



Request for Proposals – Overbrook Farms Traffic Study and Transportation Plan

Deadline: September 25th, 2009

Attention: Stephanie Kindt

**Overbrook Farms Club
6376 City Ave.
Philadelphia, PA 19151**

Table of Contents

I. Description of Overbrook Farms and the Overbrook Farms Club & Foundation 3

II. Traffic Study and Transportation Plan Scope of Service..... 4

A. Turning And Traffic Counts..... 4

B. Neighborhood Wide Traffic Study 5

C. Identification of traffic control points..... 6

D. Analysis of parking patterns and impact on neighborhood traffic 6

III. Qualifications of Bidders 6

IV. REQUIRED Deliverables..... 6

A. Experience, Expertise and Capabilities 7

B. Statement of Work..... 7

C. Dollar Cost Proposal..... 8

D. Additional Data 8

E. Questions..... 8

V. EVALUATION OF PROPOSALS AND AWARD OF CONTRACT..... 8

VI. SUBMISSION OF PROPOSAL 9

The Overbrook Farms Club and the Overbrook Farms Civic Foundation of the City of Philadelphia (“Overbrook Farms”) is seeking responses to this Request for Proposal (RFP) to enter into a contract for the express purpose of developing a Traffic Study and Transportation and Parking Plan.

I. DESCRIPTION OF OVERBROOK FARMS AND THE OVERBROOK FARMS CLUB & FOUNDATION

Listed on the National Register of Historic Places, Overbrook Farms is a showcase of turn-of-the-century architectural styles. Constructed during the late 19th and early 20th centuries, Overbrook Farms is considered the first planned, residential commuter rail suburb in the country. Residences, a commercial area, educational facilities, and religious institutions were all developed to serve the prospective local population.

Established along the existing Pennsylvania Railroad Main Line, the developers Wendell & Smith and their client, Drexel & Co., took advantage of the rail link and large tracts of land to create a commuter suburb within the City of Philadelphia. The historic footprint of the community, which is still maintained today, is from 58th to 66th Streets, and from Woodbine to City Avenues. Today, Overbrook Farms is a vibrant and diverse community that attracts residents of all ages, who consider it the perfect place to live, work, and play.

Since the late 1800’s the Overbrook Farms Club has sought to maintain the character and quality of life in this small city neighborhood. Since 2005, Overbrook Farms has begun a more concerted effort to attract and retain home owners who will live in their houses, attract and keep families who want to raise their children here, improve overall quality of life, beautify and enhance our historic walk able neighborhood. Overbrook Farms’ leadership has devoted time to looking at a number of factors, which have all been incorporated into its community plan and include a Master Plan for its Commercial Corridor improvement;

Such as:

- 1) Use, improvement and development of green/open space
- 2) Traffic and parking
- 3) Redevelopment of the commercial strip
- 4) Programs to assist in preserving the historic fabric of the community and the restoration of historic structures.

Current Overbrook Farms Club Officers and Directors;

Officers

Terry M. Henry
President

Michael Lemley
Vice President

Wes LaBlanc
Treasurer

Kevin Maurer
Secretary

Directors

Larry Andreozzi

Nancy Callan

Sue Carmody

David Cleghorn

Sharon Curtis

Melanie Ellison Roach

H. Huntley Hardison

Donald Hinkle-Brown

Adjoa Love-Dorsey

Keven Parker

Jean Tracy

Victoria Wilson

Paul Winter

The Overbrook Farms Civic Foundation is a 501(C) (3) not-for-profit community development organization. Its primary purpose is to act as a development arm for the community and act as a funding source for community development, re-development and restoration projects.

The Board of the Overbrook Farms Civic Foundation is made up of current Overbrook Farms Club Board Members and includes former Club Presidents who participate in board discussions in an *ex officio* capacity.

II. TRAFFIC STUDY AND TRANSPORTATION PLAN SCOPE OF SERVICE

The Overbrook Farms Club is seeking responses to this Request for Proposal (RFP) in order to enter into a contract for the express purpose of evaluating existing traffic circulation patterns and parking conditions and providing recommendations and options to address identified problems.

The Study will have four components as follows:

- A. Turning and Traffic Counts,
- B. Neighborhood wide Traffic Study
- C. Identification of traffic control points and recommended street changes
- D. Analysis of parking patterns and impact on neighborhood traffic

Responses should propose methods that will identify any possible deficiencies in current traffic circulation and solutions for eliminating, reducing and/or calming existing traffic.

A. Turning and Traffic Counts

Overbrook Farms has identified and is requesting respondents begin the project by turning and traffic counts at specified intersections listed below. Please see attached map for identified intersections.

Intersections

- 6000 block Overbrook Ave. & City Ave;
- 6000 Block Drexel Road and City Ave.
- Woodbine and 58th Street
- 64th and City Ave
- Church Rd. and City Ave.
- Sherwood Rd and 66th St.
- Overbrook Ave. and 66th St.
- Upland Way & Woodbine Ave
- Upland Way & Drexel Rd.

Streets

59th Street from Woodbine to Overbrook or City
 Woodbine Ave. 66th to 59th Street.
 Overbrook Ave from City to 58th Street , and 66th to 63rd
 Streets (con't)
 63rd Street from Woodbine to City Ave.
 Lancaster from City Ave. to 63rd St.
 Drexel Rd. City Ave - 58th St.

B. Neighborhood Wide Traffic Study

The purpose of this assignment is to provide recommendations and options to address growing traffic congestion on residential streets in and adjacent to the Overbrook Farms neighborhood. The study will assist the Overbrook Farms Club in implementing design concepts and transportation strategies from the community plan as well as the commercial corridor improvement plan. The deliverable may also be used as an instrument in obtaining changes to existing streets, access to US Rt. 1/City Ave, negotiating with Lower Merion Township supervisors, and/or Penn dot officials.

In completing this assignment, the following must be considered:

- 1) Existing and anticipated city growth trends
- 2) Status of existing infrastructure, churches, parks, apartment complexes etc...
- 3) Technical viability of potential improvements
- 4) Emphasis on bicycle/pedestrian features
- 5) Traffic calming options at strategic locations that will prevent neighborhood cut-thru traffic, slow existing traffic as well as create areas for safe pedestrian recreation zones.

The study will utilize traffic counts and turning counts, identified traffic control points and suggest areas that may need to be included for Overbrook Farms' consideration.

The traffic study will include, but not be limited to:

- Analysis of traffic counts
- Analysis for 2009 to 2029 traffic conditions
- Recommendations on how to achieve safe and efficient intersections (reduction in lane size, additional signage, improved geometry, recommended parking zones, expanded side walk areas in residential areas and/or commercial areas)
- Cost estimates for the preferred alternatives
- Strategic placement of traffic calming measures that prevent neighborhood cut thru traffic

The proposal, at a minimum, should indicate how the firm will accomplish the tasks outlined and provide the services detailed. A detailed engineering report documenting the findings of the study will be required as part of the final work product.

C. Identification of traffic control points

The purpose of this assignment is for the selected consultant to develop a strategy to discourage non residential traffic from cutting through the Overbrook Farms neighborhood. Strategies to include changing the street scape to bump out sidewalks to create pedestrian gathering places, increasing the number of one way streets, installing timed do not enter controls at key entry areas.

D. Analysis of parking patterns and impact on neighborhood traffic

Document will include an evaluation of the current parking trends in the neighborhood, how those trends are affecting traffic, and safety on a daily basis, focusing on time of day, day of the week as well as standard weekday patterns. The response should include a comprehensive recommendation for the neighborhood that considers restricting parking in areas to improve traffic flow, reduce congestion, increase safety. Proposed strategies should consider permit parking, zoned parking, timed parking or single side of street parking. The recommendation should indicate existing locations that will be reused, locations that will not be reused and new signage locations, as well as a statement of probable cost for the fabrication and installation of various sign types and locations.

III. QUALIFICATIONS OF BIDDERS

Eligible bidders will be those consultants, companies, and institutions that have the following qualifications:

1. Qualified Traffic engineering consulting firms
2. Knowledge of federal and state traffic regulations and laws
3. Demonstrated practical knowledge and expertise in regard to “best practices” related to traffic engineering
4. Abilities and experience with applying analytical and quantitative tools and models needed to undertake the work required under this RFP.

Overbrook Farms anticipates that the Traffic Study and Transportation plan will be funded, at least in part, by funds from the Delaware Valley Regional Planning Commission. Therefore, the qualified bidder will also have or be able to obtain the approval of the DVRPC.

IV. REQUIRED DELIVERABLES

As a result of the above analysis and findings and the agreement between the consultant and the Overbrook Farms Club, the consultant shall be expected to present the following:

A written report outlining findings related to the work undertaken in Section II above and recommendations based on these findings that will enable Overbrook Farms to use a combination of strategies to reduce cut through traffic, ease congestion, create calming

patterns as well as improve safety for pedestrian and bicycle traffic. Strategies should include: a) more effective use of existing capacity, b) encouraging motorists to avoid cut through, c) suggested infrastructure to encourage pedestrian gatherings, d) solutions to slow/calm existing traffic. Strategies proposed to mitigate a problem should be accompanied by an approximate cost and technical feasibility

The Proposal must outline a proposed schedule (short and long term) and the actions necessary to implement the recommendations. Such plan shall consider and address impediments to implementing the recommendations, measures to address such impediments and alternatives in case such impediments cannot be overcome.

Deliverables include two draft reports to the Club; 1 draft – to allow comments; 2nd draft to be presented to the Board of Directors and or the community at large.

Each prospective proposal shall consist of the following sections:

A. Experience, Expertise and Capabilities

- 1.. Contact Information for the Bidder that includes; the legal name of the person or entity submitting the proposal, location, mailing addresses, telephone and facsimile numbers, email address of the primary contact or project manager of the bidder and other pertinent information.
2. The proposal must include a listing of all consulting projects that the bidder has completed within the last three (3) years for municipal or community-based projects. From these projects, identify and provide a brief summary of work done specifically in regard to municipal or community-based operations. In addition, provide the name, title, address and telephone number of a contact person from each organization for which such studies have been conducted.
3. Due to the nature of the deliverables, bidders must disclose any actual or potential conflicts of interest in representing the Overbrook Farms Club in this matter.

B. Statement of Work

1. Philosophy Statement. The Proposal must include a statement of the respondent's philosophy and approach in undertaking consulting services of the nature outlined in the RFP.
- 2 General Statement of Work: The Proposal must include a general statement that explains the manner in which the respondent intends to accomplish the work, identifying specific tasks and/or phases of the project.

C. Dollar Cost Proposal

The proposal must include a Guaranteed Lump Sum cost for the assignment, with a cost breakdown for each task by grades of staff personnel, reimbursable expenses and any subcontracting costs. The Guaranteed Lump Sum will be a “cannot exceed” requirement. In addition, the proposal should include the availability of the firm to commence work immediately upon being awarded the contract.

D. Additional Data

This section should contain any additional data that the respondent determines is appropriate for the Club to consider when embarking on such a project.

E. Questions

An informational meeting open to all potential bidders is scheduled for Thursday, July 23rd at 7:00 in the evening. The meeting will take place at Overbrook Presbyterian Church located at;

**6376 City Ave.
Philadelphia, PA 19151**

All questions in regard to this Request for Proposals (RFP) should be submitted to Stephanie Kindt at Stephanie.kindt@verizon.net or via phone 215-514-2104

If you are interested in receiving a copy of the electronic responses to bid inquiries, please provide the Club with your contact information by July 23rd, at 5:00 p.m. Please send your contact information to Stephanie.kindt@verizon.net and specify that you would like to receive the RFP vendor questions and responses.

V. EVALUATION OF PROPOSALS AND AWARD OF CONTRACT

The Required Deliverables section of all proposals will be reviewed and scored as follows:

Area Evaluated	Points
Experience, Expertise and Capabilities	20
Statement of Work	20
Cost Proposal Dollar	50
Additional Data	10

After an initial review and scoring, a down select will be performed to identify the best qualified proposals.

In addition to Required Deliverables, the following factors will be considered by Overbrook Farms during evaluation of the Proposals and interviews:

- Understanding of the project and the needs of the area
- Specialized experience and technical competence of firm
- The specific experience of individuals who constitute the consultant team.
- Current capacity of firm to perform work within the time limitations
- Willingness to work within budget constraints as well as overall flexibility

The best combination of cost and approach for Overbrook Farms will be selected for award. Overbrook Farms reserves the right to reject any and all proposals.

VI. SUBMISSION OF PROPOSAL

All Proposals must be submitted electronically and/or paper to:

Attn: Stephanie Kindt
 Traffic Study RFP
 Overbrook Farms Club
 6376 City Ave.
 Philadelphia, PA 19151
 Stephanie.kindt@verizon.net

All proposals must be received by 5:00 p.m., Friday, September 25th, 2009 for review by the Overbrook Farms Club Board. You will be notified if you are short listed and may be asked to attend a meeting of the OFC Board or their representatives to further clarify the scope of works.

Attachments;

Community Plan
 Commercial Corridor Improvement: Master Plan Strategy for 63rd St.
 Map identifying boundaries of Overbrook Farms and targeted streets
 Please also go to:

http://maps.google.com/maps?f=q&source=s_q&hl=en&geocode=&q=Overbrook+Farms+philadelphia,+pa+19151&sll=35.260364,-98.221293&sspn=29.122536,49.306641&ie=UTF8&ll=39.987906,-75.248537&spn=0.013415,0.024076&t=h&z=15

For additional views of the Overbrook Farms neighborhood

