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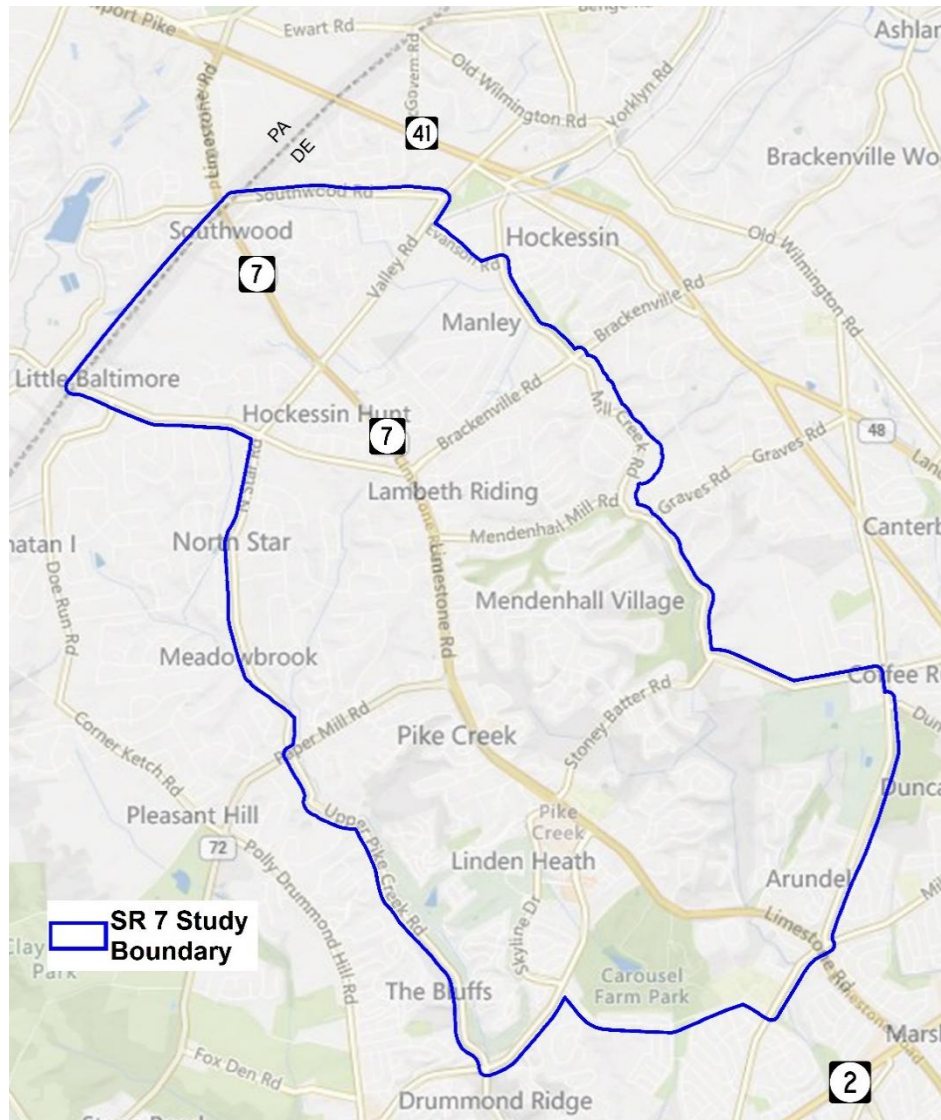
Kenneth Branner, Mayor
New Castle County Municipalities
Representative

WILMAPCO Executive Director
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REQUEST FOR PROPOSALS

Limestone Road (SR7) Area Land Use and Transportation Plan (LUTP)

The Delaware Department of Transportation (DelDOT), the Wilmington Area Planning Council (WILMAPCO) and the New Castle County (Delaware) Department of Land Use, are seeking proposals to create a program of improvements for the unincorporated area along SR 7, commonly known as Limestone Road.



GOALS AND OBJECTIVES

The purpose of this task is to create a cohesive, multi-modal plan evaluating Limestone Road (SR 7) for both short- and long-term land use and transportation improvements. The study area is bounded by the Pennsylvania Line and Milltown Road, with average annual daily traffic (AADT) ranging from approximately 20,000 (northmost segment) to 34,000 (southernmost segment) vehicles per day (2025). This planning-level corridor study would engage stakeholders and the community to diagnose needs and opportunities, generating improvement recommendations that address safety, multi-modal connectivity, traffic circulation, and the overall feel and function of the roadway for people and goods.

This process would include:

- A review of prior relevant planning efforts (including recommendations and implementations from the SR 10 Special Committee and Kirkwood Highway Land Use and Transportation Master Plan)
- An economic assessment evaluating existing conditions and future trends to determine market strength for residential and non-residential land uses
- Mapping and documentation of existing and future land use and transportation conditions
- Gathering feedback from project partners, stakeholders, and the public throughout the study
- Development of recommendations based on public input, traffic analysis, and guiding principles from implementation agencies (such as New Castle County's Comprehensive Plan, New Castle County's Unified Development Code, the Delaware Department of Transportation's Safe System Approach and Complete Streets policy, and Delaware Transit Corporation's DART Reimagined)

This project will include a Planning and Environmental Linkages (PEL) questionnaire to ensure the plan meets the qualifications of a PEL Study. PEL Studies are a collaborative and integrated approach to transportation decision-making that considers environmental, community, and economic issues early in the planning process. This information and analyses can then be utilized to inform the National Environmental Policy Act (NEPA) review process. PEL Studies are an FHWA initiative used to help make better-informed project-level decisions and to shorten project delivery time, and they follow provisions set forth in 23 U.S.C. 168(b)(1)(A) and associated regulations under 23 CFR 450.212(d) and 450.313(e).

PLANNING PARTNERS

WILMAPCO will be responsible for administering the plan development. The Project Management Committee (PMC) will collaborate on developing the Limestone Road (SR7) Land Use & Transportation Study, and will include:

- Wilmington Area Planning Council (WILMAPCO)
- Delaware Department of Transportation (DelDOT)
- Delaware Transit Corporation (DTC)
- New Castle County Department of Land Use (NCC)



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An Advisory Committee (AC) of civic and business stakeholders will provide input on issues, opportunities and constraints, and draft scenarios. Membership of the Advisory Committee is not limited to, but will include:

- Delaware Office of State Planning Coordination (OSPC)
- Businesses, civic entities, education facilities and elected officials
- Pennsylvania Department of Transportation
- New Garden Township
- Department of Natural Resources and Environmental Control
- Pike Creek Valley Civic Association
- Hockessin DRAC / GHADA
- Public services (i.e. parks, libraries and first responders)

Community residents and other identified stakeholders within the study area will also take part in the planning effort. A consultant team with demonstrated expertise to best assist the planning partners will be selected through the RFP process.

TASKS

Task 1: Review of Trend Conditions, Opportunities & Constraints / Market Assessment

This task will be completed in-house by WILMAPCO with additional support from the consultant team prior to the first public meeting. WILMAPCO anticipates the use of transportation analytics software to serve as one of the main sources of transportation data collection for this study. Consultants would be provided with access to the software for the duration of the study. The planning partners will review existing and planned land use, transportation, and demographics for the corridor. This review will include analysis and illustrations of existing conditions data including:

- Zoning
- Existing and future land use
- Demographics
- Transportation facilities (including pedestrian pathways)
- Traffic, transit and safety conditions (i.e. congestion, travel speeds, intersection functionality, origin and destination patterns)
- Environmental features including parks, wetlands, brownfields and floodplains.
- Community, cultural and social features (Assets, National Parks, etc.)

Deliverables – Report that includes summary information, including maps, graphics, etc. detailing existing conditions and constraints will be prepared by WILMAPCO in coordination with the PMC. The report will build upon recent planning efforts, including the WILMAPCO RTP, SR 10 Special Committee Report, NCC Comprehensive Plan, DART Reimagined, and other mode-specific studies, including goods movement plans.

NOTE: In conjunction to this study, a market assessment (which will be administered independently from this RFP) will be developed. This will provide a socio-economic assessment of existing conditions and trends along with future market dynamics to determine the strength of the market for residential and non-residential land uses. The report will include a supporting executive summary and presentation with high-quality graphics.



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SCOPE OF WORK FOR CONSULTANT SERVICES

The Project Management Committee is seeking consultant support for the project as described below.

Task 2: Community Visioning

- Work with Project Management Committee and Advisory Committee to prepare for and hold Visioning Workshop.
- Compile contacts (with committee input) for key community stakeholders and assist with outreach to civic associations and other community groups.
- Utilize interactive approaches for the visioning workshop to assess community preferences on the future goals of the study area. It is anticipated that several of the collector roadways in this study area could be the focus of residents and businesses.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee and Visioning Workshop. Outreach to area civic associations and community groups. Community Visioning Workshop

Task 3: Modeling of Transportation and Land Use Forecasts

- Evaluate and model current and future transportation conditions within the study area (20-year horizon) based on the most recent development patterns and forecasts
- Model various scenarios (up to three) with varying assumptions on growth rates, infrastructure funding levels and project in-service years. Scenarios will be developed based on the results of the market assessment exercise and community visioning effort
- Compare forecasts with assumptions and funding levels from previous studies and agreements

Deliverables – Meeting notes from Project Management and Advisory Committees. Report detailing analysis of model results and digital version of the model itself (including illustrative depictions of results and potential differences from previous work).

Task 4: Forecast Results & Preparation of Concept Level Alternatives

Perform a review of model outputs and analysis of transportation conditions throughout the study area including:

- Evaluation and development of future transportation, land use and policy needs based upon forecast results in order to achieve each scenario's objectives
- Development of concept level alternatives that include cost estimates, conceptual designs, and implementation timelines. Each alternative will be accompanied by appropriate PEL documentation.
- Selection of referred alternative based on committee feedback, community outreach and technical analysis,

Deliverables – Meeting notes from Project Management and Advisory Committee. Report detailing analysis/model results and concept level alternatives. Development of spreadsheet layers for each development included in parcel specific forecast.

Task 5: Final Report

- Assemble a final land use and transportation plan that is consistent with the policies and standards of the Project Management Committee
- Recommendation of actions to be considered in the implementation including (but not limited to) revision of laws, ordinances, policies, and regulations relating to comprehensive planning and transportation.

Deliverables – Meeting notes from Project Management Committee, Advisory Committee, and public workshop(s). Report detailing information from Tasks 1-4 including trend conditions, public feedback, modeling/analysis results and developed alternatives. Final report should include a complete PEL questionnaire.



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ANTICIPATED SCHEDULE

TASK	MONTH																
	Fiscal Year 2027										Fiscal Year 2028						
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Issues, Opportunities and Constraints			i														
Visioning Workshop					i												
Modeling of Transportation and Land Use forecasts								i									
Forecast Results & Preparation of Concept Level Alternatives																	
Final Report													i				
Public Workshop i																	

FUNDING

This project will initially be funded by WILMAPCO's FY 2027 Unified Planning Work Program (UPWP), available at www.wilmapco.org/upwp, and/or agencies on the Project Management Committee. This study is expected to require 17 months to complete; the funding for months 11 through 17 will be included in WILMAPCO's FY 2028 UPWP. As part of the RFP, we request the inclusion of an estimate of the costs to perform each of the listed tasks over the full 17-month study period.

DELIVERABLES

Items that will be produced by the consultant will consist of, but not be limited to:

- Draft reports as needed – one high-quality PDF and one MS Word version.
- PowerPoint and display boards for presentation at meetings and public workshops. Display will also be made available in PDF.
- Materials for a project website, including illustrative depictions of the preferred alternative, including real-world simulations of potential build-out.
- Attendance at up to 4 public meetings (1 information session, 1 visioning workshop and 2 public workshops supporting tasks 3-5) in the study area to discuss and assist in stakeholder outreach.
- Attendance, in person or teleconference, at about 10 Project Management Committee, Advisory Committee, and/or joint committee meetings.
- Presentations to WILMAPCO, New Castle County Planning Board and New Castle County Council.
- Meeting summaries for all meetings and workshops, including written records of all public comments.
- Final report– one high-quality PDF, one MS Word version and final publication format (such as Adobe InDesign).
- GIS files of all mapping work.

SUBMISSION REQUIREMENTS

The Consultant shall submit a Proposal/Statement of Qualifications via email or for purposes of sharing with the Project Management Committee. Receipt of insufficient copies of the Proposal or not providing 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 located 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.



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- A description of qualifications and experience for each individual and firm participating in the project team, including an organizational chart showing the relationship of each individual 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 Technical Proposal that demonstrates an understanding of the project, describes the proposed approach and lists the proposed reports and products. This is limited to ten (10) pages.
- 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.
- This project will include a Planning and Environmental Linkages (PEL) Study, a collaborative and integrated approach to transportation decision-making that: 1) considers environmental, community and economic issues early in the planning process; and 2) uses information, analyses and products developed during planning to inform the National Environmental Policy Act (NEPA) review process. PEL Studies are an FHWA initiative used to help make better-informed project-level decisions and to shorten project delivery time, and they follow provisions set forth in 23 U.S.C. 168(b)(1)(A) and associated regulations under 23 CFR 450.212(d) and 450.313(e).
- 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 are used (any firm wishing to be recognized as DBE must provide documentation such as official DBE certification.)
 - Creativity in identifying planning approaches and solutions to land use and transportation problems and in presenting plans to policy makers and the public.



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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 **4:00 p.m., July 10, 2026** at the WILMAPCO offices. Proposals received after this time and date will not be accepted nor considered. We will not accept faxed applications. Proposals will not be opened and/or reviewed before 8:30 a.m. of the morning following the deadline. Tentatively, we will interview finalists during the week of **July 27, 2026**.

One electronic copy must be e-mailed or hand delivered (via flash drive) to:

WILMAPCO
100 Discovery Blvd, Suite 800
Newark, DE 19713
ATTN: Mr. Dave Gula, Principal Planner

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 why such materials, upon request, should not be disclosed.

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

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: Mr. Dave Gula
Phone: (302) 737-6205 Ext. 122
E-mail: dgula@wilmapco.org



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