



# Memorandum

**TO:** HONORABLE MAYOR AND  
CITY COUNCIL

**FROM:** Jim Ortbal

**SUBJECT: CONSULTING SERVICES FOR  
CITYWIDE BIKE PLAN**

**DATE:** May 14, 2018

Approved

Date

5-24-18

## RECOMMENDATION

Adopt a resolution authorizing the City Manager to negotiate and execute a consulting services agreement with Toole Design Group, LLC for *San Jose Bike Plan 2025* development and outreach during the period commencing on or about June 5, 2018 and ending on or about June 30, 2020, for an amount not to exceed \$675,000.

## OUTCOME

The proposed agreement will allow the City of San José to prepare the new citywide *Bike Plan 2025* to replace the existing citywide *Bike Plan 2020*, which was originally adopted by City Council in 2009. Upon completion, the new Plan will be presented to City Council for approval.

## BACKGROUND

In 2009, the City adopted *Bike Plan 2020*, which identified a vision, goals, and strategies to increase trips by bike and make it safer to bike in San José. *Bike Plan 2020* included a goal to complete a planned 500-mile network to connect all parts of the City, including 400 miles of on-street bikeways and 100 miles of off-street trails. To date, 379 miles have been installed, including 320 miles of on-street bikeways and 59 miles of off-street trails.

Since the 2009 adoption of *Bike Plan 2020*, the City has adopted several plans, policies and initiatives aimed at redefining our City for people, and prioritizing the development of a balanced transportation system that is safe for and encourages all modes of travel. They include:

- Envision 2040 General Plan
- Vision Zero San José Initiative
- Complete Streets Standards and Guidelines
- Trails Program Strategic Plan
- Transportation Analysis Policy 5-1 (Vehicle Miles Traveled transportation metric).

Also since 2009, the bike planning field has seen advancement in terms the development of new, safer bikeway facility types (e.g. Protected/Separated), bike system planning tools, (e.g. Bicycle Level of Traffic Stress assessments), and programs (e.g. bike share, dockless e-scooters, etc.).

## **ANALYSIS**

To ensure the City remains a leader in active transportation, the Department of Transportation (DOT) determined that an update to the nine year old bike plan was needed. DOT staff researched best practices used in other city bike plans and developed a Request for Proposals (RFP) that included a scope for the development of new bike facility designs, improved operations, and facilities and programs aimed at greatly increasing the use of bikes for day to day transportation. The RFP was posted on February 15, 2018 and defined specific tasks that would result, when completed, in a comprehensive, forward thinking, Bike Plan update:

### **Proposal Review and Evaluation**

A three-person review panel from the DOT and the Department of Planning, Building and Code Enforcement was established to evaluate the proposals and assess the firms that submitted them.

Proposals were submitted by two firms:

- Fehr & Peers
- Toole Design Group

The proposals and teams were evaluated based upon the following four criteria and weighting:

- (1) Project Understanding 30%
- (2) Project Proposal & Work Plan 30%
- (3) Project Team Qualifications Experience & Expertise 30%
- (4) Environmental Stewardship 10%

The Toole Design Group proposal received the higher overall final score of 8.87, compared to 8.17 for the Fehr & Peers proposal. In addition, the Toole proposal was ranked higher on each of the first three criteria listed above, and had an equal rating on the fourth criteria.

Furthermore, the review panel found three specific areas in which the Toole Design Group's (TDG) proposal excelled. First, TDG possesses uniquely broad and diverse experience developing citywide bike plans for cities throughout North America. This experience will allow TDG to prepare an innovative and transformational *Bike Plan 2025* for the City that draws from direct experience across North America. Second, TDG prepared the innovative and well-regarded "Separated Bike Lane Planning & Design Guide" for the Massachusetts Department of Transportation (MassDOT). This document's leading-edge content and high-quality, user-friendly graphics have been widely used by cities in North America, and they reflect TDG's

ability to deliver a world-class plan. Finally, TDG's proposal incorporated a robust community outreach strategy to ensure good community engagement in developing *Bike Plan 2025*, which is expected to enhance support of the plan, and ultimately use of the facilities/systems in San Jose.

The City's process included a ten-day protest period that commenced when the City issued the Notice of Intended Award on April 11, 2018. No protest was received.

Staff recommends that the contract be awarded to Toole Design Group as the most advantageous proposal for the City based upon the evaluation panel's ranking and needs of the City.

The scope of work for the agreement includes updating the City's existing citywide Bicycle Master Plan (Bike Plan 2020) with a new citywide Bike Plan 2025, for an amount not to exceed \$675,000. The consultant will provide planning and outreach expertise to engage the community in the development of the new Bike Plan 2025 based upon the following nine tasks:

- Task 1: Project Initiation & Administrative and Fiscal Management
- Task 2: Existing Conditions Evaluation
- Task 3: Outreach & Public Engagement
- Task 4: Policy Recommendations
- Task 5: Bike Facility Recommendations
- Task 6: Program Recommendations
- Task 7: Cost Estimates & Implementation Schedule
- Task 8: Draft Plan for Review
- Task 9: Final Plan

### **EVALUATION AND FOLLOW UP**

Progress on the development of *Bike Plan 2025* will be reported to the Transportation and Environment Committee during the annual Bike and Trails Report.

### **PUBLIC OUTREACH/INTEREST**

To solicit bids, this RFP was listed on BidSync. This memorandum will be posted to the City's website for the June 5, 2018 Council agenda. The project will include outreach to neighborhood and community groups, and the City's Bicycle & Pedestrian Advisory Committee.

### **COORDINATION**

Preparation of this report was coordinated with the City Attorney's Office and the City Manager's Budget Office.

**COMMISSION RECOMMENDATION/INPUT**

The City’s BPAC has received regular status reports on this project (most recently on April 9, 2018) and has expressed general support.

**FISCAL/POLICY ALIGNMENT**

This project supports the Transportation & Aviation Services City Service Area goals to *Improve Surface Transportation System Safety*, and *Provide Viable Transportation Choices*.

**COST SUMMARY/IMPLICATIONS**

1. COST OF PROJECT: \$675,000
2. SOURCE OF FUNDING: 465 – Construction Excise Tax Fund
3. FISCAL IMPACT: The plan itself will have no operating or maintenance costs to the General Fund. As projects are developed and delivered, maintenance costs will be assessed.

In addition, the underlying sources of funding for this project include \$425,000 in grant funds designated for this project and the development of City bike and pedestrian plans and facilities.

**BUDGET REFERENCE**

The table below identifies the fund and appropriation proposed to fund the recommended contract award.

Fund #	Appn #	Appn Name	Total Appn	Amt for Contract	2017-2018 Adopted Capital Budget Page	Last Budget Action (Date, Ord. No.)
465	4292	Bicycle and Pedestrian Facilities	\$2,892,000	\$425,000	1002	10/17/2017 30014
465	4670	Bike/Ped Project Development	\$557,000	\$250,000	1032	10/14/2017 30014
<b>Total Current Funding Available</b>			<b>\$3,449,000</b>	<b>\$675,000</b>		

HONORABLE MAYOR AND CITY COUNCIL  
May 14, 2018  
**Subject: Consulting Services for Citywide Bike Plan**  
Page 5 of 5

**CEQA**

Not A Project, File No. PP17-002, Consultant services for design, study, inspection, or other professional services with no commitment to future action.

/s/  
JIM ORTBAL  
Director of Transportation

For questions please contact John Brazil, Department of Transportation Bicycle & Pedestrian Program Manager, at (408) 975-3206.