INTRODUCTION

Overview of the Request for Proposals (RFP)
The Center City District and Central Philadelphia Transportation Management Association are soliciting proposals from consultants to assist with the development of Congestion Management Solutions for Center City Philadelphia.

Study Area
For the purposes of developing solutions to manage congestion, the project area includes the corridors of Chestnut, Sansom and Walnut streets between Broad Street and 23rd Street.

Project Background
Since 1991, the Center City District (CCD) has been dedicated to keeping Center City Philadelphia clean, safe and attractive. This is accomplished through daily sidewalk cleanings and graffiti removal, patrols by our Community Service Representatives and over $45 million in streetscape and public area improvements. Center City’s renewed vibrancy has brought with it new shops, restaurants and arts and cultural venues. The number of tourists and regional visitors who drive to Center City has dramatically increased in the past decade. Importantly, thousands of new residents are now living in the downtown. In addition the Pennsylvania Convention Center, which opened in 1994, has attracted more visitors to Center City. Air travel to Philadelphia has increased dramatically in the past 20 years, while 30th Street Station remains the second busiest train station in the country.

Central Philadelphia Transportation Management Association (CPTMA) works with public- and private-sector partners to make travel efficient, reliable, pleasant and safe for commuters, residents and visitors. CPTMA is a non-profit organization formed in 2001, managed by the Central Philadelphia Development Corporation and Center City District, and supported in part by the Pennsylvania Department of Transportation.

Center City’s narrow streets and dense concentration of residents, office workers, shoppers and students, contribute to an exciting and walkable urban center. Since 1997, more than 11,500 new housing units were produced in Center City, which helped push the downtown population up by least 12% since 1990 to over 90,000. As a result of the walkable streets and dense development, more than 37% of Center City residents walk to work, the highest walk to work rate in the U.S. Downtown employers account for 60% of the jobs held by Center City residents. In fact, in nearly every section of the city, downtown jobs account for the largest share of local residents’ jobs.
Center City has also witnessed significant growth in the number of outdoor cafes, from zero in 1995 to 205 in 2007. The area west of Broad Street has the highest share of outdoor dining locations at 29%. The demand for outdoor dining remains strong and restaurants continue to benefit from additional outdoor seating. Importantly, retail rental rates on west Walnut Street are approaching $120 per square foot, the highest in the downtown and several high-visibility national retailers are looking at space on west Chestnut Street. This growth is driven both by the increasing number of residents and visitors in Center City and their sense of comfort and safety in an ever improving downtown.

At the same time, the increase in visitors and residents has resulted in an increase in the number of vehicles in search of parking and an increase in delivery trucks and residential and tourist shuttles on narrow downtown streets.

Some congestion is necessary and even desirous. Busy streets mean a healthy and vibrant city. Busy streets serve a traffic calming function. However, congestion that unnecessarily delays transit, commuters and emergency vehicles is frustrating, dangerous and creates a host of inefficiencies from lost worker productivity to an inability to deliver timely city services. In fact, recent observations indicate that deliveries may be a significant factor in some of the more serious traffic congestion in Center City.

These same streets, however, are hard-pressed to meet the simultaneous demands of buses, bicycles, automobile and delivery truck traffic. In recent years, as the city center has thrived, traffic congestion has become a central challenge to the economic vitality and competitiveness of the downtown. Chestnut, Sansom and Walnut streets west of Broad Street are congested for several hours each day in both the eastbound and westbound directions, with many intersections blocked.

There is no single cause of congestion in Center City. Many things contribute: double-parked delivery trucks, abuse of loading zones, vehicles failing to stay within their lanes or “blocking the box,” taxis stopping in the middle of the street, dense volumes of pedestrians crossing at intersections while cars are trying to turn, potholes, street and utility work, inefficient traffic patterns and a lack of parking enforcement. Through countless and unpredictable delays caused by any number of issues or incidents, congestion results in costly economic effects through a loss of efficiency and increased operating costs, negative health effects through increased stress and emissions from constant idling, accelerating and braking vehicles and an overall detrimental impact on the urban fabric of the historic streets and squares.
Study Purpose
The area west of Broad Street serves as the primary shopping and dining area in Center City attracting workers, residents and visitors throughout the day and night. Condominiums and hotels foster a 24-hour vibrancy in the study area. However, this recent success has produced a growing challenge: traffic congestion – congestion from illegally parked delivery trucks, congestion caused simply by a dramatic increase in vehicles and congestion caused by significant increases in pedestrian traffic limiting the number of vehicles that can make turns at vibrant intersections. The purpose of this project is to propose a range of solutions – from the simple and inexpensive to alternatives that imply substantial change, time and significant cost – all of which could contribute to the management of congestion in the study area by facilitating effective vehicular and pedestrian flows.

Amount and Sources of Funding
The maximum amount available for this consultant work, including expenses, is $100,000. The total project cost is $120,000. Eighty percent of this is a Transportation and Community Development Initiative (TCDI) grant awarded by the Delaware Valley Regional Planning Commission. The 20% match of $20,000 will be provided by CCD and CPTMA staff and represent time and funds that will be expended by CCD and that are not available to the consultant.

SCOPE OF SERVICES
Task 1: Data Gathering

(A) The consultant shall evaluate existing conditions as they relate to the study area. A preliminary assessment of congestion will be furnished to the consultant by CCD.

(B) The consultant should review existing plans of the study area and surrounding neighborhood including the Center City Parking Policy Statement (City Planning Commission) and the Center City Neighborhood Plan (Center City Residents’ Association). These will be provided to the consultant by CCD.

(C) The CCD keeps extensive data on all development in Center City. This is published in summary form by the CCD in its State of Center City reports. The consultant should carefully consider the changing demographics, density and development patterns of the study area and Center City as a whole. The consultant should identify ongoing and planned projects that will impact the study area, review existing and proposed transportation conditions, review existing and future vehicular, transit, bicycle and pedestrian patterns, review existing relevant regulations and policies and
enforcement. A summary of key issues and important data will be prepared and presented to an Advisory Committee assembled by CCD and CPTMA. The purpose of the Advisory Committee is to provide input, real world expertise in dealing with congestion, insight into how congestion affects business and to review and comment upon deliverables provided by the consultant.

**Task 2: Advisory Committee**
The consultant shall work with the Advisory Committee to gain an overview of the specific issues to be addressed throughout the study. The Advisory Committee may include leaders of civic and neighborhood groups, local business owners, delivery companies, the Building Owners and Managers Association, the Hotel Association, SEPTA, Philadelphia Parking Authority, Bicycle Coalition of Greater Philadelphia and city agencies such as Planning Commission, Police Department and the Streets Department.

**Task 3: Analysis and Recommendations**
The consultant shall propose a range of congestion management solutions from the simple and inexpensive to alternatives that imply substantial change and significant cost. The consultant shall examine best practices from other cities. Improvements to both circulation and delivery patterns should be proposed. Opportunities for more efficient truck deliveries that do not result in congestion in the study area shall be explored. Included in this task are existing and proposed regulations and policies that affect parking, deliveries and signs.

The consultant shall also examine funding from federal, state, local and foundation sources and must carefully address the timeframe for implementation and the prioritized recommendations. Costs and potential funding sources shall be provided for each recommendation and subsequent implementation strategy. Implementation and funding will be allocated into respective public realm elements or modes – transit, bicycle, pedestrian, crosswalks, loading zones, etc. Funding will also be expressed in terms of the timeframe for implementation, such as short, medium and long-term ranges. A funding matrix will be developed describing the types of funding, advantages and disadvantages to that specific funding type, timeframe and implementing party. The consultant will prioritize the alternatives and identify those solutions with the most beneficial impacts, timing for implementation and costs.

**Task 4: Presentation of Solutions**
A draft of the alternatives and recommendations shall be presented to the Advisory Committee in both powerpoint format, complete with photographs that document existing conditions and proposed solutions, and in text format. Recommendations and comments from the Advisory Committee and stakeholders shall be incorporated into the final document.
Task 5: Final Document
The final document analyzing solutions to congestion management will include an implementation strategy, including funding sources, responsible parties and timeframes for funding and construction.

DELIBERABLES

The following materials shall be submitted by the consultant:

- The consultant will prepare maps of existing and proposed loading and parking zones within and immediately adjacent to the study area. Maps of these areas shall be submitted in one of the following formats: ArcView shapefiles (preferred format); Adobe Illustrator; or encapsulated postscript (.eps).
- The consultant will prepare maps of congested areas and traffic flow issues within and immediately adjacent to the study area.
- The consultant shall present a range of potential solutions that have been implemented in other cities.
- The consultant shall provide ten (10) printed copies and one (1) digital copy of the final document analyzing solutions to congestion management.

PROJECT MANAGEMENT

The project is to be managed by the Center City District and in conjunction with the Delaware Valley Regional Planning Commission. The contract will be cost reimbursable with a fixed fee, not to exceed type.

The Project Manager is:

Benjamin J. Ginsberg, Esq., AICP
Manager of Planning & Transportation Initiatives
Center City District
660 Chestnut Street
Public Ledger Building
Philadelphia, PA 19106
215.440.5533
bginsberg@centercityphila.org
CONSULTANT SELECTION

Submission Requirements
Qualified and experienced transportation and planning professionals are invited to submit a proposal, statement of qualifications, project approach and cost proposal to provide consulting services for the aforementioned project.

Proposal Content and Format
All Proposals shall contain the following:

Executive Summary and Project Approach: Summarize the overall approach for completing the project and provide specific information on the approach to each task outlined in the Scope of Services. Provide the name and contact information of the person who is authorized to make representations for the firm or team of consultants.

General Experience Statement: This statement should emphasize the firm’s (or team’s) experience in congestion management, bicycle and pedestrian issues, corridor planning and transportation and transit planning.

Project Schedule: All major tasks should be identified, together with the major activities necessary to accomplish these tasks. A project schedule should also be included. The consultant shall commence work on this project within seven (7) days of receipt of a formally executed contract from the Center City District on behalf of the Central Philadelphia Transportation Management Association. Plans and other supporting documentation must be submitted to CCD as per the agreed upon project schedule. All work must be completed by January 18, 2008.

Organization Support and Experience: This section should provide background information on the firm(s) and key personnel who will be involved in the project. Provide references of relatively similar prior projects. This also includes any subconsultants that are part of the proposed project team and client references from similar projects.

Services: Explain the Scope of Services to be provided by each consultant for each part of the project by enumerated task.

Cost Proposal: The proposal shall include a detailed cost proposal. A maximum of $100,000 is available for consultant services to support this project, inclusive of reimbursable expenses. This represents an eighty (80) percent match within the total project of $120,000. The remaining funds will be in the form of a twenty (20) percent match in time and labor from CCD and CPTMA staff. Funding support comes from the Delaware Valley Regional Planning Commission’s TCDI program.
The Cost Proposal shall contain the following information for each consultant (prime and any subconsultants):

- Estimates of hours to be worked and hourly rates for each staff or classification of staff to be assigned to the project;
- Overhead rate;
- Estimates of direct costs;
- Total all-inclusive maximum fee for the project, not to exceed $100,000;
- Use of Contract Pricing Proposal Form 60, available at [www.dvrpc.org/about/rfp.htm](http://www.dvrpc.org/about/rfp.htm) is recommended, but other formats will be accepted.

Title 41 of the Code of Federal Regulations (CFR) limits the amount of profit of fee to ten (10) percent of the direct labor cost, fringe benefits and indirect costs and from one (1) to five (5) percent of other direct costs excluding subconsultant costs.

Compensation will be on a fixed fee based on the Scope of Services to be provided.

Invoicing shall reflect the amount of work performed during the billing period based on the schedule of values agreed upon for the major tasks contained within the Scope of Services and the basis of the fixed fee. This project is based on a reimbursable grant and bills should be submitted monthly to CCD for reimbursement.

**Minority Business Enterprise.** DVRPC complies with Title 49 CFR Part 26, “Participation of Minority Business Enterprise in Department of Transportation Programs” and encourages minority businesses and women-owned businesses to submit proposals and further encourages non-minority business firms to contract with minority businesses where subcontracting opportunities exist. Disadvantaged and minority-owned businesses will be required to submit certification of eligibility ownership prior to execution of any agreements.

**Equal Employment Opportunity Policy Statement**

The Center City District is committed to ensuring equal employment opportunity. All employment decisions, policies and practices are in accordance with applicable federal, state and local anti-discrimination laws.

The CCD will not engage in or tolerate unlawful discrimination (including any form of unlawful harassment) with regard to a person’s sex, age, race, color, religion, creed, sexual preference or orientation, marital status, national origin,
ancestry, citizenship, military status, veteran status, handicap or disability or any other protected group or status.

This policy applies to all of the CCD's directors, managers, supervisors, employees and applicants, union and non-union alike. All such individuals are both protected under and restricted by this Policy.

**DELIVERY DETAILS**

Five (5) copies of the proposal shall be submitted to the Center City District no later than 5:00PM on Friday, July 27, 2007 (hard copies or email submissions only). Faxed proposals will not be accepted. All proposals are treated confidentially during the pre-award period.

Mail, deliver or email proposals to:

Benjamin J. Ginsberg, Esq., AICP
Manager of Planning & Transportation Initiatives
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**EVALUATION OF PROPOSALS**

A committee of CCD and CPTMA representatives will evaluate the proposals based on the following criteria:

- Related experience and performance of similar projects: 35%
- Creativity and uniqueness of proposed solutions: 35%
- Allocation of resources within the proposed project budget: 20%
- Overall experience and expertise of the proposed team: 10%

Following an initial review of all proposals, a short list of firms may be asked to make an oral presentation to the selection committee. A final selection shall be made by mid-August.