



Request for Proposal – ISSUED 02/02/26
UPDATED WITH QUESTIONS AND ANSWERS 02/25/26

**VILLAGE OF SHOREWOOD – PLANNING FOR NEIGHBORHOOD GREENWAYS AND
DEVELOPMENT OF A TRAFFIC CALMING PROGRAM**

Proposal Requested

The Village of Shorewood is seeking consultant services to develop and implement a public planning process to prepare recommendations, designs and budgetary estimates for the development of neighborhood greenway infrastructure on roadways within its transportation network. The consultant will also be tasked with developing a program to review requests for implementing traffic calming within the village. Expertise in civil and traffic engineering is required, along with previous experience in designing and implementing neighborhood greenways and traffic calming measures within urban environments.

This project is being initiated from recommendations within the Village’s recently adopted [Pedestrian and Bicycle Master Plan](#) and in compliance with its [Complete Streets Policy](#). The consultant will work with the Planning & Development Director as the Project Lead. They will also be expected to facilitate public engagement and work with staff from the Department of Public Works, Police Department and Village Manager’s Office, the Village Engineer and the Parks and Public Spaces Committee to develop a neighborhood greenway plan and traffic calming program for the consideration by the Village Board. See the Project Scope included within this RFP for complete details.

Project Background

The village of Shorewood, Wisconsin (population 13,859 – 1.6 sq. miles) is located within Milwaukee County’s North Shore communities. It is a built-out, first-ring, urban suburb of the city of Milwaukee that is amongst the most densely developed municipalities in the state of Wisconsin. It is located adjacent to the University of Wisconsin-Milwaukee, and within a short commute to employment within Downtown Milwaukee.

The village is a walkable and bikeable community served by a complete network of sidewalks and public transit. It has been designated as one of Wisconsin’s most walkable communities by obtaining a bronze-level rating from the national non-profit Walk Friendly Communities. Its roadway network is generally comprised of narrow, local roads (at or around 34 feet in width) that accommodate on-street parking as space permits, which tends to induce slower traffic.

In 2019 the Village undertook a [Transportation and Parking Analysis](#) that led to the development of a [Traffic and Parking Regulation Request Program](#). Traffic calming measures were not included within the program due to the complexity of their evaluation, installation and budgetary needs.

In 2024 the Village initiated an update to its former Pedestrian and Bicycle Master Plan, which resulted in the new plan being approved by the Village Board on March 3, 2025. The plan includes the concept of neighborhood greenways as a desired component of a transportation network that prioritizes people walking, bicycling or using other micro-mobility devices. It noted that the Village’s previously adopted plan called these streets bicycle boulevards and included a recommendation for their development. The new plan also

recommends their development including a public planning process to identify recommendations and budgetary figures as a short-term action. It also recommended the development of a traffic calming program as a mid-term action.

In 2025 the Village participated in [Safe Streets and Roads For All Demonstration Activities](#) that temporarily tested traffic calming measures within our roadways and led to the issuance of a [Final Report](#) that recommended the development of a Traffic Calming Program and identifying a funding source to handle future requests.

Due to their common aspects, the Village has decided to combine the recommended Planning for Neighborhood Greenways and Traffic Calming Program efforts within this initiative.

The project will be led by the Planning & Development Director. Additional engagement with other staff and Village committees, including the Pedestrian and Bicycle Safety Subcommittee of the Parks and Public Spaces Committee, will be expected throughout the process. Communication with and to those groups will be coordinated through the Project Leader (Planning and Development Director). Final approval or acceptance will be required through the Village Board.

Estimated Timeline

The Village anticipates that this planning process can be undertaken in the spring and early summer with approval in the late summer or early fall, prior to the development of the Village’s 2027 budget. Details of the RFP timeline are noted below.

RFP published	February 3, 2026
Deadline for proposal questions and notice of interest	February 20, 2026
Proposal question responses emailed to consultants of interest	February 25, 2026
Proposals due	March 6, 2026
Firms notified of interview (if needed)	March 13, 2026
Interviews (if needed)	March 16-20, 2026
Village Board approval of contract	April 6, 2026

The proposed review timeline is subject to change at the discretion of the Village. The Village anticipates the need to conduct interviews within this RFP process. The Village will not be legally obligated to adhere to the dates for interviews, recommendations, and award. Interviews will be with staff and possible representative(s) of the Public Works and Parks and Public Spaces Committee.

Project Scope

This contract is expected to result in a neighborhood greenway plan and a traffic calming program. The plan should identify and recommend roadway elements as parts of comprehensive neighborhood greenways. The program should identify qualified, standalone traffic calming projects and a review process for their consideration as neighborhood requests. All recommendations should be considered in relation to their surrounding context and the Village’s transportation network as a whole. The final products should include detailed recommendations for specific locations as well as general information as to why certain elements work best in particular circumstances. Budgetary estimates for the cost of installation and possible funding sources should also be included so that the Village can anticipate and plan for future costs. The following tasks outlined on the following pages detail expected outcomes, but may be performed in conjunction with each other, unless noted otherwise.

Task 1: Public Design Process

- A. Project Communication Plan.** Working with staff, the consultant shall develop a Project Communication Plan identifying how and when the project will be communicated to stakeholders, including residents, staff, committee members and elected officials. These efforts shall be included within the project budget and should include but not be limited to mailings, publication and social media content, in-person meetings or workshops, check-ins, memos, reports, etc. This plan shall be presented to the Village Board for approval prior to any engagement.
- B. Public Engagement.** As specified within the Project Communication Plan, the consultant shall identify how they plan to engage the public with respect to educating stakeholders about neighborhood greenways and traffic calming, getting to understand their perspectives, and informing them of possible improvements, demonstrations or programs. These efforts shall be led by the consultant and are expected to be considered throughout the project to build consensus. They may include in-person or virtual meetings, field visits, tours or demonstrations, online engagements such as surveys, or other activities.

Task 2: Neighborhood Greenways

2.1 Initial Review, Analysis and Project Confirmation

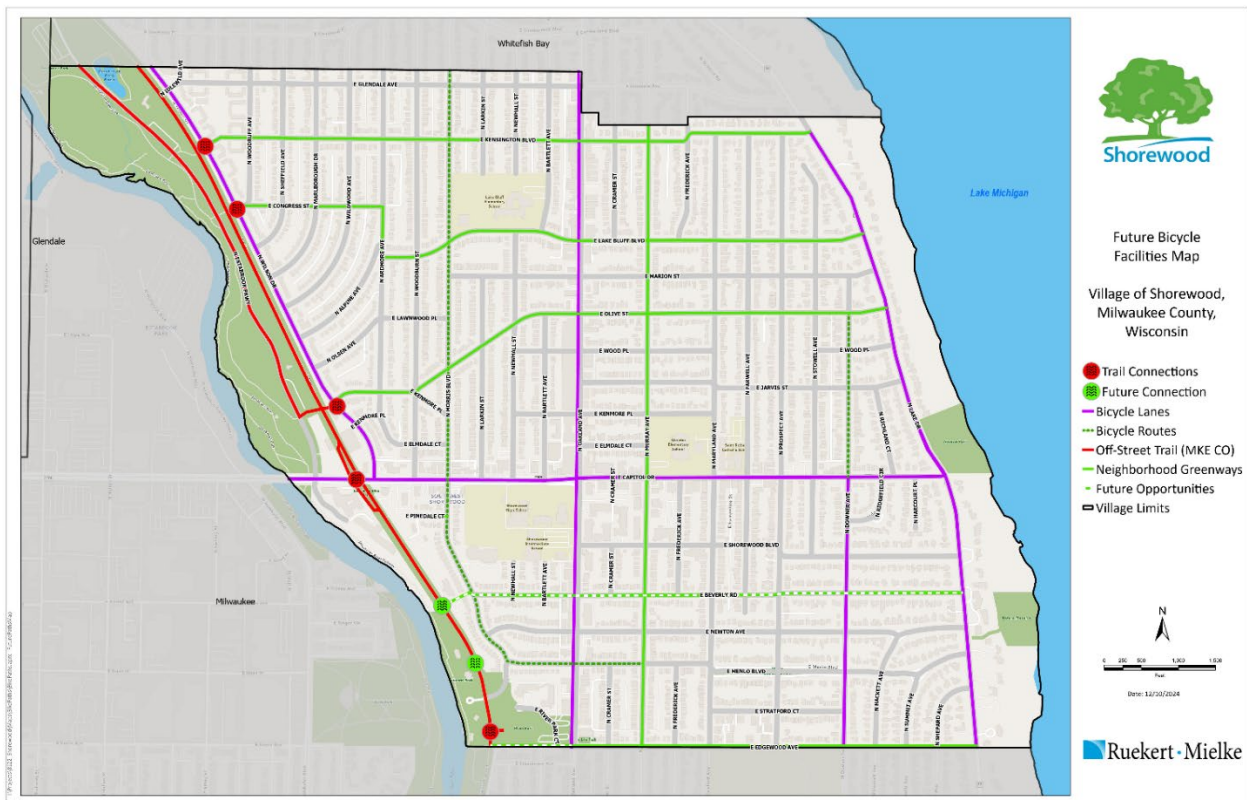
- A. Review.** The consultant will be expected to review the findings and recommendations within the Pedestrian and Bicycle Master Plan with respect to neighborhood greenways, including their proposed locations (see Future Bicycle Facilities Map on page 4) and the Safe Streets and Roads for All Demonstration Activities final report. The results of this review and the consultant's experience should build on the Plan's content and affirm or lead to suggested modifications or clarifications of what a successful neighborhood greenway looks like and how they can be implemented in Shorewood.
- B. Analysis.** Once the consultant and staff have an agreed upon understanding of the concept of neighborhood greenways in Shorewood from the review, the proposed roadways/intersections should be analyzed, including any desired or required studies, such as traffic, speed or parking, or field measurements to provide the necessary baselines of data needed to justify or select proposed improvements or updated traffic control or parking regulations.
- C. Confirmation.** Prior to developing recommendations, the consultant shall conclude Task 2.1 by providing staff with a summary report confirming their understanding of the project from the review and analysis components performed within this task, including but not limited to a section defining neighborhood greenways, an understanding of how greenways can be successful in Shorewood, a map of the proposed greenway network and the possible range of suggested roadway improvements, traffic controls, parking regulations or others.

2.2 Report and Recommendations

- A. Draft report and recommendations.** The consultant will synthesize the findings of Tasks 1 and 2 into a draft report including recommendations of proposed improvements within Shorewood's neighborhood greenways, such as physical infrastructure, updated traffic controls, modified parking regulations or others. The recommendations shall include maps and conceptual illustrations/diagrams, along with corresponding descriptions of suggested materials and budget estimates for engineering and

construction, identified priorities, and opportunities for implementation through a phased approach, if recommended.

- B. Staff review.** The consultant shall present their draft recommendations to staff. Staff will review the draft recommendations for comprehension and consistency with maintenance, operations and enforcement activities. Comments from the review shall be documented and incorporated into updated recommendations, as applicable.
- C. Public review.** After review by staff, the updated draft recommendations shall be presented to the public for review. Comments from the review shall be documented and incorporated into updated recommendations, as applicable.
- D. Final report and recommendations.** A final report shall be prepared and shared with staff for final review prior to presentation to the Village Board for acceptance or approval. At a minimum, the report shall include a section defining neighborhood greenways, an understanding of how greenways can be successful in Shorewood, a range of possible improvements and the context within which they should be considered, a map of the proposed greenway network, specific recommendations for infrastructure improvements within the network, including budgetary estimates, and possible funding or grant resources.



Task 3: Traffic Calming Program

- A. Review existing Transportation and Parking Request Program.** The consultant shall review the Village’s existing Transportation and Parking Request Program and talk with staff about the how the program has functioned and why it wasn’t well suited for traffic calming requests. Discussions with elected officials and former applicants may also be considered.

- B. Develop draft Traffic Calming Program.** Using examples from other municipalities and incorporating concepts that fit Shorewood’s context and capacities, develop a draft traffic calming program that includes the parameters of who can apply, what types of traffic calming measures may be considered, and how applications are to be reviewed, prioritized and implemented, including possible funding sources.
- C. Staff review.** The consultant shall present the draft program to staff. Staff will review the draft program for comprehension, context and capacity. Comments from the review shall be documented and incorporated into an updated program, as applicable.
- D. Public review.** After review by staff, the updated draft program shall be presented to the public for review. Comments from the review shall be documented and incorporated into updated program, as applicable.
- E. Present program for approval.** A proposed final program shall be prepared as a policy and shared with staff for final review prior to presentation to the Village Board for approval.

Proposal Content

The proposal should not exceed 10 single-sided pages, not including appendices, and should address the following:

- 1. Transmittal Information
 - a. Consultant’s name, address, telephone number and contact person(s).
 - b. Consultant’s confirmation of understanding of the project and commitment to provide the appropriate personnel, equipment and facilities to perform the scope of services as defined in this document.
- 2. Approach
 - a. Provide a description of the anticipated planning efforts in relation to the defined Project Scope.
 - b. Identify the expected or potential public engagement efforts that you believe will be necessary to complete the project, including number and purpose of meetings or other activities, and previous efforts. Please include details of virtual or in-person expectations.
 - c. Outline your proposed staffing levels and activities.
 - d. Provide estimated hours for all tasks.
- 3. Personnel Experience - For each project team member please submit a BRIEF description of the following:
 - a. Name
 - b. Proposed responsibilities
 - c. Professional registrations
 - d. Description of related past experience, particularly experience of a similar capacity on projects of comparable size and/or scope
 - e. Profiles or resumes may be included within appendices.
- 4. Previous work samples and references
 - a. Provide examples of previous, related work, including at least one adopted plan, report or project. Full documents may be attached as hyperlinks or appendices, as necessary.
 - b. Provide a list of references of comparable clients.

5. Cost
 - a. Provide a cost “not to exceed” per task along with an hourly rate for each project team member working on those tasks and the expected hours by task and position to satisfactorily perform the scope of services.
 - b. Please note there will be no reimbursement for travel time, meals, or mileage; these incidental costs should be included in the hourly rates.
 - c. Describe the circumstances under which you would propose to modify the fees, including the rate at which the Village would be charged for additional work, and how you would communicate such a potential modification to the Village of Shorewood.
6. Contract
 - a. Please attach a copy of your standard contract for these types of services in the email submitting the proposal.
7. Insurance
 - a. The proposal must include either a description of the firm’s insurance or a certificate of insurance outlining the firm’s insurance policies which evidence compliance with the requirements noted in the *Terms and Conditions* section of this RFP.

Terms and Conditions

Payment Terms

All invoices for services will be processed within 30 days based upon completion of defined deliverables to be confirmed within the contract, pending verification and the receipt of any required documentation of services provided in accordance with the terms of the agreement. Payment will be issued based on monthly invoices for payment based on an hourly rate and identification of percentage of tasks completed.

Insurance

The successful firm shall agree that it will, at all times during the term of the agreement, keep in force and effect insurance policies required by the contract, issued by a company or companies authorized to do business in the State of Wisconsin and satisfactory to the Village. Such insurance shall be primary. Prior to execution of the written contract, the successful firm shall furnish the Village with a Certificate of Insurance listing the Village as an additional insured and upon request, certified copies of the required insurance policies. The Certificate shall reference the contract and provide for thirty (30) days advance notice of cancellation or nonrenewal during the term of the agreement. Failure to submit an insurance certificate, as required, can make the contract voidable at the Village’s discretion. Additionally, the Firm shall not allow any subcontractor to commence work until the aforementioned documents, where applicable, have been obtained from the subcontractor and approved by Village of Shorewood.

Nondiscrimination

In connection with the performance of work under this agreement, the Firm agrees not to discriminate against any employee or applicant for employment because of age, race, religion, color, marital status, sexual orientation, sex, disability, national origin or ancestry. This provision must be included in all subcontracts.

Assignment or Subcontract

The contract may not be assigned or subcontracted by the firm without the written consent of the Village. If all or a portion of the contract work is proposed to be assigned or subcontracted, the name of the individual(s) to complete the work, address and firm proposed shall be submitted within the scope of the proposal.

Independent Contractor Status

The firm agrees that it is an Independent Contractor with respect to the services provided pursuant to this agreement. Nothing in this agreement shall be considered to create the relationship of employer and employee between the parties.

Amendments to Contract

This contract may be modified only by written amendment to the contract, signed by both parties.

Waiver

One or more waivers by any party of any term of the contract will not be construed as a waiver of a subsequent breach of the same or any other term. The consent or approval given by any party with respect to any act by the other party requiring such consent or approval shall not be deemed to waive the need for further consent or approval of any subsequent similar act by such party.

Indemnification and Defense of Suits

The firm agrees to indemnify, hold harmless, and defend the Village, its officers, agents and employees from any and all liability including claims, demands, damages, actions or causes of action, together with any and all losses, costs, or expense, including attorney fees, where such liability is founded upon or grows out of the acts, errors, or omissions of the firm, its employees, agents or subcontractors.

Contract Period

The term of this contract will be specified in the contract based on the expected timeline to complete the required analysis and plan document.

Termination of Contract

To be defined in the contract.

Professional Services Contract

If your proposal is accepted and a contract is issued, then this Request for Proposal and all documents attached hereto including any amendments, the firm’s technical and price proposals, and any other written offers/clarifications made by the firm and accepted by the Village, will be incorporated into a contract between the Village and the firm, it shall contain all the terms and conditions agreed on by the parties hereto, and no other agreement regarding the subject matter of this proposal shall be determined to exist or bind any of the parties hereto.

The submission of a proposal shall be considered as a representation that the firm has carefully investigated all conditions, has full knowledge of the scope, nature and quality of work required, and is familiar with all applicable State, Federal and Local regulations that affect, or may at some future date affect the performance of this contract.

Acceptance of this proposal will take place only upon award by the Village Board, execution of the contract by the proper Village officials, and delivery of the fully executed contract to the firm. Acceptance may be revoked at any time prior to delivery of the fully executed contract to the successful firm. The contract may be amended only by written agreement between the firm and the Village of Shorewood.

Selection Criteria

Village staff will consider the following in evaluation of the proposals:

1. Experience and technical competence of the consultant and project team assigned to the project including previous work samples and references.
2. Familiarity of the consultant with the types of issues typically encountered on projects within the context of an urban transportation network and the recommended alternatives to address such issues.
3. General understanding and agreement with the consultant's approach to the project, including public engagement and the Village's confidence in the consultant's ability to satisfactorily perform the work.
4. Ability to complete the project within the necessary time frame.
5. Cost.
6. Quality and content of the written proposal.
7. Participation of Disadvantaged Business Enterprises.

Instructions to Firms

Submittal Instructions

1. Please provide one (1) digital copy of the proposal to:
Bart Griepentrog, AICP, Planning & Development Director
bgriepentrog@shorewoodwi.gov
Identify proposal name within the subject line of the email:
Planning for Neighborhood Greenways and Traffic Calming Program
Deadline:
12:00 pm (Noon) CST
Friday, March 6, 2026
2. Proposals will be accepted on or before the deadline identified above. Proposals received after that date and time will be rejected. Proposals will not be opened publicly.
3. Questions regarding this RFP should only be directed to staff member identified above. Contact with elected officials, committee members and other staff members is grounds for disqualification.

This RFP does not commit the Village to award a contract, to pay any costs incurred in the preparation of a response to this request or to procure or contract for services or supplies. Depending on cost, the Village may opt to remove portions of the scope, prior to the contract period. The Village reserves the right to accept or reject any or all proposals received as a result of this request, to waive minor irregularities in the procedure, to negotiate with any qualified source, or to cancel in part or in its entirety, this RFP, if it is in the best interest of the Village of Shorewood to do so.

Amendments

Amendment of proposals may be done as follows:

By Village: This Request for Proposals may be amended by the Village in response to need for further clarification, specifications and/or requirements changes, new opening date, etc. Copies of the amendment will be mailed to prospective vendors.

By Firm: Proposals may only be amended by submitting a later-dated proposal that specifically states that it is amending an earlier proposal. No proposal may be amended after the proposal due date, unless requested by the Village.

Proposals may be withdrawn only in total, and only by a written request to the Village prior to the time and date scheduled for opening of proposals.

Contract Administration

The primary contact for contract administration of this proposal:

Bart Griepentrog, AICP, Planning & Development Director
bgriepentrog@shorewoodwi.gov
(414) 847-2647

In the absence of the primary contact, the secondary contact for contraction administration is:

Rebecca Ewald, Village Manager
rewald@shorewoodwi.gov
(414) 847-2701

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Questions and Answers

Will there be a dollar amount estimated for the project?

The Village Board has allocated up to \$65,000 for this project, which is expected to be inclusive of all costs, including promotion. The RFP notes that proposed cost will be considered as part of the selection criteria.

Do covers, dividers, or table of contents count toward the 10-page limit?

No.

Can we include our standard contract and insurance certificate in the Appendix, as not to count toward the page limit?

Yes.

In the selection criteria, it is noted that the Village will consider Participation of Disadvantaged Business Enterprises. Can you describe your definition of a DBE?

A Disadvantaged Business Enterprise (DBE) in Wisconsin is a for-profit small business concern that is at least 51% owned, operated, and controlled on a daily basis by one or more socially and economically disadvantaged individuals. DBE firms are certified by and listed in the Wisconsin Unified Certification Program (UCP).

Is there a relative importance or scoring for the seven selection criteria (i.e. percentages or points)?

The exact weight of each criteria has yet to be determined by the evaluation panel; however, the criteria are generally listed in order of importance based on past procedures.

What is the anticipated time frame for this project?

The RFP notes that "The Village anticipates that this planning process can be undertaken in the spring and early summer with approval in the late summer or early fall, prior to the development of the Village's 2027 budget." However, if your proposal requires or anticipates a different timeline, please be sure to address.

The RFP does not request that we provide a schedule. Is this something that we should include in our proposal, or will this be determined at the start of the project?

The RFP notes an anticipated timeline for project completion and outlines the general order of expected tasks. If providing a project schedule to confirm or explain your expected process is helpful, please feel free to include.

What is the final deliverable for the Village?

The final deliverable associated with the Planning for Neighborhood Greenways element is a written report (see 2.2D). The final deliverable for the Traffic Calming Program is a Village Policy.

How much neighborhood outreach was already conducted regarding the safety action plan?

One open house meeting was conducted as an early step in the preparation of the Municipal Safety Action Plan. Additional outreach specific to this project is anticipated.

Does the village already have identified high crash locations or traffic volumes?

No.

DBE participation is listed as part of the scoring criteria. Is DBE participation required or merely advised? Is there a rubric or scoring criteria for DBE participation?

The participation of a DBE firm is not required, but may factor into the overall evaluation of proposals.

Under Task 3E, the RFP references a presentation of the Traffic Calming Program to the Village Board for approval. Will the consultant be responsible for presenting, or just preparing the policy for staff to present?

Yes, the consultant will be responsible for presenting the proposed policy to the Village Board for approval.

What does the Village expect the relationship to be between the Transportation & Parking Request Program and the new or revised Traffic Calming Program?

Both programs should function separately. At the end of program development, it should be clear what types of requests go to which program.

Can the Village share any available existing datasets (e.g., traffic counts, speed studies, crash data, parking utilization, GIS base files, and prior traffic analyses) that consultants may leverage to inform the neighborhood greenways and traffic calming recommendations?

The Village does not have any datasets developed specifically for this project. It relies on the [Milwaukee County Motor Vehicle Collision Dashboard](#) for crash data, and WisDOT's [Traffic Count Map](#) for available traffic volumes. Parking data was most recently studied in 2019 within the Village's [Traffic and Parking Analysis](#), but that data was largely focused on our commercial corridors.

Can the Village confirm that this project must be completed by the end of 2026, or if any work is anticipated to take place in 2027?

The Village would prefer that the project be completed in 2026, but if this is unreasonable, is open to proposed timelines for consideration.

Does the Village have a budget for this planning effort?

The Village Board has allocated up to \$65,000 for this project, which is expected to be inclusive of all costs, including promotion. The RFP notes that proposed cost will be considered as part of the selection criteria.

Task 1: Would you say Shorewood constituents understand and know what a “greenway” is and the engagement should lean heavier on analysis? Or is education on “what is a greenway and why are they important” still something that needs to be included in engagement activities?

Educating stakeholders on neighborhood greenways is expected as part of the project’s public engagement efforts.

Task 2.1B: Are there any known locations (roadways/intersections) that are a slam dunk that you know the Village is going to want to see additional analysis (and what type of analysis)? (Would be helpful if we could get a handle on quantity and type of different analysis.)

All roadways and intersections identified as neighborhood greenways or future opportunities within the Future Bicycle Facilities Map included in the RFP should be explored.