

Town of Waterbury
Request for Proposal
Waterbury Center Better Connections Project
Released:
RFP Response Due Date: 6/25/25 at 4:30 PM

Introduction

Project Summary

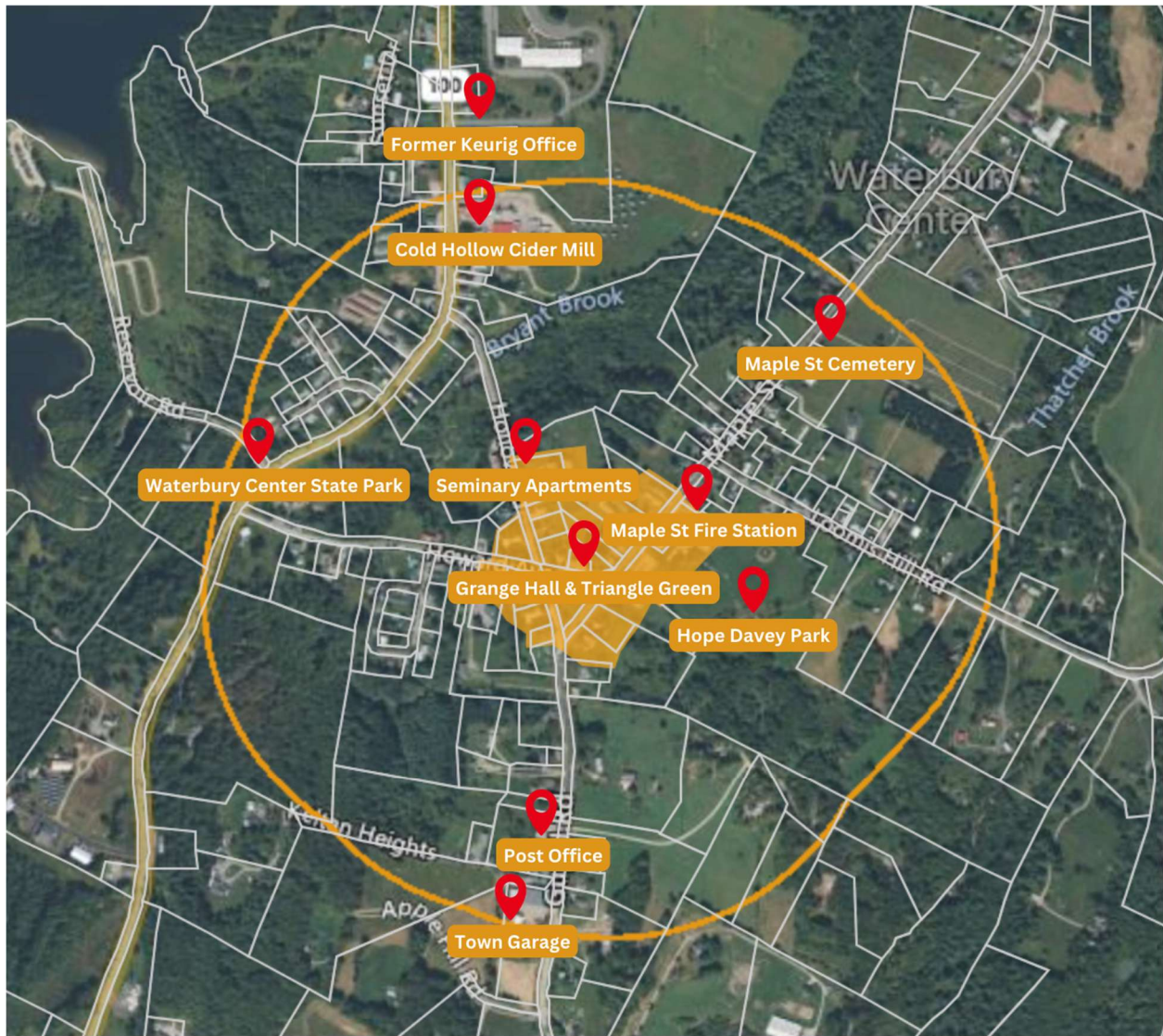
The Town of Waterbury is seeking a qualified Consultant to work closely with an array of local and state partners in completing a multi-modal transportation study through the lens of smart growth principles with a focus on access management and better connecting the three anchors of Waterbury Center for accessibility. The study will also involve a stormwater master planning process for the Waterbury Center Designated Village Center area and surrounding mixed-use core. The Town is seeking to explore a variety of transportation, bicycle and pedestrian improvements to better connect the Waterbury Center Village Center with the Town's assets, allow for enhanced community use of streets, and improve traffic calming and safety. The Plan will result in two primary outcomes:

- Creation of a multi-model transportation plan that identifies and recommends actionable opportunities.
- Identify stormwater improvement projects within the project area, potentially including planning and preliminary engineering for stormwater facilities identified in the Waterbury Center Stormwater Mapping project (completed in 2018).

The consultant team will assist the Town and its steering committee, including our efforts to maximize public engagement. The final plan shall include renderings and story maps to assist residents, stakeholders and the Town's leadership team with visualizing improvements, data to support the recommended improvements, and preliminary cost estimates.

Background Information

Project Location: This project will focus on the designated Waterbury Center Village Center and surrounding mixed-use core (see map below). The area is bounded by the following popular destinations and town assets: Waterbury Center State Park to the west, the former Suss America (subsequently Keurig Dr. Pepper) building and the Town-owned Maple Street Cemetery to the north, the Town-owned Hope Davey Park to the east, and the Town-owned Highway Garage to the south.



Local Need: The need to address the village of Waterbury Center’s lack of safety, connectivity, and sense of place has been identified by town residents and business owners for many years. Despite being one of the most popular destinations in the state and one of Waterbury’s two growth centers, this area has virtually no accommodations for pedestrians, bicyclists, or those with mobility challenges - making it difficult and unsafe to navigate, even by vehicle.

The 2018 Waterbury Municipal Plan highlighted these needs, as the Transportation Chapter states: “Most of Waterbury’s rural roads...have little to no shoulder and many residents have expressed concern for pedestrian safety along them. This appears to be a particular concern in Waterbury Center village...where the 1993 Route 100 corridor study and the 1999 Transportation Infrastructure, Parking and Circulation Study recommended the installation of curbs and sidewalks.” The Town Plan identifies specific objectives including, “improve safety along roads, streets, and bridges, at intersections and pedestrian crossings, and for bicycles on roadways...” and “create traffic-calming measures...along VT Route 100 in Waterbury Center and major village residential streets.”

A community survey conducted in fall 2025 for the Municipal Plan update has maintained these concerns, with “transportation options” and “traffic congestion” identified as the town’s top challenges by 17% and 27% of respondents, respectively. Over 53% of respondents disagreed with the statement that “Waterbury provides a safe, convenient, economic, and energy-efficient transportation system,” with the majority of concerns related to ADA accessibility, availability of sidewalks and paths, and safety of biking throughout town.

The 2018 VT-100/VT-108 Corridor Management Plan includes the following Purposes and Needs: “Construct sidewalk extending from VT-100 into Waterbury Center State Park. Possibly connect the reservoir to Waterbury Center using an underpass beneath VT-100.” “Waterbury Center needs sidewalks and safe crosswalk locations as well as the possibility of a two-way left turn lane to keep corridor traffic moving.” The 2015 Report & Sketch of Proposed Enhancements for Guptil Rd. included recommendations for roadway improvements in the vicinity of the Triangle Green and traffic calming by the Town Highway Garage on Guptil Road.

Further, the 2018 Waterbury Center Stormwater Infrastructure Mapping Project (VT DEC) identified the need for additional stormwater management facilities in Waterbury Center village on town-owned property including at the south end of the Triangle Green and at the Town Highway Garage.

The project area drains into the Waterbury Reservoir, Little River, the Winooski River and ultimately Lake Champlain. Sediment and nutrients that run off from the project area impact the Reservoir and Lake, where phosphorus reduction has been mandated by the U.S. EPA. Stormwater from Route 100, the Town roads, municipal properties and adjacent private properties is largely untreated, and improving the quality of the runoff is an ongoing need.

Project Goals: This project aims to take initial steps towards improving the safety and accessibility of the Waterbury Center Village Center and surrounding area for drivers, pedestrians, bicyclists, and other vulnerable road users, by facilitating a community engagement and visioning process that identifies and proposes solutions to the lack of

connectivity between the shops, services, residences and recreational assets. Expected short-term outcomes to be completed by the consultant include:

- An inventory of existing conditions;
- A community and stakeholder engagement process to create a shared vision;
- A multi-modal transportation plan based on the community's vision for the future.

The conceptual plan will provide practical options for new wayfinding and signage; streetscape improvements and other traffic calming measures; stormwater treatment and green stormwater infrastructure; and ADA improvements and bike and pedestrian accommodations.

Project Support

Funding for this project is provided by the Better Connections Grant Program, which is led by the Vermont Agency of Transportation and the Vermont Agency of Commerce and Community Development in collaboration with the Vermont Agency of Natural Resources. The agencies will all be active partners in the project.

The Town will organize a steering committee to provide support, guidance and oversight throughout the project.

Scope of Services and Project Workplan

The following scope of services and workplan outlines the separate tasks proposed. The Town encourages the consultant team to work with the local team to allocate time for specific activities, to propose modifications to these tasks, and to exercise creativity in responding to the project's needs. The Town specifically notes a great deal of prior work has been done within the study area, and our intent is to use the steering committee to work with the consultant team to limit time spent on the existing conditions analysis.

The project has a total budget of \$105,000, which includes \$30,000 for the stormwater component. The Town is seeking to specifically identify five stormwater improvement projects, each completed to a 30% design standard.

Task Name	Description of Task	Deliverables
Kick-off Meeting & Steering Committee Check-Ins	Consultant team meets with the Steering Committee, to be previously appointed by the Select Board, to review the project goals, tasks, and timeline. Steering Committee will meet with Consultant team four additional times to review major tasks and discuss next steps.	Draft project goals, task list, timeline, and list of stakeholder groups.
Webpage & Digital Communications	Create project webpage including a Storymap detailing project plan, geographic location, and process; to be updated with key findings from existing conditions assessment and stakeholder/public input.	Project webpage with up-to-date project information and interactive Storymap.
Analysis of Existing Conditions	Consultant team compiles information on previous plans and existing conditions incl. transportation, land use, historic & cultural resources.	Narrative report with maps and images of existing conditions.
Stakeholder Engagement	Organize focus groups to solicit and compile input from stakeholder groups on their goals, priorities and desired projects.	Facilitate two focus group meetings; provide brief narrative report on input from stakeholders.
Public Opinion Survey	Prepare survey in paper and on-line formats, and other quick engagement tools, to be shared through local media, businesses, and pop-up events.	Survey/written engagement tools in multiple accessible formats.
Pop-up Events	Organize walking tour and create interactive visioning boards for in-person tabling events to share assessment of existing conditions and to solicit resident/visitor needs and identify priorities.	Walking tour and graphic boards for use in pop-up events and public displays.
Public Opinion Results	Prepare report on input received from pop-ups and survey.	Narrative report on public opinion of needs and opportunities.
Preliminary Conceptual Plans	Prepare preliminary concept synthesis, including schematics and evaluation of opportunities related to traffic calming; pedestrian, bike & ADA access; streetscape improvements; and locations for green stormwater facilities.	Preliminary Conceptual Plans and schematics depicting potential improvements.
Presentation of Preliminary Conceptual Plans	Present Preliminary Conceptual Plans to Steering Committee and stakeholders; revise based on comments received.	Refined Preliminary Conceptual Plans
Open House to review Conceptual Plans	Host Open House to present revised Conceptual Plans to members of the public, solicit feedback.	Facilitation of Open House
Draft Final Plan	Prepare draft Final Plan incorporating previous public feedback, including schematic drawings and opportunities evaluation, Stormwater Management recommendations, and implementation steps and cost estimates.	Draft Final Plan
Presentation of Draft Final Plan	Present findings at a publicized selectboard meeting.	Facilitate final review/presentation
Finalize Plan	Prepare final Plan as visually-compelling and user-friendly Word/PDF and webpage.	Final Plan document and webpage update

Proposal Requirements

All responses to the RFP shall include the following information:

- (1) A cover letter signed and dated by a representative of the lead consultant having legal authority to contract on behalf of the firm. The cover letter should include a description of the consultant team's experience with similar projects, specific personnel and/or subcontractors that will be assigned to this project, and should include the primary contact person's phone number and email address.
- (2) A detailed scope of work based on the workplan provided.
- (3) A proposed schedule, with the understanding the Town would like the work to commence immediately, and the project completed by June of 2026.
- (4) A detailed project budget broken down by task, including estimates of staff hours and hourly rates. Include anticipated expenses and overhead costs. The proposed budget cannot exceed the project funding total.
- (5) Provide the qualifications of the lead consultant and specific staff or subcontractors that will be assigned to this project. The proposal should also include the role of each individual on the consultant team, the amount of time they will devote to the project, and a detailed listing of their relevant work experience.
- (6) A minimum of three professional references for whom similar projects have been completed within the last several years. For each reference, please provide an electronic version of the scope of services and the example work.

Proposal Format and Submission

The proposal provided to the Town should be straightforward and concise. All respondents should submit a digital response to Tom Leitz, tleitz@waterburyvt.com

All proposals must be received by 4:30 pm on Wednesday, June 25th. Proposals received late will not be considered. Please expect a digital confirmation by email upon receipt of your proposal.

If you have any questions about this project or the RFP, please address them in writing to Tom Leitz, tleitz@waterburyvt.com, not later than six days before the proposal due date. All questions will be responded to in writing within three business days. The running list of questions and answers will be posted to the Town of Waterbury website:

<https://www.waterburyvt.com/community/better-connections-in-waterbury-center>

If the RFP is amended a good faith attempt will be made to notify all prospective respondents. All addenda will be posted to the Town website: (Tom to insert link tomorrow).

Proposal Review Criteria and Process

The Town will schedule interviews after receiving and reviewing the RFPs, and will seek to begin work immediately. Proposals will be reviewed by a selection committee comprised of three representatives from the Town, who will also lead the steering committee.

The Town will evaluate proposals according to the following criteria:

- (1) Qualifications of the firm and the personnel assigned to the project: 25%
- (2) Scope of work, methodology and scheduling: 25%
- (3) Public engagement plan: 25%
- (4) Overall quality, completeness, and clarity in the proposal: 25%

The successful consultant will have the following skills/experience:

- Creative stakeholder/public engagement
- Transportation planning and data analysis, inclusive of complete streets planning and design
- Urban design and landscape architecture
- Recreation and park planning and design
- Economic development /market analysis
- Land use planning – both regulatory and non-regulatory
- Familiarity with the Washington County region and/or similar scale municipalities
- Other skills necessary for successful completion of this phase of the project

The Town reserves the right to seek clarification of any proposal submitted and to select the consultant that is best able to address the project's purpose. The Town reserves the right to withdraw this RFP, to accept or reject any or all proposals, to advertise for new proposals, and to award a contract as deemed in the best interest of the Town.

This solicitation of proposals in no way obligates the Town of Waterbury to award a contract.

The Town reserves the right to interview highly scored consultants and invite them for an interview prior to awarding the contract. In this process, the selection committee may ask the respondent to give an oral presentation of their respective proposals, and to answer in-depth questions of the selection committee. The Town will schedule virtual interviews that will last approximately 45 minutes. All costs and expenses incurred related to the interview shall be the sole responsibility of the consultant.

Following proposal review and interviews, the Town will engage with the selected consultant to negotiate a contract. The Town is not liable for any costs incurred by the consultant prior to the issuance of a contract.

Mapping and Graphic Standards

The project may have mapping to inventory, assess and communicate geographic concepts. Consultants will develop data layers in GPS; data should be consistent with Vermont State Plane coordinates, meters NAD 1983. These data layers can be developed from existing data layers and/or augmented with additional engineering work. Any artistic renderings or other graphical illustrations shall be provided in pdf or jpeg format, along with native editable file formats in Adobe Illustrator/Photoshop and InDesign format. Upon completion, the data will be transmitted in ESRI shapefiles format and associated mapping in Adobe Acrobat formats to the Town. In addition to the above requirements, other common file formats can be provided to the Town.

Equal Opportunity

The Town of Waterbury is an Equal Opportunity Employer and encourages proposals from qualified minority and woman-owned businesses. The selection of a consultant shall be made without regard to race, color, sex, age, religion, national origin, or political affiliation.