

REQUEST FOR PROPOSALS

CITY OF PITTSBURGH BICYCLE ROUTE AND SIGNAGE STRATEGIC PLAN



Honorable Luke Ravenstahl, Mayor

October 15, 2009
Department of City Planning

REQUEST FOR PROPOSALS (RFP)

City of Pittsburgh Bicycle Route and Signage Strategic Plan

The City of Pittsburgh, Department of City Planning is accepting proposals for a one-time contract to perform certain professional services (consulting) work for the City involving data collection, research, analysis and recommendations to be contained in a report that will outline a network for the City's bicycle route and signage. The project budget is **\$75,000**. Attached is information relating to submitting a proposal including specific requirements, the organization of the proposal, proposal evaluation criteria, and the proposed contractual agreement.

Sealed proposals (ten hard copies and one digital copy), must be received no later than 4:00 November 12th, 2009. Postmarks are not sufficient. Proposals by fax or email are not acceptable.

Contact person for all queries and for receipt of proposals:

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NOTE: In this document the term "Consultant" shall mean the person or firm making a proposal based on this RFP. The term "Consultant" and the term "firm" are used interchangeably. Also, the term "you" or "your" shall refer to the Consultant.

SECTION 1. BACKGROUND

Over the past several years, the City of Pittsburgh (City) has experienced a significant growth in bicycling for both recreational and commuting purposes. According to the 2007 American Community Survey, the City ranks 11th nationally in residents that bicycle to work, and the ranking is expected to climb based on emerging transportation trends and support from local officials and community leaders. As a result, the City understands that a cutting edge, clearly marked route and signage network is key to facilitating increased bicycling trips for commuting and recreation purposes.

By installing the necessary infrastructure, the City plans to accommodate the existing bicycling community in addition to providing an attraction for more residents to choose bicycling as a means of transportation. The first step in this effort is to develop a Bicycle Route and Signage Strategic Plan (Plan). This project is the first of several aimed at elevating the City of Pittsburgh to one of the premier bicycling Cities in the world by improving bicycle commuting efficiency, enhancing recreational activity, and increasing roadway safety.

Connecting City residents to work and school as well as to commercial districts is a primary goal. Currently, the City has several bicycle routes. Although some City routes incorporate signage, include riverfront shared use pathways, park trails and pavement markings, the network is incomplete and disconnected. Compound this with the City's spaghetti street network, one way streets and hilly topography and it is understandable why traversing the City somewhat blindly can pose challenges. Nevertheless, route identification through signage as well as pavement markings such as bike lanes and shared lane markings can mitigate these issues.

Wayfinding and destination signage will eliminate confusion and allow bicyclists to navigate the City with greater ease. With the completion of this Plan, a network of routes and signage will allow cyclists, regardless of their familiarity with the City, to bike the City's streets with enhanced ease due to increased information. City bicyclists will rely on the network to identify a City approved route which will guide them around the City effectively and efficiently for commuting to work, running errands, and/or enjoying the many natural and cultural amenities available throughout the City.

Pittsburgh is a City with breathtaking natural vistas including three rivers, vast open space greenery and hill top views from almost every neighborhood. Aside from the natural beauty, the City boasts world class cultural amenities and historical sites that attract significant tourism. In addition, regional recreation opportunities exist by way of the Great Allegheny Passage, which connects Pittsburgh to Washington D.C. With approximately nine (9) months of bikeable weather a year, recreational bicycling to and around the City offers countless tourism opportunities. With the installation of a route and signage network, residents and visitors can easily enjoy the City's various cultural and natural amenities such as parks, museums, historical districts, etc. by bicycle.

Finally and most importantly, a route and signage network will assist in improving roadway safety by identifying a signed street as one that experiences high volumes of bicycle traffic. When mixed on the street, non-motorized vehicles (bicycles) generally force motorized vehicles (cars, buses, etc.) to drive slower and more defensive which results in calmer traffic. As a result, calmer traffic will encourage more residents to trade in their four wheels for two. The presence of more bicyclists on the streets sensitizes motorists to bicyclists which also facilitates calmer streets. Once the process is started, it feeds off itself.

The route and signage system will connect the City's business districts, great parks system, diverse and vibrant neighborhoods, beautiful rivers and riverfront trails, world class cultural amenities and the Golden Triangle as well as to regional routes and trails. Ultimately, the City plans to elevate its bicycling reputation, increase its bicycling population and attract cyclists world wide to enjoy the Pittsburgh bicycling experience.

SECTION 2. REQUIREMENTS

A. General

The City reserves the right to reject any or all proposals and to select the proposal that it judges to be in the best interest of the City, which may include combining firms from different proposals that in the City's judgment will result in the strongest consultant team.

All proposers are bound by the deadline and location requirements of this RFP as previously stated in the Announcement.

All proposals shall remain effective subject to City review and approval for a period of ninety (90) days from the deadline for submitting proposals.

If only one proposal is received by the City, the City may initiate negotiations with the firm submitting the proposal or seek additional proposals on an informal or formal basis during the ninety (90) day period that proposals must remain effective.

The proposer is encouraged to add to, modify or clarify any of the scope of work items it deems appropriate to obtain a high quality plan at the lowest possible cost. All changes should be listed and explained. However, the scope of work proposed, at minimum, must accomplish the goals and work outlined below.

B. Scope of Work (Scope of Work)

The following are tasks within the Bicycle Route and Signage Strategic Plan process that require the assistance of a Consultant and their expertise:

Listing of Categories / Tasks:

Task 1 –Evaluate the City’s existing bicycle routes and signage to identify issues and opportunities.

Adopted in 1999, the City’s Bicycle Plan includes a Bicycle Map illustrating City approved bicycle routes, existing bike lanes and trails as well as proposed route and trail corridors. In addition, Bike-Pgh published the Pittsburgh Bike Map in 2007 and is currently working on the 3rd edition. , the Consultant will evaluate both maps and additional pertinent data in order to identify gaps in routes and signage locations.

Task 2 – Conduct a public process to collect resident input and recommendations.

Consultants will work with a Steering Committee comprised of City staff, local bicycle advocacy groups, PennDOT staff, local and regional public organizations and community representatives to devise a public outreach plan that entices a broad range of participants from across the City in a creative, yet cost-effective manner. Innovation in public outreach strategies is strongly encouraged. Outreach strategies could include, but are not limited to:

- Focus groups
- Outreach, presentations, and flyers at public events
- Mail or web-based surveys

At a minimum, public meetings should be held to collect resident comments following preliminary route recommendations to collect destination comments and prior to adoption of the final plan. Meetings for each stage shall be held in neighborhoods representing the north, south and eastern City neighborhoods. The Consultant will be responsible for facilitating public meetings. The Department of City Planning and other Steering Committee members and their organizations may be able to provide some assistance with the preparation of materials, maps, outreach, identification of appropriate venues and other meeting organization activities, but the Consultant should assume primary responsibility for meeting organization.

Task 3- Review and assess best practices

From its research and prior route and signage planning work in comparable cities, the Consultant will share with the Steering Committee its knowledge of best practices as they apply to the City. Best practices will include, but are not limited to:

- Route Identification (both pavement markings and signage)
- Destination Identification
- Facilities Installation/Maintenance
- Route connectivity strategy

- Destination access
- Destination distance determination and strategy
- Project funding

The Consultant will then work with the Steering Committee to determine what best practices, policies, and strategies can be applied in Pittsburgh, understanding that not all best practices are appropriate due to issues related to topography, government structure and demographics.

The **product** of this task will be guidelines and recommendations specific to Pittsburgh that will assist in determining system branding including route identification, destinations, signage type and design, performance standards for maintenance and management, methods utilizing in signage to enhance multi-modal opportunities, etc.

Task 4- Develop a City-wide bicycle route and signage network.

Based on existing conditions, public input and implementing best practices, the consultant will develop the bicycle route and signage network. The network will enhance the City bicycling experience by providing pavement markings (i.e. bike lanes and shared lane markings) where feasible to indicate route identification as well as wayfinding and destination signage to provide information for various City amenities and business districts throughout the City. The network will include unimpeded connectivity and provide an enhanced bicycling experience for new and regular users of the City's streets. The **product** of this task will include locations for pavement markings, locations for wayfinding signage, criteria for destination signage, signage design and a map of the City's routes.

Many City bicycle routes can benefit from the addition of pavement markings to denote bicycle lanes and/or shared use lanes. Based on topography, prior transportation policy and existing rights-of-way, many City streets are too narrow for bicycle lanes. As a result, the City plans to use shared lane markings for many routes. The Consultant will be responsible for recommending which routes should incorporate pavement markings as well as which pavement marking should be used.

Based on the recommended routes, a wayfinding signage system will be developed. Wayfinding will add another identification element to the route and allow cyclists to navigate the City with increased efficiency and safety. The Consultant will be responsible for developing a wayfinding network and identifying the locations of the wayfinding signs.

The Consultant will develop a destination signage system accompanying the wayfinding signage. The Consultant will be responsible for developing a list of destination landmarks as well as destination sign locations. Potential locations include, but are not limited to civic institutions, recreation facilities, schools, business districts, other bicycle facilities, etc.

Currently, the City utilizes a wayfinding system (pictured below) to direct cyclists to trails and regional parks. The consultant will provide recommendations as to if and/or how these existing signs can be incorporated into the proposed network.

For the manufacturing of new signs, the Consultant will be responsible for drafting a signage design. The consultant should have significant design experience pertaining to creativity, visibility and aesthetics. The sign design should be consistent with latest version of the Manual of Uniform Control Devices (MUTCD).

Task 5 - Perform selective cost/benefit analyses to ensure cost-efficient solutions.

Based on discussion with the Steering Committee, the Consultant will prepare a capital budget for the routes to serve as the basis of a budget for implementing the Route and Signage Strategic Plan over a 3 year period. This will include the City departments and various stakeholders that will be responsible for implementing these recommendations, as well as details on the long-term funding sources and programs that will be responsible for implementation of each installation phase and subsequent maintenance.

Task 6 – Develop a timetable and performance benchmarks to evaluate project progress and/or success.

The Consultant, based on public and Steering Committee feedback will prioritize the routes and accompanying signage by balancing the existing conditions, needs and budgetary realities. Based on the route prioritization, the Consultant will draft a phased installation timeline and performance benchmarks to evaluate progress and/or success.

The Consultant will work with the Steering Committee to:

- Outline a comprehensive route and signage network installation program
- Extrapolate unit costs as appropriate
- Develop estimates for maintenance over a 3 year period
- Identify long-term maintenance funding strategies

Task 7 – Create policy document including tasks #1-6, maps, supporting documents and data as needed.

The Consultant will prepare a draft Bicycle Route and Signage Strategic Plan to present to the Public and the Steering Committee for review. After the Public's and Steering Committee's review, the Consultant will assist in guiding the Plan through the formal adoption process, including review and recommendation by the City Planning Commission and review and acceptance of the Plan by City Council. Through this process, the Consultant will revise the draft and create the final Plan document. The Plan will be a combination of text, illustrative commentary to further explain

the concepts within the document, and an outline of the public participation process for the Plan.

The draft and final Plan documents are to include:

- The Comprehensive Route and Signage Strategic Plan document
- Existing Conditions Summary
- Summary of the public participation process for the Plan
- Cost / Benefit analysis
- Best practices applicable to the City
- Implementation Plan
- Potential funding sources for Plan implementation
- Timetable and performance benchmarks and indicators to evaluate progress and/or success
- Relevant maps, tables, charts, graphics, sketches, and appendices as needed

The Consultant will be responsible for designing and formatting the document, as well as providing the Plan so that it can be reproduced in both paper, electronic, and web-based formats, including Limehouse software

SECTION 3. ORGANIZATION AND REQUIRED SUBMITTALS FOR PROPOSAL

A. Letter of Transmittal

This letter should include:

- a statement indicating your understanding of the work to be performed;
- an affirmation of the Consultant's qualifications for professionally and expertly conducting the work as understood;
- the Consultant's contact person concerning the proposal and a telephone number where that person can be reached; and,
- A clear statement of the Consultant's, and/or the principals of the Consultant, relationship(s) with, or knowledge of any officials or employees of the City and the nature of this relationship or knowledge.

Failure to clearly state and fully disclose any of the information required in the letter of transmittal shall be grounds for the City to reject the consultant's proposals and will be grounds for immediate cancellation of any contract entered into between the City and the consultant without payment of work completed.

B. Profile of Consultant

The consultant profile should be a brief statement indicating the Consultant's experience in conducting work of the nature sought by this RFP. Advertising brochures on the Consultant may be submitted as a part of this profile as long as the brochures specifically address the experience of the Consultant related to the work to be performed. Additionally, this profile should include:

- the location of the Consultant's office that will provide the proposed services;
- resumes of individual consultants or employees proposed to conduct the work and the specific duties of each consultant or employee relative to the proposed work;
- a brief reference list of other municipalities served by the Consultant should be provided with telephone numbers and names of contact persons; and,
- any other information describing the office may be included if it relates to the capabilities and expertise of the firm in doing comparable work.

C. Explanation of Work to be Performed

The proposal must include a detailed description of the procedures and methods you propose to use to complete the work requested by the City. This is important because the methods and procedures proposed will receive primary consideration in evaluating your proposal. Examples of similar work will be helpful and may be included.

D. Work Schedule

A project work schedule should be provided which includes time frames for each major work element, target dates for public meetings, and dates for completion of draft and final documents.

E. Cost

Full cost information should be provided that shows the minimum number of hours to be provided by each person assigned to the proposed work by the firm's organizational levels. The proposed hourly rate for billing shall be included for each person. The hours of work and cost shall be itemized for each major work element of the proposal. An itemized estimate of reimbursable expenses must be included. The total amount of maximum payment must be stated.

The cost shall be based on the hours of work provided and "out-of-pocket expenses" and shall not exceed the maximum cost proposed unless an amendment to the contract is negotiated and approved by the proper authority of the City.

MBE and WBE participation shall be clearly indicated.

Your method of billing must be indicated. The preferred practice of the City of Pittsburgh is regular invoicing but not more than one time per month. Regardless of the billing method used, ten percent (10%) of the total contract price will be withheld until the final product is approved by DCNR.

F. Other Submittals

Additionally, documents attached as appendices to this RFP shall be fully executed and returned with the proposal as follows:

- Nondiscrimination Certification (For proposing firm).

SECTION 4. EVALUATION CRITERIA

All proposals will be evaluated based on the technical and professional expertise and the experience of the Consultant, the proposed method and the procedures for completion of the work, and the cost of the proposal. The apparent ability of the Consultant to be independent and objective in performing the requested work will also be considered.

A. Technical Expertise and Experience

The technical expertise and experience of the Consultant will be determined by the following factors:

- The overall experience of the Consultant in conducting similar work that is to be provided to the City of Pittsburgh.
- The expertise and professional level of the individuals proposed to conduct the work for the City of Pittsburgh.
- The clarity and completeness of the proposal and the apparent general understanding of the work to be performed.

B. Procedures and Methods

The methods and procedures proposed to be utilized to conduct the work requested as they relate to thoroughness and objectiveness will be of primary importance in evaluating proposals. This includes evaluation of the soundness of the approach relative to the techniques for collecting and analyzing data, sequence and relationships of major steps, and methods for managing the work to ensure timely and orderly completion.

C. Cost

The cost will be weighed in relation to the other proposals received and shall be evaluated relative to the number of hours of professional consulting services to be received by the City of Pittsburgh and the overall level of expertise of the specific Consultant's personnel proposed to do the work.

All, or selected, Consultants submitting proposals may be invited to interviews explaining their proposal.

D. City of Pittsburgh MBE and WBE Goals.

City of Pittsburgh goals are 18% MBE and 7% WBE participation. The degree to which the proposal meets or otherwise addresses these goals will be considered.

SECTION 5. CONTRACT

A. The Contract shall be between the City of Pittsburgh ("City") and the consultant. The contract shall be directed and managed by the Department of City Planning.

B. The City can neither process invoices nor approve payments until the contract has been fully executed by all City signatories. The Department of City Planning has no legal authority to authorize commencement of work until the contract is fully executed.

C. City laws and policies mandate the incorporation of various terms and conditions into all City contracts. For this reason the City will not sign any respondent's standard contract.

D. All photographic, graphic, printed, electronic or other data developed pursuant to this project shall be the property of the City, and the contractor shall relinquish to the City without further payment all copyrights and other claims to ownership or use of such data.

E. The City requires all consultants to indemnify the City by including the following clause in all City contracts.

The Consultant hereby agrees to indemnify, save and hold harmless, and defend the City, its officers, agents, and employees against liens, charges, claims, demands, losses, costs, judgments, liabilities, and damages of every kind and nature whatsoever, including court costs and legal fees, arising by reason of: the performance by the contractor or and services under this agreement; any act, error or omission of the Consultant or of any agent, employee, licensee, consultant, or subconsultant; or any breach by the contractor of any of the terms, conditions, or provisions of this Agreement. The contractor shall indemnify and save harmless the City against and from any and all claims and liabilities whatsoever on account of, or by reason of, or growing out of personal injuries or death to any person, including the Consultant and its employees, whether the same results from the actual or alleged negligence of the City or the City's agents or employees or otherwise, it being the intent of the provision to absolve and protect the City of Pittsburgh from any and all loss by reason of the premises or anything related in any way whatsoever to the contact. The Consultant shall supply evidence of insurance satisfactory to the City covering the liabilities and indemnification required by the contract.

F. The standard insurance coverage required by the City of Pittsburgh for professional services contracts is as follows:

- All insurance must be on an occurrence basis, not a claims-made basis
- The City must be listed as an additional named insured, not merely as a certificate holder.
- Insurance should provide 30 days cancellation notice.
- The consultant shall provide an insurance certificate showing that it meets the requirements.
- Worker’s Compensation shall meet statutory requirements.
- General liability (including property damage and bodily injury), automobile liability and professional liability shall be provided in the following amounts:

Public liability and property damage

Bodily injury, including death and property	\$500,000.00	per occurrence
Damage combined	\$1,000,000.00	aggregate

Automobile Liability and Property Damage

Bodily injury, including death and property	\$500,000.00	per occurrence
Damage combined	\$1,000,000.00	aggregate

APPENDIX A
To Request for Proposals for City of Pittsburgh Bicycle Route and Signage Strategic
Plan

NONDISCRIMINATION

Nondiscrimination and equal opportunity are the policy of the Commonwealth and the City of Pittsburgh in all its decisions program, and activities. The purpose is to achieve the aims of the United States and Pennsylvania Constitutions. Executive Order 1972-1, the Pennsylvania Human Relations Act, Act of October 27, 1955, (P.L. 744), as amended, (43 P.S. § 951, *et. seq.*), and (43 P.S. § 153), by assuring that all persons are accorded equal employment opportunity without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

During the term of this contract, the Contractor agrees as follows:

(a) Contractor shall not discriminate against any employee, applicant for employment, independent contractor or any other person because of race, color, religious creed, ancestry, national origin, age, sex or handicap. Contractor shall take affirmative action to insure that applicants are employed, and that employees or agents are treated during employment, without regard to their race, color, religious creed, ancestry, national origin, age, sex or handicap. Such affirmative action shall include, but is not limited to the following: employment, upgrading, demotion or transfer; recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training. Contractor shall post in conspicuous places, available to employees, agents, applicants for employment, and other persons, a notice to be provided by the contracting agency setting forth the provision of this nondiscrimination certification.

(b) Contractor shall, in advertisements or requests for employment placed by it or on its behalf, state all qualified applicants will receive consideration for employment without regard to race, color, religious creed, handicap, ancestry, national origin, age, or sex.

(c) Contractor shall send each labor union or workers' representative with whom it has a collective bargaining agreement or other contract or understanding, a notice advising said labor union or worker's representative of its commitment to this nondiscrimination certification. Similar notice shall be sent to every other source of recruitment regularly utilized by bidder.

(d) It shall be no defense to a finding of noncompliance with this nondiscrimination certification that contractor has delegated some of its employment practices to any union, training program, or other source of recruitment which prevents it from meeting its obligations. However, if the evidence indicates that the contractor was not on notice of the third-party discrimination or made a good faith effort to correct it, such factor shall be considered in mitigation in determining appropriate sanctions.

(e) Where the practices of a union or of any training program or other source of recruitment will result in the exclusion of minority group persons, so that contractor will be unable to meet its obligations under this nondiscrimination certification, contractor shall then employ and fill vacancies through other nondiscriminatory employment procedures.

(f) Contractor shall comply with all state and federal laws prohibiting discrimination in hiring or employment opportunities. In the event of contractor's noncompliance with the nondiscrimination certification or with any such laws, this contract may be terminated or suspended, in whole or part, and contractor may be declared temporarily ineligible for further City of Pittsburgh contracts, and other sanctions may be imposed and remedies invoked.

(g) Contractor shall furnish all necessary employment documents and records to, and permit access to its books, records, and accounts by the City of Pittsburgh for purposes of investigation to ascertain compliance with the provisions of this certification. If contractor does not possess documents or records reflecting the necessary information requested, it shall furnish such information on reporting forms supplied by the City of Pittsburgh.

(h) Contractor shall actively recruit minority and women subcontractors or subcontractors with substantial minority representation among their employees.

(i) Contractor shall include the provisions of this nondiscrimination certification in every subcontract, so that such provisions will be binding upon each subcontractor.

(j) Contractor's obligations under this clause are limited to the contractor's facilities within Pennsylvania, or where the contract is for purchase of goods manufactured outside of Pennsylvania, the facilities at which such goods are actually produced.

DATE: _____

(NAME OF CONTRACTOR)

BY _____

TITLE _____

APPENDIX B
Anticipated Project Schedule

1. 10/15/09 - RFP Issued
2. 11/12/09, 4:00 p.m. – Proposals due to Dept. of City Planning
3. 11/26/09 – Short list of consultants notified
4. Week of 12/14/09 – Consultant interviews
5. 1/13/10 – Consultant notified
6. 2/10 to 5/10 – Public Engagement and plan development (pending executed contract)
7. Review and Adoption Process – Allow three months, date depends on consultant's stated work plan
8. September 2010 – Final Draft Completed and approved