

**REQUEST FOR PROPOSAL
TO PROVIDE
COMPLETE STREETS PLANNING SERVICES**

RFP No. 17-30



**CITY OF BEVERLY HILLS
Community Development Department
455 North Rexford Drive
Beverly Hills, CA 90210**

June 1, 2017

Submittal Deadline: 2:00 P.M. June 30, 2017

**Contact:
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1.0 INTRODUCTION

The City of Beverly Hills (City) invites qualified consultants to respond to a Request for Proposal (RFP) for the development of a Complete Streets Plan. The Beverly Hills Complete Streets Plan will address both bicycle and pedestrian activity in the City that incorporates complete streets strategies. The plan will also consider emerging transportation trends, such as autonomous vehicles.

Proposals for this project will be due by 2:00 p.m. on June 30, 2017, and must include all requirements listed under “Specifications for Submittal.” This project has a budget of \$150,000. This RFP contains the scope of work, evaluation process, general terms and conditions, and the City’s template for professional services agreements which is attached to the RFP as Attachment A.

2.0 PROJECT INFORMATION

CONTEXT AND PROJECT HISTORY

The City of Beverly Hills is located in west-central Los Angeles County, with a population of approximately 35,000 residents in 5.7 square miles. The daytime population, including those visiting, employed in, and doing business in the city, is approximately 250,000. Beverly Hills is bounded on three sides by the City of Los Angeles and on the east by the City of West Hollywood.

Bicycle & Pedestrian

The City of Beverly Hills’ original Bicycle Master Plan was adopted as part of the General Plan Open Space Element in February 1977, and was included in the 2010 General Plan Appendices as a free-standing Master Plan on January 12, 2010. The 1977 bicycle element does not reflect current bicycle infrastructure and potential first/last-mile connectivity to alternate forms of transportation, including public transit and walking.

In 2011-2012, a feasibility analysis of potential ‘pilot’ bike routes was conducted in the City. Five potential bikeways were reviewed on Burton Way, North Crescent Drive, Charleville Boulevard, North/South Beverly Drive and Carmelita Avenue. After further analysis and receiving public comment, the City Council directed the implementation of two pilot bikeways: Burton Way (Class II bicycle lane) and Crescent Drive (Class II bicycle lanes between Santa Monica and Sunset Boulevards and Class III bicycle route/sharrows between Wilshire and Santa Monica Boulevards). The City Council also directed the implementation of a Bicycle Rack-on-Request program that provides business owners in the City the opportunity to request a bike rack to be installed adjacent to their place of business in the public right-of-way. To date, 42 racks have been installed since the inception of the program. Moreover, the City developed a user-friendly bicycles webpage, including an interactive Geographic Information Systems (GIS) map of the City bike lanes and bike racks.

The City has continued to grow its bicycle program with the launch of the Beverly Hills Bike Share system in May 2016, with approximately 50 smart bicycles in circulation.



In the past year, the City has received several requests to modify or add pedestrian facilities throughout the City, including adjacent to City Schools, Beverly Gardens Park crossings, and existing crosswalks. The City is looking to develop a flexible pedestrian crosswalk policy to guide future pedestrian infrastructure.

Emerging Transportation Trends

The Metro Purple Line Extension project is underway, and there will be two subway stations in the City: (1) Wilshire/La Cienega and (2) Wilshire/Rodeo (at the corner of Wilshire/Reeves). The City is exploring first/last-mile infrastructure and transportation options to get to/from the stations. Metro is in the process of preparing a plan for first/last-mile improvements for the Wilshire/Rodeo station.

In 2016, the City Council supported the development of an autonomous vehicle program to address first/last-mile needs, increase mobility within the City, and relieve traffic congestion.

3.0 SCOPE OF WORK

TASKS

Task 1: Community Outreach

- The selected Consultant (“Consultant”) will develop a community outreach strategy for review by City staff.
- Consultant will develop the project vision and goals, informed by stakeholders and recent City efforts, for review by City staff.
- Consultant will develop a brief educational module for local stakeholders about the benefits, challenges, and opportunities relating to complete streets in Beverly Hills. This educational component could include a presentation and pamphlet, both of which should be visually appealing, engaging, and easily understood by a variety of audiences. These materials could discuss the topics of Safe Routes to School, Vision Zero and safety improvements, traffic calming, access to points of interest, economic vitality, and opportunities for open streets festivals to broaden the understanding of complete streets best practices, and how these programs and policies impact the use of active transportation modes.
- Consultant will facilitate three community workshops over the course of the project. The Consultant will be responsible for providing meeting materials, collecting meeting notes, and minutes. The meetings should incorporate interactive and visual materials (i.e., infographics, maps, cross-sections, photo simulations, etc.).
 - One workshop in the early stages of the project to understand the needs and desires of the public and share existing conditions and best practices (see Task 3)
 - Two community workshops to obtain community input on the draft Complete Streets Plan
- Consultant will facilitate two interactive community engagement events. Consultant will be responsible for providing event materials, collecting notes, and minutes.



- One interactive engagement event early in the project to gain input on the needs and desires of the public (i.e., Pop-up and staff a booth at Farmers Market)
- One interactive engagement event, such as a community walk or community bike ride, to better understand the mobility challenges in the community and engage users of the multi-modal infrastructure
- Consultant should also include three commission meetings/presentations, two City Council meetings, and monthly meetings with City staff.
- Consultant will prepare social media updates to be approved by City staff and disseminated through the City's existing social media accounts

Deliverable: Consultant will prepare an outreach plan, social media updates, educational materials, attend and lead meetings, take meeting notes, submit meeting summaries, and provide draft materials and presentations two weeks in advance of meetings.

Task 2. Project Management, Meetings, and Coordination

- Consultant will submit monthly invoices by the 10th of each month
- Consultant will assemble Project Advisory Group and provide regular updates
- Consultant will conduct the following meetings over course of project (outreach meetings described in more detail in Task 1):
 - Kick-off meeting (1)
 - Monthly coordination meetings with City staff (6)
 - Community Workshops (3)
 - Pop-up community engagement events (2, i.e., set-up at Farmers' Market or other community event, community bike ride)
 - Project Advisory Group meetings (3)
 - Presentations to Traffic and Parking Commission (3)
 - Complete Streets Plan City Council update and adoption meetings (2)

Deliverables: Consultant will attend all meetings, take meeting notes, submit meeting summaries, provide draft materials and presentations two weeks in advance of meetings, schedule monthly calls/meetings, and submit monthly invoices.

Task 3. Existing Conditions and Best Practices

- **Existing Conditions:** Consultant will collect and review available information on existing conditions for the project areas, including existing roadway classifications; traffic volumes; bike share stations and ridership; bicycle routes; destinations such as commercial areas, schools, parks, community centers; multimodal transportation and transit connections; existing gaps in bicycle and pedestrian network; General Plan policies; connectivity with bicycle and pedestrian facilities in adjoining cities; and other City related plans/policies. The City will provide available traffic counts for use in the existing conditions assessment.



- **Best Practices:** Consultant will also review and summarize Complete Streets, bicycle and pedestrian, and first/last-mile best practices. Other topics of interest that the City would like to have covered in this research include best practices and policies for:
 - Sidewalk uses and enhancing the pedestrian experience
 - Repurposing underutilized on-street parking spaces (outside of the Golden Triangle)
 - Innovative and effective community engagement
 - Expanding bike share use
 - Providing adequate curb space for Transportation Network Company (“TNC”) pick-up/drop-off activity
 - A city’s role for accommodating autonomous vehicles

Deliverable: Draft & Final Existing Conditions and Best Practices Memorandum

Task 4. Emerging Transportation Trends

- **Technology and Transportation:** Consultant will document trends in autonomous vehicles, car share, ride share, “transit share,” and examine how they may affect active transportation, transit usage, circulation, parking demand, and access to key destinations and mobility hubs in the City. Consultant will also review how these emerging transportation trends may affect the City’s Complete Streets initiatives. Based on the research in Task 2, this should include a discussion of providing curb space for TNCs, enhancing bike share, and preparing for autonomous vehicles.
- **Bike Share:** Consultant will examine the City’s existing bike share network by collecting data on usage and surveying users to make recommendations on how to improve conditions for bike share users and increase use of the program in the City. Consultant will also examine how bike share can improve access to existing/future transit hubs in the City.

Deliverable: Draft & Final Emerging Trends Memorandum to be incorporated in Final Plan

Task 5: Develop a Complete Streets Plan

Consultant will develop an administrative draft Complete Streets Plan for City review. The Complete Streets Plan will include the following topic areas along with high quality conceptual design graphics of the proposed treatments. The plan should include a tiered prioritization of proposed projects. Consultant will provide an outline prior to developing the full draft document and should plan for two to three rounds of revisions to the draft plan.

- **Bicycle:** Consultant will identify destinations for bicycling and design for bicycle infrastructure. Consultant shall specify the type of bicycle infrastructure proposed (classification) and why that infrastructure is appropriate for the street recommended, with consideration to community input, traffic conditions, level of traffic stress, traffic volumes, parking, and safety. Consultant will develop high quality conceptual design graphics illustrating the proposed bicycle treatments.



- Pedestrian
 - Consultant will identify key destinations for pedestrians to propose pedestrian infrastructure treatments and crosswalk improvements in the City. Consultant will develop high quality conceptual design images of the proposed pedestrian treatments.
 - Consultant will develop a pedestrian treatment toolbox.
 - Consultant will develop a flexible pedestrian crosswalk policy to guide future pedestrian infrastructure.
- First/Last-Mile Connectivity
 - Bicycle: Consultant will review the existing transit system and transit expansion plans to determine how the existing/future bicycle and transit networks and bike share system can connect to existing and future transportation hubs to improve access to transit.
 - Pedestrian: Consultant will review the existing transit system and transit expansion plans to determine roadways that would benefit from enhanced pedestrian infrastructure/streetscape to improve access to transportation hubs.

In addition to the components described above, the Draft and Final Plans must also include:

- Planning level cost estimates for projects identified in the plan
- Implementation plan, accounting for City priority projects, timing, and potential funding
- Evaluation strategies and performance metrics for the City
- Identification of education, encouragement, and enforcement programs in the City
- Discussion of changing demographics
- Discussion of stakeholder education activities based on module developed in Task 1

Deliverable: Draft Complete Streets Plan

Task 6. Final Complete Streets Plan

Based on comments generated from the City's review of the draft Complete Streets Plan and the public, Consultant will prepare a final Complete Streets Plan. It is envisioned that the report could include the following sections and high quality images:

- Introduction
- Existing Conditions
- Review of Local/Regional Plans
- Best Practices
- Complete Streets
- Bicycle/Pedestrian Facilities
- First/Last Mile
- Emerging Transportation Trends
- Funding
- Implementation



Deliverable: Final Complete Streets Plan

TIMELINE

The project will be managed by the Transportation Planning Team in the City's Community Development Department. Staff from additional departments will also provide input throughout the process. The City estimates the project to be completed within 12 months.

4.0 SUBMISSION AND EVALUATION

SPECIFICATIONS FOR SUBMITTAL

Respondents shall provide their understanding of the project, identify proposed team members, and explain the responsibilities of each team member, including who will be the key staff person that will be responsible for general project management. Proposals should include sufficient detail to allow a thorough evaluation and comparative analysis of all members on the team.

For every member of the proposed team that is to work on the project, including any sub-consultants or other experts that the team proposed to engage for the project, provide a statement of qualifications, at a minimum, the following information organized into sections:

1. Format

- Submit one cover letter, eight (8) copies of the submittal packet formatted to standard letter-sized paper, and one electronic PDF copy (saved on a flash drive)

2. Work Proposal

- Provide a detailed proposal for completing each phase of the work as described to include the following:
 - Synopsis of the project based on the description and your company's experience working on transportation plans (e.g. mobility, complete streets, bicycle/pedestrian) with the City of Beverly Hills or other cities in the Greater Los Angeles Westside region
 - Detailed step-by-step breakdown of tasks with responsible person, anticipated time to complete, and deliverables
- Provide a flow chart depicting milestones, community meetings, commission hearings, and City Council hearings.
 - Identify focus of each meeting and personnel who will be in attendance
- List and description of all final deliverables

3. Project Team

- Indicate whether the project team is a group of individuals or a firm of firm(s)
- Identify the key staff person responsible for general project management
- All project team member names, resumes and professional titles including all professional credentials and degrees, names and addresses of institutions that granted the credentials and degrees and dates they were granted.
- Describe the specific responsibility each team member will have to the project
- Describe current workload of each team member



- If responded is a firm, describe how the firm is organized and how resources will be utilized for this project.
4. Experience on Similar Work
 - Detail previous experience updating, amending or creating complete streets plans, mobility plans, bicycle/pedestrian plans or similar activities.
 5. Public Outreach
 - Detail previous experience working with the public, commissioners and decision-makers. Describe examples of public outreach efforts used in past projects.
 6. Work Product Examples
 - Include as an appendix, relevant examples of completed work products for each member of the consultant team and all sub-consultants or other experts that the team intends to engage on this project. Work samples will be returned if requested.
 7. References
 - List five public sector clients including three of the most recent and relevant and with whom similar, comparable services have been performed. Provide name, mailing address, and telephone number of the principal contact. Provide a brief description of the service provided and the dates of the work provided.
 8. Fee Schedule
 - Submit a schedule of fees showing proposed costs for each task of the project and hourly billing rates for all members of the team in a separate sealed envelope,.
 - Include an electronic copy of the schedule of fees (in Excel format) in the flash drive along with the electronic PDF copy of the complete proposal.

Please Note: Any substitution of key personnel during the project shall require the prior written approval of the City and submittal of the above information for the proposed new team members for City review.

5.0 EVALUATION PROCESS AND CRITERIA

The City's review process will emphasize the following criteria:

- A. Demonstrated understanding and ability to complete the project;
- B. Background and experience of the project team, including individual team members and sub-consultants assigned to various tasks;
- C. Proven track record for completing similar projects on time and within budget.

Submittals will be evaluated by a review panel consisting of City staff. The City will provide the answers to any questions submitted by an interested party after the release of the RFP to all parties that have indicated interest in the RFP. After the closing date, the City will hold oral



interviews and select a firm; after which a negotiated agreement will be presented to the City Council for approval. Work will commence as soon as the agreement is approved.

Tentative Proposal Evaluation Schedule

The City has established the following target dates for evaluation and scheduling purposes. The following dates are tentative, non-binding, and are subject to change without prior notice.

RFP Release	June 1, 2017
Deadline for Proposers to Submit Questions.....	June 9, 2017
Anticipated Deadline for City to Respond to Questions.....	June 16, 2017
Proposals due and received by:.....	June 30, 2017
Recommend City Council to award.....	July 18, 2017

Submit Proposals to:
CITY OF BEVERLY HILLS
CITY CLERK
455 N. Rexford Drive
Beverly Hills, CA 90210

Submit Questions To:
CHRISTIAN VASQUEZ, TRANSPORTATION PLANNING ANALYST
transportation@beverlyhills.org

**LATE OR INCOMPLETE
SUBMITTALS WILL NOT BE
ACCEPTED.**

6.0 GENERAL TERMS AND CONDITIONS

The City of Beverly Hills shall not, in any event, be liable for any pre-contractual expenses incurred by the proposer. Pre-contractual expenses are defined as expenses incurred by the proposer in:

1. Preparing the response to this Request for Proposal.
2. Submitting the proposal to the City.
3. Negotiating with the City in any matter related to this proposal.
4. Any other expenses incurred by proposer prior to the date of the executed agreement.

The City of Beverly Hills reserves the right to reject any and all proposals. Further, the City makes no representations that any agreement will be awarded to any proposer responding to this RFP.

The City reserves the right to cancel the services at any phase or at any point in any phase and pay the Consultant only for costs of services satisfactorily performed and incurred to that date. All data, documents and other products used or developed during the course of facilitating the Complete Streets Planning services will remain the property of the City.

6.1 Contract between Consultant and City

The City will prepare an agreement for implementation between the Consultant and the City. See **Attachment A** for a sample of the City's professional services contract. Please indicate in your proposal any exceptions taken to the requirements of the agreement.

6.2 Late Proposals It is the Consultant's sole responsibility to ensure that proposals are received at the City Clerk's office prior to the scheduled closing time specified in this RFP. Proposals will not be accepted after the deadline.

6.3 Withdrawal of Proposals

Proposals may be withdrawn if written notification of withdrawal of the proposal is signed by an authorized representative of the proposer and received at the City office prior to the closing time for receipt of proposals. Proposals cannot be changed or withdrawn after the time designated for receipt.

6.4 Rejection of Proposals

The City reserves the right to reject any and all proposals received in response to this RFP and to waive any informality in any proposal if it is determined to be in the best interest of the City to do so.

6.5 Proposal Validity Period

Submission of a proposal will signify the proposer's agreement that the proposal, and contents thereof, are valid for ninety (90) days following the submission of the proposal and shall become part of the agreement that is negotiated with the Consultant.

6.6 Documents to be Construed Together

The RFP, proposal and all documents incorporated by reference in a contract entered into between the Consultant and the City, and all modifications of said documents, shall be construed together as one document.

6.7 Extra Work or Materials

The City shall have the right to make alterations, eliminations and additions in the scope of work. Exercise of such right shall in no way void the agreement. The value of such extra work shall be agreed upon by the City and the Consultant in writing in accordance with the agreement.

6.8 News Releases

News releases pertaining to the award of any agreement resulting from this RFP shall not be made without prior written approval of the City. The City's name shall not appear on customer lists, advertising or other materials used to promote the Consultant's services without prior written approval of the City.

6.9 Closing

The City reserves the right to accept or reject any and all proposals, waive any defects or irregularity, modify the proposal terms or the selection process or negotiate a contract, along with a revised Scope of Work, schedule and fees with the Consultant. The City reserves the right to eliminate or add tasks identified in the Scope of Work with a corresponding reduction or increase in the fee. Staff shall present its recommendation to the City Council and is subject to its approval.