



REGIONAL BICYCLE AND PEDESTRIAN PLAN

REQUEST FOR PROPOSALS

JULY 23, 2020

CAPITAL REGION PLANNING COMMISSION
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I. INTRODUCTION

The Capital Region Planning Commission (CRPC) requests proposals from qualified offerors to develop a comprehensive Bicycle and Pedestrian Masterplan for the capital area metropolitan planning organization (MPO). Presently, the MPO area encompasses the parishes of Ascension, East Baton Rouge, West Baton Rouge, Iberville, and Livingston. Previous work saw the development of Bicycle and Pedestrian Masterplans for the Cities of Baton Rouge, Baker, and Denham Springs, which all fall within the MPO boundary. Currently, CRPC is seeking submittals from consultants to form an overall understanding of needs and demands for alternative transportation modes in the metropolitan area; coordinate stakeholders to incorporate and share resources on regional policy, planning and implementation of bicycling and walking related projects; specify goals, objectives, strategies and performance measures; and, propose project selection criteria to prioritize current and future projects to make the best use of available funding sources and opportunities.

II. BACKGROUND

The Capital Region Planning Commission (CRPC) is the staff for the Metropolitan Planning Organization (MPO) for the Baton Rouge region. MPO membership consists of representatives from East Baton Rouge Parish, West Baton Rouge Parish, Livingston Parish, Ascension Parish and Iberville Parish. In addition, the MPO includes the incorporated municipalities within those parishes. For more information on the CRPC please see <http://www.crpcla.org>. As such CRPC has a long history of working with state and local officials throughout the MPO boundary as well as CRPC's 11 parish planning area to promote bicycle and pedestrian safety.

CRPC has been at the forefront of promoting bicycle and pedestrian safety over the course of the past decade. Previously, the staff has coordinated with local stakeholders to conduct multifaceted safety campaigns that emphasized media and representatives of the law enforcement community. This led to a transition into the assisting with the development of Bicycle and Pedestrian Masterplans in East Baton Rouge Parish as well as The Cities of Baker and Denham Springs.



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Additional work in this space also includes chairing the Bike/ Ped Emphasis Area of The Capital Region Transportation Safety Coalition, obtaining bike/ped count data at various points within the MPO, the development of a Bicycle and Pedestrian Suitability Map, and serving on the states complete streets advisory council. In response to this need which has arisen out of these disparate efforts, CRPC is seeking to hire a consultant to develop a region wide bicycle and pedestrian masterplan. CRPC is providing project management and oversight for both planning processes in coordination with the cities. These masterplans will evaluate existing conditions, conduct data analysis, involve stakeholders to identify concerns, express priorities, develop strategies, list projects, recommend improvements, include and implementation strategy, and identify funding resources.

Regional Ongoing Bicycle and Pedestrian Planning Efforts

In 2015, due to the amount crashes resulting in injuries and fatalities, the City of Baton Rouge was designated as a focus city for bicycle and pedestrian safety by the Federal Highway Administration (FHWA). As a result, the state, in conjunction with local stakeholders, developed a Bicycle and Pedestrian Safety Action Plan for the City of Baton Rouge. Furthermore, the state, in cooperation with the East Baton Rouge City-Parish government, worked to develop a Bicycle and Pedestrian Master Plan. Some of the data analysis for this East Baton Rouge Parish Wide Bicycle and Pedestrian Masterplan includes the City of Baker. The East Baton Rouge Parish City Government adopted the plan in the Summer of 2020.

In addition, and in response to the floods of 2016, FEMA spearheaded a long-term strategic recovery process in the cities of Baker and Denham Springs. This called for a comprehensive community-based effort which solicited information from the public that allowed local citizens to identify goals for the community to implement during the recovery process. The resulting efforts are two strategic recovery plans “Baker United” http://crpcla.org/s/Baker_United.pdf and Denham Strong http://crpcla.org/s/Denham_Strong.pdf. A key need that was identified during this process was an increase in the demand for additional Bike/ Ped infrastructure in both cities.



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As a result of this increase in demand the cities of both Baker and Denham Springs were awarded funding through the MPO's STBG>200k call for projects to develop Bicycle and Pedestrian Master Plans. CRPC is provided project management and oversight for both planning processes in coordination with each city. These masterplans evaluated existing conditions, conduct data analysis, involved stakeholders to identify concerns, express priorities, develop strategies, list projects, recommend improvements, include and implementation strategies, and identified funding resources. The City of Denham Springs adopted their plan in the spring of 2020 and the City of Baker plans on formally adopting their plan in the summer of 2020.

With the bulk of bike ped safety projects being predominantly concentrated within the EBR urban core the emphasis on the rural of the MPO is lacking from a Bicycle and Pedestrian Safety standpoint. As a direct result of the identification of this direct need CRPC is seeking to work with a consultant to identify a region wide bicycle and pedestrian masterplan.

III. OFFEROR'S MINIMUM QUALIFICATIONS

- At least one principal or responsible member of the firm shall demonstrate a minimum of five years' experience in responsible charge of, or major expertise in, the field involved in this RFP.
- Offeror must show minimum experience of three projects of similar scope.
- Experience working in the development of Bicycle and Pedestrian safety projects in rural areas should be noted, if applicable to the project team.

IV. SCOPE OF SERVICES

Summary

The Capital Region Planning Commission (CRPC) seeks to develop a regional bike and pedestrian plan for the Baton Rouge metropolitan planning area. The scope of this regional plan will: form an overall

understanding of needs and demands for alternative transportation modes in the metropolitan area; coordinate stakeholders to incorporate and share resources on regional policy, planning and implementation of bicycling and walking related projects; specify goals, objectives, strategies and performance measures; and, propose project selection criteria to prioritize current and future projects to make the best use of available funding sources and opportunities.

Through the development of the plan, the consultant in partnership with CRPC staff, will solicit needs for non-motorized vehicle uses in the urbanized area; capture the preferences for alternative travel modes; facilitate transportation planning and implementation decisions on bike/pedestrian issues; coordinate regional efforts on the safety education of motorists, cyclists and pedestrians, and promote policy, planning and design recommendations for active transportation options.

The Capital Region Bicycle and Pedestrian plan includes the following key tasks:

1. Detailed work plan and schedule
 - a) Public participation plan, stakeholder identification, outreach techniques and outreach schedule
2. Existing conditions analysis to include but not limited to:
 - a) Existing Facilities
 - b) Demographics
 - c) Existing planning efforts
 - d) Current bike/ped facilities (Inventory)
 - e) Safety analysis
 - f) Connectivity needs assessment
 - g) Multi-modal accessibility potential
 - h) Future conditions and Need Assessment (Demand analysis)
3. Policy recommendations that address education, enforcement, and physical improvements at the regional and local level.

4. Design guidelines for urban, suburban, and rural contexts for users of all ages and abilities
5. Project evaluation and prioritization (criteria/ranking)
6. Implementation plan with staging and Performance Measures plus Scorecard
7. Funding Sources
8. Plan development and report(s) (Draft and Final)

Task 1: Detailed work plan, schedule, and public outreach plan

Consultant will develop a detailed strategy to outline the plan development process. The work plan will include key milestones, deliverables, and dates. A public outreach plan will also be developed which will identify target stakeholders, outreach targets, methods (including demonstration/temporary facility installations), techniques and tentative meeting dates.

Deliverables Task 1:

1. Detailed Work plan
2. Public participation plan and outreach targets
3. Identify key stakeholders and develop advisory group or steering committee
4. Generate and maintain a broad Stakeholder list
5. Develop a master meeting schedule

Task 2: Existing Conditions, including existing facilities

The Consultant will develop a detailed report showing existing conditions for active transportation in the region. This will include current participation and barriers to safe bicycling and walking in the region. While not an exhaustive list, the Consultant will collect, review and evaluate:

1. All existing bicycle/pedestrian plans in the CRPC MPO region and will document progress in implementation. To include an analysis of alternative transportation projects funded and/or programmed by MPO parishes. This includes information that was gathered, developed, and

analyzed in the development of Bicycle & Pedestrian Master Plans for the cities of Baker and Denham Springs.

2. Relevant demographic and socioeconomic data for the region which will help to determine latent demand.

3. Inventory of existing bicycle and pedestrian facilities.

4. Existing bicycle ridership data from available open source data (Counts, Strava etc.) as well as data that was collected during the MOVE 2042 Process. Some of the key data needed:

- Demographic
- Road ownership
- Existing bicycle ridership
- Safety/Crash
- Health
- local Network
- Transit
- Roadway attributes (FUGRO)

5. In accordance with the goals and objectives that have been outlined in the development of the Move 2042 Long Range Plan the consultant will identify barriers to biking and walking within the MPO area that impede minority, low income, and aging populations within the region. The consultant will also identify overall physical barriers to active transportation within the region.

6. Existing Bicycle and pedestrian connectivity needs assessment.

7. Title VI/Environmental Justice assessments (equity and access).

8. Existing land use development regulations and ordinances that: require or support pedestrian and bicycle improvements in conjunction with new development; complete street guidance; restrictions limiting bicycle / pedestrian improvements or uses.

Deliverables Task 2:

1. Existing Conditions Report
2. Map showing latent demand with Census Blocks as unit of analysis (in suitable GIS format)
3. Open Source mapping of public input / physical barriers
4. Summary of pertinent land use regulations and ordinances for member jurisdictions
5. Matrix of completed Active Transportation Plans

*All maps and data collection shall be delivered to CRPC in suitable and pre-approved GIS data files.

Task 3: Future Conditions and Needs Assessment

The focus of this task is to identify ways to encourage active transportation as a viable alternative to a vehicular trip while improving safety for non-motorized system users. Specifically, this task will focus on connectivity of the regional non-motorized network. This task will also identify the level of effort needed to achieve the future conditions both from a project and connectivity standpoint.

This task will review future needs assessment based on:

1. Safety via bike/ped crash reduction
2. Improve Access/ Infrastructure Equity
3. Connectivity by way of multiple-modal options for system users.

Also, this task will outline how to leverage all projects programmed within the realm of MOVEBR, CMAQ and TAP; by providing an analysis of opportunities to include multi-modal aspects while assessing applicability of future conditions of land uses abutting the projects. A key component of

this task is to identify key activity centers such as major parks, recreational facilities, employment centers (especially tertiary service-based sectors) and providing analytical platform to secure first mile as well as last mile connectivity. This task will feed into the careful crafting of the Vision statement through public and stakeholder inputs.

In addition, the task will list plausible methods or current best practices for temporary bike/pedestrian infrastructure installations to validate the need for such facilities along with applicable safety counter measures.

The purpose of this task is to establish the desired future condition based on public input and demand analysis. The demand analysis should be derived, in part, from a determination of regional bicycle and pedestrian activity centers.

Task 3 Deliverables:

1. Draft versions of future regional bicycle and pedestrian network map by purpose (1. Crash reduction; 2. improve accessibility; 3. multiple-mode options)
2. Final future regional bicycle and pedestrian network map
3. First Mile/Last Mile Connectivity Hot Spots and Safety Counter Measures for potential projects
4. Listing of Best Practices for temporary facility installations and installation of demonstration project(s)

Task 4: Regional Vision and Policy Guidance

This task will provide a regional non-motorized transportation vision and policy framework to support active transportation and project development, based on input gained from the public, stakeholder, and policy-maker involvement process. This task includes a review of all available bicycle and pedestrian design templates including LA DOTD, AASHTO, NACTO, etc., to provide recommended best fit of standards for the Capital Region. Additionally, the project team will survey coalitions, local governments, advocacy groups, and private citizens to collect and review all bicycle

and pedestrian standards that have been adopted in the region. Furthermore, this task will include: project selection guidelines, recommended local land use policies to provide connectivity (both intra-neighborhood and to the regional network), and policies to provide efforts to improve education of and enforcement of laws for non-motorized users.

Task 4 Deliverables:

1. Vision statement supported by visualization/graphics from public input
2. Summary report of existing design guidelines/standards and recommendations to be used in the development of regional design manual (Task 5)
3. An audit of all applicable existing local/regional bike/pedestrian related regulations
4. Regional bicycle and pedestrian goals, policies and strategies summary which outline recommendations for the development of a regional complete streets manual and design guidelines.
5. An audit of all bicycle and pedestrian education efforts throughout the state region and local level
6. A review of peer nonnotarized safety and education programs, nationally and recommendations for applicability to the Baton Rouge region.

Task 5: Design Guidance

In this task, the consultant will develop a design manual for a Complete Streets based approach to bike/pedestrian infrastructure implementation for the region. Utilizing audits of existing bike/pedestrian regulations and plans within from Task 4 and a review of current nation-wide best practices, the Consultant will develop a comprehensive area-specific Design Manual. This manual will act as the blueprint for all future bike/pedestrian recommendations for projects within the region.

Task 5 Deliverables:

Design Manual for Complete Streets Guidelines (ADA Compliance, Tree Canopy, Storm Water, Urban/Rural specs., User Friendly for All-age/Abilities)

1. Bicycle/pedestrian design guidelines/standards for all ages and abilities that relate to urban, suburban, rural, and small-town contexts to include typical cross sections.
2. Recommended adoption language for member jurisdictions to accommodate and support implementation of bicycle and pedestrian infrastructure

Task 6: Master Project List (Evaluation and Prioritization)

In this task, the consultant will develop a master project list that is needed to realize the future conditions map. This will also include the development of a project selection criteria and prioritization/weighting tool that can be easily replicated by both the MPO and local communities, to properly identify and stage non-motorized projects. The overall project list will include bicycle, pedestrian, and bicycle/pedestrian combined facilities at the following scales: residential (intra-neighborhood/connectivity), Collector (neighborhood to activity center), and Regional. This will become the staged improvement plan for non-motorized projects to be included in the next update to the Metropolitan Transportation Plan. Also, this task will include typical (median) region-specific cost estimates (Base Year 2020) for each project improvement type or implementable segment, sufficient for planning purposes.

Task 6 Deliverables:

1. Regional bicycle/pedestrian project selection criteria and project prioritization toolkit
2. Staged project list
3. Median region-specific cost estimates by facility type and by improvement type.

Task 7: Implementation plan and performance measures

In this task, the consultant will take the top prioritized projects (bicycle and pedestrian) and identify more realistic costs estimates and any impediments to implementation. This section will include a discussion about project phasing (PE, ROW, Utility Relocation, Design, Construction etc.) and will be approved by the MPO TAC/TPC. Project cost projections will also include long-term cost of maintenance.

This task will also include the development of a regional performance metric dashboard which can be easily managed and maintained by the MPO. This dashboard will act as a regional clearing house for all stakeholders to both input projects under development and track the implementation progress.

To identify pre/post project benefits, the project team will develop a standardized recurring regional bicycle/pedestrian trip counting program including methodology to ensure data consistency along-with software and hardware recommendations. The regional bicycle/pedestrian counting program will be consistent with the State of Louisiana counting program.

Task 7 Deliverables:

1. Generic Project Phasing (PE, ROW, Utility, Design, Const.)
2. Priority project cost estimate, implementation, and phasing plan
3. Performance metrics and tracking dashboard
4. Recurring bicycle/pedestrian trip counting program including developing a Regional Count Methodology
5. Cost Estimate for Current/Future Infrastructure Maintenance Costs

Task 8 Funding

This task will research potential funding sources to facilitate the implementation of prioritized projects according to the finalized Implementation Plan. Funding sources will include federal, state, regional and local, private and nonprofit sources. Additionally, this task will provide a matrix (or SWOT) that evaluates the pros and cons of various funding sources; and, best practices to show how different funding sources may be combined, phased or blended to optimize implementation (i.e. PPP, partnerships with major employment centers, etc.). This task will include best practices, options and a recommendation to create a Maintenance Fund for existing and future bike/pedestrian facilities.

Task 8 Deliverables:

1. Funding Matrix and SWOT analysis of various funding arrangements
2. A comprehensive list of potential Bicycle and Pedestrian Funding sources
3. Alternatives, best practices and recommendation for funding ongoing maintenance of bike/pedestrian facilities

Task 9: Final plan

A draft plan replete with full scale graphics and visualization will aim to capture public input following MPO Public Participation Plan guidelines and protocol. The final plan will be presented to the TPC for approval. The final plan will be in a format that allows for incorporation into the Metropolitan Transportation Plan to be updated in 2021. The final bike/pedestrian plan will be delivered in printed and electronic formats. All maps and data will be delivered to in GIS and/or Excel format wherever applicable. The final plan will be delivered in an agreed upon format (MS Word or Adobe Indesign) that can be edited in the future.



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Task 9 Deliverables:

1. Draft Plan for public input
2. Final plan with all maps, appendices, and figures in hard copy and electronic formats

V. PROPOSAL CONTENT

The response shall include a written proposal that presents the Consultant or Consultant Teams qualifications and understanding of the work performed as outlined in Section IV of this RFP. Each proposal will be evaluated on the quality and creativity of the methodology presented in the response. The following information shall be provided in submittal:

A. Cover letter

The cover letter will provide a summary of the consultant team's experience and demonstrate that the minimum qualifications (RFP Section III) are met. The letter must identify a point of contact and be signed by an executive qualified to commit the firm's resources.

B. Scope of Services

- a) Submit, the approach and methods for implementing the Scope of Work also identifying any unique issues or departures from the draft Scope of Work that would improve the Masterplan process.
- b) The Scope of Services response section should also consider the criteria in Section VI, Scoring Criteria, below.

C. Project Schedule, Staffing, and Deliverables

The respondent must provide a detailed work plan, including a staffing plan, in calendar days that describes the individual tasks to be performed and that outlines all deliverables. All deliverables must be identified and described.



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D. Project Team, Experience and Qualifications

List the team's qualifications with regards to the expressed Scope of Work provided in this RFP. This section should include information on projects that are similar in nature performed by the project team (a minimum of 3 are required). Any reference projects must also include dates of when the work was performed and the role of the consultant team member in the overall project. This section must also include a detailed organizational/project staffing chart including names, company and percentage of time expected of each team member for this project. The organizational chart must identify the project manager.

E. Budget

A detailed budget shall be submitted that breaks down the proposal by task, personnel and by sub consultant (if applicable). Any travel expenses or other direct costs must be separately stated. CRPC has allocated a maximum consultant budget of **\$300,000** for this project.

F. DBE Participation

The consultant team should strive to adhere to the Disadvantage Business Enterprise (DBE) goal of the Capital Region Planning Commission. CRPC has adopted a DBE goal of 8%.

G. Appendix/Resumes

One-page resumes for each team member shall be attached as an appendix to the RFP. Additional information or links to completed projects may also be attached to the appendix.

H. DOTD Form 24-102

The respondent shall complete and submit DOTD Form 24-102 with the proposal.

VI. SCORING CRITERIA

The general criteria to be used by CRPC in evaluating responses for the selection of a Consultant to perform these services are:



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Criteria	Scoring	Weighting Factor
Firms experience on similar projects.	9	36
Personnel experience on similar projects.	8	32
Current workload.	5	20
Firm size as related to project magnitude.	3	12
Total:		100

VII. PROPOSAL SUBMISSION

Respondents shall submit 5 bound and 1 electronic copy of the proposal to:

Capital Region Planning Commission

Attn: Mr. Jamie Setze, Executive Director

14734 S. Harrell’s Ferry Rd. Baton Rouge, LA 70816

The proposal must be received by 3:00pm C.S.T. on Tuesday, 08/18/20. Please direct any questions to Kim Marousek, AICP, Director of Planning via email at kmarousek@crpcla.org. A list of received questions and responses will be posted on our website.

CRPC will not pay for the development or submission of any proposals in response to this RFP. Furthermore, CRPC reserves the right to reject any or all proposals.

Award is contingent upon CRPC receiving Notice to Proceed from LA DOTD.



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VIII. SCHEDULE

RFP Distribution (Website/Email)	07/28/20
Advertise RFP (Newspaper)	07/28/20
RFP Respondent Deadline	08/18/20
Consultant Team Interviews (if needed)	08/24/20 – 08/27/20
Notification of Selected Consultant (Approximate)	09/14/20

Note: CRPC reserves the right to amend and/or change this schedule at their discretion

IX. ATTACHMENTS

DOTD Form 24-102

See: www.crpcla.org/publicnotices