



Request for Proposals (RFP) Consulting Services for the Development of the City

- 1. Pedestrian Master Plan**
- 2. Update to the Bicycle Master Plan**

Release Date: Friday, January 8, 2010

Response Due Date: Friday, February 12, 2009 at 12:00 noon

I. Introduction

This document is a Request for Proposals for the development of the City of Albany's first Pedestrian Master Plan and the Update to the Bicycle Master Plan. The Pedestrian Plan includes users who fall under the Americans with Disability Act (ADA) and those who skateboard, scooter or use other forms of walking aids, such as segways and electric wheelchairs. Although the plans may overlap in certain areas, the City *expects two documents from this effort: 1) the Pedestrian Master Plan and 2) the Updated Bicycle Master Plan*. The Pedestrian Plan will identify and prioritize future projects in order to create a pedestrian network in the City that removes the barriers to walking and rolling in the many forms these activities are performed. The Update to the Bicycle Master Plan will assess the projects that have been implemented from the existing Bicycle Master Plan and will evaluate whether the remaining projects are still relevant to the changing demands of the City's cyclist community. In addition, it will assess unmet cycling needs and propose and prioritize new or updated projects in order to create a local network of cycling facilities that serve the needs of both slow and fast cyclists and local and regional cyclists.

The City of Albany is a 1.7 square mile municipality of approximately 17,000 residents located in northern Alameda County, north of the City of Berkeley and south of the City of El Cerrito in Contra Costa County. It is a centrally located urban area and a gateway to several destinations and employment centers, such as the United States Department of Agriculture, the Albany Unified School District, Golden Gate Fields, the Solano Avenue and San Pablo Avenue Commercial Districts, St. Mary's High School, University Village, the San Francisco Bay Trail, and Albany Waterfront. Except for Albany Hill, Albany's geography is mostly flat, which makes it an ideal location for walking and bicycling.

In March, 2007, the City Council took formal action to adopt a greenhouse emissions reduction policy that would decrease emissions 25% below 2004 Levels by 2020. Developing a Pedestrian Master Plan and updating the existing Bicycle Master Plan are two ways for the City to ensure that a pedestrian and bicycle network is available to encourage alternative modes of transportation.

In 2007, City staff took the first steps to develop a Pedestrian Plan by conducting a survey to obtain input from the community regarding the walkability of the City. The survey was conducted at various public events including the Solano Stroll, Green Albany Day, and the Call for Volunteers event. The survey was also conducted at the Senior Center. Moreover, staff conducted walking audits around the three elementary schools in Albany. Based on needs identified during the walking audits, successful grant applications for the State Safe Routes to School Program (SR2S) were obtained for two of the three elementary schools in the City. Thanks to these grants the City now has an ongoing SR2S program at the elementary school level, and there is interest in implementing a program at the middle school as well.

At the same time, the City has been implementing projects listed in the current Bicycle Master Plan. However, Albany Strollers & Rollers (AS&R), a local pedestrian and cycling group, brought attention to the fact that the Bicycle Master Plan was more than five years old, and that the plan recommends that it be updated or revised every five years. They also noted that physical changes had occurred in the City that merited an evaluation of the existing plan and that there is an evolving standard of practice concerning infrastructure to accommodate cyclists. Additionally, an increase in and programs designed to encourage cycling may be needed.

In 2009, the City of Albany obtained a grant from the Alameda County Transportation Improvement Authority (ACTIA) for the development of the City's first Pedestrian Master Plan and the update to the City's Bicycle Master Plan. For the development of both plans, City staff will assemble a Technical Advisory Committee (TAC), which would include: City staff; a representative of AS&R; a member of the Traffic and Safety Commission; staff from TransForm; and if possible, a member of the disabled community. In developing both plans, the selected consultant is expected to work closely with this group.

II. Proposed Plan Outlines

Each plan should include the items listed below. However, the consultant is free to add to the content or change the order of the Scope in response to this RFP

II. A Pedestrian Plan

While consultants in their response to this RFP could recommend additional items, the scope of work for the Pedestrian Plan consists of the following major components:

1. Executive Summary
2. Background, Existing Conditions and Existing Programs
 - 2-1 Physical pedestrian environment in Albany
 - 2-2 Pedestrian data in Albany: Current and projected
 - 2-3 Vehicle/pedestrian collisions
 - 2-4 Existing Programs: e.g. Sidewalk repair (partial reimbursement in residential areas), curb ramp program, Safe Routes to School Program, traffic calming measures
 - 2-5 Existing Design Guidelines (e.g. street furniture, sidewalk and curb cut specifications)
3. Existing Activity Generators
 - 3-1 Transit Stations (BART, AC Transit bus stops)
 - 3-2 Commercial Districts (Solano, San Pablo)
 - 3-3 El Cerrito Plaza Shopping Center
 - 3-4 Schools
 - 3-5 Community Center and Library
 - 3-6 Waterfront and Bay Trail
 - 3-7 Local trails and creeks
 - 3-8 Intercity connectivity
 - 3-9 Eastshore Highway
 - 3-10 City Hall
 - 3-11 Senior Center
 - 3-12 City Parks
4. Existing Policy Framework
 - 4-1 Local: City of Albany General Plan, Traffic Management Plan, Bicycle Master Plan, Climate Action Plan, Transit First Policy/ etc
 - 4-2 Regional level: Alameda County Pedestrian Plan, MTC Routine Accommodation Policy
5. Identifying problems/barriers to walking (from Community Input, Pedestrian Survey and staff)
 - 5-1 Sidewalk quality and maintenance
 - 5-2 Sidewalk blockage: Parked motor vehicles, overgrown vegetation, waste receptacles

- 5-3 Speeding on neighborhood streets
 - 5-4 Lack of pedestrian-friendly environment, street furniture, lighting, sidewalks
 - 5-5 Remaining areas without curb cuts
 - 5-6 Lack of audible pedestrian signals (Center for the Blind)
 - 5-7 Other
6. Development of Goals and Objectives to address identified needs (with local Cycling and Walking Technical Advisory Committee)
7. Development of a project list
- 7-1 Walking Audits
 - 7-2 List possible projects/programs to address problems/barriers to walking and develop a scoring card
 - 7-3 Develop a walking route network connecting to activity generators
 - 7-4 Define educational and encouragement programs
 - 7-5 Prioritize the projects (community input and project scoring)
 - 7-6 Develop cost estimate of the project list
8. Design Guidelines
- 8-1 Provide recommendations for crosswalk standards including mid-block crossing standards on arterial, collector, and residential roadways using available technology and Industry Standards.
 - 8-2 Provide recommendations for pedestrian amenities in public areas.
9. Implementation of the plan
- 9-1 Identify potential funding sources including grants and City's Capital Improvement Program
 - 9-2 Propose a plan implementation schedule

II B. Bicycle Master Plan Update

- 1 Executive Summary
- 2 Background and existing conditions and programs
 - 2-1 Review of the existing Cycling Plan Goals and Objectives
 - 2-2 Status of the implementation of the existing Albany Bicycle Master Plan
 - 2-3 Recent development and planned projects (public and private)
 - 2-4 Bicycle trends in Albany: Comparison of available Census data across time, e.g. last ten years.
 - 2-5 Projections: Bicycle commute share as compared to the Bay Area and California. Include other significant parameters
 - 2-6 Vehicle/bicycle Collisions: Compare available data
 - 2-7 Bicycle education/Safe routes to school
- 3 Existing policy framework
 - 3-1 Local: Albany Bicycle Master Plan, Albany General Plan, Transportation Management Plan, Transit First Policy, Climate Action Plan
 - 3-2 Regional: Alameda County Bicycle Plan, Contra Costa County Bicycle Plan, MTC Bicycle plans and programs, routine accommodations
- 4 Assessment of Needs
 - 4-1 Conduct a cycling survey
 - 4-2 Identify local and regional attractors for cyclists
 - 4-3 Identify barriers to increased use of cycling for transportation, including physical, perceptual and educational
5. Update Goals and Objectives to address identified needs (with local Walking and Cycling Technical Advisory Committee)
6. Develop the project list
 - 6-1 Develop a scoring card
 - 6-2 Update the proposed cycling route network connecting to activity generators; clearly delineate a “fast” and “slow” cycling network; define a network for near term and a network for far term implementation
 - 6-3 Update the proposed bicycle parking facility map
 - 6-4 Update educational and encouragement programs
 - 6-5 Prioritize the projects (community input and project scoring)
 - 6-6 Cost of the plan
7. Design Guidelines
 - 7-1 Develop cycling facility design guidelines

8. Implementation Plan
 - 8-1 Cost estimates
 - 8-2 Potential Grants and City's Capital Improvement Program
 - 8-3 Proposed schedule

As part of the plans, the consultant must produce printed materials for use by both private developers and City staff to incorporate in final project design and during construction. This includes building and roadway projects.

III. Materials Available from the City of Albany

The City of Albany will provide consultant with the following documents:

- Existing plans and studies, such as the Albany Bicycle Master Plan, Albany Traffic Management Plan, Albany General Plan, Alameda Countywide Bicycle Plan, Alameda Countywide Pedestrian Plan
- Digital Bicycle Map
- Digital Zoning Map
- Collision statistics and Collision Map (all collisions, cyclist, and pedestrian)
- Pedestrian Survey results
- Topographic map of the City
- Any other documents that are the property of the City and the consultant or team of consultants deem necessary for the successful completion of the project scope.

IV. Funding Agency Scheduling Requirements

A schedule of Project deliverables appears in the table below. These deliverables are required by the funding Agency (ACTIA).

Project Deliverables	
Project Milestone	Date
ACTIA Grant Awarded	May 19, 2009
Grant Notice to Proceed	July 1, 2009
Receive RFP for consultant work	January 8, 2010
Copy of executed consultant contract	April 15, 2010
Copy of Draft Master Plans	December 31, 2010
Copy of Draft Environmental Documents	March, 31, 2011
Copy of Final Master Plans and environmental approvals with Council Resolution indicating adoption by City	May, 30, 2011
Summary of materials developed, published or distributed, including copies of all final materials	August 31, 2011
Final Report/Presentation to Bicycle and Pedestrian Advisory Committee (BPAC)/Final Invoice	September 30, 2011
Grant Funding Agreement expires	October 31, 2011

V. Scope of Services

The services to be provided by the Consultant shall include, but not be limited to the following:

- a) Conduct a preliminary site visit
- b) Attend project kick-off meeting with staff and TAC
- c) Obtain City Base Maps, Preliminary Plans and Reports, pedestrian survey results, collision statistics
- d) Review of existing Bicycle and Pedestrian Policy. Recommend any necessary updates, changes, or additions to existing policies, procedures and standards. The Master Plan end product must meet the standards of Federal and State guidelines.
- e) Conduct field survey of the existing pedestrian and bicycle facilities in Albany. Prepare maps and charts with an inventory of existing facilities. Document type of each segment, including Class I, II, and III Bike Routes

- and width and type of sidewalk. Identify substandard facilities whether due to design, installation, or maintenance.
- f) Conduct a bicycle survey and review the results of the City's Pedestrian Survey
 - g) Analysis of needed improvements for safety and regional and local connectivity.
 - h) Setting of goals, policies, and objectives. Based on Public Meetings and City documents, provide detailed goals, policies, and objectives that are needed to guide future development of pedestrian and bicycle facilities.
 - i) Bicycle/Pedestrian Collision Analysis. Perform Bicycle and Pedestrian Collision Analysis and provide summary of findings. Based on analysis, make recommendations on practices to improve and facilitate education, safety, and enforcement.
 - j) Provide detailed, prioritized recommendations for bicycle and pedestrian projects to be undertaken, with special emphasis on improving walkability and bikability in areas of countywide significance such as transit centers and activity centers.
 - k) Implementation plans should include schedule, estimated costs, and analysis of funding sources.
 - l) Design Guidelines: Develop "City Best Practices Guidelines" to supplement existing state and federal standards such as Caltrans Highway Design Manual, AASHTO, and MUTCD. Provide recommended practices for bicycle and pedestrian facilities on arterial, collector, and residential roadways including areas with limited right of way width. Include recommendations for widths/signage of bicycle facilities. Provide recommendations for crosswalk striping standards including mid-block crossing standards on arterial, collector, and residential roadways.
 - m) Provide design standards for pedestrian facilities. Provide standards for short and long term bicycle parking. Bicycle parking analysis should define appropriate type of parking and location and number of bicycle parking spaces based on land use type.
 - n) Prepare an environmental document for the plans. City assumes a Mitigated Negative Declaration for both.
 - o) Produce printed materials for use by both private developers and City staff to incorporate in final project design and during construction. This includes building and roadway projects.
 - p) Produce two plans: The Bicycle Master Plan Update and the Pedestrian Master Plan. Five hard copies of each Final Plan are required as well as one electronic copy of each plan.
 - q) Identify other opportunities and constraints not already described.

The recommended Pedestrian Master Plan must include all the elements of an effective Pedestrian Plan, as described in the "Toolkit for Improving Walkability in Alameda County." The Update to the Bicycle Plan must be compatible with the Alameda Countywide Bicycle and Pedestrian Plans.

A. Meetings:

The consultant must plan on conducting *at least* five public meetings: One to gather information about walking and cycling issues and existing barriers for people with disabilities; another to present Draft Plans to the Traffic and Safety Commission, the other to present the Final Plans to the City Council, and the last one to present the environmental documents to the Traffic and Safety Commission. An additional meeting will be scheduled for the City Council to approve the environmental documents.

The consultant must conduct *at least* three meetings with the TAC: One to initiate the project, another to discuss findings, and the other to discuss the Final Plans before public release.

VI. Proposal Content Requirements

The City welcomes a response to the RFP in any format that best expresses the qualifications of the respondent. In general, lengthy responses are discouraged. Proposals submitted in response to the RFP must include the following items:

A. Qualifications

Identify the individuals who would be primarily responsible for directly preparing the design analysis, if different from the entity's principals. Describe the background and experience of the individuals who would actually perform the services, in:

- Developing Pedestrian and Bicycle Plans, with particular emphasis on projects in cities of similar size and character to Albany;
- Include the professional license numbers of those individuals involved in key positions in the development of this project.
- Producing schematic drawings adequate for the non-technical audience.
- Conducting public meetings, public presentations, and building consensus.
- Producing graphic representations or drawings
- Experience preparing environmental documents for similar projects

For each such project, provide:

- Project name, location, description of size and composition.
- Detailed description of the services performed, the time period in which they were performed
- The name and telephone number of at least one reference for each such project that can attest to the quality and effectiveness of the Respondent's work.

B. Project Schedule

Briefly describe the methodology and organizational approach that will be used for this project, including critical elements and special techniques that will be applied to the project scope.

C. Methodology and Approach

Provide a bar chart or Critical Path Schedule showing the various tasks to be performed, milestones and dates for completion.

D. Level of Effort

Provide an estimate of the total hours and a distribution of these hours assigned to various staff positions for all members of the team.

E. Compensation Rates

Provide a complete list of current hourly rates for all billable staff positions, and reimbursement provisions for sub-contractors and reimbursable expenses.

F. Other Requirements

The successful consultant will be required to enter into the City's standard consultant services agreement and provide the required insurance coverage. *A copy of the standard form is attached.* Consultant must include in the proposal the ability to comply with the City's requirements and must indicate any areas of non-compliance.

Please Note: *The Project funding agency, ACTIA requires that all professional service consultants, contractors and subcontractors involved with the Project, name ACTIA, its officers, employees and consultants as additional insureds on all insurance required by Project Sponsor for Project.*

VII Selection Criteria and Process

The City will evaluate qualifications based upon these criteria:

- Responsiveness to the RFP.
- Experience and demonstrated success of the Respondent in developing bicycle and pedestrian plans. Experience with bicycle/pedestrian plans in urban areas will be given more weight than projects in suburban or rural environments
- Evidence that the Respondent understands the aspects of the project, including the coordination of the different entities involved.
- Compensation rates.
- Evidence of the Respondent's ability to prepare a well-written document and accompanying graphic illustrations or drawings
- Evidence of the Respondent's ability to conduct environmental analysis and documents for similar projects.

As a part of its evaluation, the City may request additional information or data from Respondents, and may request Respondents to make in-person presentations of their proposals to a panel of City and community representatives.

VIII. Pre-Proposal Meeting

A pre-proposal meeting will be held at 979 San Pablo Avenue, 2nd Floor at 10:00 am on January 15, 2010. Please contact Aleida Andrino-Chavez at achavez@albanyca.org or (510) 528-5759 if you have questions or need additional information about the project or proposal requirements.

IX. Submittal of Proposal

Proposals must be received by 12 noon, on Friday, February 12, 2010. Proposals must be sent or delivered to:

**Ann Chaney
Community Development Director
City of Albany
1000 San Pablo Avenue
Albany, CA 94706
510-528-5759**

Respondent teams must submit five (5) copies of their qualifications. Submissions on 8½ by 11-inch paper or 8½ by 17-inch are preferred to simplify copying. The City reserves the right to make all submissions available to the public pursuant to legal requirements.

The City anticipates that a consultant would be selected by March 1st, 2010 and that a contract for services will be negotiated and executed within a month thereafter. The consultant will be expected to commence its services immediately upon contract execution.

X. General Conditions

1. Any material clarifications or modifications to the RFP or the selection process will be made in writing and provided to all recipients of the RFP.
2. The City reserves the right to:
 - Waive minor irregularities.
 - Modify or cancel the selection process or schedule at any time.
 - Negotiate with the second choice Respondent if it is unable to negotiate an acceptable contract with the first choice Respondent within a reasonable period of time.
 - Reject any and all proposals, and to issue a new request for proposals when it is in the best interest of the City to do so.
 - Seek any clarification or additional information from Respondents as is deemed necessary to the evaluation of a response.
 - Judge the veracity, substance, and relevance of the Respondents' written or oral representations; including seeking and evaluating independent information on any of the Respondents' worked cited as relevant experience.
 - Contract with separate entities for various components of the services.
3. All expenses related to any Respondent's response to the RFP, or other expenses incurred during the period of time the selection process is underway, are the sole obligation and responsibility of that Respondent. The City will not, directly or indirectly, assume responsibility for such costs except as otherwise provided by written agreement.
4. The contract for the performance of these services will provide that: (i) the consultant will perform its services at the direction of the City in a manner consistent with State law and City policies; and (ii) the consultant will be subject to the State law and the City's conflict of interest policies, including disclosing any work for the applicant in other communities. Further, the City expressly reserves the right, at its sole discretion, not to utilize the selected consultant on a particular project, if the City believes that there is a potential public perception of a conflict of interest that could undermine the credibility of the work to be performed.

5. The City reserves the right to select separate consultants for different components of the project.

Attachments

Consultant Services Agreement form
Pedestrian Survey template
City of Albany Bicycle Master Plan