



Transportation and Public Works Department

ATTACHMENT 1

STONY POINT ROAD CORRIDOR STUDY FOR ACTIVE TRANSPORTATION MODES

REQUEST FOR PROPOSALS

November 6, 2019

PLANNING AND ENGINEERING SERVICES UNDER MASTER PROFESSIONAL SERVICES AGREEMENT OR PROFESSIONAL SERVICES AGREEMENT

Proposals Due: December 4, 2019

The City of Santa Rosa is seeking proposals from qualified consultant firms to assist the Transportation and Public Works Department in developing a Corridor Study for Stony Point Road from Third Street to Sebastopol Road for Active Transportation Modes under an existing City of Santa Rosa Master Professional Services Agreement (MPSA) or under a Professional Services Agreement (PSA).

I. Instructions

To be considered, the proposal and the cost proposal must be submitted by the following method by Wednesday, December 4, 2019, no later than 5 p.m.:

1. Five (5) hard copies and one (1) PDF of the Proposal with the Cost & Fee Proposal in a separate sealed envelope to:

Nancy Adams
City of Santa Rosa
Transportation and Public Works Department
69 Stony Circle
Santa Rosa, CA 95401
(707) 543.3910
nadams@srcity.org



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II. Project Description

The project will prepare Corridor Study for Stony Point Road from Third Street to Sebastopol Road for Active Transportation Modes. The City's Bicycle and Pedestrian Master Plan Update 2018 (BPMPU2018) identified eight (8) corridor studies in the First Phase Project List. A number of locations including bicycle and pedestrian corridors, required a greater community outreach and/or analysis than what could be conducted as part of the planning process for the BPMPU2018. At some locations, further study is needed to determine whether bicycling or walking facilities are feasible or enhancements desirable. At others, a preferred facility has been identified but further study or outreach is required to develop a detailed design or alignment that balance the needs of all community members. The current Master Plan Update 2018 is a citywide Plan for bicycle and pedestrian planning including identifying route and project segment priorities. The document can be found at the following link:

<https://srcity.org/2711/Bicycle-and-Pedestrian-Master-Plan>

The City is seeking to obtain professional services from consultant firms that have experience and a demonstrated background in preparing Corridor Studies for active transportation modes (bicycle and pedestrian) with a focus on analyzing options for high injury network corridors.

Relevant Documents Available for Viewing:

2018 Bicycle and Pedestrian Master Plan - <https://srcity.org/2711/Bicycle-and-Pedestrian-Master-Plan>

Santa Rosa 2035 General Plan - <https://srcity.org/392/General-Plan>

Citywide Creek Master Plan – <https://srcity.org/1172/Planning-Documents>

III. Background Information

Setting

The City of Santa Rosa is located approximately 50 miles north of San Francisco in Sonoma County. With a population of 175,625¹, Santa Rosa is the fifth largest city of the nine Bay Area counties. The city has favorable topography, scale and climate for bicycling and walking.

The City is divided into four quadrants defined by Highway 101, which bisects the City on a north-south axis and State Route 12 which forms an east-west axis. The city is also defined by Santa Rosa Creek, draining from east to west and the Sonoma Marin Area Rail Transit (SMART) which uses the Northwestern Pacific Railroad tracks runs west and parallel to Highway 101. The SMART passenger rail service began in August 2017.

¹ Department of Finance 2019 Population Estimates



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Bicycle and Pedestrian Advisory Board (BPAB)

The City's Bicycle and Pedestrian Advisory Board provided guidance in the preparation of the BPMPU2018 by identifying pedestrian and bicycle projects and advising on the priority of those projects. The Board consists of nine members with four-year terms. Seven of the members are appointed by individual City Council members, and two are appointed At-Large by the full City Council to represent the Disabled Community and the Senior Community. Information about the City of Santa Rosa Bicycle and Pedestrian Board can be found at the following link <https://srcity.org/1113/Bicycle-and-Pedestrian-Advisory-Board>

IV. Stony Point Road Corridor Study – Active Transportation Modes Project Overview

Project Objectives

The BPAB ranked the Stony Point Road corridor as the number one priority to evaluate due to the high rate of severe collisions involving bicyclists and pedestrians. The Planning efforts for the Stony Point Road Corridor Study for Active Transportation Modes will focus on evaluating bicycle and pedestrian facilities that increase comfort and may reduce the frequency and severity of collisions. Stony Point Road is an arterial street with a posted speed limit of 35 MPH and an average daily traffic volume of approximately 26,300 vehicles. The corridor includes on and off ramps for State Highway 12. The southern section of the corridor is where the City permits heavy and oversized loads to travel. The primary objectives to be accomplished through the planning process include:

- Improving level of comfort and convenience for cyclists and pedestrians within the corridor study area
- Increasing the number of pedestrians within the corridor study area
- Increasing the number of cyclists using facilities within the corridor study area
- Reducing the number and rate of bicycle and pedestrian injuries and fatalities within the corridor study area
- Reducing incidence of speeding by motorists within the corridor study area and particularly at conflict points
- Maintaining effective and efficient operations for all modes while minimizing any detrimental impacts to any one mode
- Recognizing that this evaluation can contribute to Vision Zero which was recommended in the BPMPU2018 that the City consider whether adoption of this policy is an appropriate step to increase the City's commitment for all users of its diverse transportation systems.



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V. Project Schedule

Proposal due: December 4, 2019

Notification of selected consultant: December 18, 2019

Consultant Notice to Proceed: January 15, 2020

Project complete: June 30, 2020

VI. Scope of Services (Statement of Work)

The following is a project outline on a task-by-task basis that is intended to set the general framework. This framework is based on Attachment A which is the final scope of work that was developed by City staff and members of the BPAB. The Consultant may use this as a baseline but should develop its own Scope of Services based on project understanding and experience. The City is flexible with regards to the project process that can best be applied to achieve the desired results.

Project Management

- Consultant shall conduct a kick-off meeting with City staff to finalize the scope of work & schedule. The project goals, expectations, opportunities, constraints, information needs, roles, and responsibilities will be the basis of the meeting discussion.
- In close consultation with the City, the Consultant shall be responsible for project management activities including: oversight, scheduling, reporting, coordination meetings, record keeping, updating the BPAB and quality assurance.

Project Communication/ Coordination/ Public Outreach

- Consultant shall initiate, at a minimum, monthly phone meeting with City staff.
- Consultant shall provide the necessary time to meet and coordinate with the City, community, agencies, and organizations in support of the project.
- Consultant will undertake, lead and document community outreach meetings.
- The Consultant shall attend at least three (3) public meetings, hearings, and community workshops regarding draft corridor study. It is anticipated that the consultant team will put a greater emphasis on seeking input from the public once the options for the corridor are developed.
- Consultant shall assist with public outreach by responding to the public's concerns and questions during any meeting.
- Consultant will provide monthly project information for the City's project website as progress occurs.



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Data Collection and Review (work for the Stony Point Road Corridor Study for Active Transportation Modes may require the collection of new data to supplement information gathered as part of the BPMPU2018).

- Consultant shall research all information pertinent to the projects such as records, reports, plans, data, collision data, and other documents to complete the project.
- Consultant shall review all relevant previous studies. City will provide available information.
- Consultant must rely on its own independent assessments and investigation, and not on information provided by the City. Such assessments would include: field observations of the corridor, surveying active mobility users on the corridor.
- Developing active transportation mobility options for the corridor for review

Environmental Assessment

- Pursuant to the California Environmental Quality Act (CEQA) guidelines section 15162 provides that no additional review is required where a negative declaration has been adopted for a project and there are no substantial changes to the project or changed circumstances which will result in no new or more severe environmental impacts and there is no new information showing the project will have significant effects nor discussed in the negative declaration.

VII. Submittal Requirements

Extensive and elaborate proposals are discouraged. Complete and concise proposals (maximum of **20 pages** not including table of contents, resumes, "...Terms...", or cost proposal) are desired and shall include:

1. **Cover Letter / Executive Summary:** The cover letter/executive summary shall be signed by an official authorized to bind the firm for a period up to 90 days after the proposal is submitted and shall contain the name, title, mailing address, email address, and telephone number of the individual to whom correspondence and other contact should be directed.
2. **Project Team:** Include a proposed team organizational structure. Identify principal, project manager, and all personnel who will be assigned to work on this project, and what their responsibilities for this project will be. There can be no change of key personnel once the proposal is submitted without the prior approval of the City. It is important that the proposed project manager have enough time to represent the City on this project as an extension of City Staff. A list of other projects the project manager will be assigned during this project is required. The number of hours per week the project manager will be dedicating to this project must be clearly stated.



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3. **Project Team Qualifications/Resumes:** Identify the education, professional credentials, licensing, and experience of each member of the Team. Describe each team member's experience working on similar projects. Specifically show, for each team member, a list of projects for which they served in the role they are expected to serve in on this project. Show the team's achievements in designing similar projects.
4. **Work Plan:** The proposal shall include:
 - a. description of your understanding of the project,
 - b. detailed project approach,
 - c. project schedule, and
 - d. a statement concerning the ability of the firm to meet the time schedules.
5. **Reference Projects:** The proposal shall include a list of at least three (3) recent projects completed by your firm with similar services to those required by this RFP. Include a project description, contact name and number, design fee, construction dates, construction estimate, and actual construction cost including change orders and claims.
6. **Scope of Services:** The proposal shall include a detailed scope of services identifying specific tasks and any specific considerations and assumptions. An appropriate contingency cost should be added. See item VI Scope of Services above.

VIII. Cost Proposal:

In a separate sealed envelope (or separate PDF file), provide a fee schedule and cost proposal with a breakdown of fully burdened rates and estimated hours to be spent at the various rates on various tasks. The fee table shall include each personnel classification required to provide the scope of services, billing rates by individual, hours by individual and task, cost summary for each task, and all reimbursable fees and expenses. The contract will be on a time-and-materials basis with a "not to exceed" figure of \$70,000.

IX. Document Formatting

All documents shall be prepared in a user-friendly format that is compliant with the City's American Disabilities Act (ADA) requirements. This shall include verifying that all PDFs submitted included legible text and verifying that hyperlinks are not used in any public PDF documents.

The program used for preparation of the final plan shall be in a format that can be easily edited by the City in the future. For example, avoid producing the final plan in a landscape format, bounded by spiral rings. Maps and exhibits should be created in a program that the City can edit or modify in the future if necessary.



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X. Review Process

1. Consultant selection will be based on the City's evaluation of the Proposals submitted. City staff and members of the BPAB may request clarifying information from any or all consultants that submit a Proposal. The City staff will evaluate the responses to this RFP and will negotiate a contract with the consultant that City staff determines is the most qualified
2. If an agreement cannot be reached with the top-rated consultant, the City will negotiate with the next most highly rated consultant. The City is not responsible for any costs incurred by the respondents in the preparation and submittal of a response to this RFP.
3. City's Selection Criteria. The following is a partial list for the City's criteria for the selection of a consultant for the project:
 - a. Responsiveness to requirements, terms, and conditions of this RFP.
 - b. Qualifications of Project Team
 - c. Availability and ability to perform the Scope of Services in a timely manner
 - d. Work Plan (Understanding of the work to be done)
 - e. Experience with similar kinds of work
 - f. Demonstrated technical ability
 - g. Reference response and demonstrated performance.

Thank you for your interest in the Stony Point Road Corridor Study for Active Transportation Modes. We look forward to receiving your proposal on or before Wednesday, December 4, 2019 by no later than 5:00 P.M.

Attachments: Attachment A – Stony Point Road Corridor Study for Active Transportation Modes - Scope of Work

Attachment B - Stony Point Road Corridor Study for Active Transportation Modes – Budget and Schedule



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Attachment A

**STONY POINT ROAD CORRIDOR STUDY
FOR ACTIVE TRANSPORTATION MODES
DRAFT SCOPE OF WORK**

1. Introduction
 - a. Study area
 - b. Purpose and scope
 - c. Policy Context - where appropriate provide relevant information from the Bicycle and Pedestrian Master Plan Update 2018 (BPMPU2018)

2. Existing Conditions
 - a. Bicycle and pedestrian count data
 - b. Street geometry
 - c. Bicycle and pedestrian Collision data (High Injury Network data from BPMPU2018)
 - d. Traffic conditions
 - e. Lighting conditions
 - f. Transit conditions
 - g. Adjacent land use conditions
 - h. Field observations
 - i. Social equity

3. Study Goals and objectives
 - a. Goals
 - b. Objectives
 - c. Design criteria

4. Outreach Process
 - a. Bicycle and Pedestrian Advisory Board (BPAB) meetings
 - b. Social media
 - c. Online Survey
 - d. Online interactive mapping
 - e. Workshops/events (examples include Wednesday Night Market and Earth Day)

5. Alternatives/Options
 - a. Develop Alternative Concepts and Evaluation Matrix
 - b. Develop Conceptual Engineering Design Plan for Preferred Alternative



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6. Estimated Costs and Impacts
 - a. Pedestrian and bicycle access
 - b. Impact on traffic, such as vehicle miles travelled (VMT), permitted heavy and wide load vehicles, State Highway 12 ramps
 - c. Cost

7. Environmental Review
 - a. Pursuant to the California Environmental Quality Act (CEQA) guidelines section 15162 provides that no additional review is required where a negative declaration has been adopted for a project and there are no substantial changes to the project or changed circumstances which will result in no new or more severe environmental impacts and there is no new information showing the project will have significant effects nor discussed in the negative declaration.

8. Jurisdiction Approval
 - a. BPAB



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Attachment B
STONY POINT ROAD CORRIDOR STUDY
FOR ACTIVE TRANSPORTATION MODES
DRAFT BUDGET AND SCHEDULE

Budget -

The Santa Rosa City Council approved the 2019/2020 Capital Improvement Program (CIP) which included \$20,000 of development fees budgeted to the project account related to bicycle and pedestrian activities. This amount brought the total available budget to \$70,000 to prepare the Stony Point Road Corridor Study for Active Transportation Modes.

Request for Proposal Process –

A request for proposals (RFP) will be issued inviting firms to submit a proposal for consulting services for the preparation of the Stony Point Road Corridor Study for Active Transportation Modes. An overview of the project, along with a desired scope of work, budget and schedule will be included in the RFP.

Proposed Schedule for RFP –

November 6, 2019 – Invitation for Proposals

December 4, 2019 – Proposals Due

January 15, 2020 – Consultant Notice to Proceed

Project Schedule -

January 15, 2020 – Project Commencement

June 30, 2020 – Project Completion