

Request for Proposals
Nonmotorized Transportation Pilot Program (SAFETEA-LU)
Marin County, California

RFP Release Date: Monday, June 19, 2006
Pre-Proposal Conference: Thursday, June 29, 2006, 2:00pm
Proposals Due: Thursday, July 13, 4:00pm

The Marin County Department of Public Works would like to invite qualified consulting firms or consulting teams to submit a proposal to provide services to assist in implementation of the Nonmotorized Transportation Pilot Program in Marin County. The Program is a component of the federal transportation bill passed in 2005 (SAFETEA-LU) in which Marin County will receive \$25 million for fiscal years 2006 through 2009 for the purpose of constructing bicycle and pedestrian facilities and demonstrating the extent to which bicycling and walking can carry a significant part of the transportation load. This RFP is to conduct the groundwork necessary to prioritize project proposals to enable the subsequent phases of design, construction, and outreach to proceed.

The Pilot Program is a demonstration project which, if successful, has the potential to expand into a nationwide effort in the next federal reauthorization cycle.

The scope of work includes assistance in implementation of the Program and management of an advisory committee process. The work to be completed generally consists of:

- 1) developing an initial list of capital projects for evaluation from the adopted bicycle/pedestrian master plans and other public suggestions;
- 2) developing an outreach strategy;
- 3) proposing a methodology to rank and prioritize projects;
- 4) assisting with management of the advisory committee; and
- 5) preparing informational documents;

It should be noted that this is a pilot program and we welcome creative and innovative strategies that further the goals of the federal legislation.

The selected consultant will be expected to perform the services outlined below. Development of plans or specifications for construction are not included in this contract. The timeline anticipated to complete Phase 1 tasks is between August, 2006 and February, 2007. Phase 2 tasks would be ongoing through the end of the Program in September, 2010.

Phase 1 Tasks

1. Develop an initial list of capital projects and other programs for evaluation from the adopted bicycle/pedestrian master plans from the County, cities, and towns. Solicit input from cities and towns and other bicycle, pedestrian, and social equity community groups for additional program and project ideas through direct outreach, press releases, and other means of contact. Review the Capital Improvement Programs for the County, cities, and towns for roadway projects scheduled for completion by 2010 that may benefit from inclusion of bicycle and/or pedestrian facilities.
2. Design and implement an extensive public outreach effort, including agency coordination and outreach to local community groups, using appropriate methods and tools to solicit input, discuss opportunities and constraints, and work towards consensus on recommended courses of action. This includes creation of an informational website and holding a well-publicized Pilot Program 'Kick-off' meeting where the initial list of projects and programs will be discussed, the plan and purpose of the Program will be further explained to the public, and additional project ideas can be brought forward for further consideration, as well as a means to solicit input at various milestones in the process.
3. Develop a network map and matrix of existing facilities, projects underway, and potential projects countywide.
4. Develop a matrix of additional funding sources that are expected to be available for projects during the Pilot Program period.
5. Develop tools to rank and prioritize programs and capital projects under consideration for the NTTP funding, consistent with FHWA criteria. In addition to conventional scoring techniques, this methodology would define a means to quantify how each project meets the various goals of the Program.
6. Ensure that all proposed projects will comply with California Building Code Title 24 and the Americans with Disabilities Act.
7. Use the matrix of additional funding sources to determine which projects are best suited for Program funds and which projects should be pursued through grant applications to other programs, or a combination of both.
8. Develop a post-Pilot Program strategy (beyond 2010), including leveraging additional resources, to implement projects with the goal of build-out of the planned system beyond 2010.
9. For top-ranked, proposed programs and construction projects, define a scope, cost estimate, and assessment of environmental, right-of-way, and other pertinent issues along with a draft schedule under which the project could be executed. Provide technical consultation to the Advisory Committee, local public works agencies, and others as necessary to promote understanding of the issues and facilitate a course of action.
10. Provide technical support, as necessary, to the Advisory Committee to educate about the Program, create a framework for how the Committee will

- participate in the process, and assist in their understanding of the ranking and scoring methodology and other work product developed by the consultant.
11. Facilitate consultations with elected officials and staff of the cities and towns for top-ranked construction projects within their jurisdictions.
 12. Prepare supporting graphics and maps for use in handouts for promotional materials, public meetings, and PowerPoint presentations.
 13. Coordinate with the national outreach and national data collection consultant teams as necessary.
 14. Make presentations to public officials, the Public Works Directors Association, and other groups as necessary to discuss the program, report critical milestones, or solicit input.

Phase 2 Tasks

1. Provide public outreach on the program through the end of the Pilot Program in September, 2010. Limited additional outreach follow-up may be necessary through mid-2011. Coordinate with outreach efforts by other agencies.
2. Maintain the Program website, including regularly-updated information on all non-motorized projects being implemented in Marin.
3. Implement specified educational and promotional programs. Some programs requiring specialized expertise may be let under separate contract.

Responding consultants are encouraged to submit creative and innovative strategies that would help further the goals of the federal legislation.

The complete RFP document is available on our Pilot Program website at <http://www.co.marin.ca.us/depts/pw/main/NTPP.cfm>

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