



Item No. 12 Town of Atherton

CITY COUNCIL STAFF REPORT – CONSENT AGENDA

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

**FROM: MICHAEL KASHIWAGI
COMMUNITY SERVICES DIRECTOR**

DATE: JANUARY 20, 2016

**SUBJECT: AUTHORIZATION TO ISSUE A REQUEST FOR PROPOSAL FOR
THE EL CAMINO REAL COMPLETE STREETS PLAN**

RECOMMENDATION

Authorize issuing a Request for Proposal (RFP) for the El Camino Real Complete Streets Plan.

BACKGROUND

Within Atherton, El Camino Real is a six lane major north-south transportation corridor (SR 82), that is owned and maintained by Caltrans. El Camino Real (ECR) has a pavement width that varies between 80 and 85 feet highway, with raised medians, left-turn pockets and posted speed limits of 35MPH. Traffic counts conducted this past September found that approximately 38,500 vehicles used ECR just north of Alejandra Avenue on a typical weekday.

ECR is considered “incomplete” since it is designated primarily for vehicular travel, with minimal or no facilities to accommodate pedestrians and cyclists. Walking and cycling to destinations in Town often requires crossing El Camino Real at one of five crosswalks that are marked, but uncontrolled. Staff has worked with Caltrans to identify potential solutions to improve pedestrian, bicycle and vehicular safety along ECR. An example of solutions that have been developed, and are being implemented, are the three Pedestrian Hybrid Beacons planned for installation on ECR (at Almedral, Isabella and Alejandra Avenues).

The Town has submitted the following grant applications since 2013 for potential ECR Improvement projects:

1. A Caltrans Community-Based Transportation Planning Grant to fund engineering, operational analysis and community outreach/involvement associated with the concept of reducing the number of travel lanes on ECR.

2. An Active Transportation grant for a Complete Streets project on ECR between Selby Lane and 5th Avenue. The improvement was identified as a potential project during development of the Pedestrian Bicycle Master Plan to improve safety for pedestrians and bicyclists by installing Class I Bike Path and a Pedestrian Hybrid Beacon, among other improvements.
3. A Sustainable Transportation Planning Grant to Caltrans for developing a Complete Streets and Connectivity Plan along the ECR Corridor. The Plan was to help improve the Corridor by focusing on the safety and mobility of a multi-modal transportation system and included engaging and partnering with Caltrans, local communities, residents and stakeholders in an intensive participatory planning process.

The Town was not awarded any of the above grants. However, based on the importance of this issue, the Town has established a budget of \$300,000 for completing this Complete Streets Plan.

ANALYSIS

The Town's 2015/2016 Capital Improvement Program includes the El Camino Real Complete Streets Plan. The plan will focus on improving bicycle, pedestrian and vehicular safety along the corridor. The goal of the project is to develop community supported conceptual plans as well as a process that will serve as the basis for developing engineering designs and construction implementation.

The Plan is expected to identify alternatives to help improve the Corridor by focusing on the safety and mobility of a multi-modal transportation system. The project scope will include data collection, planning level operation analyses, development of improvement alternatives and conceptual plans, development of budgetary cost estimates, engaging and partnering with Caltrans, residents and stakeholders in an intensive participatory process. Renderings of various alternatives and concepts will be developed and presented to help stakeholders envision the potential impacts of the alternatives and to provide more meaningful feedback.

The proposed RFP is attached for City Council information. Upon receipt of approval from the Council, staff will advertise the RFP for a Consultant to develop the Complete Streets Plan. The RFP will be broadly advertised to transportation consultants in Northern California. Once the proposals are received, review and ranking of the proposals will be performed by an evaluation team.

POLICY FOCUS

Initiatives to improve safety and mobility along the El Camino Real Corridor have been identified by the Council as an area of high priority and focus over the past several years.

FISCAL IMPACT

There is no fiscal impact at this time.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials.

ATTACHMENTS

Request for Proposal

TOWN OF ATHERTON



Request for Proposals

for

El Camino Real Complete Streets Plan Transportation Planning Services

**City Clerk
91 Ashfield Road
Atherton, CA 94027**

Proposals due by 11:00 am on February 23, 2016

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I. Overview

The Town of Atherton intends to retain a qualified transportation planning consultant to develop a Complete Streets Plan on the El Camino Real Corridor within the Town of Atherton.

El Camino Real is a major north-south transportation corridor (SR 82), serving the San Francisco Bay Area Peninsula that is owned and maintained by Caltrans. Within Atherton, El Camino Real (ECR) is a 1.6 miles long, six lane arterial roadway with a varying pavement width of 80 to 85 feet. The highway has raised medians with left-turn pockets and posted speed limits of 35 MPH. Traffic counts conducted in this past September found that approximately 38,500 vehicles used ECR, just north of Alejandra Avenue, on a typical weekday.

The ECR Corridor presents mobility challenges to pedestrians, bicyclists and vehicles such as intersection crossing, safety, lack of pedestrian and bikeway paths and poor connectivity to Transit, schools, businesses and market areas. Some of the specific challenges include:

- Of the 26 intersections in Atherton, only six have marked crosswalks (one controlled by a traffic signal, three are planned to be controlled by Pedestrian Hybrid Beacons, and two are uncontrolled).
- Within the last 10 years, there have been over 125 reported accidents at the intersections with marked crosswalks.
- From January 1, 2015 through June 30, 2015, officers issued 705 traffic citations for excessive speed on El Camino Real.
- Accidents on the corridor have resulted in serious injuries to students and fatalities

The Consultant shall prepare a Complete Streets and Connectivity Plan to improve conditions along this corridor. The Plan shall focus on addressing multi-modal transportation needs to address the Corridor's challenges. A multi-day community design charrette process shall be utilized to engage community stakeholders to help develop a plan to enhance access, mobility, safety and connectivity. The Plan will include community supported conceptual plans.

During the last several years, the City has held on-going public meetings with the community and Caltrans to address the deficiencies along the ECR corridor. . The following actions have been implemented within the last two years, or are in the process of being designed and implemented, to improve pedestrian, bicycle and vehicular safety along ECR:

- Installation of Pedestrian Hybrid Beacons at:
 - El Camino Real/Almendral Avenue (Spring 2016)
 - El Camino Real/Isabella Avenue (Winter 2016/2017)
 - El Camino Real/Alejandra Avenue (Winter 2016/2017)
- Installed enhanced signing and striping at the marked crosswalks.
- Trimmed trees and removed vegetation in the medians to improve visibility.
- Discussed the potential of reducing the number of travel lanes from six to four lanes with Caltrans.
- Developed two separate projects to install a total of three new Pedestrian Hybrid Beacons.
- In the process of developing alternatives to improve safety at the Selby Lane intersection.
- Aggressive enforcement of traffic violations.
- Participated in the Saturation Traffic Enforcement Program (STEP), conducting pedestrian enforcement details at marked crosswalks.

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The Plan will engage and partner with Caltrans, local communities, residents and stakeholders (inclusive of neighboring jurisdictions and emergency response agencies) in an intensive participatory planning process to develop and address a Complete Streets plan with context sensitive solutions for sustainability that responds to both local and regional needs. The overall Project Objectives include:

- Identifying specific roadway improvements to improve safety, efficiency and mobility for a multi-modal transportation system on the ECR Corridor.
- Utilizing a complete streets approach to facilitate safe non-motorized modes of transportation.
- Identifying areas of improvement to provide efficient and safe connectivity for non-motorized and motorized users.
- Protecting and preserving the environment, historical surrounding and the distinct rural character of the Town.
- Fostering solutions that will promote livable and healthy communities and will strengthen sustainability.
- Engaging the community, neighboring agencies, Caltrans and other key stakeholders in an intensive participatory planning process to develop viable solutions that consider the listed Project Objectives and that are compatible and supportive of the region, state and federal goals for sustainability.

Specific ideas that have already been identified (but not necessarily analyzed or approved) include:

- Widening the existing center median and installing pedestrian portals to provide a refuge area for pedestrians crossing ECR at Selby Lane and Stockbridge Avenue which have marked and uncontrolled crosswalks.
- Restricting left-turn movements at certain intersections.
- Signalizing specific intersections, from hybrid pedestrian beacons to full traffic signals.
- Removing vegetation and trees in the medians to improve visibility.
- Reducing travel lanes from six lanes to four lanes to reduce pedestrian crossing distance and vehicular speeds.

- Providing a Class I bicycle facility along ECR along with the implementation of lane reductions if found to be feasible.

The main deliverable of this Consultant Agreement is a Complete Streets Plan that will serve as the framework for how the Town and State move forward with future planning and implementation of improvements on the ECR Corridor. The Plan will include technical analyses to identify and evaluate viable options to enhance safety, efficient mobility and accessibility throughout the corridor. The key component in preparing the Plan is to obtain stakeholder input.

II. Project Approach

The Consultant will be an expert in Complete Streets and is expected to lead the outreach component. The Consultant will develop feasible improvement alternatives, educate the various stakeholders regarding the current issues, improvement alternatives and to obtain agreement on the preferred alternatives and recommended solutions.

Consultants shall submit their proposed Project Approach, Scope of Services and estimated schedule to complete the Plan. The Consultant will be responsible for completing the Plan on the agreed upon schedule, for advising on and documenting the progress of the Plan and the collaborative stakeholder process.

Consultants shall submit their proposed Scope of Services, providing specific and detailed information on items such as:

- Existing information that they will collect.
- Types of analyses that will be performed.
- The proposed public outreach process, including:
 - Stakeholders that will be included
 - How to maximize community engagement
 - The format of the outreach
 - What and how many, if any, public meetings are proposed.
- The quantity of conceptual improvement alternatives or concepts proposed.
- If preliminary design plans and cost estimates will be included.
 - If so, the detail level of the preliminary design and cost estimates
- Identify the deliverables associated with each task
- A critical path schedule, including task timeframes and deliverable dates.

III. Submittal and Review Process

1. Questions regarding the RFP shall be submitted in writing to Andrew Poster, Senior Engineer, at aposter@ci.atherton.ca.us. Questions and responses will be posted on the Atherton Town website.
2. Late submittals will not be accepted.
3. In addition to the written proposal, include sample project management documentation (e.g. meeting minutes, schedule reviews, cost control reporting)
4. Format and Delivery: Submit five (5) letter-sized copies with one (1) unbound copy of the technical proposal to:

City Clerk
Town of Atherton
91 Ashfield Road
Atherton, CA 94027

and e-mail a PDF copy to Andrew Poster at aposter@ci.atherton.ca.us.

5. Submittals will not be returned.
6. One (1) copy of the cost proposal shall be submitted in a separate sealed envelope at the same time as the submittal of the technical proposal. The Town expects compensation to be on a time and materials basis with a not-to-exceed limit.
7. The Town reserves the right to accept or reject any or all proposals, or to alter the selection process in any lawful way, to postpone the selection process for its own convenience at any time, and to waive any non-substantive defects in this RFP or the proposals.
8. The Town reserves the right to negotiate with other qualified persons or firms, or to solicit additional statements of qualifications at any point in the project should it fail to negotiate a reasonable fee with the initially selected person or firm or should that firm fail to execute an Agreement with the Town.

IV. Proposed Timeline

January 21, 2016	RFP available on Town of Atherton website
February 2, 2016, 11:00 am	Non-Mandatory Pre-Proposal Meeting
February 8, 2016, 11:00 am	Submission deadline for written questions
February 12, 2016	Responses to written questions available on Town website
February 23, 2016, 11:00 am	Technical and Cost Proposals due
Week of March 7, 2016	Interviews with highest ranked proposers, if necessary

V. Proposal Content

The proposal should include the following:

1. **FIRM OR PERSON INTRODUCTION:** including information such as form of organization, length of time in business, office location(s), number of staff and a general summary of qualifications documenting the strengths of the firm or person, areas of expertise and licensing. Include name, email address and phone number for the firm's contact person.
2. **APPROACH:** the person or firm's project management practices, methodologies and processes.
3. **PROJECT EXPERIENCE:** listing specific experience that is related to the type of service required by the Complete Streets Intersection Improvement project design. Project experience should list the type of work provided with the client contact information for each project. If Sub-Consultants are proposed, include information on joint work, if any, and their roles in those projects.
4. **WORK PLAN:** detailed work plan with estimated hours by task by job title for the project.
5. **KEY STAFF:** including the identification of the Principal-in-Charge and key staff. This section should identify the qualifications and related experience of key staff assigned to the project; and include their resume showing experience in pedestrian pathways, utility relocation, traffic signal design and traffic signal operational analysis. Include an organizational chart for this project.
6. **REFERENCES:** Provide client references, for all similar projects in the past five (5) years, that have working experience with the project team and companies proposed for assignment to this project. Furnish the name, title, address and telephone number of the person(s) at the client reference who is most knowledgeable about the work performed and can comment on the professional qualifications/expertise of the staff.
7. **LITIGATION:** a list of any current litigation to which the firm or person are parties by virtue of their professional service, in addition to a list of any such litigation from the past ten years.
8. **DISCLOSURE:** of any past, ongoing, or potential conflicts of interest that the firm or person may have as a result of performing the anticipated work.
9. **PROPOSED CONSULTING SERVICES AGREEMENT:** The Consultant may include a proposed agreement of their own in the proposal. The agreement must have been approved by another public agency in California within the last two years. The Town reserves the right to accept or reject any proposed agreement language, or to propose its own form of Agreement.
10. **PROFESSIONAL FEES:** Include standard hourly fees and charges. **One (1) copy of the cost proposal shall be submitted in a separate sealed envelope at the same time as submittal of the technical proposal.**

VI. Evaluation Criteria

The Project Manager is expected to be a key component of the proposal. The Project Manager will be the key point of contact with City staff and will be expected to drive the project to meet schedule and budgetary goals. The Project Manager would ideally satisfy the following criteria:

- A minimum of 10-years' experience developing transportation corridor studies, engaging stakeholders, moderating and giving presentations at public meetings.
- Knowledge of the local area's traffic issues and demonstrated work experience with Caltrans and projects with multiple public agency stakeholders.
- Substantial experience managing public projects

Proposals will be evaluated on the following criteria:

Project Team's qualifications	20%
Project Manager's Technical Experience and Approach	20%
Understanding of Project Issues	25%
Quality of Proposed Work Plan	25%
Quality of References	10%