# TOWN OF PARADISE VALLEY

Award of Contract

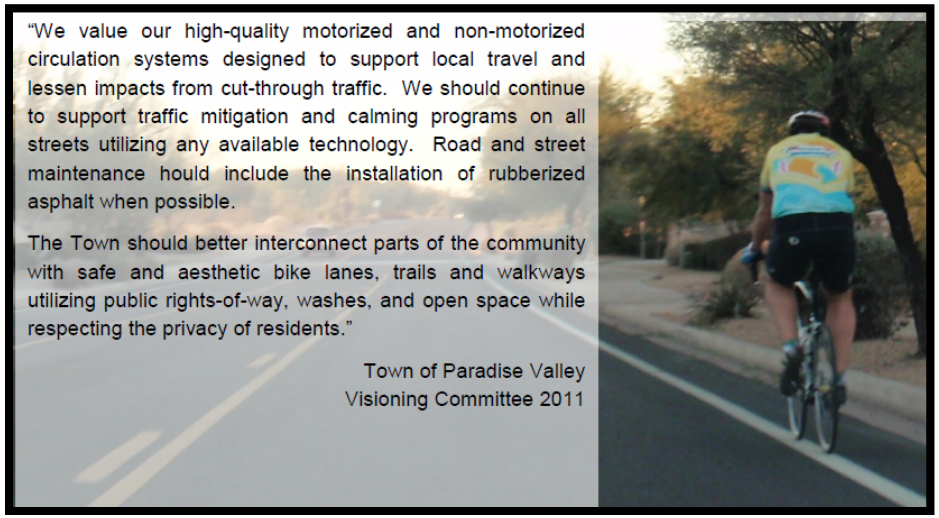
Bicycle and Pedestrian Master Plan

Town Council

May 26, 2016

# Request

Authorize the Town Manager to execute a contract with Coffman Studio, PLLC in the amount of $143,695.02 to develop a Bicycle and Pedestrian Master Plan for the Town



# Background

- Plan is a Quality of Life Initiative
- General Plan targeted completion in 2016-2020
- Town Budget/Capital Improvement Plan includes $150,000 for this Plan
- Plan will be a subset of the General Plan

# Award Selection Process

- RFP issued on February 12, 2016
- Six consultants submitted RFPs on March 9, 2016
- Selection Committee formed to review RFPs
  - (1) Planning Commissioner (3) Town staff, & (1) Scottsdale staff
- Committee scored RFPs on March 24, 2016
  - Methodology, experience and expertise, and cost and terms
  - 4 of the 6 selected to interview
- Committee scored interviews on March 30, 2016
  - Methodology, experience and expertise, and the presentation
  - Coffman Studio, PLLC scored the highest

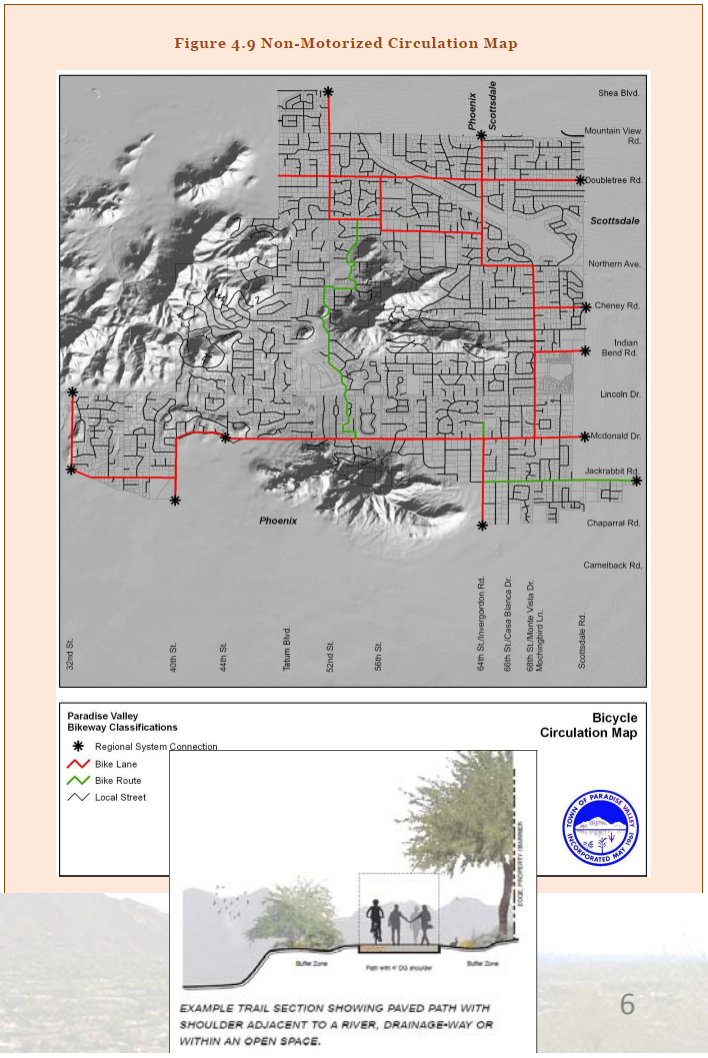
# Plan Process

- 10 months
- 5 phases
- Several opportunities for input

| Phase/ Task | Description | May 2016 | June 2016 | July 2016 | Aug 2016 | Sept 2016 | Oct 2016 | Nov 2016 | Dec 2016 | Jan 2017 | Feb 2017 | Mar 2017 | April 2017 |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | COUNCIL APPROVAL | 05/26/2016 | | | | | | | | | | | |
| | NOTICE TO PROCEED | | 06/01/2016 | | | | | | | | | | |
| 1.0 | *INITIATE* | | | | | | | | | | | | |
| | Prepare a Media Relations Plan | | | | | | | | | | | | |
| 2.0 | *ANALYZE* | | | | | | | | | | | | |
| | Stakeholder Meeting #1 | | | | | | | | | | | | |
| | On-line/Mail-in Opinion Survey | | | | | | | | | | | | |
| | OPTIONAL Bike/Ped Count | | | | | | | | | | | | |
| | Resort Concierge Interviews | | | | | | | | | | | | |
| | Stakeholder Meeting #2 | | | | | | | | | | | | |
| | Public Open House #1 | | | | | | | | | | | | |
| | Planning Commission Study Session #1 | | | | | | | | | | | | |
| 3.0 | *DEFINE* | | | | | | | | | | | | |
| | OPTIONAL: Stakeholder Meeting #3 | | | | | | | | | | | | |
| | OPTIONAL: Public Open House #2 | | | | | | | | | | | | |
| | Prepare Draft Master Plan #1 | | | | | | | | | | | | |
| | Town Council Staff Update #1 | | | | | | | | | | | | |
| 4.0 | *REFINE* | | | | | | | | | | | | |
| | Stakeholders Meeting #3/4 | | | | | | | | | | | | |
| | Public Open House #2/#3 | | | | | | | | | | | | |
| | Planning Commission Study Session #2 | | | | | | | | | | | | |
| | Town Council Staff Update #2 | | | | | | | | | | | | |
| | Prepare Draft Master Plan #2 | | | | | | | | | | | | |
| | Planning Commission Study Session #3 | | | | | | | | | | | | |
| 5.0 | *APPROVE* | | | | | | | | | | | | |
| | Prepare Draft Master Plan #3 | | | | | | | | | | | | |
| | Planning Commission Meeting - Recommendation | | | | | | | | | | | | |
| | Town Council Study Session #1 | | | | | | | | | | | | |
| | OPTIONAL Town Council Study Session #2 | | | | | | | | | | | | |
| | Town Council Meeting - Action | | | | | | | | | | | | |
| | Prepare Final Master Plan & Final Deliverables | | | | | | | | | | | | |

# Plan Components

- Existing condition review
- Needs/gap analysis
- Vision, goals, and policies
- Signage/wayfinding guidelines
- General design guidelines
- Updated Non-Motorized Maps
- Recommendations
  - Cost, phasing, priorities, CIP



# Project Cost & Options

- $143,695.02 (with all options)
- $137,449.32 (without any options)
- Options
    - Bicycle/pedestrian count not to exceed $1,600.00
    - An additional optional stakeholder meeting not to exceed $1,810.28
    - An optional open house not to exceed $2,275.42
    - An optional Town Council study session not to exceed $560.00

# Action

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