

VILLAGE OF SHOREWOOD HILLS
REQUEST FOR PROPOSALS



Village of Shorewood Hills Safe Streets for All Action Plan

Date Issued: June 16, 2026

SUBMIT RFP RESPONSES TO

Village of Shorewood Hills

810 Shorewood Blvd.

Madison, WI 53705

SUBMISSION DEADLINE

July 10, 2026

I. NOTICE TO PROPOSERS

A. Summary

The Village of Shorewood Hills is soliciting proposals from qualified vendors for the development of a Safe Streets for All Safety Action Plan. Vendors submitting proposals are required to read this Request for Proposals "RFP" in its entirety and follow the instructions contained herein.

B. Important Dates

Deliver proposals no later than the due time and date indicated below. The Village will reject late proposals:

Issue Date: June 16, 2026

Questions Issue Date: June 29, 2026

Answers Posted Date: June 30, 2026

Due Date: July 10, 2026

C. How to Submit a Proposal

Electronic proposal in a PDF format. Cost must be submitted separately. Electronic proposal should include:

Cover Letter
Project Understanding
Technical Approach
Public Engagement Strategy
Team Qualifications
Schedule

Signature Affidavit (Form A): Six Copy
Receipt of Forms (Form B): Six Copy
Vendor Profile and Qualifications (Form C): Six Copy
References (Form D): Six Copy
Insurance and Indemnification (Form E): Six Copy
Sustainability Questionnaire (Form G): Six Copy
Cost Proposal (Form F): One Copy in separate sealed envelope
Printed or Electronic Proposal: One Copy (Cost separately)

All proposal costs are the expense of the proposer. The Village will not consider illegible proposals. Elaborate proposals beyond that sufficient to present a complete and effective proposal, are not necessary or desired.

Complete and return Forms A through F to Village of Shorewood Hills Clerk's Office by:

All proposals must be clearly labeled:

Proposer's Name and Address
Title: Village of Shorewood Hills Safe Streets for All Safety Action Plan
Due: July 10, 2026

All email correspondences must include the RFP title in the subject line.

Delivery of electronic copy via email to: bmooney@shorwoodhillswi.gov

D. Contact Information

The Village of Shorewood Hills is the procuring agency:

Brian Mooney
Village Administrator
810 Shorewood Blvd.
Madison, WI 53705

E. Inquiries, Clarification & Exceptions

Proposers are to raise any questions they have about the RFP document without delay. Direct all questions, in writing, to the Village Administrator listed above.

Proposers finding any significant ambiguity, error, conflict, discrepancy, omission, or other deficiency in this RFP document shall immediately notify the Village Administrator and request clarification. In the event that it is necessary to provide additional clarification or revision to the RFP, the Village will post addenda.

Proposals should be as responsive as possible to the provisions stated herein. A prospective vendor may take “exception” to bid terms, conditions, specifications and dates stated within the bid package. However, the Village of Shorewood Hills reserves the right to disqualify any and all bids submitted which include exceptions, if deemed not in the Village’s best interests.

F. Addenda

In the event that it is necessary to provide additional clarification or revision to the RFP, the Village will post addenda to the same websites as the original distribution. It is the proposer’s responsibility to regularly monitor the websites for any such postings. Proposers must acknowledge the receipt of any addenda. Failure to retrieve addenda and include their provisions may result in disqualification.

G. Oral Presentations/Site Visits/Meetings

Proposers may be asked to attend meetings, make oral presentations, inspect Village locations or make their facilities available for a site inspection as part of this RFP process. Such presentations, meetings or site visits will be at the proposer’s expense.

H. Acceptance/Rejection/Withdrawal of Proposals

The Village reserves the right to accept or reject any or all proposals submitted, in whole or in part, and to waive any informalities or technicalities, which at the Village’s discretion is determined to be in the best interests of the Village. Further, the Village makes no representations that a contract will be awarded to any proposer responding to this request. The Village expressly reserves the right to reject any and all proposals responding to this invitation without indicating any reasons for such rejection(s).

I. Public Record Law Compliances

It is the intention of Village to maintain an open and public process in the solicitation, submission, review, and approval of contracts.

a. The parties acknowledge that Village is a municipal corporation legally bound to comply with the Wisconsin Public Records Law and Open Meetings Law (see sections 19.32-19.39 and 19.81-19.98, Wis. Statutes) and that, unless otherwise clearly allowed by law to be an exception to the Public Record Law and confidential, all aspects of this agreement are subject to open disclosure and are a matter of public record. It is further agreed that neither party will take any action to obstruct the operation of these laws. To comply with any request under said Public Record Law, the provider/contractor herein shall produce copies of all materials, gathered or produced or modified pursuant to this Contract to Village, in their original (i.e., electronic or digital, etc.) format at actual cost of reproduction, without profit. According to Wisconsin caselaw, even if records are created or maintained by, or in the custody of, the provider as an independent contractor, they, along with the raw data used to create the record, are nevertheless public records that must be made available to the public within a reasonable time and without delay upon request by any person, and in the format in which they were created. Provider/contractor agrees to hold Village, its agents, officials and employees harmless and to indemnify them and Village for all costs, fees, including all reasonable attorney fees and expenses of all kinds, and any judgments, orders, injunctions, writs of mandamus, and damages or expense of whatever kind for which Village or its agents, officials or employees may expend or be held liable due to the Provider/contractor's failure to comply with the Wisconsin Public Records and Open Meetings laws, or with this Agreement.

b. Any Public Records Law request received directly by a contractor related to this Contract with Village shall immediately be reported to the Village Administrator.

J. Public Records Notice

Proposers are hereby notified that all information submitted in response to this RFP may be made available for public inspection according to the Public Records Law of the State of Wisconsin or other applicable public record laws. Information qualifying as a "trade secret" – defined in State of Wisconsin Statutes – may be held confidential.

Proposers shall separately and clearly identify all information they deem to be "trade secrets", as defined in the State of Wisconsin Statutes. Do not duplicate or co-mingle information deemed confidential and sealed, elsewhere in your response.

S. 19.36(5)

(5) TRADE SECRETS. An authority may withhold access to any record or portion of a record containing information qualifying as a trade secret as defined in s. 134.90(1)(c).

S. 134.90(1)(c)

(c) “Trade secret” means information, including a formula, pattern, compilation, program, device, method, technique or process to which all of the following apply:

1. The information derives independent economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by, other persons who can obtain economic value from its disclosure or use.
2. The information is the subject of efforts to maintain its secrecy that are reasonable under the circumstances.

The Village cannot ensure that information will not be subject to release if a request is made under applicable public records laws. The Village cannot consider the following confidential: a bid in its entirety, price bid information, or the entire contents of any resulting contract. The Village will not provide advance notice to proposers prior to release of any requested record.

To the extent permitted by such laws, it is the intention of the Village to withhold the contents of proposals from public view – until such times as competitive or bargaining reasons no longer require non-disclosure, in the Village’s opinion. At that time, all proposals will be available for review in accordance with such laws.

K. Tax Exempt

The Village of Shorewood Hills as a municipality is exempt from payment of federal excise taxes and State of Wisconsin taxes per Wisconsin statute 77.54(9a). Federal Tax ID #39-6006382. A completed Wisconsin Department of Revenue Form S-211 (R.2-00) can be provided on request.

L. Terms of Contract

1. Term of Contract – The contract shall be completed by July 2027.
2. Option to Extend – The Village of Shorewood Hills reserves the right to extend the contract for one (1) additional year period, upon the same or more favorable terms and conditions, and under mutual agreement of both parties.
3. Contract Extension Pricing – Contract prices on an extended contract will be adjusted (escalated or deescalated) based upon the average annual change in the Consumer Index for “All Items” published by the Bureau of Labor Statistics (BLS) (Table 1A. Consumer Price Index for All Urban Consumers (CPI-U): U.S. Village average, by expenditure category and commodity and service group, Expenditure Category “All Items”). The CPI-U value is published by the BLS at its website: <http://www.bls.gov/cpi/news.htm>

The price for an option year shall be based upon the percent change in the CPI-U from the preceding year applied to the current contract year price to obtain the option year price.

The Village of Shorewood Hills reserves the right to discontinue the contract's remaining option year and may elect to re-advertise the contract in whole or in part when changes in prices are not mutually acceptable between the contractor and the Village.

Any and all changes to the contract terms and conditions shall be evidenced in writing by amending/modifying the contract.

4. Subcontracting Regulations – Successful vendor(s) will not be permitted to sublet, sell, transfer, assign or otherwise dispose of the contract or any portion therein, or its right, title or interest in, to any person, vendor or corporation.

M. Cancellation/Termination of Contract

The Village of Shorewood Hills may terminate the contract at any time at its sole discretion by delivering 30-days written notice to the contractor. Upon termination, the Village's liability will be limited to the pro rata cost of the services performed as of the date of termination plus expenses incurred with the prior written approval of the Village. In the event that the contractor terminates the contract, for any reason whatsoever, it will refund to the Village within 30 days of said termination, all payments made hereunder by the Village to the contractor for work not completed or not accepted by the Village. Such termination will require written notice to that effect to be delivered by the contractor to the Village not less than 30 days prior to said termination.

N. Evaluation Process and Scoring

RFP Review

The RFP will be reviewed by members of the Village Ad Hoc Safe Streets for All Committee, the Village Administrator, the Public Works Director, as well as the Village engineer. All proposals will be scored individually.

The evaluation team will examine each proposal to determine if all minimum requirements have been met to warrant further evaluation. The proposal and proposer must meet the minimum requirements stated below.

Scoring Table

Project Understanding – 25%

Relevant SS4A Experience – 25%

Public Engagement Approach – 20%

Team Qualifications – 15%

Schedule & Capacity – 5%

Cost – 10%

Minimum Requirements

1. Must have experience in developing bicycle, pedestrian, and auto traffic planning tools for municipalities and schools.
2. Must have experience in providing both engineering and planning recommendations for multi-modal planning efforts.
3. Must have experience in leading outreach and engagement efforts that reach all community members to gather input that lead to equitable outcomes.
4. Must have experience in the preparation of USDOT-complaint Safety Action Plans. Examples (copy or link) should be included in the RFP package.

II. DESCRIPTION OF RFP

The Village of Shorewood Hills is soliciting proposals for the development of a Safe Streets for All Safety Action Plan to establish concrete, multidisciplinary strategies to achieve a vision of zero fatalities or serious injuries caused by transportation incidents in the Village of Shorewood Hills. The Plan is intended to be a data-driven strategy toward aiding the Village in proactively preventing traffic deaths and injuries before they happen. The plan will not only seek to remedy areas where fatalities, injuries, and complaints have taken place, but to identify strategies to remedy potentially dangerous streets, routes, and intersections to prevent future interactions with peds, bikes, micromobility devices, and/or autos that cause injuries. It is an expectation that the Safe Streets for All Safety Plan reinforces systemic thinking and solutions that go beyond road design. Other quantifiable and complementary goals of the Plan may include vehicle speed reduction and through traffic reduction.

BACKGROUND

The Village of Shorewood Hills is in Dane County, Wisconsin and is largely surrounded by Madison. It is home to 2,200 residents. The Village is largely residential, however sees a lot of commuter and recreational bike and commuter auto traffic. Also, University Ave borders the Village on the south side, one of the busiest commuter routes in the Madison metropolitan area. The developed Plan will address all streets within the operating boundaries of the Village of Shorewood Hills as well as University Ave and will consider safety needs and actions associated with the Shorewood Hills Elementary School and

the staff and students who commute to this location by foot, bike, and auto. Recreation areas including the pool, parks, walking paths, and athletic areas should be considered in the plan.

SCOPE OF WORK

The Village is seeking a consultant to facilitate an effective and inclusive public process to solicit input from the community, and to develop a Safe Streets for All Safety Action Plan for the community that will define concrete and actionable strategies across the Village of Shorewood Hills to reduce, eliminate, and mitigate existing and potential transportation incidents that may cause harm . Proposed work must meet the reporting and action requirements of a Safety Action Plan as specified by the Federal DOT Safe Streets for All program. The consultant's role in this project is anticipated to last between 9 and 12 months.

Project Oversight

The development of the Action Plan will be overseen by the Village Ad Hoc Safe Streets for All Committee, the Village Administrator, the Public Works Director, as well as the Village Engineer. Collectively, this will be the Steering Committee for the project.

Plan Components

It is expected that the consultant will address the following tasks in the Safe Streets for All Safety Action Plan:

- Examine existing traffic and collision data, including those involving fatal and serious injuries as well as “near miss” areas. This review will include regional and City of Madison data that is relevant or proximate to the Village.
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- Create and provide a clear analysis of relevant existing traffic, bike (and other transportation devices), and pedestrian data.
- Design, collect, and analyze new traffic, bike, and pedestrian data using on-site collectors, and deliver both summary and raw data and reports to the Village. Data analyzed may include:
 - Traffic counts
 - Speed studies
 - Bicycle/pedestrian counts
 - School arrival observations
 - Turning movement counts
 - Number of locations
- Identify, implement, and analyze trial strategies to mitigate existing and potential problems, collecting before and after consequences of trial strategy. I.e. did strategy push problems to another area
- Identify clear, actionable, and measurable recommendations with goals and strategies for the Village to eliminate or mitigate existing and potential transportation-based incidents that do or may cause harm to persons with a clear timeline for implementation.
- Identify funding opportunities to enact plan recommendations.
- Set a schedule for implementation of the Safe Streets for All Safety Action Plan, including cost estimates.
- Ensure that the Plan complements, rather than contradicts, the existing Safe Streets for All Safety Action Plan efforts of the Greater Madison Metropolitan Planning Organization.

- Identify ongoing strategies and measures to ensure that Safe Streets for All Safety actions are informed through community dialogue long after the Plan's completion.
- Establish performance measures to identify and establish benchmarks and measure success.
- Define the role of the Shorewood Hills Police Department in implementing a Safe Streets for All Safety Strategy. Strategies and recommendations should define Law Enforcement's role in providing education.
- Include speed management, right-of-way design, accessibility/mobility, and infrastructure needs in the analysis and recommendations.
- Engage in meaningful community outreach with a strong public participation process to inform the Plan (see below).
- Create an Implementation-ready project list that includes planning-level cost estimates and benefit narratives
- Identify synergies with planned Public Works projects.

Public Participation Process:

The consultant shall create and facilitate an effective public process to solicit input from the community that identifies current traffic problem areas and potential problem areas, establishes priorities, and outlines an implementation strategy for future improvements to the network. This effort should evaluate current safety strategies in the Village. The Village is looking for respondents to provide a process that the consultant feels will most effectively achieve the following goals. The consultant is expected to demonstrate cultural competency. Criteria are as follows:

- Representation: It is important that efforts be made to connect with and solicit contributions from as diverse and representative cross section of the community as possible. This should include residents (single-family and multi-family), staff, businesses, property managers, school representatives, the VA, and the UW.
- Flexibility: Reaching all members of the population is difficult, which will likely require creative efforts and tools on the part of the consultant. Ideas and tools to engage the community beyond typical "survey" or "public comment" strategies should be included in this proposal. This could include mailings, crowd-sourcing, or other outreach efforts.
- Variety: The consultant should propose a process that provides for multiple options and opportunities for public input throughout the process.
- Clarity: The description of the public process should be clear and comprehensible.

Meetings:

In addition to any public meetings or events that are proposed as part of the public participation process, the following meetings, at a minimum, are expected and should be factored into each respondent's cost proposal:

- Facilitate meetings in cooperation with the Shorewood Hills Ad Hoc SS4A Committee, Village Administrator, Public Works Chief, and Village Engineer, who will serve as the Steering Committee for this project.
- Two project progress reports (at approximately 30% and 60% project completion) shall be provided to the above Steering Committee or the Village Board.
- A review of the final draft of the Plan shall be provided to the above Steering Committee for review.
- A final public hearing and adoption process, incorporating feedback on the draft plan

- Individual meetings with select individuals may also be warranted to collect information and input on relevant topics.

Meetings or dialogue with the following entities may also be beneficial and useful to the consultant in completing the Safe Streets for All Safety Action Plan:

- The Wisconsin Department of Transportation, City of Madison, and Dane County Highway & Transportation.
- University of Wisconsin Traffic/Transportation planning departments.
- Madison School District and Shorewood Elementary School.
- Private recreational groups that may use Village facilities or spaces
- Madison Traffic Department
- The Greater Madison Metropolitan Planning Organization, the designated MPO for Madison Urbanized Area, which includes the Village of Shorewood Hills. The consultant must take appropriate actions to ensure that the Village's Plan complements, and does not inadvertently contradict, the MPO's planning efforts.

Village staff is available to assist in providing contact information and coordinating meetings, but respondents should plan to facilitate meetings and develop strategies to solicit the information necessary for the development of the Plan.

Deliverables:

The following describes the minimum expectations of the selected consultant in terms of work products and materials. The selected consultant shall be responsible in providing:

- Draft agendas in Microsoft Word format for all meetings, which the Village will use to compile official meeting agendas and any required notices. Posting of notices of any Village board or committee meeting shall be the responsibility of the Village of Shorewood Hills.
- Electronic copies of all flyers, notices, presentations, announcements, or other materials designed to solicit input or attendance at meetings, events, workshops, or solicit participation in any surveys, online activities, or other efforts to solicit public input. The Village shall assist in distribution or posting of such information on the Village's website and social media outlets. However, any anticipated direct mailings or other expectations of the Village that may have significant cost implications should be noted in the proposal.
- Completion, analysis, and summaries of data received through the public participation process.
- Meeting supplies and materials for use at any public forums or events planned as part of the Plan development process. Village staff will be available to assist at such events and will provide reasonable requests for presentation equipment or materials as available. Village staff will also be available to assist with the selection of location of meetings and room reservations for such events.
- A complete and finalized Action Plan meeting the requirements of the Safe Streets for All program and any other applicable Federal DOT requirements. The plan shall also meet the deadline and content requirements of the Madison MPO.
- Electronic copies of all materials to be presented at committee or other public meetings. Such materials shall be provided one week in advance of said meetings for distribution to Committee members and other interested parties.
- Electronic copies of all Plan drafts and other materials related to the development of the Plan, including the final Plan to be brought forth to the Village Board of Trustees for adoption. The

final document should be provided in Microsoft Word format that can be edited by the Village as needed in the future.

- All maps, illustrations, exhibits, tables, or other materials included in the plan shall be provided in a format(s) deemed acceptable by the Village.