

City of Fresno

Request for Proposals

Southern Blackstone Avenue Smart Mobility Plan

January 4, 2018



Contents

Background	2
Project Area	7
Objectives	7
Scope of Work	10
Proposal Requirements and Process	17
Exhibits	23

Southern Blackstone Avenue

Smart Mobility Plan

The City of Fresno Development and Resource Management Department (City) desires to select a Consultant team with backgrounds in community-based urban design, multimodal transportation planning, and traffic engineering to submit a Proposal for the development of a complete streets strategy for three important activity centers along Fresno's new bus rapid transit (BRT) system along the southern part of Blackstone Avenue. This project is funded primarily through a Caltrans Sustainable Transportation Planning grant from the State of California Department of Transportation (Caltrans). The Consultant's total budget with all expenses for the project shall not exceed \$168,000.

Background

About Fresno

The City of Fresno, California is the fifth largest city in California with a diverse population of 515,609 spread over 114 square miles, and is located in the Central San Joaquin Valley. Over the next twenty-five years the City's population is expected to grow to more than 970,000. On December 18, 2014, the City of Fresno adopted a new General Plan which identifies priority infill areas for new investment and redevelopment. The Downtown Neighborhoods Community Plan (DNCP) and the Fulton Corridor Specific Plan (FCSP) were adopted a year later in order to assist the continued revitalization of the Downtown area and adjacent historic neighborhoods. The Southwest Fresno Specific Plan is scheduled for adoption in late October, which envisions many important improvements in a traditionally disadvantaged inner city district, and the Central Southeast Specific Plan was recently launched for a similarly challenged area east of Downtown. The City of Fresno's commitment to infill development and economic revitalization is strong and sustained.

About Blackstone Avenue

Blackstone Avenue is another area on which the City is focused. Blackstone begins at the northern edge of Downtown and proceeds due north for about nine miles to the northern suburban neighborhoods of Fresno. It began as an enclave for wealthy attorneys in the late 1800s, which is why it was named after the famous English jurist Sir William Blackstone. Early in the 20th Century, streetcars stretched the development further to the north causing commercial development, middle class neighborhoods, and an early waterpark called Zapp's Park to take shape. Since it was an important link to points north such as Madera County and Yosemite, it became part of State Route 41 and eventually was widened to modern state highway standards. After World War II the large Manchester Center (Fresno's first enclosed shopping mall) came to Blackstone, as did a multitude of smaller *strip mall* developments. The first McDonald's franchised by Ray Croc arrived on Blackstone in 1955.

Today, Blackstone is no longer part of State Route 41. That designation was moved to a freeway one half mile to the east, and the street is now owned and operated by the City of Fresno. Manchester Center has struggled for decades. The strip malls are aging and in many cases in disrepair. Auto traffic volumes and bus ridership remain high, but the pedestrian environment is hostile. Safe and legal crossings are infrequent at best, and sidewalks are generally narrow and constrained by curb cuts, utilities, and other obstructions. Most buildings are set too far back from the street, forcing pedestrians to walk along and through unpleasant surface parking lots, unsafely competing for space against vehicles when accessing retail space.

In a 1999 article on the ugliness of suburban sprawl in Fresno, the front page of the San Francisco Chronicle was emblazoned with a picture of the tangle of pole signs, asphalt, and stucco commercial boxes that is Blackstone, which was presented as a derogatory metaphor for the entire community.

Improvements are on the way, however. A new investment group is working diligently to revive Manchester Center. BRT was approved for the corridor in 2014 and was funded by a Federal Transit Administration grant—service will commence in the first quarter of 2018. This will be the highest quality transit service available in Fresno in a generation, and it will link the entire corridor to Downtown’s 35,000 jobs, numerous services and amenities, and the future High Speed Rail station. The Fresno General Plan proposed thousands of new housing units for the corridor; to enable this much of the land along the street has been rezoned for walkable, mixed-use, transit-oriented development. The entitlement process has been streamlined and fees have been reduced, resulting in proposals for several development projects.

Despite these positive steps, Blackstone is still a fundamentally inhospitable place for pedestrians, cyclists, and transit riders. For it to thrive, this must be remedied. The Southern Blackstone Avenue Smart Mobility Plan will explore ways to transform Blackstone into a safe, comfortable, and convenient environment that serves all users, particularly pedestrians, and to develop a stakeholder constituency that is committed to this transformation.

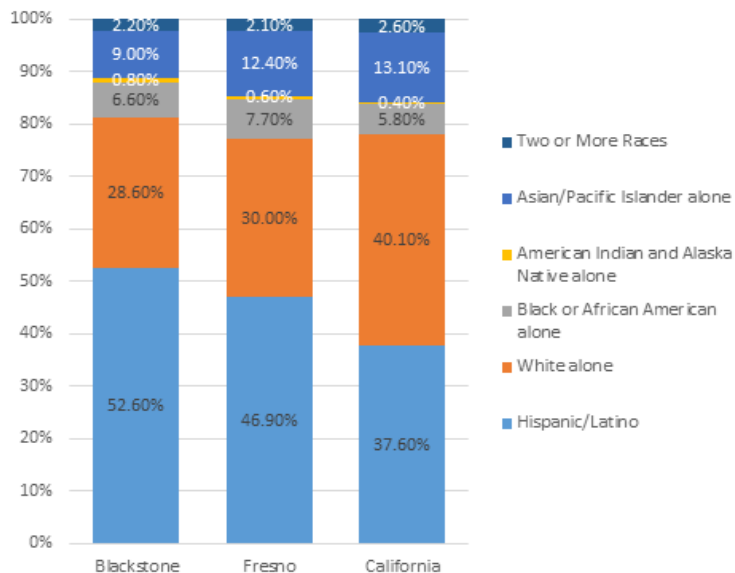
Traffic Injuries

Safety for motorists, pedestrians, and cyclists is a concern on Blackstone Avenue. Over the five years from January 2010 to January 2015, Blackstone had 217 total accidents.

Blackstone Avenue Collisions, January 2010 to January 2015										
Fixed/Other Objects		Vehicle			Pedestrian			Bicycle		
Injury	Non-Injury	Injury	Non-Injury	Fatal	Injury	Non-Injury	Fatal	Injury	Non-Injury	Fatal
8	26	71	73	0	15	10	2	11	0	1

Project Area Demographics

The entire 8 ½ mile length of the Blackstone BRT corridor designated in the Fresno 2035 General Plan from Divisadero Street in Downtown Fresno and running north to Audubon Drive, with its adjoining commercial districts and neighborhoods 1/2 mile east and west of Blackstone Avenue, truly represents a higher poverty microcosm of Fresno. This corridor area encompasses over 2,100 businesses and 50,000 residents, about 10% of Fresno's total. The poverty rate along Blackstone is 34% vs. 29% for the city. Median household income is less than \$32,000 vs. \$42,000 for the city. Ten of the eleven census tracts along the corridor have poverty rates above the average for the city, which is approximately 150% higher than the state of California's poverty rate. Blackstone environs are racially mixed, and fairly representative of Fresno as a whole. Over half of Blackstone's residents identify as Hispanic or Latino, and less than 30% identify as non-Hispanic White. 9% of residents identify as Asian or Pacific Islander alone, and 7% identify as African American.

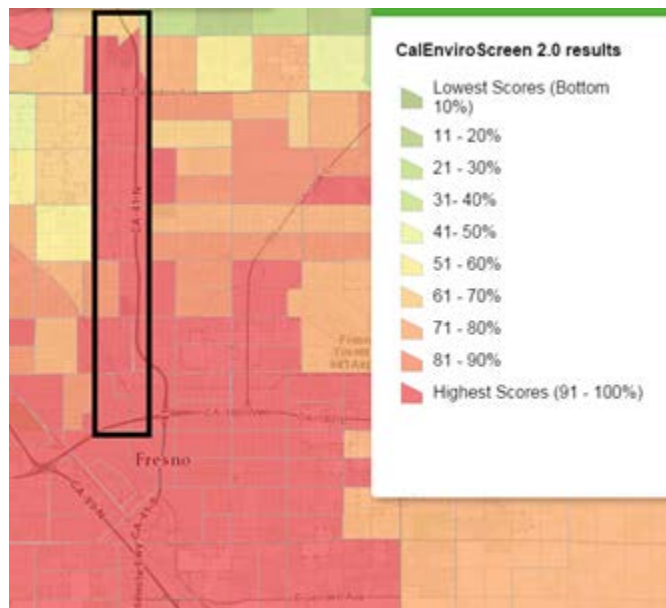


Blackstone Avenue Demographic Profile Relative to Fresno and California

California's Environmental Protection Agency has developed the "CalEnviroScreen 2.0" which helps pinpoint poor and disadvantaged communities that may be particularly vulnerable to pollution. CalEnviroScreen 2.0 shows the entire Blackstone corridor scores in the top 15% of disadvantaged communities in the state. Throughout the Blackstone corridor, 34% of residents speak Spanish at home and 56% speak English at home. Almost 20% of Blackstone residents speak English less than very well (of which, 78% speak Spanish) (American Community Survey 2008-2012).

Zeroing on the project focus area from Dakota Avenue to Divisadero Street, the most recent five year American Community Survey data for the six census tracts for the study area in which the corridor passes through show a population of 30,193. Latinos are the

majority in all but one, with large Asian (ranging from 4% to 20%) and African American (ranging from 5% to 11%) populations. The average household median incomes in the various tracts range from \$17,050 to \$35,406, far below the state average of \$58,650 (ACS 2013 5-year data). 98% of the students at Susan B. Anthony Elementary School qualified for the federal free and reduced price meal program in 2014, another clear indicator of poverty. Finally, CalEnviroScreen 2.0 shows all the census tracts in the top 15% most disadvantaged communities in the state (with two in the top 5%).



CalEnviroScreen 2.0: Project Area Poverty, Environmental Exposure/Burden, and EJ Communities

Community Partners: Fresno Metro Ministry and Local Government Commission

In addition to retaining a Consultant through this RFP, the City of Fresno is partnering with two non-profit agencies to accomplish the goals of the project: Fresno Metro Ministry and the Local Government Commission (LGC). (Collectively, they'll be referred to as our "Community Partners" in this RFP).

Fresno Metro Ministry (Metro) will provide leadership for community outreach, engagement, and preparation of community constituents, especially environmental justice (EJ) and disadvantaged community members, to effectively participate in design workshops that it will help facilitate along with the Local Government Commission and the Consultant. Metro has been engaging diverse community leaders and groups with appropriate cultural and relevant language skills in health equity and EJ advocacy in Fresno and the Valley for forty-seven years.

Starting in early 2015, Metro has been intensively engaging neighborhood, business, and institutional stakeholders along Blackstone as part of strategic work organized by Metro to help build the Better Blackstone Association – see www.betterblackstone.com.

Metro's work with environmental justice and disadvantaged communities has included development of a copyrighted Cross-Cultural Cluster curriculum tool over twenty years ago, major health equity advocacy and community organizing in the 1980s/1990s, and more recent land use/transportation planning related involvement with community education and advocacy for adoption of the City of Fresno's General Plan Update, implementation of BRT, initiation of the Better Blackstone Association, and California Walks activities in neighborhoods along the Blackstone Avenue Corridor. Metro staff has Spanish, Hmong, and Lao language skills.

Metro, working with local community-based partners, will canvass the neighborhoods within the project area, identify motivated diverse neighborhood stakeholders (including interested business and institutional stakeholders), convening them in small groups and community meetings, and engaging them in the use of tools presented by LGC to learn and apply transportation and land use planning and design principles and practices to their local context. Metro's multilingual outreach team will conduct all on-the-ground community outreach to ensure good representation of environmental justice communities through participation of diverse low-income and minority residents at project events, including providing culturally competent materials, live interpretation and childcare as needed. Metro will also contribute to project task completion related to planning and coordination, community design events, comprehensive implementation strategies and locally feasible financing models, and draft and final plans.

The LGC will assist with public process facilitation. Since 2000, LGC has managed over sixty Caltrans Environmental Justice, Community-Based and Sustainable Transportation Planning Grant Program projects. The City, Metro and LGC will engage local residents, businesses, schools, community groups and decision-makers—as they have successfully done on past projects—through a participatory community design charrette process. LGC has effectively partnered with cities, counties and Caltrans and throughout California on similar projects that were funded by Caltrans Transportation Planning Grants Program. Improving public participation in the planning process is one of LGC's central areas of expertise and practice, with a focus on community design, safety and health in the built environment, walkable and bicycle-friendly communities, and strategies to implement community-identified goals. LGC has conducted over sixty public participatory planning projects in California, many in cities and towns in the Central Valley (including Stockton, Sacramento and Fresno), and recently completed a new guide, "Participation Tools for Better Community Planning." LGC's process brings together residents, stakeholders, decision-makers, staff and technical consultants in meetings, design workshops, and walking and bicycling assessments over a concentrated period of time to forge collaborative visions. LGC has bilingual staff members who utilize their Spanish speaking skills to better engage the public.

Project Area

The project area encompasses the 2.5-mile southern segment of the corridor from Dakota Avenue to State Route 180. This part of the corridor includes several proposed affordable housing and mixed-use infill development projects, nearly 1,000 small and mid-size businesses, vacant sites, and many buildings in need of renovation. This stretch of Blackstone is divided into three Activity Centers as follows:

- **Shields/Manchester.** The area from Dakota Avenue to Princeton Avenue will be known as the Shields/Manchester Activity Center. It centers on the Manchester Center Shopping Center and the Manchester Transit Center, operated by Fresno Area Express (FAX). Two mixed-use infill projects are currently proposed in this area.
- **Weldon/Fresno City College.** The area from Princeton Avenue to Hedges Avenue will be known as the Weldon/Fresno City College Activity Center. It centers on Fresno City College, which has approximately 34,000 students attending classes each week. One mixed-use infill project is currently proposed in this area.
- **Olive/Tower Gateway.** The area from Hedges Avenue to State Route 180 will be known as the Olive/Tower Gateway Activity Center. This area centers on the Olive Avenue intersection, which has a large potential infill site and which serves as an entrance into the successful Tower District neighborhood to the west. It also includes Susan B. Anthony Elementary School, which has 466 students. No infill projects are proposed at this time. This segment of the corridor functions as a one-way couplet, with Blackstone Avenue carrying southbound traffic, and Abbey Avenue carrying northbound traffic.

Objectives

The Southern Blackstone Avenue Smart Mobility Plan will utilize an extensive and intensive community-based effort to accomplish the two primary objectives:

1. **Complete Streets Strategy.** The Consultant will develop community-driven design concepts and feasible, coordinated steps to implement *complete streets* improvements to increase the effective range of public transit and serve the needs of all modes and users, particularly bicyclists and pedestrians, and which is supportive of transit oriented development. The outcome will be a plan with detailed recommendations for project improvements to the street, sidewalks, intersections, and adjacent properties, including:
 - a. *Increase Access and Safety for Environmental Justice and Disadvantaged Communities and All Travel Modes:* Identify Activity Center and corridor strengths and weaknesses that impact safety, access and mobility for pedestrians, bicyclists, transit riders, and motorists. Specific emphasis should be placed increasing safety, access, and mobility for environmental

justice and disadvantaged communities, including Safe Routes to School for both Susan B. Anthony and Fresno City College.

- b. *Identify and Address Impacts on Business Opportunities:* Identify strengths and weaknesses that impact business opportunities and performance within Activity Center areas and along the corridor.
- c. *Address Multimodal Access and Safety Improvements:* Evaluate Activity Centers for multimodal access and safety, and recommend street cross-section improvement alternatives. Recommendations will include Safe Routes to School solutions for both Susan B. Anthony and Fresno City College.
- d. *Enhance Sidewalks and Streetscapes:* Produce Activity Center area and corridor design concepts for sidewalk and streetscape enhancements to support pedestrian access to transit, access to businesses and services, and installation of street furniture, public art, street trees and the preservation and health of existing trees.
- e. *Improve Pedestrian Crossing Access and Facilities:* Produce Activity Center area and corridor design concepts for pedestrian crossing improvements, such as curb extensions and enhanced crosswalks that also meet or exceed ADA standards. Evaluation and recommendations will include Safe Routes to School solutions for both Susan B. Anthony and Fresno City College.
- f. *Improve Bicycle Access and Facilities:* Identify potential bicycle corridors and produce design concepts for bicycle facilities and treatments within Activity Centers along the corridor such as standard and protected bike lanes, bicycle racks and bicycle parking corrals – using Caltrans' Bicycle Guide for District 6 and Complete Street Elements and FHWA's document on Separated Bike Lanes - http://www.fhwa.dot.gov/environment/bicycle_pedestrian/publications/separated_bikelane_pdg/page00.cfm, City of Fresno Bicycle, Pedestrian and Trails Master Plan, 2010
- g. *Improve Roadway Traffic Calming:* Recommend Activity Center area and corridor design concepts for roadway traffic calming.
- h. *Integrate On-Street and Off-Street Parking:* Recommend Activity Center area and corridor configurations for on-street parking and access and location of off-street parking, including potential opportunities for shared parking arrangements and electric vehicle charging stations.

- i. *Improve Gateway and Wayfinding Signage:* Identify Activity Center area and corridor opportunities and recommendations for gateway improvements and directional signage.
 - j. *Recommend Locally Feasible Implementation Strategies:* Identify locally feasible implementation strategies and funding approaches for recommended public and private improvements in Activity Center area and related corridor segments, and clear next steps for implementation.
 - k. *Facilitate High Quality, High Frequency Transit:* Identify design strategies and facility enhancements to promote transit ridership for the elderly, disabled, low-income, students and youth and to establish maximum connectivity, ridership, and revenue potential for the future Blackstone Avenue Corridor BRT to reach its highest capability.
 - l. Create an interconnected transportation system for vehicles, transit, pedestrians and bicyclists.
2. **Stakeholder Organization.** Metro and LGC will lead the outreach effort to establish a cross-sector collaborative vision and stakeholder constituency committed to transformation of Blackstone Avenue into a high quality Smart Mobility Framework corridor, including:
- a. *Engage Project Area Residents, Especially Environmental Justice and Disadvantaged Communities:* Engage project area residents in planning and design processes, especially those members of the community that have otherwise been left out of public planning, design, and decision making processes such as environmental justice and disadvantaged communities.
 - b. *Prepare Project Area Constituents to Participate:* Identify, gather, and build relevant skills, capacities, and tools of diverse community, business, and institutional constituents and their associations along and adjoining the Blackstone Corridor study area to fully participate in and inform the project's successful conduct, completion, and ultimate implementation.
 - c. *Improve Local, Regional, and State Level Communication:* Improve communication among Activity Center area stakeholders, BRT corridor-wide residents, business owners, interest groups, the City, and regional and state agencies to increase the sustainability of constituent engagement in public transportation planning processes.

Scope of Work

1. Project Planning and Coordination

Task 1.1: On-going Coordination

- *Hold monthly project team meetings.* Weekly project team meetings will be to ensure good communication and continuous progress on all upcoming tasks. Consultants will be included in meetings after they are selected. Caltrans District staff will participate as a member of the project team.
- *Convene advisory group and hold monthly meetings.* The Community Partners, in close coordination with the City, will convene an advisory group of approximately twelve participants to help guide the project. Participants will include environmental justice groups, neighborhood, business, and institutional stakeholder representatives from Better Blackstone Association, Every Neighborhood Partnership, Blackstone activity center areas and related corridor segments. Caltrans Project Manager will participate as a Project Team Member. Active partners in the advisory group will also include Fresno Council of Governments and FAX-Fresno Area Express. The selected Consultant will participate in advisory group meetings in person or by conference call as needed.
- The advisory group will identify key stakeholders to engage, important community sensitivities to consider, and pertinent background information regarding the conditions, history, and needs of the community, with emphasis on disadvantaged and environmental justice community members. The advisory group will determine strategies for engaging all segments of the community and maximizing participation at public events, as well as opportunities for coordination and synergy with other initiatives impacting the corridor.

Deliverables: List of Advisory Group members, agendas and meeting notes

Responsible Party: City of Fresno, Metro and LGC, Consultant

Task 1.2: Document Conditions

The selected Consultant will work with the City, project partners and other sources to compile and organize available information on existing conditions for the project area such as, traffic volumes, crash data, state route planning and construction plans, aerial and base maps, development standards and regulations, and relevant policy documents, reports and studies. The Consultant

and partners will conduct a joint site visit to meet with the advisory group and document conditions in the field. The Consultant will then prepare a base map series for design concepts and analysis work that can be easily understood by the public for use at meetings and public events. The Existing Conditions report will include a Smart Mobility Framework (place type and location efficiency) analysis and also serve as a basis for proposed development and circulation improvement.

Deliverables: Existing conditions report, base maps

Responsible Party: Consultant (with support from the City, Metro and LGC)

Consultant will conduct bicycle and pedestrian counts along Blackstone Avenue corridor as part of the existing conditions report. Consultant will reach out to disadvantage and environmental justice community members to conduct bicycle and pedestrian counts.

2. Initial Community Engagement – Phase 1

Task 2.1: Develop Community Outreach Plan

Metro and LGC, with input from the advisory group, review and approval by Caltrans staff, will prepare an outreach plan to inform the community about the project goals, background, milestones and schedule of activities and events. The plan will include an internal schedule with timing for release, distribution and placement of publicity items and a list of potential co-sponsors and co-promoters to assist with outreach and development of companion activities to maximize participation and positive input at Community Design Events. The project advisory group will hold monthly meetings (at least six meetings) from the initiation of the project through the end of the three or more Community Design Events. Many groups will be mobilized including neighborhood/Resident Groups such as: Lowell Neighborhood Association; Asociación del Vecindario de Yokomi, and groups forming now including Grupo de Liderazgo de Lowell; Comunidad de Jefferson; Asociación de Susan B. Anthony; Heaton and Del Mar Neighborhood Associations. Plus a sampling of EJ agencies and other CBOs including: Centro Binacional Para El Desarrollo Indígena Oaxaqueño (CBDIO); Centro La Familia; Cultiva La Salud; FUSD Parent University; J.E. Young; Lowell CDC; Lafayette Community Center; Aspen Charter School; FIRM; Every Neighborhood Partnership; Better Blackstone Association and CDC; and more. The City of Fresno will submit the Outreach Plan for Caltrans review and approval.

Deliverables: Copy of outreach plan

Responsible Party: City, Metro and LGC

Task 2.2: Develop and Disseminate Media and Publicity Materials

Materials will be produced in English and Spanish (and Hmong if necessary) to inform all segments of the community about the planning process and how they may participate in developing the Southern Blackstone Avenue Smart Mobility Plan. Steps include:

- *Produce Materials.* The partners will produce flyers and posters in English, Spanish, and Hmong publicizing events for community-wide distribution.
- *Distribute Materials.* Materials will be posted in prominent locations and distributed in person. Elementary schools will be asked to send flyers home with students. Community members will be asked to distribute flyers at local events and through other channels identified by the advisory group. Businesses will be asked to display posters. The project partners will work on setting up traffic message boards or banners and signs announcing key events.
- *Outreach to Media.* Announcements and articles will be distributed to the *Fresno Bee*, *Vida en el Valle*, *Radio Bilingue*, and other local media in English, Spanish and Hmong. Information will be posted on the City and FMM web sites, Facebook, and through newsletters and Cable Channel. Radio broadcast PSAs will be distributed to stations in Spanish and English. Distribution to and through churches, community centers, libraries, health centers, urgent cares, WIC offices and public television will be used since many EJ and Disadvantaged Communities have limited access to cable and the internet. These groups often use public services and those listed above as a means of finding information for free.

Deliverables: Copies of outreach materials and distribution summary

Responsible Party: City, Metro and LGC

Task 2.3: Conduct Stakeholder Small Focus Groups and Community Meeting Listening/Learning Sessions

Metro and LGC, with input from the advisory group, will identify stakeholders. Small group and community meetings lasting sixty to ninety minutes will be held to prepare stakeholders for Community Design Events and seek their knowledge of the study area, discuss their needs and concerns regarding mobility and access, surface issues that might not otherwise come up in a workshop setting, and gather candid input. Groups convened will emphasize inclusion of low income and minority community members, public health professionals, and healthy lifestyle and active transportation advocates. Listening and Learning sessions will include: local elected officials and staff, regional and state agencies, transit providers,

emergency responders, retailers, employers and property owners, environmental groups, neighborhood leaders, faith-based groups and community service providers, and individuals and interest groups that represent particular segments of the population, such as seniors, people with disabilities or non-English speakers.

Deliverables: Participant lists and meeting notes

Responsible Party: City of Fresno, Metro and LGC

3. Community Design Events

The project will engage residents and stakeholders in an intensive and highly participatory public process to assess and document conditions for all travel modes (walking, bicycling, transit, and driving) and users (youth, seniors, people with disabilities, residents, diverse groups, visitors, and businesses), identify shared values and concerns, and identify and prioritize enhancements to designated Activity Center areas and related corridor segments.

A public design charrette is the centerpiece of this community-based planning project. It will take place over a three to five-day period to shape the development of the plan under Task 4. The purpose of the charrette will be to work with the stakeholders to establish a shared vision and concepts for achieving Smart Mobility Framework principles and a transit-efficient/transit-friendly corridor that supports multi-modal travel and increases economic vitality and placemaking qualities. Community Partners will organize and facilitate the charrette activities with support from the City, consulting team, advisory group, and community volunteers.

The selected Consultant will participate in all charrette activities and events as described below.

Task 3.1: Agenda Development and Logistics

Metro and LGC will develop the detailed agenda for charrette events and activities. The Community Partners with help from the advisory group and co-sponsors will arrange facilities, entertainment, and food and other supporting promotional and educational activities. The event will include a bicycle facilities educational component, i.e., Class I, Class II, III and Class IV facility types.

Deliverables: Charrette schedule and agenda

Responsible Party: City of Fresno, Metro, LGC and Consultant

Task 3.2: Multiday Charrette

Metro, LGC and the Consultant will operate on-site in Fresno for the community design charrette. The conceptual schedule of activities includes:

1. Opening community meeting with visual opportunities presentation and facilitated community input exercises.
2. Facilitated walking assessment(s), training and table maps (participants break out into small groups of eight people around large aerial maps to identify problems and ideas for solutions). The walking assessment will build upon California Walks' Blackstone Avenue Pedestrian Assessment Audit.
3. Temporary installations to demonstrate potential design tools and concepts, such as a curb extension and conversion of on-street and/or off-street parking space for outdoor seating, landscaping and public art to gather public reactions and input.¹
4. Consultant team production days on-site with opportunities for impromptu meetings and drop in visits.
5. Technical review of concepts with the City, Caltrans, and FCOG staff
6. Closing evening community presentation of preliminary design concepts and recommendations for feedback and guidance

Deliverables: Participant lists, digital presentations with initial concepts, review of charrette process, and input

Responsible Party: City of Fresno, Metro, LGC, and Consultant

Task 3.3: Review of Plan Concepts

Approximately one month following the charrette, the Consultant will return to Fresno to meet with the advisory group, City staff and Caltrans to review charrette outcomes and proposed plan concepts. The Consultant, assisted by the project partners, will hold an evening community meeting to present the proposed concepts and prioritize preferred projects to shape Task 4.

Deliverables: Digital presentation of refined concepts

¹Installations may need to be staged on a lower traffic adjacent side street and will need to comply with Caltrans state highway safety and operation requirements.

Responsible Party: City of Fresno, Consultant, Metro, and LGC

4. Develop Comprehensive Implementation Strategies that Include Locally Feasible Financing Models

To be effective, this project must generate feasible implementation strategies and locally acceptable financing approaches. Public and private improvements for Blackstone Avenue which support the objectives of this project must be financed in ways that the community will support and which will work for the financial, development, and real estate industries. Consultant team members with the expertise required will complete the tasks described below.

Task 4.1: Comprehensive Implementation Strategies

The Consultant will prepare a comprehensive report that lists and explains the relevant implementation strategies for the Blackstone Activity Centers and related corridor segments based upon the priorities developed by the public process for this project.

Deliverables: Implementation Strategies Report

Responsible Party: Consultant

Task 4.2: Locally Feasible Financing Approaches

The Consultant, with the help of Metro and LGC, will identify potential funding sources and strategies for recommended right-of-way improvements and improvements to adjacent frontage. All feasible mechanisms and tools available to finance the recommended improvements will be identified, assessed, and presented in a report.

Deliverables: Locally Feasible Financing Approaches Report

Responsible Party: Consultant, Metro and LGC

Task 4.3: Develop an Improvement Projects Funding Matrix.

The matrix will include a list of improvement projects, phasing/timing, cost estimates, and potential funding sources.

Deliverables: Develop an Improvement Projects Implementation Funding Matrix

Responsible Party: Consultant

5. Draft and Final Plan

Task 5.1: Administrative Draft Plan

Approximately three months after the charrette, the Consultant will prepare and circulate an administrative draft plan for review by the City, Caltrans staff, and members of the advisory group. The draft plan will be based on the existing conditions analysis and input from the community engagement process. The plan will include the following:

- Conceptual designs and recommendations shown in plan view, cross sections, perspective sketches, and/or photo simulations for improved road safety and operations;
- Focal points for pedestrian, bicycle, and transit, parking, and traffic calming improvements in each Activity Center;
- A record of the charrette process;
- Proposed timing and prioritization for implementation of the recommendations;
- Cost estimates for proposed design improvements; and
- Potential funding sources and strategies.

The Consultant will produce the draft document, make revisions, and produce the final plan document as described below. The City will circulate the documents for review, collect, and consolidate feedback for Consultant revisions. Metro and LGC will provide content for the public process chapter of the plan. The City of Fresno will submit the Draft and Final Plans for Caltrans review and approval.

Deliverables: Administrative draft plan document

Responsible Party: Consultant (with support from the City, Metro and LGC)

Task 5.2: Public Review Draft Plan

The Consultant will make revisions (cycle one) to the document based on comments and feedback under Task 5.1. The City will make the revised document available for public review and comment. The City of Fresno will submit the Public Review Draft Plan for Caltrans examination and approval.

Deliverables: Public review draft document (with revisions)

Responsible Party: Consultant (with support from the City, Metro and LGC)

Task 5.3: Final Draft

The Consultant will make final revisions (cycle two) to the document based on reviewing agencies and public comment.

Deliverables: Revised final draft (with revisions)

Responsible Party: Consultant (with support from the City, Metro and LGC)

Task 5.4: Submit Final Plan for Caltrans review and approval.

Deliverables: Digital presentation, meeting notes, and final plan submission to Caltrans for review and approval

Responsible Party: City Consultant (with support from the City, Metro and LGC)

Task 5.5: City Council Approval/Acceptance

The Consultant with Metro, LGC, and City staff, will present the final plan to City Council for approval/acceptance.

Deliverables: City Council action

Responsible Party: Consultant (with support from the City, Metro and LGC)

Task 5.6: Plan Submission

The Consultant will deliver the final plan to City. The City will submit four hard copies and four electronic copies of the final document to Caltrans, and credit Caltrans for its financial contribution on the cover of the report.

Deliverables: Final plan (digital and bound copies)

Responsible Party: Consultant (with support from the City, Metro and LGC)

Proposal Requirements and Process

Required Qualifications

The City is seeking a community-based urban design team experienced in providing urban design and planning services. The selected firm must: 1) have demonstrable experience with complex, interrelated issues encountered in city planning and urban design including the revitalization of suburban commercial corridors and transit-oriented

development (TOD); 2) be innovative in its approach; 3) assemble a team that is passionate about creating attractive, efficient, and fiscally prudent new design concepts. The consulting team must have experience working with Environmental Justice/Disadvantaged Communities.

Proposers must have ten years of experience, within the last fifteen years, of creating streetscape improvement plans.

Schedule

The process of selecting the Contractor will proceed according to the following timeline.

Activity	Schedule
City Release of RFP	January 8, 2018
Proposal Submission Deadline	February 9, 2018 at 5:00 p.m.
Proposer Interviews	February 20, 2018
Selection of Contractor	February 23, 2018
City Council Approval of Contract	March 22, 2018
Notice to Proceed	March 26, 2018

* *Subject to change*

Proposal Content

1. *Statement of Interest.* This cover letter should provide a statement of interest for the completion of the distinct phases of the planning process; highlights of the Proposer's qualifications; understanding of the key elements of the proposed Blackstone Avenue Smart Mobility Project process; project team coordination methods; contact person, phone and facsimile numbers, and e-mail address.
2. *Firm Description.* A complete and detailed description of the firm must be provided, including:
 - Consultant address, telephone number, and fax number (if applicable), and e-mail address.
 - A description of the legal entity with whom the City would contract.
 - Nature of the firm (corporate officers, principal stockholders, general and limited partners, etc.).
3. *Qualifications.* The Proposer's qualifications must be described in detail, including:
 - Relevant experience in community revitalization, urban design, planning, and development projects.
 - References (name, title and telephone number) for each project cited.

4. *Consultant Team (if applicable)*. Identify the planning team including subconsultants. Specify the relevant experience of the team members and subconsultants.
5. *Fees*. Proposers shall provide a schedule of consultant fees and costs associated with the development and completion of each distinct phase of the planning process outlined above.
6. *Schedule*: Proposers shall provide an implementation schedule for the each phase of the project.

Proposal Submission

1. Six hard copies and one digital copy of the Proposal must be submitted to:

City of Fresno
Development and Resource Management Department
Attn: Rodney Horton, Planner III
2600 Fresno Street, Room 3065
Fresno CA 93721
Rodney.Horton@fresno.gov

2. If the submission of the Proposal is by any means other than personal delivery, then it is the Respondent's sole responsibility to ensure the submissions are delivered to the exact location by the time specified.
3. Proposals should be clear, concise, and complete. They should be submitted using an 8 ½" by 11" portrait format. Illustrations, if necessary, may be submitted on 11" by 17" sheets, but should be folded to fit within the 8 ½" by 11" format.
4. Proposals may be bound by any means except 3-ring binders and paper/binder clips.
5. By submission of a Proposals, the Respondent acknowledges that it has read and thoroughly understands the Scope of Service, agrees to all terms and conditions stated herein, and acknowledges that it can perform all tasks, as required.
6. Respondents must include the following information on the outside of the envelope:

PROPOSAL – Blackstone Avenue Smart Mobility Project – Attn: Rodney Horton, Planner III, Development and Resource Management Department.

7. Proposals will not be opened publically.

8. Late Proposals will not be accepted. Faxed or emailed Proposals, or modified Proposals will not be considered. More than one (1) Proposal from an individual, firm, partnership, or corporation under the same or different names, will not be considered. Any Proposal found to be illegible or incomplete shall be considered for rejection.

Proposers are encouraged to include local firms certified under Fresno Municipal Code Section 4-109. Copies of the City's local preference and Respondent Selection Policies are available upon request. The Respondent must comply with applicable local, State, and Federal laws, rules and or regulations pertaining to prevailing wage rates and their payment in accordance with California Labor Code, Section 1775.

Proposal Evaluation

The evaluation of the Proposals will be conducted based on the following:

1. Experience with community-based design charrettes.
2. Experience with urban design alternatives analysis and selection of preferred alternatives.
3. Experience with new urbanism, walkable urban design, streetscape design, and mixed use development and planning.
4. Familiarity with Fresno or the Central Valley.
5. Track record of successful streetscape implementation.
6. Basic timeline for completion of tasks.

Communication

Restrictions on Communications

The Regulated Communications in City Procurement Process Ordinance (Article 6, Chapter 4 of the Fresno Municipal Code) became effective May 7, 2004. With certain specified exceptions, the Ordinance provides that no Respondent, Bidder, Proposer (as the case may be) shall initiate, engage in, or continue any communication to or with any City elected official concerning or touching upon any matter which is the subject of this competitive procurement process.

Any Respondent, Bidder, Proposer, or elected official (as the case may be) who initiates, engages in, continues in, or receives any regulated communication shall file the written disclosure required by the Regulated Communications in City Procurement Process Ordinance.

Any Respondent, Bidder, or Proposer violating the Regulated Communications in City Procurement Process Ordinance may be disqualified from participating in this procurement process and/or determined to be non-responsible. Additionally, the City may set aside the award of a contract, prior to its execution, to a party found to have violated the Ordinance.

Note: The full text of Fresno Municipal Code Chapter 4, Article 6 may be obtained by logging on to the City's website at <http://www.fresno.gov> under "Related Online Resources" on the bottom right portion of the home page click on "Fresno Municipal Code." Or view the Fresno Municipal Code directly at <http://www.municode.com/Resources/gateway.asp?pid=14478&sid=5>.

Debarment

A Proposer who has been determined by the Council to be non-responsible may be debarred from bidding or proposing upon or being awarded any contract with the City from being a subcontractor or supplier at any tier upon such contract, in accordance with the procedures in Resolution No. 2003-130 adopted by Council on April 29, 2003. The initial period of any such debarment shall not be less than one year or more than three years. A Proposer may request a hearing, in accordance with Resolution No. 2003-130, upon receipt of a notice of proposed debarment from the City Manager or his/her designee. A copy of the Resolution may be obtained from the City Clerk's Office, 2600 Fresno Street, Fresno, California 93721.

Additional Information

ADA

Accessibility Requirements: Supplier warrants that it complies with California and federal disabilities laws and regulations; and the Services will conform to the accessibility requirements of WCAG 2.0AA. Supplier agrees to promptly respond to and resolve any complaint regarding accessibility of its Services. The City may require bidder to comply with these accessibility requirements if they are awarded a contract.

Electronic Payment

Proposer shall provide complete and accurate billing invoices in order to receive payment. Billing invoices submitted must contain all information and supporting documentation required by the contract. Payment for invoices submitted by the proposer shall only be rendered electronically unless payment by paper check is expressly authorized by the Controller, in the Controller's sole discretion, due to extenuating circumstances. Such electronic payment shall be made in accordance with ordinary City procedures and practices. The proposer shall comply with the Controller's procedures to authorize electronic payments. Proposer acknowledges that it will not receive payment on any invoices submitted under this Contract if it does not comply with the Controller's electronic payment procedures, except where the Controller has expressly authorized payment by paper check as set forth above.

Reservation of Rights

1. The City reserves the right to:
 - a. Reject any and all responses received
 - b. Issue a subsequent RFP
 - c. Cancel the entire RFP
 - d. Remedy technical errors in the RFP process
 - e. Negotiate with any, all or none of the Respondents to the RFP
 - f. Waive informalities and irregularities
 - g. Accept multiple Proposals
 - h. Make multiple recommendation(s) to the City Council
 - i. Request additional information or clarification
 - j. All responses and their contents will become the property of the City.
2. The City will not reimburse consultants or sub-consultants for any costs associated with any travel and/or per diem incurred in any presentations or for any costs in preparing and submitting the responses.
3. The City reserves the right to end, in its sole discretion, negotiations at any time with any and /or all Respondents. This RFP does not commit the City to enter into a contract, nor does it obligate it to pay any costs incurred in the preparation and submission of Proposals or in anticipation of a contract.

Professional Liability Insurance

Professional liability insurance is required. The City's standard contract will be used, which includes a conflict of interest statement and completion of a statement of economic interest.

Copies of the City's Standard Contract and Consultant Selection Policies are available on request. Any contract exceeding \$50,000 shall be subject to the approval of the City Council in accordance with the Fresno Municipal Code. The City of Fresno hereby notifies all consultants that no person shall be excluded from participation in, denied any benefits of, or otherwise discriminated against in connection with the award and performance of any contract on the basis of race, religious creed, color, national origin, ancestry, physical disability, mental disability, medical condition, marital status, sex, age, sexual orientation, ethnicity, status as a disabled veteran or veteran of the Vietnam era.

Standard City Consultant Agreement

The City will be utilizing a Standard City Consultant Agreement. Copies of the City's Standard Contract and Consultant Selection Policies are available upon request. Should you have any questions pertaining to the RFP, please direct them in writing via email to Rodney.Horton@fresno.gov.

Exhibits

- A. Project Area Map.
- B. Disclosure of Conflict of Interest.

Legend

Blackstone Activity Centers

- Blackstone Activity Centers

Zone Districts

- NMX - Neighborhood Mixed Use
- CMX - Corridor/Center Mixed Use
- RMX - Regional Mixed Use
- CR - Commercial Regional
- PI - Public and Institutional

Map Labels:

Streets: LANSING WAY, DAKOTA AVE, GARLAND AVE, FEDORA AVE, CORTLAND AVE, FOUNTAIN WAY, ANDREWS AVE, SHIELDS AVE, CLARK ST, DIANA ST, HOWARD ST, FRONTAGE RD N, CALI, ORCHARD ST, FIRST/SECOND AVE, SECOYO ST, MAYFAIR DR W, FISHER ST, BELMONT/WHITE AVE, THOMAS AVE, LEWIS AVE, TYLER AVE, CLAY AVE, WEBSTER AVE, HAMMOND AVE, LAMONA AVE, THESTA ST, PERALTA WAY, UNIVERSITY AVE, WELDON AVE, NORMAL AVE, ANGUS ST, MARIPOSA ST, FRESNO ST, CLARK ST, SHIELDS AVE, PRINCETON AVE, CORNELL AVE, MICHIGAN AVE, GLENN AVE, ASIMPSON AVE, COLLEGE AVE, DEL MAR AVE, HARVARD AVE, TERRACE AVE, VASSAR AVE, WISHON AVE, CAMBRIDGE AVE, YALE AVE, CLINTON AVE, BROWN AVE, VAN NESS BLVD, VAN NESS AVE, WILSON AVE, JEANNE AVE, RAMONA WAY, BEVERLY WAY, DAYTON AVE, LANSING WAY, DAKOTA AVE, GARLAND AVE, FEDORA AVE, CORTLAND AVE, FOUNTAIN WAY, ANDREWS AVE, SHIELDS AVE, CLARK ST, DIANA ST, HOWARD ST, FRONTAGE RD N, CALI, ORCHARD ST, FIRST/SECOND AVE, SECOYO ST, MAYFAIR DR W, FISHER ST, BELMONT/WHITE AVE, THOMAS AVE, LEWIS AVE, TYLER AVE, CLAY AVE, WEBSTER AVE, HAMMOND AVE, LAMONA AVE, THESTA ST, PERALTA WAY, UNIVERSITY AVE, WELDON AVE, NORMAL AVE, ANGUS ST, MARIPOSA ST, FRESNO ST, CLARK ST, SHIELDS AVE, PRINCETON AVE, CORNELL AVE, MICHIGAN AVE, GLENN AVE, ASIMPSON AVE, COLLEGE AVE, DEL MAR AVE, HARVARD AVE, TERRACE AVE, VASSAR AVE, WISHON AVE, CAMBRIDGE AVE, YALE AVE, CLINTON AVE, BROWN AVE, VAN NESS BLVD, VAN NESS AVE, WILSON AVE, JEANNE AVE, RAMONA WAY, BEVERLY WAY, DAYTON AVE.

Activity Centers:

- Shields/Manchester Activity Center
- Weldon/Fresno City College Activity Center
- Olive/Tower Gateway Activity Center

Other Labels:

- FRASER AVE, ROOSEVELT AVE, DENNETT AVE, ELIZABETH ST, DUDLEY AVE, BROADWAY, FULTON ST, POPLAR AVE, ALHAMBRA AVE, TOWER DISTRICT, FERN AVE, HEDGES AVE, SAN PABLO AVE, HOME AVE, MAROA AVE, VAN NESS AVE, MCKINLEY AVE, CARMEN AVE, ECHO AVE, LUCERNE LN, CAMBRIDGE AVE, YALE AVE, CLINTON AVE, BROWN AVE, VAN NESS BLVD, VAN NESS AVE, WILSON AVE, JEANNE AVE, RAMONA WAY, BEVERLY WAY, DAYTON AVE.

10/1/2010

Exhibit B: Disclosure of Conflict of Interest

		YES*	NO
1	Are you currently in litigation with the City of Fresno or any of its agents?	<input type="checkbox"/>	<input type="checkbox"/>
2	Do you represent any firm or organization or person who is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
3	Do you currently represent or perform work for any clients who do business with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
4	Are you or any of your principals, managers, or professionals, owners or investors in a business which does business with the City of Fresno, or in a business which is in litigation with the City of Fresno?	<input type="checkbox"/>	<input type="checkbox"/>
5	Are you or any of your principals, managers, or professionals, related by blood or marriage to any City of Fresno employee who has significant role in the subject matter of this service?	<input type="checkbox"/>	<input type="checkbox"/>
6	Do you or any of your subcontractors have, or expect to have any interest, direct, or indirect, in any other contract in connection with this Project?	<input type="checkbox"/>	<input type="checkbox"/>
* If the answer to any question is yes, please explain in full below.			

Explanation:

_____	Signature
_____	Date
_____	(name)
_____	(company)
_____	(address)
_____	(city state zip)

☐ Additional page(s) attached.

Exhibit C: Standard City Consultant Agreement