

October 10, 2006

Board of Supervisors  
3501 Civic Center Drive  
San Rafael, CA 94903

**SUBJECT:** Professional Services Contract for Nonmotorized Transportation Pilot Program (NTPP), Phase 1A and NTPP Update

Dear Board Members:

**RECOMMENDATION:** It is recommended that your Board:

1. Authorize the President to accept funding for Phase 1 and 2 from Caltrans in the amount of \$450,000.00.
2. Authorize the President to Execute the Agreement with Alta Planning + Design for Phase 1A of the Nonmotorized Transportation Pilot Program in the amount of \$234,410.00.

**SUMMARY:** This agreement initiates the planning, community outreach, and project and program identification and selection phase for Marin County's Nonmotorized Transportation Pilot Program work program. The NTPP is a component of the federal transportation bill SAFETEA-LU, enacted in 2005, and allocates \$25 million to Marin County for the purpose of constructing infrastructure and conducting educational programming to ascertain whether bicycling and walking can result in a greater share of overall trips and thus reduce single-occupant vehicle usage.

Through an RFP and interview process, staff has selected Alta Planning + Design and its team to execute the work program tasks. The agreement outlines a total cost of \$234,410.00 for Phase 1A. Subsequent phases 1B and 2 will be let under separate agreements.

**DISCUSSION:**

Since the last update to your Board on March 21 of this year, staff continues to move forward with implementation of the NTPP locally as the national program is well under way. Highlights include:

**National Program**

The four communities continue to confer on a bi-weekly basis to share ideas and compare approaches. A contract has been executed with the University of Minnesota Center for Transportation Studies which is responsible for conducting two

surveys and analyzing the data outcomes as required for the report to Congress at the conclusion of the Pilot Program. The first survey is now under way. The survey instrument and outcomes from this survey will be the basis for the second survey at the conclusion of the Pilot in fall of 2010. Utilizing the same survey methodology for both surveys will enable the comparison of data from the two periods to ascertain whether the desired mode shift has occurred, a primary objective of the enabling legislation for the Pilot.

A second contract has been recently awarded for a national communications and outreach program. This program will be coordinated by the Rails to Trails Conservancy and will be responsible for additional coordination between the four communities and the Federal Highway Administration, national-level outreach strategies, and preparation of the final report to Congress on the Pilot Program outcomes.

### **Local Work Program Consultant Agreement**

A Request for Proposals (RFP) for the initial local work program was solicited in July. The review team consisted of DPW staff, a city staff representative, a member of the County's Bicycle Advisory Group, and a staff member from the Metropolitan Transportation Commission. Two firms were interviewed for further consideration with Alta Planning + Design and its team being ultimately selected. In the meantime, staff has been in negotiations with Alta to refine the scope of work and prepare the contract documents. The complexity of the work program necessitated Alta to partner with several other firms which specialize in the myriad tasks of the Pilot Program. As a result, David Parisi Associates (ranking methodology and feasibility analysis), Nelson-Nygaard (public outreach and ranking methodology), Swanson Architects (ADA compliance), Questa Engineering (feasibility analysis), Rails to Trails (planning and national coordination), and Cohen Marketing Associates (marketing and outreach) are part of Alta's team to assist with the work program.

There are three phases of this work program, the first of which is presented for your consideration today. The Alta team will also be utilized for the two subsequent phases of the project, however, the contract for those phases will be let at a subsequent date, pending federal authorization. The first two phases comprise the efforts of the next six months which will complete all tasks that enable moving forward with specific projects and programs. The final phase will cover ongoing needs through the conclusion of the Pilot Program in 2010.

### **Local Work Program Scope**

A local work program has been developed which will fully carry the program through the next six months and outlines other tasks that will be ongoing for the duration of the Pilot Program.

The first six months represents the brainstorming, feasibility analysis, ranking, prioritization, and initial cost estimating of potential projects and programs. An advisory committee will work with staff and the consultant team on these tasks. As planned, starting March, 2007 identified projects will be undertaken first with environmental review, then design, and finally, construction. Reconciling typical infrastructure construction schedules with the tight timeline of the Pilot Program, it is intended that through the remainder of 2007 and into 2008 the environmental and design processes will occur with construction occurring beginning in mid-2008 to 2009 and all projects targeted for completion no later than the fall of 2009, providing time for public use before the September, 2010 survey and also providing some contingency time for unanticipated delays. Some simpler projects that might be recommended, such as striping improvements or minor modifications to roadways may occur on a faster track to the extent that they require less

review by outside agencies. Selected educational and outreach programs will be refined in spring, 2007 with anticipated implementation beginning in summer, 2007. The anticipated schedule for the initial phases is as follows:

September, 2006	<ul style="list-style-type: none"> <li>• Finalize consultant contract</li> <li>• Appointment of Advisory Committee by Public Works Director</li> </ul>
October	<ul style="list-style-type: none"> <li>• Research existing bike/ped plans and other sources to develop list and maps of existing and planned facilities</li> <li>• First meeting of Advisory Committee</li> <li>• Develop interactive website</li> <li>• Conduct initial community workshop</li> </ul>
November	<ul style="list-style-type: none"> <li>• Compile community input and other research findings</li> <li>• Develop methodology to rank and prioritize projects</li> <li>• Analyze and evaluate potential projects and programs for feasibility, local support, potential for mode shift, and other relevant criteria</li> </ul>
December	<ul style="list-style-type: none"> <li>• Advisory Committee reviews initial project and program rankings</li> <li>• Meet with local agencies where high-ranking projects are proposed to ascertain agency and community support</li> </ul>
January, 2007	<ul style="list-style-type: none"> <li>• Cost estimates prepared for highest ranking projects and programs</li> <li>• Advisory Committee reviews revised prioritized project and program list</li> <li>• Community workshops to present recommendations and outline next steps</li> </ul>
February	<ul style="list-style-type: none"> <li>• Present final recommendations for consideration and adoption to Director of Public Works and Board of Supervisors</li> </ul>
March	<ul style="list-style-type: none"> <li>• Begin environmental review and initial design for proposed projects</li> <li>• Initiate educational program development</li> </ul>

### **Public Outreach**

While educational and informational outreach will continue throughout the Pilot Program, the key opportunities for public input will be between now and February, 2007. After that time, projects will enter the environmental review, design, and construction phases. Educational programs will be initiated, will be evaluated on an ongoing basis, and adjusted as necessary.

One of the first tasks will be to create an interactive website where interested parties can get information about the Pilot Program, see how it is being implemented locally, provide input, and monitor progress on the projects and programs undertaken. This website would remain active for at least the duration of the Pilot Program and would serve as the primary means to provide information about the project. Additionally, fact sheets, press releases, and other targeted outreach will be employed throughout the process as appropriate.

The initial community workshop will provide an opportunity to educate the public about the Pilot Program and solicit input for project and program ideas. Comments may also be submitted through the website. The broad representation of the Advisory Committee is structured with the

intention that its members will reach out to their respective constituencies to check in and receive input. A second round of public workshops is planned for January, 2007.

**Advisory Committee**

A nineteen-member advisory committee has been appointed by the Director of Public Works to assist in work program implementation. The Committee's key roles will be to participate in the community workshops, assist in the development of the project and program scoring and ranking methodology, reach out to their respective constituencies to check-in and solicit feedback, and present a recommended schedule of projects and programs to be funded for consideration. After review by the Department of Public Works, a recommendation will be provided to the Board of Supervisors who will make final decisions on projects and programs.

**Leveraging Funds**

As with any funding program, the funds provided through the Pilot Program will not cover the full cost of the myriad bicycle and pedestrian projects proposed over the years. Coordination with the Transportation Authority of Marin and their various nonmotorized funding sources will be an essential component in delivering the greatest number of projects and programs between the NTPP funds and other funding sources. The current activities by TAM to coordinate the funding application process will complement efforts of the NTPP work program.

**FISCAL IMPACT:** This authorization will permit the Auditor Controller to appropriate \$450,000 for fund center 4100995001, commitment item 5210100, offset by Caltrans funding authorization for Phases 1 and 2, in the amount of \$450,000 for fund center 4100995001 and revenue account 4550755.

The cost of this agreement with Alta Planning + Design is covered through this appropriation request and is in the amount of \$234,410. This cost will be funded from the Nonmotorized Transportation Pilot Program Fund Center 4100995001, Commitment item # 5210100, and was anticipated as part of implementation of the Pilot Program.

We are very excited to see the NTPP under way and look forward to delivering both projects and programs that make a difference for the community.

REVIEWED BY:	<input checked="" type="checkbox"/>	Auditor Controller	<input type="checkbox"/>	N/A
	<input checked="" type="checkbox"/>	County Counsel	<input type="checkbox"/>	N/A
	<input type="checkbox"/>	Human Resources	<input checked="" type="checkbox"/>	N/A

Very truly yours,

Craig Tackabery  
Assistant Director

c: Bob Beaumont  
Dan Dawson

Requisition # 999999999

Attachment:

Professional Services Agreement