



*Planning and Transportation Department*

**Corridor Study and Conceptual Design for  
Kinser Pike, Madison Street, and Rogers Street  
*REQUEST FOR INFORMATION***

**ISSUED:**

February 7, 2025

**DEADLINE FOR SUBMITTALS:**

March 21, 2025  
5:00PM ET

**SUBMIT INFORMATION TO:**

Ryan Robling  
Planning Services Manager  
robtingr@bloomington.in.gov

## **GENERAL INFORMATION AND SUMMARY**

### **Organization Issuing Request for Information:**

City of Bloomington  
Planning and Transportation Department  
401 N. Morton St, Suite 130  
Bloomington, Indiana 47404

### **Contact:**

Ryan Robling  
Planning Services Manager  
roblingr@bloomington.in.gov

### **Summary of Request:**

The City of Bloomington (the City) is issuing the Request for Information (RFI) to aid in the selection of a consultant team to develop a Corridor Study and Conceptual Design for the 4.1 mile Kinser Pike, Madison Street, and Rogers Street corridor from 45/46 Bypass to Country Club Road (the Study). The Study will reflect the vision, goals, policies, and programs of the City's Comprehensive Plan, Transportation Plan, and Safe Streets and Roads for All Safety Action Plan and help the City advance towards its goal of eliminating fatal and serious injury crashes on the City's roadways by 2039.

Interested parties must provide submittals as outlined in this document electronically by Monday, March 21, 2025 at 5:00 PM local time (ET).

### **Communications and Project Management:**

The project will be managed by the City's Planning and Transportation Department with input from other City departments. All communications from interested parties to the City during the submission process shall be made to Ryan Robling at roblingr@bloomington.in.gov and Hank Duncan at hank.duncan@bloomington.in.gov

If necessary, interpretation of or changes to this RFI may be made by written addendum. A copy of each addendum will be posted on the City's Planning and Transportation Department website at <https://bloomington.in.gov/planning> no later than March 7, 2025. Interested parties are responsible for checking the City's website for addenda, though the City may choose to contact all known interested parties with notification of posted addenda. The City will not be responsible for any other explanations or interpretations of this RFI. If significant changes to this RFI are required, then the City may postpone the final date for submission through an addendum.

Interested parties may notify the City via email of their intent to submit a response to this RFI but are not required to do so. Failure to notify the City of intent to submit a response may result in omission from future communications including possible notification of addenda.

Responses to the RFI must be submitted in pdf formation no later than March 21, 2025, by 5:00 PM ET. Responses which, in the judgement of the City, are in any way incomplete, inaccurate, or otherwise not in compliance with the requirements described in this RFI may be rejected. The City reserves the right to contact consultants to ask questions, request additional information, or request an interview.

Any costs incurred while responding to this RFI in anticipation of receiving a contract award shall be the responsibility of the entity submitting the response. The City shall not reimburse any respondent for any such expenses.

**RFI Process Schedule:**

RFI Advertisement	February 7, 2025
Deadline for Questions/Clarifications	March 7, 2025
Last Day for Addenda Posted by the City	March 11, 2025
RFI Response Deadline (5:00 PM ET)	March 21, 2025
Respondents Notified of Results*	April 24, 2025
Issue Notices to Proceed (NTP)*	May 21, 2025

*\*Dates indicated are tentative and subject to change as needed*

**CORRIDOR STUDY DETAILS**

The City is seeking a consultant to develop a Corridor Study and Conceptual Design for the 4.1 mile Kinser Pike, Madison Street, and Rogers Street corridor from 45/46 Bypass to Country Club Road (the Study). The Study will reflect the vision, goals, policies, and programs of the City’s Comprehensive Plan, Transportation Plan, and Safe Streets and Roads for All Safety Action Plan and help the City advance towards its goal of eliminating fatal and serious injury crashes on the City’s roadways by 2039. The Comprehensive Plan, Transportation Plan, and Safe Streets and Roads for All Safety Action Plan are available online: <https://bloomington.in.gov/planning/documents>.

## **Process Goals:**

The process for developing the Study is critical to the success of the Study. The City envisions a process with two phases; however, respondents are welcome to propose a different process that includes public engagement and creates a successful conceptual design.

- Phase One: Corridor Analysis; consultants collect, analyze, and present data. Through public engagement, consultants develop consensus around goals for the conceptual design.
  - The purpose of this phase is to develop consensus around the goals of what a conceptual redesign should accomplish in our community. While goals for the corridor have been identified in the adopted Transportation Plan, other goals for the corridor should be developed and incorporated based on community engagement. This phase focuses on analyzing what is working, what needs improvement to achieve our goal of eliminating fatal and serious injury crashes in our city, and why.
  - Data collection will include quantitative and qualitative data.
    - The City can provide some traffic count data, limited bicycle count data, and crash data. It is expected that other quantitative data will be needed to analyze the many uses of the corridor.
    - Consultants are expected to collect qualitative data. This data may include observation data; interviews with business owners, residents, and more; surveys and public input; and other relevant experiential data.
    - Consultants may propose other tools and data collection techniques to better understand traffic volumes, origins/destinations, active transportation uses, bus transit, and more.
  - Data and corridor analysis:
    - It is expected that the qualitative analysis will include a traffic simulation. The City has some pre-pandemic traffic counts that will be provided to the consultants to assist in the development of the simulation.
    - The analysis and the Study are primarily focused on street design and infrastructure. However, land use and zoning changes should be considered in an effort to support transportation safety. Consultants should also assist in identifying infrastructure changes needed to achieve the community's current land use goals.

- Public presentations: This may involve multiple public meetings and engagement opportunities. It must include a format to share the corridor analysis publicly at the end of the phase before moving on to phase two.
- Phase Two: Create a feasible and readily implementable conceptual design using the adopted goals of the City and goals added through public engagement in phase one.
  - The purpose of this phase is to use the analysis and goals established in phase one in order to collaboratively develop a corridor conceptual design. This may be a charrette approach or other public engagement-based model.
    - This may include multiple design alternatives.
    - The proposed conceptual design should be analyzed using the tools from phase one, such as the goals, the traffic simulation, and more.
    - Analysis of conceptual design options may include analysis of the potential for development, redevelopment, and investment that may be spurred by the design alternatives.
  - This phase must involve robust, direct public engagement with many stakeholders groups as well as opportunities for all members of the public to share input.
  - The conceptual design is detailed to the level of providing the cross-sections for each block and/or phase of the corridor. The conceptual design is a design that will be used to develop a future construction plan set.
  - The development of the conceptual design using a public engagement process must include the use of creative visuals. This could include virtual, augmented reality, infographics, cross-sections, and other tools. Please propose what visual tools you would recommend to help residents envision the conceptual plan.
  - This phase may include presenting to several city boards, commissions, or public bodies.

**Process Timeline:**

The City envisions a project timeline of approximately 10 months. The City would like respondents to propose a project timeline that emphasizes public engagement and includes time for feedback loops at multiple points throughout the project.

**Process Expectations:**

Robust public engagement throughout the Study's development is expected. Public engagement should include virtual and in-person options. Thorough data collection and analysis is expected. An understanding of the community's values and goals, as expressed in the Comprehensive Plan, and Safe Streets and Roads for All Safety Action Plan is expected and must inform the Study.

### **Goals of the Study:**

The Study aims to analyze the existing conditions and create a conceptual redesign of the Kinser Pike, Madison Street, and Rogers Street Corridor. The analysis and conceptual design must align with the goals of the City's Comprehensive Plan, and assist in the City's goal of eliminating fatal and serious injury crashes on the city's roadways. The conceptual redesign should focus on infrastructure improvements that are cost effective, quickly implementable, and provide the greatest possible safety benefits.

As described in the Comprehensive Plan, the following is a list of some priorities for the Study:

- Goal 6.1 Increase Sustainability: Improve the sustainability of the transportation system.
- Goal 6.4 Prioritize Non-Automotive Modes: Continue to integrate all modes into the transportation network and to prioritize bicycle, pedestrian, public transit, and other non-automotive modes to make our network equally accessible, safe, and efficient for all users.
- Goal 6.5 Protect Neighborhood Streets: Protect neighborhood streets that support residential character and provide a range of local transportation options.
- Goal 6.6 Optimize Public Space for Parking: Plan and develop parking for cars and bicycles with a focus on efficiency and equity.
- Goal 6.8 Develop Equitable Access: Connect people with disabilities meaningfully to essential needs and services, including housing, grocery stores, health care facilities, jobs, schools, mass transit stops, parks, and other places to live, work, and play.

As noted in the Process section, the City is open to incorporating other goals or priorities that align with the community's adopted goals based on public feedback. The analysis and the Study are primarily focused on increasing safety through street design and infrastructure improvements. However, land use and zoning changes should be considered in an effort to support transportation safety.

### **Deliverables:**

- A feasible, conceptual design that focuses on cost effective safety improvements for the Kinser Pike, Madison Street, Rogers Street Corridor from the 45/46 bypass to Country Club Road, including cross-sections and plan view.
- An implementation strategy that includes short-term and long-term concepts with cost estimates for design and construction. The short-term concept will be the primary focus of the Study and will propose changes that can be quickly and easily installed. The long-term concept should focus on continuing improvements that improve upon the safety focused designs adopted in the short-term.
- All elements combined and provided in a final document, which includes the conceptual design, summary of public engagement, traffic analysis, other analysis elements, etc.
- Multiple public presentations and public meetings, which will include presentations to a steering committee, and may include presentations to city boards, commissions, and official bodies, and may include a final presentation.

The City encourages submissions from Minority-Owned Business Enterprises (MBE), Women's Business Enterprises (WBE), Small Business Enterprises (SBE), local firms, and diverse teams. This RFI is open to any individual or firm wishing to submit a response.

**Funding Source and Associated Requirements:**

This project is funded locally. Responses to this RFI shall be prepared with an assumed maximum project budget of \$250,000. Tasks that cannot be accomplished within that budget may still be considered.

## **SUBMITTAL REQUIREMENTS**

### **General Requirements:**

Submissions must be prepared electronically using 8.5” X 11” paper format and must be submitted as a single pdf file no later than March 21, 2025 at 5:00 PM ET. File size may not exceed 10MB. Submissions are strictly limited to a maximum of 10 total pages (total includes the submittal form). Additional pages such as cover pages, tables of contents, appendices, etc., are not permitted. Submissions must be emailed to Ryan Robling at [roblingr@bloomington.in.gov](mailto:roblingr@bloomington.in.gov) and Hannk Duncan at [hank.duncan@bloomington.in.gov](mailto:hank.duncan@bloomington.in.gov).

<b>Order</b>	<b>Submittal Content</b>
1	Submittal Form
2	Introductory Letter
3	Project Team and Structure
4	Relevant Project Experience
5	Project Approach Including Public Engagement Strategies
<b>Maximum Total Pages: 10</b>	

**Content Details:** RFI responses should include all of the information required below.

- 1) Submittal Form
  - a) Complete and sign the Submittal Form attached to this document.
  - b) The content of this form shall not be modified other than to fill in the required information.
- 2) Introductory Letter

- a) Name of the individual or firm.
  - b) Contact information for the person authorized to serve as point of contact during the RFI evaluation process and to negotiate on behalf of the firm or team if selected for the Study.
  - c) Other general information as desired.
- 3) Project Team and Structure
- a) Identification, qualifications, expertise, and availability of the project manager and key staff proposed to be assigned to the projects.
  - b) Identification of proposed subconsultants for any tasks not to be completed by the prime consultant and the type and percentage of work each sub-consultant will complete.
  - c) Relevant information regarding team organization or leadership in place to ensure efficiency and accountability during the course of the project as well as quality control and schedule control.
  - d) Location of all project team members and their applicable licensure and certifications.
  - e) Knowledge of and experience with pertinent federal, state, and local laws, regulations, and policies.
  - f) Knowledge of and experience with Smart Growth, CNU, NACTO, AASHTO, PROWAG, and other relevant transportation design guidance.
  - g) Disadvantaged Business Enterprise (DBE) or other relevant certifications.
- 4) Relevant Project Experience
- a) Specific examples of projects that are relevant and similar to this project (provide a link to the project; a reference name and contact information for the clients of these projects).
  - b) Identification of which key personnel were responsible and the relevant tasks for which they were responsible.
  - c) Experience with public engagement around complex and controversial projects.
  - d) Experience with context-sensitive design and public processes.
  - e) Experience with multimodal transportation planning, land use planning, redevelopment, and pedestrian, bicycle, and transit planning.
  - f) Experience with high-quality and dynamic visuals, graphics, maps, etc.
- 5) Project Approach
- a) Description of project approach, public engagement strategy, and deliverables.
  - b) Timeline with milestones:

- i) Provide phases for the projects: outline what information comes in when, what information you will need from the City, and when public engagement occurs.
- ii) Use assumed notice to proceed (NTP) of May 21, 2025.
- c) Description of innovative ideas or strategies for public engagement, strategies to bring diverse stakeholders and residents to the table, and strategies to help residents envision changed corridors.
- d) Identify any tasks for which the City would be responsible for completing during public engagement.
- e) Specific examples of potential challenges and strategies for successfully responding to those challenges
- f) Discussion of budget; clearly identify any anticipated expenses above that budget.
- g) Other relevant information related to project approach and public engagement.

### **SELECTION CRITERIA & EVALUATION**

Staff from multiple City departments will review and evaluate responses. Reviewers will use the attached RFI Evaluation Form as one tool to aid in determining which respondent is most suitable. The City reserves the option to request interviews. The City reserves the right to reject all submittals and not select a consultant. The City reserves the right to choose a firm that, in the sole judgment of the City, is deemed to be the most qualified firm regardless of scoring.

### **ATTACHMENTS**

1. RFI Evaluation Form
2. Submittal Form

**SUBMITTAL FORM**

The undersigned declares that the Request for Information (RFI) submitted in response to the Request for Information (RFI) issued on February 7, 2025, is, in all respects, an accurate and true representation of the Firm’s experience and qualifications. The undersigned further acknowledges that the RFI submitted is absent any collusion with an employee/official of the City of Bloomington. The undersigned acknowledges she/he/they reviewed and is familiar with the City of Bloomington RFI documents issued on February 7, 2025, and she/he/they acknowledge her/his/their responsibility for checking the City website for any addenda to this RFI.

If any omissions, erasures, and/or alterations (collectively “modifications”) are required to be made to the RFI Documents, the undersigned acknowledges that she/he/they has carefully examined the modifications to the RFI Documents submitted by the Firm and has approved all such modifications. If said modifications are handwritten, the modifications must be initialed. The undersigned further acknowledges that the individual initialing any such modifications has authorization to do so on behalf of the Firm.

Individual/Primary Firm Name: \_\_\_\_\_

Firm Representative Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_

RFI Evaluation Form:						
Name of Individual/Firm:		Reviewer #:	Date:			
Criteria	Rating (0.0 - 5.0)	x	Weight	=	Score	
<b>A</b>	<b>Project Manager:</b> Expected ability to successfully manage the project based on qualifications, experience, expertise, availability, etc.					
		x	2	=		
<b>B</b>	<b>Project Team and Structure</b> Expected ability to successfully complete the project based on qualifications, experience, expertise, availability, etc.					
		x	2	=		
<b>C</b>	<b>Relevant Project Experience</b> Evaluation of key staff member's direct experience with similar projects.					
		x	4	=		
<b>D</b>	<b>Values</b> Familiarity with City's values and an understanding of the Comprehensive Plan and Transportation Plan. Demonstrated expertise developing studies and conceptual designs with similar values and goals.					
		x	3	=		
<b>E</b>	<b>Project Approach</b> Project understanding, proposed approach, public engagement strategies, proposed timeline, etc.					
		x	7	=		
<b>F</b>	<b>Other</b> DBE, local firms, quality of submittal, or other factors					
		x	2	=		
				<b>Total:</b>		

**Total**

\_\_\_\_\_/100

Rating Points: (Use of any decimal between and including 0.0 and 5.0 is acceptable)

5.0 = Outstanding/Significant Added Value    2.5 = Average/Acceptable    0.0 = Poor/Insufficient

*Additional Comments:*

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Individual/Primary Firm Name: \_\_\_\_\_

Firm Representative Name: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_

Title: \_\_\_\_\_ Date: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-mail: \_\_\_\_\_

Telephone: \_\_\_\_\_