



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 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.

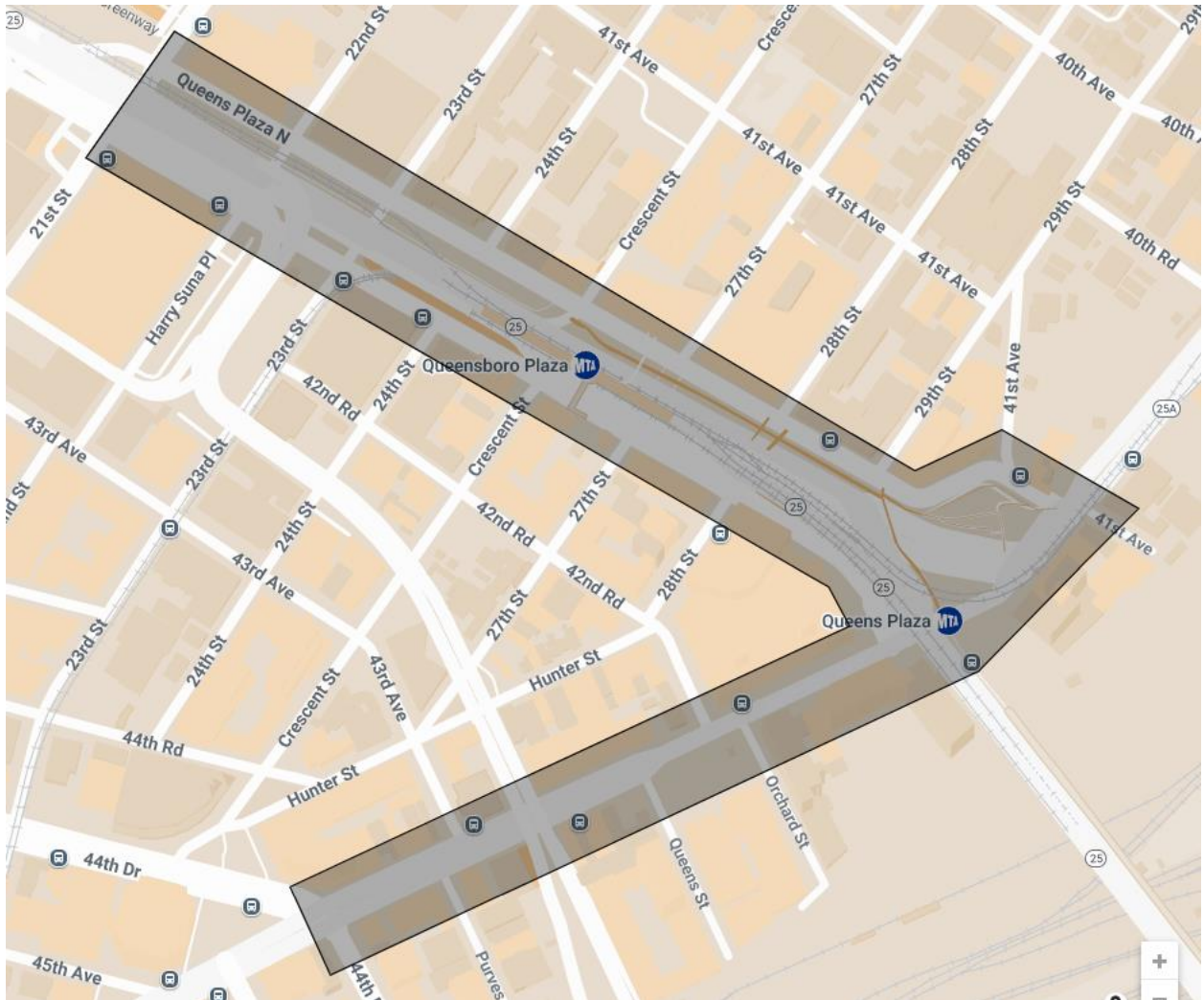
Addendum

May 6, 2025

This addendum incorporates the boundaries of the Queens Plaza and Jackson Avenue study area and requirements related to Minority and Women-Owned Business Enterprises (MWBEs).

Boundaries of Study Area

The map of the Queens Plaza and Jackson Avenue study area is included below:



MWBE Requirements

As a condition of this RFP, the selected consultant must demonstrate a commitment to comply with ESD's Non-discrimination and Contractor Diversity requirement outlined below:

Non-discrimination and Contractor Diversity:

ESD's Non-Discrimination and Contractor & Supplier Diversity policies will apply to this Project. The Recipient shall be required to include minorities and women in any job opportunities created, to solicit and utilize Minority and Women Business Enterprises (MWBEs) for any contractual opportunities generated in connection with the Project and shall be required to use Good Faith Efforts (pursuant to 5 NYCRR §142.8) to achieve an overall MWBE Participation Goal of 30% (\$30,000) related to the total value of ESD's funding.

The Recipient is encouraged to use "Good Faith Efforts," pursuant to 9 NYCRR §252.2(m), to achieve an overall participation goal of 6% (\$6,000) NYS-certified Service-Disabled-Veteran-owned Business Enterprises ("SDVOBs") in the execution of the grant. Any utilization of SDVOBs would be in addition to goals established pursuant to Article 15-A of the Executive Law with respect to MWBEs.

Q&A

May 15, 2025

1. Will LICP or NYC DOT provide access to detailed transportation data sets (e.g., traffic volumes, crash data, Citi Bike usage, pedestrian counts), or the team is expected to include data collection as part of the scope?

The selected consultant is expected to incorporate data collection into the project scope. However, the use of publicly available data sources will be sufficient to meet project needs. Comprehensive or detailed traffic counts or models are not anticipated as a requirement for this study.

2. Can you clarify whether the Queens Plaza and Jackson Avenue study area is fixed, or if there's flexibility on defining the project boundaries?

We welcome suggestions regarding the project boundaries; however, we do not anticipate significant changes from the boundaries outlined in the RFP. Any proposed modifications must receive prior written approval from the LICP.

3. Is there a pre-determined budget for this project? The MWBE requirements section mentions 30% goal at \$30,000 – does that mean at 100% of the budget would be \$100,000?

Yes, LICP was awarded \$100,000 to complete this Mobility Study, of which 30% (\$30,000) is allocated to meet the MWBE participation goal.

4. The Team assumes that detailed pedestrian/ bike and vehicular traffic count will not be required for this exercise and that the Team will make use of existing publicly available data. Are there any prior traffic studies that we should be aware of?

Yes, there are a few relevant traffic and mobility-related reports and planning documents that cover the Queens Plaza Area, such as the Western Queens Transportation Study (2014) and LIC Neighborhood Plan Draft EIS (2025). LICP will provide a list at project kickoff.

5. How many community engagement events are desired. Will the events be facilitated by LICP staff? Facilitation would include securing event space, advertisement, and event management. The Team assumes scope would be to provide engagement materials and presentation of materials.

LICP anticipates holding 3 stakeholder engagement events over the course of the project. LICP can help with logistics such as securing event space, outreach, and promotion. However, we expect the consultant to prepare materials for and lead the discussions at these events, as well as maintaining clear and accurate records of stakeholder input.

6. Will LICP identify and manage stakeholder and focus groups or will be the Team's responsibility to contact these groups to arrange meetings and interviews?

Yes, LICP will identify and manage stakeholder and focus groups.

7. Is cost estimation for proposals required?

Yes, cost estimation for proposals is required.

8. How does LICP plan to use the report?

LICP intends to leverage the final report to advocate for targeted mobility improvements along the Queens Plaza and Jackson Avenue corridors, engaging NYC DOT and other relevant agencies/elected officials to advance planning and secure public funding for implementation.

9. What specific community groups or demographics is LICP most interested in reaching through engagement efforts, and have there been any previous engagement challenges that consultants should account for in the proposal?

LICP is most interested in engaging small business owners, major employers, residents, and property owners within and around the Queens Plaza and Jackson Avenue corridor. We find that different stakeholder groups tend to respond to different kinds of event at different times. We encourage the consultant to propose an array of creative, accessible engagement strategies to ensure participation.

10. Will LICP or its partners be able to support with outreach and promotion of in-person engagement activities (e.g., contact lists, locations, or translation services)?

Yes, LICP will be able to support with outreach and promotion of the stakeholder engagement events.

11. Are there existing datasets, studies, or community plans that LICP would like the consultant to integrate or build upon during the observational assessment phase (e.g., traffic studies, OneLIC Draft Plan, etc.)?

Please see answer to question 4.

12. Are any cost estimates required for the proposed design alternatives?

Please see answer to question 7.

13. When does LICP expect to issue a contract and notice to proceed?

LICP expects to issue a notice to proceed in June 2025.

14. Will the consultants that produce this report be allowed to pursue capital projects prepared as a result of this effort, or will they be precluded from future projects that come out of this study?

There are no restrictions preventing the selected consultant from pursuing future capital projects that may result from this study.

15. Does LICP have CAD/base plan for study area for the team to use (street markings, curb lines, lighting, ped ramps, etc.)?

LICP does not have CAD or base plan for the study area. However, public information might be available from NYC DOT.

16. Does LICP have any information about ongoing/upcoming major developments or changes in the area that the team should be aware of?

Yes, LICP will discuss and share this information with the selected consultant at project kickoff.

17. Based on the 100k budget, is there a possibility of any additional/optional services?

LICP will consider additional or optional services, provided they are itemized as additional services beyond the project budget as any additional services would be subsidized by LICP at the discretion and approval of the board of directors.

18. Is a PPT/PDF report sufficient for the deliverable (comprehensive report)?

LICP expects a comprehensive final report in PDF format along with a PowerPoint presentation for stakeholder engagement would be sufficient.

19. Confirm team will use any available traffic data (based on NYC DOT database) but there will not be any additional traffic count collection.

Please see answer to question 1.

20. For engagement, can team assume LICP could convene/organize 1-3 small stakeholder focus groups where team gathers input?

Please see answer to question 5.

21. Is there any existing stakeholder input (surveys, polls, data, etc.) the team could review?

We have not yet begun stakeholder outreach, so there is no existing input available to share at this time.

22. Confirm LICP expectations for agency (NYC DOT or others) meetings/coordination.

We do not anticipate City agencies to have a major role in this Mobility Study but LICP will keep them in the loop of communication. They may participate in meetings with stakeholders.

23. Do you have a set fee or budget range for this project?

Please see answer to question 3.

24. Is this work funded through LICP's DRI grant?

No, this Mobility Study is funded by another grant from NYS.

25. What is your anticipated implementation timeline?

LICP anticipates the Mobility Study will take place from July 2025 to February 2026. As we plan to use this Study to advocate for mobility improvements for the area, we currently do not have an implementation timeline for those improvements.

26. Are there specific boundaries or intersections that are the focus of this work?

Please refer to the RFP document for a map of the specific boundaries here:

<https://www.longislandcityqueens.com/business/request-for-proposals/>

27. Do you have any preferred community engagement methods for your community?

Please see answer to question 9.

28. How does LICP anticipate involving its constituent businesses and board?

LICP anticipates constituent businesses to participate in stakeholder outreach. Our board will provide feedback throughout the process to ensure the recommendations reflect community needs and priorities.

29. How involved would DOT/others be in this process?

Please see answer to question 22.

30. Please confirm if this is a lump sum or time and materials cost proposal is preferred.

Time and materials cost proposal is preferred.

31. Can you provide a map of the study area or included projects streets and limits? Are streets other than Queens Plaza and Jackson Ave considered part of the study area?

Please see answer to question 26.

32. Is there a budget for the project that can be shared?

Please see answer to question 3.

33. Is traffic modeling expected to be part of the tasks?

Please see answer to question 1.

34. Is there a primary intended audience for the end report, e.g. elected officials, the general public, NYC DOT, MTA, NYC Parks, etc?

Please see answer to question 8.

35. Is data collection in scope, or should we use existing data, only (e.g. Replica, publicly available counts)?

Please see answer to question 1.