



# Request for Proposal: Mobility Study for Queens Plaza/Jackson Avenue Area

April 28, 2025

## I. Project Overview

The Long Island City Partnership (LICP) is seeking proposals from qualified consultants to conduct a targeted study to identify actionable design interventions aimed at improving pedestrian safety and circulation in the Queens Plaza and Jackson Avenue area of Long Island City (LIC), Queens. This study is critical to addressing existing infrastructure deficiencies, enhancing connectivity, and supporting equitable access to economic opportunities for residents, workers, visitors, students, and businesses in the community.

## II. Background of Long Island City Partnership

LICP's mission is to advocate for economic development that benefits Long Island City's industrial, commercial, cultural, and residential sectors. The goal is to attract new businesses to LIC, retain those already here, welcome new residents and visitors, and promote a vibrant and authentic mixed-use community. LICP is a 501(c)(3) that operates the Long Island City Business Improvement District (LIC BID) and the LIC Industrial Business Zone (IBZ), among other programs. For more information, please visit our website at <http://www.licqns.com>.

## III. Existing Challenges

The Queens Plaza and Jackson Avenue area faces numerous infrastructure deficiencies that hinder pedestrian safety, connectivity, and overall functionality. Key challenges include:

### Queens Plaza

- Insufficient lighting under elevated structures creates uninviting and unsafe conditions for pedestrians, cyclists, and drivers, both during the day and at night.
- Unsafe crossings due to insufficient crossing time and narrow, dangerous medians that expose pedestrians to ongoing traffic.
- Medians with sharp and jagged edge concrete slabs that are difficult to maintain create hazards and an unattractive streetscape.
- Crosswalk configurations that are suboptimal and result in vehicles blocking crosswalks frequently.

### Dutch Kills Green and Bike Lanes

- Confusing crosswalk design intertwined with fast-moving bicycles and other micro-mobility devices on bike lanes that put pedestrians at risk while crossing Queens Plaza.
- Street furniture is poorly designed/constructed/maintained, with large pieces of concrete or wooden beams missing from concrete benches.

## Jackson Avenue

- Insufficient pedestrian crossings on heavily trafficked street with no fewer than 24 residential high-rises and hotels, leaving gaps in connectivity.
- Raised medians complicate pedestrian movement and encourage unsafe crossings; they also require structural and safety repairs at a number of locations.
- Investigate and propose new crosswalk locations and analyze the feasibility of creating cut-throughs at specific median locations to improve pedestrian connectivity and safety.

## IV. Scope of Work

The selected consultant will be responsible for completing the following tasks within 10 months of the project kickoff date:

### Existing Conditions Assessment:

- Conduct a thorough inventory and evaluation of current street and traffic conditions in the Queens Plaza and Jackson Avenue corridors, including but not limited to pedestrian patterns, lighting, crosswalks, bike lanes, and safety concerns.
- Analyze mobility data to identify conflict points and problem areas.

### Community Engagement:

- Facilitate stakeholder engagement including interviews and focus groups with local businesses, residents, property owners, cultural institutions, and other stakeholders to gather input and insights.
- Work closely with LICP and key stakeholders throughout the study process to ensure the recommendations reflect community needs and priorities.

### Recommendations Development:

- Develop actionable design interventions to address the identified challenges and enhance pedestrian safety, connectivity, and accessibility.
- Propose feasible short- and long-term solutions that align with the area's infrastructure priorities.

### Deliverables:

- A comprehensive report summarizing the study's findings, community feedback, and proposed recommendations.
- Visual renderings or conceptual designs illustrating the proposed interventions.

## V. Project Timeline

The full scope of work must be completed within 10 months of the project kickoff date. Proposals must include a detailed timeline indicating how each task will be completed within this timeframe. Timely completion is essential to meet funding requirements.

## VI. Consultant Qualifications

Qualified consultants must meet the following criteria:

- Demonstrated experience conducting pedestrian safety assessments, mobility studies, and urban design projects in New York City.

- Expertise in traffic engineering, urban planning, and community engagement.
- Proven ability to deliver actionable recommendations that have led to implemented improvements.

## VII. Proposal Submission Requirements

Consultants are required to submit proposals that include the following:

Introduction:

- Overview of the firm, relevant experience, and qualifications of key personnel.

Project Approach:

- Detailed methodology and technical approach for completing the scope of work.

Timeline:

- Proposed timeline for completing each phase of the project, ensuring the 10-month completion requirement is met.

Budget:

- Detailed cost proposal, including, if applicable, subcontractor expenses and a total project budget.

## VIII. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Relevant experience and expertise of the firm and project team.
- Quality and feasibility of the proposed methodology.
- Demonstrated understanding of the project goals and challenges.
- Cost-effectiveness of the proposed budget.

## IX. Submission Instructions

Proposals must be submitted electronically in PDF format at the webform [here](#) by **May 31, 2025**. Late submissions will not be accepted.

Questions about this RFP may be directed to Charles Yu, VP, Economic Development at [cyu@licpartnership.org](mailto:cyu@licpartnership.org) or by **May 14, 2025**.

LICP assumes no responsibility and no liability for costs incurred by the responding firm(s) prior to the issuance of a contract.

Thank you for your interest in partnering with the Long Island City Partnership to improve pedestrian safety and connectivity in Queens Plaza and Jackson Avenue. We look forward to reviewing your proposals.