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WILMAPCO Executive Director
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REQUEST FOR PROPOSALS

Facilitating Developer Contributions for Local Transportation Projects

An Action Plan for Cecil County and the Town of Elkton

Introduction

The Wilmington Area Planning Council (WILMAPCO) is designated by the Governors of Delaware and Maryland as the Metropolitan Planning Organization (MPO) for the Wilmington, Delaware metropolitan planning region. WILMAPCO is responsible for transportation planning in this region, consisting of New Castle County, DE and Cecil County, MD.

The Town of Elkton, Cecil County Land Use & Development Services, the Maryland Department of Transportation, Maryland State Highway Administration, and WILMAPCO are seeking consultant support to develop draft model ordinances for both Cecil County and the Town of Elkton.

This project will build on prior planning work done in Elkton, including the Transit-Oriented Development Plan, the Elkton Comprehensive Plan, the East Elkton Traffic Circulation and Safety Plan, and the Cecil County Comprehensive Plan.

The developed model ordinances will enable financial or in-kind contributions from land developers toward the implementation of the **East Elkton Traffic Circulation and Safety Plan** and other local transportation initiatives that benefit new development.



PROJECT DESCRIPTION

The selected consultant will carry out this work in collaboration with the **East Elkton Plan Monitoring Committee**. The consultant's responsibilities will include:

1. **Review of Existing Frameworks**

Analyze the current land development processes and regulations and transportation project funding practices in the Town of Elkton, Cecil County, and Maryland.

2. **Research of Peer Practices**

Collect and evaluate relevant ordinances and practices from peer communities in Maryland and beyond that successfully facilitate developer contributions for transportation improvements. Specific attention will be given to Delaware Department of Transportation processes.

3. **Stakeholder Engagement and Model Ordinance Development**

In collaboration with the Monitoring Committee, identify viable pathways—either within existing frameworks or through achievable modifications—to establish mechanisms for securing reasonable developer contributions for transportation projects.

- Conduct stakeholder meetings with local, County, and state officials, and at least three area developers, one each of small, medium and large-scale firms.
- Develop draft model ordinances for Cecil County and the Town of Elkton based on best practices and stakeholder input.
- Engage iteratively with the Monitoring Committee to refine ordinance recommendations.

The model ordinances may include, but are not limited to, the following components:

- **Contribution Compliance Requirements or Incentives**

Provisions requiring or encouraging developers to contribute financially or in-kind to local transportation improvements.

- **Funding Pool(s) and Collection Mechanisms**

Establishment of local funding pools and clear procedures for collecting developer contributions to support the implementation of the East Elkton Plan and other transportation priorities.



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- **Scaled Contributions Based on Impact**
Contribution levels proportionate to a development's location and projected traffic impact.
- **Land or Easement Contributions**
Options for developers to contribute land or easements to facilitate government-led transportation improvements, including but not limited to intersection and roadway upgrades, bus shelters, sidewalks, and bicycle infrastructure.
- **Developer-Built Improvements**
Provisions allowing or requiring developers to construct relevant infrastructure (e.g., sidewalks, bicycle trails) as part of or in lieu of financial contributions, with clearly defined responsibilities for long-term maintenance.

Project Timeline and Deliverables

This project will be completed by **June 2026**.

Deliverables include:

- A **concise Action Plan** summarizing the project approach, research findings, proposed model ordinances, rationale, and recommended next steps.
- **Meeting summaries** from stakeholder engagement sessions and other meetings conducted outside the Monitoring Committee.
- **Presentations and updates at:**
 - Approximately **four Monitoring Committee meetings**.
 - Approximately **three County- and Town-specific meetings**.



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SUBMISSION REQUIREMENTS

The Consultant shall submit one electronic copy of a Proposal/Statement of Qualifications (via email link or attachment) for purposes of sharing with the Project Management Committee. Receipt of Proposals that are lacking the required information in the desired format may result in elimination from the selection process. The submission shall include the following and provide a table of contents indicating where the required information is in the submission package:

- Identification of the consultant's project manager and a description of this person's experience with similar projects. The project manager may not change during the project without written permission from WILMAPCO.
- A description of qualifications and experience for each individual and firm participating in the project team, including an organization chart showing the relationship of everyone to the overall project work plan.
- Three current references (more recent than three years) for each individual and/or firm that will have significant and specific responsibility for this project.
- A proposed level of effort delineating the staff assigned with title, hours, and hourly rate for each task. The full cost of the proposal should also be included.
- A proposed schedule showing the timeline for each task including milestones and significant meetings or reviews.
- A written statement that all terms and conditions contained in this RFP are accepted by the consultant.
- A statement that the consultant will comply with Title VI of the Civil Rights Act of 1964, to the end that no person in the United States shall, on the grounds of race, color, national origin, sex, disability, or age, be excluded from participation in, be denied the benefits of, or otherwise be subjected to discrimination.
- A declaration that the consultant is an Equal Opportunity Employer and does not discriminate in employment because of race, age, color, sex, religion, national origin, mental or physical handicap, political affiliation, or marital status.
- For contracts over \$25,000, WILMAPCO will complete a search of the excluded parties listing system to ensure that the organization is not debarred or suspended from federally assisted contracts.



- The consultant shall accept all applicable Federal Highway Administration (FHWA) and Federal Transit Administration (FTA) requirements surrounding Lower Tier Covered Transactions. These requirements can be found within the WILMAPCO Title VI/Nondiscrimination Assurance Statement, available electronically at: www.wilmapco.org/titlevi.
- Identification of the contact person during the selection phase, including the name, address, telephone numbers and email address. This contact must be available during normal business hours.

WILMAPCO will also consider:

- The extent to which Disadvantaged Business Enterprises (DBE) are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)

This project will be funded from WILMAPCO's Unified Planning Work Program (UPWP), available at www.wilmapco.org/upwp and/or agencies on the Monitoring Committee. As part of this RFP, we request the consultant propose a reasonable total project cost estimate and a project schedule.



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EVALUATION AND SELECTION

WILMAPCO may select a short list of at least two firms who may be invited to make a presentation regarding their team and approach. The initial qualifications-based selection will be made by evaluating the proposal using these criteria:

- Clarity, readability and presentation of material, including writing style - **25%**
- Project understanding and approach as displayed in the project proposal and the interview - **35%**
- Relevant experience, team leadership and team capabilities - **35%**
- References and supporting information - **5%**

Only consultants who supply complete information will be considered for evaluation. We will base the final decision on materials submitted, the presentation, and/or contacts with references.

SUBMISSION DATES, ADDRESS AND CONDITIONS

The deadline for proposals is 4:30 p.m. on November 3, 2025. Proposals received after this time and date will not be accepted nor considered. We will not accept faxed applications.

Please email proposals to:

Bill Swiatek, AICP
Principal Planner
bswiatek@wilmapco.org

Proposals will not be opened and/or reviewed before the morning following the deadline. Tentatively, we will interview finalists during the week of November 17, 2025.

The selected firm(s) will assume sole responsibility for completion of the tasks required by this RFP. All work may be reviewed periodically by an advisory committee and other groups. All statements become part of the public file on this matter, without obligation to WILMAPCO. However, offerors may identify those portions of their proposals that they deem confidential, proprietary information or trade secrets and provide any justification for such materials, upon request, should not be disclosed.

WILMAPCO reserves the right to reject any or all RFP responses.



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WILMAPCO is not liable for any cost incurred by the consultant in preparation or presentation of the proposal.

For additional technical or procedural information contact:

Leonard Bonarek, AICP
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