



## REQUEST FOR PROPOSAL

### UPDATE TO THE CITY OF PLEASANTON BICYCLE AND PEDESTRIAN MASTER PLAN

NOVEMBER 15, 2024

The City of Pleasanton is soliciting proposals from qualified consulting firms to update the existing City of Pleasanton Bicycle and Pedestrian Master Plan (BPMP). The current BPMP, completed in 2018, has been used as the basis to develop and implement improvements to the City's bicycle and pedestrian transportation network. Since the adoption of the BPMP, several improvements have been implemented, and other project studies initiated. The update will account for recent developments, infrastructure changes, community needs, and current best practices in pedestrian and bicyclist planning.

The Update will expand the bicycle and pedestrian project list to include improvements near the City's high bicycle and pedestrian generators, which include, Downtown, Regional Transit and Schools.

#### I. OBJECTIVE

The goal of the update is to enhance and expand upon the existing Bicycle and Pedestrian Master Plan by incorporating new data, addressing gaps in connectivity, identifying safety improvements, and providing updated recommendations for policies, programs, and infrastructure investments. Objectives include:

- Update data sets including traffic, bicycle, and pedestrian counts, traffic speeds, and accident history along major routes and collector streets.
- Engage the community in defining needs and priorities.
- Develop conceptual designs for major routes with input from residents and community stakeholders.
- Update the route names and graphics to more clearly identify the corridors
- Update, amend and/or revise current goals, policies and programs regarding bicycle and pedestrian access and safety.
- Follow best practices and guidance from MTC, ACTC, Caltrans, and the National Association of City Transportation Officials (NACTO) and others as appropriate.
- Meet the requirements of the current TDA funding grant.

- Meet the requirements of current bicycle and pedestrian grant programs such as Active Transportation Program (ATP) such that the plan can be used to support future grant opportunities.
- Identify and improve upon a comprehensive interconnected network of existing and planned bikeways and trails for transportation and recreation purposes.
- Identify areas with high levels of pedestrian and bicycle activity where improvements can be cost-effective and beneficial.
- Develop a description of all proposed facilities, including cross-sections, right-of-way width needed, estimated cost, agency coordination needed, ownership, proposed street crossings, etc.
- Prioritize proposed projects into short-term and long-term timeframes with high, medium, and low priorities.
- Identify funding sources and strategies for implementation of the proposed projects including local, regional and federal funding programs.
- Attend City of Pleasanton’s Bicycle, Pedestrian, and Trails Committee (BPTC) meetings and incorporate their input into the plan update. The BPTC will serve as the steering committee for the update.

**II. INSTRUCTIONS TO PROPOSERS**

**A. Procurement/Milestone Schedule**

The City of Pleasanton will be the lead agency for this contract. As such, this contract will be administered by the City. The estimated procurement schedule dates are as follows:

ACTIVITY	DATE/TIME
Issue RFP	November 15, 2024
Deadline to Submit Questions	November 27, 2024, 5:00 PM
Deadline to Submit Proposal	December 11, 2024, 5:00 PM
Anticipated Contract Award	Week of January 13 <sup>th</sup> , 2025

All dates set forth in this RFP are subject to change, at the City’s sole discretion, in which case they would be provided to Consultants as an Addendum.

**B. Project Point of Contact**

All communications with City of Pleasanton shall be with the Designated Point of Contact identified herein and shall be submitted through email:

Matt Nelson  
 Associate Traffic Engineer  
 Community Development Department  
 200 Old Bernal Avenue, Pleasanton, CA 94566  
 Phone: 925-931-5671  
 Email: [manelson@cityofpleasantonca.gov](mailto:manelson@cityofpleasantonca.gov)

### C. Examination of Proposal Documents

By submitting a proposal, the Consultant represents that it has thoroughly examined and has become familiar with the work required under this RFP, and that it is capable of performing quality work to achieve the City of Pleasanton's objectives.

### D. Addenda/Clarifications

Proposers are asked to carefully review this RFP document. Questions or comments regarding this RFP must be put in writing and must be received by City of Pleasanton no later than 5:00 PM Pacific Standard Time on Wednesday, November 27, 2024. Correspondence shall be addressed to the Designated Point of Contact.

Questions must be submitted via email to: [manelson@cityofpleasantonca.gov](mailto:manelson@cityofpleasantonca.gov) by the date and time stated above. Responses from City of Pleasanton will be communicated in writing to all recipients of this RFP. Inquiries received after the date and time stated above will not be accepted and will be returned to the senders without response.

### E. Submission of Proposals

All proposals shall be submitted to the Designated Point of Contact no later than 5:00 PM Pacific Standard Time on Wednesday, December 11, 2024.

The Consultant shall submit five (5) hard copies and one (1) electronic copy on a USB hard drive of its proposal in a sealed envelope. Consultant shall submit a cost proposal in a separate, sealed envelope.

Proposals shall be addressed as noted above, bearing the Consultant's name and address, and clearly marked as follows:

#### **"RFP for Update to the City of Pleasanton Bicycle and Pedestrian Master Plan"**

All responses, inquiries, and correspondence related to this RFP and all reports, charts, displays, schedules, exhibits, and other documentation produced by the Consultant/Consultant Team that are submitted as part of the proposal will become the property of City of Pleasanton when received by City of Pleasanton and may be considered public information under applicable law. Any proprietary information in the proposal should be identified as such. The City of Pleasanton will not disclose proprietary information to the public, unless required by law; however, City of Pleasanton cannot guarantee that such information will be held confidential.

### F. Withdrawal of Proposals

A Proposer may withdraw its proposal at any time before the expiration of the time for submission of proposals as provided in this RFP by delivering to the City of Pleasanton a written request for withdrawal signed by, or on behalf of, the Consultant.

### G. Rights of the City of Pleasanton

This RFP does not commit City of Pleasanton to enter into a Contract, nor does it obligate City of Pleasanton to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract.

The City of Pleasanton may investigate the qualifications of any Consultant/Consultant Team under consideration, require confirmation of information furnished by the Consultant, and require additional evidence or qualifications to perform the services described in this RFP.

The City of Pleasanton reserves the right to:

1. Reject any or all proposals.
2. Issue subsequent Requests for Proposal.
3. Postpone reviewing proposals for its own convenience.
4. Remedy technical errors in the Request for Proposal process.
5. Approve or disapprove the use of particular subcontractors.
6. Solicit best and final offers from all or some of the Proposers.
7. Waive informalities and irregularities in proposals.

#### H. Agreement Type

It is anticipated that the City of Pleasanton will award a professional services agreement (“Agreement”). If awarded, the Agreement will be based on a cost “not-to-exceed” form of payment with an estimated term of fifteen months.

#### I. Exceptions to the Agreement

Proposers shall be prepared to accept the terms and conditions of the Agreement and the Insurance and Indemnification requirements. If a Consultant desires to take exception to the above, Consultant shall provide the following information as a section of the Proposal identified as “Exceptions to the Agreement.”

The exceptions to the agreement shall include the following:

- Consultant shall clearly identify each proposed change to the Agreement, including all relevant Exhibits.
- Consultant shall furnish the reasons therefore as well as specific recommendations for alternative language.

The above factors will be taken into account in evaluating proposals. Proposals that take substantial exceptions to the Agreement or proposed compensation terms may be determined by the City of Pleasanton, at its sole discretion, to be unacceptable and no longer considered for award. Only the exceptions stated in the Proposal will be considered when negotiating the Agreement.

#### J. Collusion

By submitting a proposal, each Consultant represents and warrants that its proposal is genuine and not a sham or collusive or made in the interest of or on behalf of any person not named therein; that the Consultant has not, directly or indirectly, induced or solicited any other person to submit a sham proposal or any other person to refrain from submitting a proposal; and that the Consultant has not in any manner sought collusion to secure any improper advantage over any other person submitting a proposal.

#### K. Disclosure

Please identify in the proposal any relationships of the project manager or firm with any of the various stakeholders / property owners in the vicinity of the project that could potentially be impacted by the project.

#### L. Audit Report/Requirements

Proposers must agree to abide by the requirements in Chapter III, paragraph 4 of FTA Circular 4220.1F. Every Consultant that has been the subject of any audit report by any government or public agency or qualified independent CPA must attach with its proposal the latest such audit report, including direct labor, materials, fringe benefits and general overhead.

Proposers must also agree to submit cost or pricing data in accordance with 48 CFR Part 15.408 Table 15-2.

### **III. EVALUATION AND SELECTION**

The City of Pleasanton will conduct an initial review of the proposals for general responsiveness and compliance as indicated in the RFP. Proposals failing to satisfy the requirements in this RFP will not be considered.

#### A. Technical Evaluation Criteria

The following criteria will be used to evaluate the technical proposals/interview:

##### 1) KEY STAFF'S RELEVANT EXPERIENCE – 30 points

Evaluation of this criterion will be based on the Project Manager's (PM's), and other key staff's relevant experience, including staff from subcontractors on similar or related projects for evaluating the feasibility of bicycle lanes, multimodal, and complete streets projects. It should be demonstrated that the proposed PM have the ability to lead a multi-faceted team and the ability to manage schedule and budget in a dynamic environment.

##### 2) WORK PLAN/TECHNICAL APPROACH TO THE PROJECT – 50 points

Evaluation of this criterion will be based on the Consultant's technical approach to the project as described in the scope of work. Key components of this criterion are the proposer's understanding of the key technical issues for the project, the consultant's understanding of the key risks and challenges for delivering the project, and the consultant's ability to articulate succinctly solutions to implement bicycle lanes along the study corridor. The above information shall be integrated within the consultant's presentation of the following: approach for project management, approach for developing a work plan, approach to project communication, approach to evaluating and selecting feasible alternatives, consideration of local community needs, consideration of a multimodal approach to the project, consideration of existing and future area land development, approach for developing and maintaining schedule, and approach to quality assurance and quality control. The Consultant/Consultant Team should provide visual examples of their technical approach to this project, feasible alternatives, project needs, and identification of challenges or project concerns.

##### 3) ALLOCATION OF LABOR AND PROPOSED SCHEDULE – 10 points

Evaluation of this criterion will be based on percentages allocated to the major subtasks for the project and on the overall proposed duration for completing the project to reflect the consultant's overall understanding of the project requirements. This information should be provided in an exhibit as part of the main technical proposal.

4) FAMILIARITY WITH LOCAL PROCEDURES – 10 points

Evaluation of this criterion will be based on the consultant's knowledge and experience with Local Procedures, specifically relating to the pedestrian and bicycle facilities. Familiarity with subsequent phases and implementation plan will also be taken into account.

B. Evaluation Procedure

1) PROPOSAL EVALUATION

The City of Pleasanton will evaluate proposals based on the pre-established criteria to determine the successful Consultant/Consultant Team.

**IV. PROTESTS**

A. Solicitation Phase

Prior to the closing date for submittal of proposals, Consultant may submit to City of Pleasanton protests regarding the procurement process, or alleged improprieties in specifications or alleged restrictive specifications. Any such protests shall be filed no later than 10 working days prior to the scheduled closing date. If necessary, the closing date of the solicitation may be extended pending a resolution of the protest.

B. Pre-Award

Protests dealing with alleged improprieties in the procurement or the procurement process that can only be apparent after the closing date for receipt of proposals shall be filed within five working days of issuance of the Notice of Recommended Award. Protests shall contain a statement of the grounds for protests and supporting documentation. Protestor will be notified of the City of Pleasanton's final decision prior to issuance of Award.

A Consultant may discuss the Procurement Documents with the City of Pleasanton. Such discussions, however, do not relieve Consultant/Consultant Team from the responsibility of submitting written protests as required by the City of Pleasanton. Consultant's requests and protests shall be addressed to the Designated Point of Contact.

**V. INSURANCE REQUIREMENTS**

A. General Liability and Bodily Injury Insurance

Commercial general liability insurance for at least \$1,000,000 combined limit for bodily injury and property damage that provides that the City, its officers, employees, and agents are additional insureds under the policy. The policy shall state in writing either on the Certificate of Insurance or attached rider thereof that the insurance will operate as primary insurance for work performed, and that no other insurance affected by City or other named insured will be called on to cover a loss covered thereunder.

B. Automobile Liability Insurance

Automobile liability insurance in an amount not less than \$1,000,000 per person/per occurrence.

C. Worker's Compensation Insurance

Worker's Compensation Insurance for all employees, all in strict compliance with State laws, and to protect the City from any and all claims thereunder, including a waiver of subrogation.

D. Professional Liability Insurance

Professional liability insurance in an amount not less than \$1,000,000 per person/per occurrence.

**VI. PROPOSAL FORMAT AND CONTENT**

Proposals shall be printed and be: 1) as brief as possible, no more than 15 pages excluding attachments and resumes, and 2) not include any unnecessary promotional material. Five (5) copies of the complete proposal, along with one (1) electronic copy of the complete proposal in MS Word or PDF format on a USB drive are required. Cost proposal must be submitted in a separate sealed envelope, see Attachment.

For ease of handling, it is requested that standard 8-1/2 x 11" paper and 11-point minimum font size be used with the simplest possible method of fastening (except that paper clips shall not be used), considering the size of the proposal. For graphics, such as maps, 11" x 17" paper may be used. The nature and form of response are at the discretion of those responding, but shall include a discussion of the following:

1) GENERAL INFORMATION FORM

(Attachment A) Complete and place in the front of all proposals.

2) QUALIFICATIONS OF THE FIRM

This section shall include a brief description of the firm's size as well as the local organizational structure. Include a discussion on the firm's financial stability, capacity and resources. Additionally, this section shall include a listing of any lawsuit or litigation and the result of that action resulting from (a) any public project undertaken by the Consultant or by its subcontractors where litigation is still pending or has occurred within the last five years or (b) any type of project where claims or settlements were paid by the contactor or its insurers within the last five years. This section should also include a brief description of the Consultant's and subconsultant's qualifications and previous experience on similar or related projects. This will include the firm's experience relevant to the successful completion of similar projects.

3) WORK PLAN

By presentation of a well-conceived work plan, this section of the proposal shall establish the Consultant's understanding of the City of Pleasanton's objectives and work requirements and Consultant's ability to satisfy those objectives and requirements. Succinctly describe the proposed approach for addressing the required work, outlining key technical issues and the activities that would be undertaken in completing the various tasks and specifying who would perform them. Include a timetable for completing all work specified in the Section VII, Scope of Work. The Consultant may also suggest technical or procedural innovations that have been used successfully on other projects and

which may facilitate the completion of this project within the prescribed time frame. This section should also include the proposer's technical approach to the project including the Consultant's understanding of the key technical issues for the project. This includes, but is not limited to the following: project management approach, approach to project communication and the project development team, public outreach, approach to technical studies, and approach to achieve the schedule with the City of Pleasanton targeted time frame.

#### 4) PROJECT STAFFING

This section shall discuss how the Consultant would staff this project. Consultant project team members shall be identified by name, location, and specific responsibilities on the project and description of level of effort. An organizational chart for the project team and brief resumes for key personnel shall be included. Key Consultant personnel will be an important factor considered by the Review Board. There can be no change of key personnel once the proposal is submitted, without the prior approval of the City of Pleasanton.

This section should also include the Project Manager's experience relevant to the successful completion of the project. The relevant experience includes experience working on similar projects. Three examples of projects managed by the proposed Project Manager and key staff shall be provided showing supporting evidence of meeting the Project Manager criteria. The name of the project and the client contact information and specific information on the role of the Project Manager and key staff shall be provided.

#### 5) PROJECT LEVEL OF EFFORT

It is the responsibility of each proposer to examine and obtain a full understating of the required scope of services as suggested in this RFP and propose an appropriate staffing plan. The proposer shall identify all key team members, their specific roles for this contract, and to indicate the percentages that each member will spend on each definite task defined in Section VII, Scope of Work, including percentages allocated to the major subtasks for the project and on the overall proposed duration for completing the work.

#### 6) COST/PRICING INFORMATION FORM

This form shall include the Consultant's price for performing the services defined in the scope of work. The form must be completed and submitted with the proposal. Proposals in which the costs do not reflect a reasonable relationship to the work to be conducted may be viewed as failing to comprehend the requirements of the scope of work, and, therefore, cause the proposal to be rejected as being non-responsive. Consultant's will be required to submit the firm's most recent complete financial statements, including footnotes and auditor's opinion or other financial instrument that would establish the firm's ability to complete the obligations of the contract resulting from this solicitation.

Cost/Pricing Information: Consultant shall submit one (1) copy of the cost proposal in MS Word or PDF format on a USB drive, in a separately sealed envelope, clearly labeled "Cost/Pricing Information," including the following:

- Cost Proposal Form (Attachment B)
- Most recent, Financial Audited Statements that would establish Consultant's ability to complete the obligations of the contract resulting from this solicitation.
- Designation of Subcontractors, Suppliers, and Subconsultants (Attachment C)



## 7) EXCEPTIONS TO THE AGREEMENT

This section shall include any exceptions the Proposer has taken to Exhibit A, entitled "Sample Design Professional Agreement."

## **VII. SCOPE OF WORK**

### **Task 1: Coordination with Project Partners and Consultant**

#### Task 1.1: Kick-Off Meeting

The consultant shall conduct a kick-off meeting with City staff to review project scope, schedule, budget, project documents, project goals, and clarify the responsibilities of each party. Consultant to provide kick-off meeting attendance and notes.

#### Task 1.2: Project Team Meetings

Monthly project manager (PM) status meetings will occur via telephone, or in person as needed, to ensure regular and consistent communication on upcoming tasks and to identify risks and challenges that may arise. The Consultant will develop the agenda and prepare a summary of monthly meeting notes. Meeting notes will include a defined list of decisions, actions, and responsible party.

### **Task 2: Inventory of Facilities, Programs, and Existing Conditions**

This task involves a detailed review of the current City's Bicycle and Pedestrian Master Plan and the existing General Plan, in addition to other related documents like the Climate Action Plan and the Trails Master Plan. The consultant or consultant team will document current projects and programs, projects implemented since the Master Plan was adopted, relevant maps and route networks, and review policies related to bicycle travel. The consultant will update the inventory of existing and proposed facilities and programs identified in the current City's Bicycle and Pedestrian Master Plan within the study corridor.

### **Task 3: Data Collection and Analysis**

This task includes initiating a user need and demands analysis of bicyclists and pedestrians in City of Pleasanton to ensure that the proposed system meets the needs of users of all ages and abilities.

The work should include identification and mapping of key origins and destinations for cyclists and pedestrians. A new pedestrian section should be included that focuses on improvements needed around the high pedestrian generators (Schools, Transit Centers and Downtown).

Identification of gaps in the existing networks hindering safe and convenient access to key destinations, and identification of "stress zones" in the existing network. The inventory should note geographical and infrastructure barriers and should identify American with Disabilities Act (ADA) issues relative to bicycle and pedestrian access and infrastructure.

Update and simplification of the existing bicycle corridors that provide clear and concise improvements to get bicyclists to and from popular destinations as directly as possible with a standardization of wayfinding.

This task should analyze current pedestrian and bicycle usage data, crash statistics, and safety issues. The consultant shall review adjacent agencies' pedestrian, bicycle and trail plans and assess emerging

trends in micromobility (e.g., e-scooters, e-bikes) and their impact on pedestrian and bicyclist facilities and recommend policies and procedures to address micromobility.

#### **Task 4: Community Outreach and Engagement**

Community outreach and citizen engagement will be a critical component of the development of the master plan. The consultant or consultant team should propose a robust community outreach strategy based on successful outcomes and experience with similar projects in other communities. Under this task, Community Outreach and Engagement Plan should be developed and finalized in consensus with City of Pleasanton staff. The strategy may include, but not limited to:

- Engaging both those who already bike in the City and those who deterred from biking to assess needs for all users.
- Community forums or focus groups to gain input from community members, including facilitation of these gatherings.
- Social media, surveys, or web-based platforms for obtaining input from a broader spectrum of the community and to engage participants in dynamic outreach opportunities.
- Engaging with the City's Safe Routes to School program and stakeholders from school districts to address needs for younger riders and safe school commutes.
- Recommending unique outreach strategies including bicycle audits, community bike rides to identify gaps in the network and safety issues, or pop-up/temporary bicycle facilities to engage the community in new and innovative options.
- Using the City's BPTC as a forum for study sessions and solicitation of community input.
- Formal hearings with the BPTC and City Council.

The total number of meetings and full outreach strategy recommended by the proposer should be clearly described in the recommended approach to the project, and fully scoped in the schedule and cost proposal.

#### **Task 5: Needs Assessment and Gap Analysis**

This consultant shall identify the current and future needs for bicyclists and pedestrians and analyze trends in population growth, land use changes, and transportation demands. This assessment should include the updated housing element sites.

#### **Task 6: Plan Update**

- Revise the vision, goals, and objectives to reflect current community needs and policy changes.
- Update recommendations for bicycle and pedestrian infrastructure, including new routes, facilities, and safety improvements.
- Integrate best practices in urban design, traffic calming measures, and sustainability. This will include new design standards for bicycle and pedestrian facilities based on location and roadway type.
- Provide recommendations for encouraging bicycle and pedestrian usage through education, outreach, and enforcement strategies.
- Address accessibility for individuals with disabilities in compliance with the Americans with Disabilities Act (ADA).

### **Task 7: Cost Estimates and Funding Strategies**

- Provide updated cost estimates for proposed infrastructure improvements.
- Identify new funding opportunities, including federal, state, and local grants, and public-private partnerships.

### **Task 8: Implementation Strategy**

- Develop a phased implementation plan, including prioritization of projects based on need, feasibility, and community impact.
- Recommend an updated timeline for project completion and key milestones.

### **Task 9: Deliverables**

The consultant is expected to deliver the following:

- Updated Bicycle and Pedestrian Infrastructure Inventory.
- Public Engagement Report, summarizing feedback and recommendations from stakeholders.
- Draft Bicycle and Pedestrian Master Plan, including maps, policies, and infrastructure recommendations, to be presented to stakeholders for review and comment.
- Prepare adequate CEQA documentation for the Master Plan.
- Cost and Funding Analysis.
- Develop a final draft plan to be presented to the BPTC.
- Final presentation to the City Council.

Additional tasks that add value and will enhance the plan are to be included in the scope of work.

**ATTACHMENT A**  
**GENERAL INFORMATION FORM**

*Instructions: Please complete this form and include in your proposal. On a separate page, list all subconsultants; include company name, address, phone number and type of service.*

Company Name \_\_\_\_\_

Street Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone No. \_\_\_\_\_ Fax No. \_\_\_\_\_

Federal Taxpayer I.D. No. \_\_\_\_\_

**POINT(S) OF CONTACT:**

Primary: \_\_\_\_\_ Alternate: \_\_\_\_\_

Name/Title: \_\_\_\_\_ Name/Title: \_\_\_\_\_

Phone No. \_\_\_\_\_ Phone No. \_\_\_\_\_

Cell Phone. \_\_\_\_\_ Cell Phone. \_\_\_\_\_

E-mail: \_\_\_\_\_ E-mail: \_\_\_\_\_

**AUTHORIZED SIGNATORIES:**

Primary:

Name/Title: \_\_\_\_\_ Signature: \_\_\_\_\_

Alternate:

Name/Title: \_\_\_\_\_ Signature: \_\_\_\_\_