive and inclusive public involvement process, including coordination with:
  - Township Staff/Technical Stakeholders
  - Business Stakeholders
  - Members of the Community
  - Board of Supervisors

### C. Consultant Qualifications and Requirements

The selected consultant/ consulting team shall meet the following requirements:

1. The selected consultant shall have experience working on at least three similar projects that utilized state or federal funding.
2. The selected consultant shall have demonstrated experience and success working with PennDOT and DVRPC.
3. The selected consultant shall not represent any other business interests within East Whiteland Township in the areas of transportation and land use planning/zoning that would present a conflict of interest for this project.

Firms submitting proposals that do not comply with the above requirements will not be considered for this project. East Whiteland Township reserves the right to reject all proposals submitted, to cancel solicitation request under this notice, and/or to re-request proposals for this work and services.

### D. Proposal Requirements

The consultant shall submit a proposal with the following elements:

- Cover Letter, including the contact information for the project manager
- Professional Qualifications, including the firm/team overview, relevant experience, at least three references, qualifications of key staff, including resumes
- Project Approach
- Scope of Work
- Schedule

The proposal shall not exceed 20 pages (one side per page), excluding the cover, cover letter, table of contents, and divider pages.

Seven (7) hard copies of the proposal must be submitted in a sealed and clearly labeled envelope to:

**Scott Greenly**  
**East Whiteland Township**  
**Director of Planning and Development**  
**209 Conestoga Road**  
**Frazer, PA 19355**

Proposals must be submitted by 4:00 p.m. on November 11, 2016. Proposals submitted after this time and date will not be considered.

Questions during the proposal period can be directed in writing to Mr. Scott Greenly [sgreenly@eastwhiteland.org](mailto:sgreenly@eastwhiteland.org) or to the address provided above (email is the preferred method of contact).

Interviews may be scheduled with the highest ranking firms after the proposals are received.

#### **E. Evaluation Criteria**

The proposals will be evaluated based on the following criteria:

- Knowledge of local conditions and familiarity with the study area and the Township (20%)
- Experience on similar projects involving the integration of transportation and land use planning for municipal clients (20%)
- Qualifications to develop conceptual plans for multimodal transportation improvements in compliance with PennDOT standards (20%)
- Qualifications to develop zoning and ordinance recommendations (20%)
- Project approach and scope that best meets the Township's needs and vision (20%)

#### **F. Schedule**

The following is a tentative schedule for consultant selection and project.

- Issue RFP to Consulting Firms: October 17, 2016
- Completed Proposals due to the Township: November 11, 2016 by 4:00 PM
- Township Approval and Contract Execution: December 2016

All work must be complete and the final report issued by April 2018.