



MEMORANDUM

P.O. Box 4100 ♦ FRISCO, COLORADO 80443

TO: MAYOR AND TOWN COUNCIL
FROM: SUSAN LEE, PLANNER, COMMUNITY DEVELOPMENT
RE: CONTRACT FOR PLANNING AND ENGINEERING SERVICES –
DOWNTOWN COMPLETE STREETS PLAN
DATE: JULY 27, 2021

Summary and Background: The 2019 update to the Frisco Community Plan included a special mobility element that defines Frisco's vision and goals related to the multi-modal transportation network and preservation of a walkable community. Community outreach, conducted as part of the mobility analysis for the update, showed strong support for a street design for Granite and Galena Streets that would make the downtown area more appealing to bicycle and pedestrian users by improving parking, and adding bike lanes, sidewalks, landscaping, and traffic calming elements.

The 2017 Frisco Trails Master Plan also contains recommendations relating to the development of complete street policies in order to improve opportunities for safe and efficient multi-modal transportation throughout the community.

The term "complete streets" refers to streets designed to prioritize safety and accessibility for all users regardless of their mode of travel, age, or ability. Originally conceived as a campaign to reduce pedestrian traffic fatalities, complete street design has evolved into a comprehensive transportation policy approach based on community-sensitive, multi-modal transportation solutions that incorporate sustainable practices for drainage, landscaping, and pavement design.

Town Council's 2019-2020 Strategic Plan, identified the completion of a Granite Street Redesign Plan as a strategic priority and funds were allocated in the 2020 Budget to develop a complete streets plan for Granite Street in order to *"provide safe, alternative routes for bicyclists and pedestrians parallel to Main Street."* A Request for Proposals (RFP) was issued in February of 2020, however the project was placed on hold in early April of 2020 due to pandemic related budget concerns.

Due to ongoing changes within the downtown area, including the relaunched Pedestrian Promenade, infill and redevelopment, changes in use, and infrastructure changes along State Highway 9, Town Council directed staff to revisit the scope of work for the previously issued Granite Street Plan and broaden it to incorporate the area of downtown roughly bordered by Galena Street to the north, Granite Street to the south, Madison Avenue to the west and the Frisco Marina to the east. The 2020-2021 Strategic Plan update reflects this expanded approach.

Staff issued an RFP for the Downtown Complete Streets Plan on May 14, 2021. As stated in the RFP, *"The primary goals for the Downtown Complete Streets Plan are to further develop the*

conceptual street cross sections from the Community Plan, and to develop policies that will serve as the regulatory standards for implementation by both private developments and public projects within the project area.”

Analysis: A total of eight proposals were received by the Proposal submittal deadline of June 14, 2021. The public bid opening occurred virtually via Zoom meeting where the proposals were formally opened and fees for services for each proposal were announced.

Name of Bidder:	Bid Amount:
1. CJH*	\$50-100,000
2. Walker Consultants	\$102,360 <i>(with \$16,900 add-alternate for public outreach)</i>
3. Toole Design	\$117,782
4. Mead & Hunt	\$82,410
5. SEH	\$199,195
6. Fehr & Peers	\$193,970
7. Confluence	\$124,925
8. TEI Planning + Engineering	\$105,500
* This firm did not respond to the full RFP, but instead submitted an offer for consulting services and a fee range.	

Pursuant to Chapter 9 of the Code of Ordinances of the Town of Frisco, a scorecard was created to review and evaluate the proposals, with the following being the criteria and weighting that was used:

Proposer Qualifications – 30% (1-30 points)

- Project management skills
- Firm Background and Project Team qualifications
- Relevant work experience: work directly related to developing complete streets plans and policies
- Proposer’s expertise in providing comprehensive engineering and planning services
- Quality of deliverables: clear, concise document, graphics and formatting, artistic renderings, etc.

Methods and Approach – 30% (1-30 points)

- Ability to understand and deliver all desired plan components: comprehensive description of proven methods and plans for carrying out the project scope
- Philosophical approach to individual and team work
- Thorough review and understanding of existing planning documents and unique conditions
- Ability to schedule and deliver on time
- Appropriateness of team members and subcontractors

Creativity and Understanding of Project – 20% (1-20 points)

- Understanding of the Town of Frisco and mobility challenges in the community and how that knowledge will support the approach to project design
- Creativity and innovation in approach to plan elements

Proposed fees and costs – 20% (1-20 points)

- Provide preliminary timeline of dates and schedule for the project including but not limited to: start date, proposed end date, progress meeting dates, draft deliverables dates, etc.
- Provide schedule of rates and the total costs to complete scope of work. Rates shall reflect the allocation of key staff personnel and subcontractors to the project
- Schedule of rates should include all information regarding reimbursable, ancillary services, payment schedules to subcontractors, add-ons, etc.

On June 16, 2021, staff met to evaluate the eight proposals. Final scorecards were completed and reviewed for each proposal. While most of the proposals met the minimum requirements of the RFP, four of the proposals were selected for interviews based on the criteria above: TEI Planning + Engineering, Walker Consultants, SEH, and Toole Design Group. These four teams were invited to participate in virtual interviews via Zoom meeting for 90 minute allotted times on June 28 - 30, 2021. Each consultant team presented a summary of their proposal, and then were asked a series of predetermined questions to facilitate discussion about their relevant experience and project approach.

Following completion of the interviews, staff met to discuss each of the four teams in further detail including the virtual interviews, their presentations, and our evaluation notes and comments. Staff felt that all four teams were qualified and able successfully complete the project. Ultimately, the deciding factors were the proposer's specific experience developing complete streets plans and policies, their understanding of the uniqueness of the Frisco community, and the firm's ability to provide effective community engagement.

Of the four teams interviewed, Toole Design Group rose to the top due to their depth of experience developing complete streets plans, a deep understanding of the transportation and mobility challenges present in downtown Frisco, and a broad approach to facilitating public dialogue on the plan. Staff is therefore recommending Toole Design Group for the Downtown Complete Streets Plan. A summary of Toole's proposal and staff comments on the various evaluation criteria is presented below. Shorter summaries of the other three interviewed teams are also presented.

1. **Toole Design** is a planning, engineering, and landscape architecture firm specializing in multimodal transportation planning and design. They have been working on multimodal transportation projects in Colorado since 2010. The team will be led by Sagar Onta, PE, a multimodal transportation engineer, who has extensive experience developing conceptual designs and conducting public workshops. Toole will be joined by SE Group, a planning and design consulting firm located here in Frisco. SE Group, represented by planner, Gabby Voeller, completed the 2017 Frisco Trails Master Plan, and has extensive knowledge of the current conditions of Frisco's multimodal transportation network. SE Group will be assisting Toole with the public engagement process and urban design palette development. Also, on the team is All Traffic Data Services, providing traffic data collection services.

Proposer Qualifications and Experience: Toole Design Group has completed numerous multimodal complete street plans including the Denver Complete Streets Design Guidelines. This document provides guidelines and standards as well as policy direction for implementation of a multimodal transportation network throughout Denver. Other examples of their work on multimodal transportation plans include Snowmass, CO, Beverly Hills, CA, Ames, IA, and Providence, RI.

***Methods and Approach:** The Toole team approaches the project by listening to community input, reviewing existing documents, and investigating the built environment to identify issues. The team pointed out that our downtown is the “trailhead” of the community connecting people both to commercial areas and our recreational trail network. Sees a number of challenges within the project area and utilizes a four step approach to creating safe, intuitive networks. Will give prioritization of most critical blocks and intersections and offer interim steps that the Town can implement to make an immediate impact.*

***Creativity and Understanding of Project:** Has good understanding of Frisco’s ‘pain-points’ and proposes a multi-day open house work session where community members can give input on proposed designs and scenarios.*

***Proposed Fees and Costs:** The initial proposal cost from Toole Design was \$117,782. During conversations with staff regarding the desire for an online component to the public input process Toole proposed an additional scope of work to maintain and monitor a project website where community members will be able to review and provide feedback on conceptual designs. Staff also requested that they provide planning level cost estimates for the proposed design scenarios in order for Council to consider budgeting for these improvements in the future. This additional scope brought the total fee proposal to **\$127,676**.*

2. **Traffic Engineers, Inc. (TEI)** is a transportation planning and traffic engineering firm specializing in context-sensitive, implementable solutions to transportation challenges. Based in Texas for over 50 years the firm opened an office in Denver in 2017. The TEI team is led by Shaida Libhart, AICP, a transportation planner with public sector transportation planning and project management experience. Supporting sub-consultants consist of Megan Testin, of Norris Design, and TJ Dlubac, of Community Planning Strategies (CPS).
3. **Walker Consultants** provides planning, design, engineering, forensics, restoration and consulting for the built environment. In business since 1965, they have a strong reputation as parking solutions specialists. Andrew Vidor is the project manager for Walker. Andrew recently completed the Frisco Marina Parking and Circulation study for the Town. Also on the Walker team are Josh Mehlem with APEX Design, and Megan Testin with Norris Design. Josh is a planner for APEX and has completed numerous bicycle and pedestrian facility plans and complete streets plans. Megan would be assisting with the public engagement process and leading the development of the urban design palette.
4. **SEH** is an engineering, architectural, environmental, and planning company with over 800 employee-owners. Their core philosophy is designing safer, more sustainable infrastructure. They provide street and roadway planning and design services for communities ranging in size from larger cities like Denver, to smaller mountain communities like Telluride and Central City. SEH has teamed up with Zehren and Associates to provide urban design palette services, Dixon Resources Unlimited for parking management solutions, All Traffic Data Services for traffic data collection, and NHN Consulting for the public engagement process.

Financial Impact: \$130,000 has been allocated in the 2021 Budget for community planning projects including Unified Development Code amendments, Central Core and Gateway Plan, and general Planning Documents. There is also \$25,000 budgeted under the Crackfill Streets and Bike Paths request for *“the design of bike lanes on both sides of the roadway and sidewalk on at least one side of Granite, with access control for parking and driveways”* in the downtown area of Town. This last item is a carry-over from several years of budgeting for the design of bike lines and sidewalks in the downtown core but due to various impacts to budgets and workloads, including COVID related cutbacks, this project has not moved forward. Due to the timing of the project, the majority of the fee will be invoiced in 2021, with project completion and final billing in 2022.

Resolution 2021-18 authorizes execution of a contract with Toole Design Group for the Planning and Engineering Services for the Downtown Complete Streets Plan.

Alignment with Strategic Plan: The development of a complete streets plan for the downtown core, specifically Granite and Galena Streets, is a Strategic Priority for the Inclusive Community component of the 2020-2021 Strategic Plan.

Environmental Sustainability: Complete street designs help reduce the environmental impact of the road network. Most notably, complete streets promote low-emission travel through the provision of improved bicycle and pedestrian facilities and increased transit ridership. Complete street design can also incorporate improved stormwater management through bioswales and other landscape elements.

Staff Recommendation: After a thorough review of the Downtown Complete Streets Plan proposals, staff is recommending the Toole Design Group proposal. While all of the proposals offered the requisite selection of planning and engineering services, staff unanimously feels that the Toole Design Group team is the most qualified to deliver a complete streets plan that is community supported and implementable. Their proposed cost estimate of fees of \$127,676 was slightly below the average of all of the proposals received. Staff feels that the team’s project management experience, along with their community engagement methods, and work experience will support the most effective planning process. The proposal included all of the required sub-consultants and will provide the best value for this project. They bring high-quality street design and multi-modal planning experience.

Town staff is in the process of completing reference checks.

If Council is in agreement with staff’s recommendation, adoption of Resolution 2021-18 will authorize the approval of a contract with Toole Design Group.

Reviews and Approvals: This report has been reviewed and approved by:

Bonnie Moinet, Finance Director
Diane McBride, Assistant Town Manager
Don Reimer, Community Development Director

Attachments:

Exhibit A – Resolution 21-18, A Resolution Authorizing the Contract for the Downtown Complete Streets Plan with Toole Design Group.

Exhibit B – Contract with Toole Design Group with Attachments including Scope and Fee Proposal from Toole Design Group and Schedule of Rates from Toole Design Group