

Re-issued from June 21, 2019

**CAPITAL AREA METROPOLITAN PLANNING ORGANIZATION
REQUEST FOR PROPOSALS (RFP)**

SOLICITATION NO: KP-004

SERVICE DESCRIPTION: Transportation Planning:
San Marcos Platinum Planning Study

DATE ISSUED: August 9, 2019

PRE-PROPOSAL CONFERENCE TIME AND DATE:
2:00 PM (CST), Friday, August 16, 2019

LOCATION: 3300 N Interstate 35 Frontage Road, Suite
630, Austin, Texas 78705

A call-in number has been established for those
potential proposers that cannot attend the Pre-
Proposal meeting:

Call-in Number: (415) 655-0001
Access Code: 190 951 710

FOR CONTRACTUAL AND TECHNICAL ISSUES

CONTACT: Theresa Hernandez,
Finance & Administration Manager
CAMPO

Phone: (512) 215-8225

Email: Theresa.hernandez@campotexas.org

PROPOSAL DUE PRIOR TO: 2:00 P.M. (CST),
Wednesday, September 4, 2019

ATTENTION: Mr. Chad McKeown, AICP and
Mr. Kelly Porter, AICP

LOCATION: 3300 N Interstate 35 Frontage Road, Suite
630, Austin, Texas 78705

TENTATIVE INTERVIEW DATE(S): September 30 –
October 4, 2019

NOTE: Offers must be received and time stamped in the CAMPO office prior to the Due Date and Time. It is the responsibility of the Offeror to ensure that their Offer arrives at the receptionist's desk in the CAMPO office prior to the time and date indicated. All updates regarding this solicitation can be found on the CAMPO procurement web page (<http://www.campotexas.org/about/requests-for-proposal-and-qualifications/>). It is the responsibility of the Offeror to view the procurement web page for all updates including addenda associated with this solicitation.

OFFER SUBMITTED BY

By the signature below, I certify that I have submitted a binding offer:

Signature of Person Authorized to Sign Offer

Signer's Name and Title: (please print or type)

FEDERAL TAX ID NO _____

Date: _____

Company Name: _____

Address: _____

City, State, Zip Code _____

Phone No. ()

Fax No. ()

SUBMIT BOTH

- **HARDCOPY: 1 ORIGINAL, 7 COPIES**
- **ELECTRONIC: PDF** to Kelly.porter@campotexas.org and Cc: theresa.hernandez@campotexas.org or USB included with proposal

*****SIGNATURE FOR SUBMITTAL REQUIRED*****

RFP SUBMITTAL

Each respondent of this RFP is requested to present a proposal discussing the scope of work as described in Section III. CAMPO reserves the right to reject any or all proposals or portions of proposals, if it is deemed to be in the best interest of CAMPO. This RFP document is organized as follows:

I. Proposal Contents and Specifications

This section contains the specific and general description of the information to be provided within the proposal. Federal requirements and specifications are noted. Due to the nature of this contract, all the contents and specifications may not apply to this contract.

II. Evaluation of Proposals

This section describes the methodology by which the proposals will be evaluated and firms/individuals selected for proposal interviews.

III. Contract Objectives and Scope of Work

This section describes the work to be performed in the study and tasks to be executed.

RFP PROCESS INFORMATION

This RFP will be sent to all consultants in CAMPO's consultant database, which satisfies the search criteria of: firms with experience in regional and transportation planning. All requests for this RFP packet will be welcomed. This RFP will be available on CAMPO's website at <http://www.campotexas.org/about/requests-for-proposal-and-qualifications/>.

After the proposals are received, CAMPO's evaluation committee will score the submissions then select the top ranked firm(s). Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked provider.

CAMPO retains the right to select from the firms responding to this RFP. Any or all submissions may be rejected, if they do not meet the Evaluation Committee's criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

At any point in the procurement process, any dispute, protest, or claim may be filed. The dispute, protest, or claim should be directed to the MPO Executive Director within seven (7) days after the aggrieved party knows or should have known of the facts or events giving rise to the complaint.

CAMPO is responsible for this contracted project. Further inquiries should be directed to Theresa Hernandez, Finance & Administration Manager at 512-215-8225.

SECTION I SUBMISSION CONTENTS AND SPECIFICATIONS

Submissions should include the following:

A. Executive Summary

The executive summary of four (4) pages or less should include a summary of important points/sections of the proposal, project objectives, brief description of each section of attached proposal, and any special considerations. The letter must include the primary contact name, telephone number, mailing address, and email address for the responding agency.

B. Project Work Program

The consultant should detail their approach to undertaking the tasks listed in this RFP. A recommended methodology for performance of each task identified in the RFP should be included, along with demonstration of ability to meet specified deadlines from CAMPO management as assigned. This contract should be completed within **12 months** from issuance of notice to proceed, although the project period is expected to be no more than *nine (9) months* the San Marcos Platinum Planning Study. CAMPO may extend the contract due to extenuating circumstances.

C. Responsibility and Qualifications

The project manager and other key staff members must be specified and a clear indication given as to their involvement in the project, the amount of time they will be on-site and the percent of their time dedicated to this project. Brief resumes of staff members should be included. The successful respondent to this RFP must understand they are expected to provide qualified personnel to accomplish each portion of the work in the scope outlined. Substitutions for essential personnel involved in the tasks will not be allowed without CAMPO's prior approval and resulting delays will be the responsibility of the consultant. CAMPO retains the right to request the removal of any personnel found, in CAMPO's opinion, to be unqualified to perform the work.

D. Prior Experience

Describe only relevant corporate experience and individual experience for personnel who will be actively engaged in the project. Do not include experience prior to 2009. Supply the project title, year, and reference name, title, present address, and phone number of principal person for whom prior projects were accomplished.

E. References

The consultant should provide three references from Governmental agencies that have solicited similar assistance in providing both general and technical planning services. References should include contact name, title, agency, project name, email, and phone number.

F. Budget

CAMPO has established a cost ceiling for the requested services not to exceed **\$1,000,000.00**. An estimated product budget should be included.

G. Disadvantaged Business Enterprise (DBE) Goal

In connection with receiving grants from the U. S. Department of Transportation (DOT), CAMPO has established a goal of 25% Disadvantaged Business Enterprise (DBE) participation in its total annual third-party consulting opportunities. Each respondent is encouraged to take affirmative action and make every effort possible to use DBE firms in the performance of work under this contract. Nothing in this provision shall be construed to require the utilization of any DBE firm, which is either unqualified or unavailable.

H. Title VI Requirements

The Capital Area Metropolitan Planning Organization (CAMPO), in accordance with the provisions of Title VI of the Civil Rights Act of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4) and the Regulations, hereby notifies bidders that it will affirmatively ensure that any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full and fair opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color, or national origin in consideration for an award. Successful consultants will be required to comply with all requirements imposed by Title VI of the Civil Rights Acts of 1964 (78 Stat. 252, 42 U.S.C. §§ 2000d to 2000d-4), the Regulations of DOT issued there-under (49 C.F.R. part 21), and the assurances by CAMPO thereto.

I. Conflict of Interests/Debarment

Proposals shall state whether there is a potential conflict of interest and be cognizant of the requirement for executing a Debarment Certification stating that the firm has not been barred from doing work involving federal funds. A signed Debarment Certification will be required of successful respondent for each of the consultant team members.

While the above items provide a general description of what sections and information are expected in the proposal, they are not meant to limit or exclude other information from being included. For example, Sections II and III in this RFP contain requirements for information that may not be specifically mentioned in this section. Responders should include such information in their proposal.

Also, the Texas House Bill 914, codified as Chapter 176 of the Local Government Code, requires vendors and consultants contracting or seeking to do business with CAMPO to file a conflict of interest questionnaire (CIQ). The required questionnaire is located at the Texas Ethics Commission website <http://www.ethics.state.tx.us/>.

The CIQ must be completed and filed with the bid/proposal response. Vendors and consultants that do not include the form with the response, and fail to timely provide it, may be disqualified from consideration by CAMPO.

J. Special Provisions relating to Local Government Officers

At the time a proposal is submitted, a prospective consultant must disclose whether an owner (in whole or part), officer or employee of the prospective consultant is a local government officer of a political subdivision that (a) conducts business with CAMPO and (b) is located within CAMPO's geographic boundaries.

K. Specific Disclosure, related Certification & Policy Board Review

If a solicitation indicates that the resulting product of the solicitation shall be presented by CAMPO for the concurrence or approval of a governing body of a political subdivision on which the prospective consultant (or an owner, in whole or in part, officer or employee) serves, any finding of a perceived conflict of interest by the Executive Director of CAMPO may be remedied by the local government officer's certified disclosure of the relationship with the prospective consultant and abstention from the local governing body's participation, consideration or concurrence with the product. Any such certification shall be made in writing and submitted to the Executive Director at the time any response to the solicitation is submitted. The Executive Director shall then transmit the same to the Chair of the Transportation Policy Board. The Chair of the Transportation Policy Board shall present the related solicitation and certification to the Executive Committee of the Transportation Policy Board. The Executive Committee shall review the solicitation and certification, and may (1) take no action or (2) submit the same to the Transportation Policy Board for any action it deems appropriate, in its reasonable discretion, under CAMPO's procurement policies and applicable law. Such action by the Transportation Policy Board may include a finding of a perceived conflict of interest, notwithstanding the consultant's disclosure and certification described above. In the event that the Transportation Policy Board determines that a perceived conflict of interest exists, the Board will notify the prospective consultant in writing of the basis for the conclusion that a perceived conflict of interest exists, without any implied or actual limitation on any legal rights or defenses that might thereafter be asserted.

For purposes of this provision, "local government officer" has the definition established by Section 176.001{4} of the Local Government Code.

SECTION II EVALUATION OF SUBMISSIONS

Procedures have been established for the evaluation and selection of Consultant(s) that provide for a consistent approach to carry out CAMPO projects. In order to accomplish this objective, the CAMPO Consultant Evaluation committee will review each submission based on the following criteria:

- Previous Experience - Submissions will be assessed on prior experience of the firm in the subject areas covered in Section III of this RFP. (20 points);
- Understanding of Project Scope – The responding consultant team must present their team’s approach through further clarification and understanding of all tasks involved in this study and the project. Any work on similar type projects may be listed to validate this understanding. The proposal should also include a project timeline/schedule demonstrating completion of tasks within the allotted project timeframe. (25 points);
- Availability of Consultant – This project involves many simultaneous tasks; the consultant team must demonstrate its ability to meet the project schedule. The consultant team should indicate other significant projects being worked on by the principals, % of involvement, and probable completion dates. (15 points);
- Project Management – The responding consultant team should include individuals that have relevant and effective project management experience. This includes a strong project manager, if applicable, deputy project manager, and strong subconsultants. Strong proposals will demonstrate how each team member, including any subconsultants, will be utilized in relevant tasks. (20 points);
- Past Performance – The Consultant must have a demonstrated track record of timely performance, quality, and integrity, as evidenced by a list of client references. (10 points);
- Additional Services, Ideas, Innovation or Products - Any additional services, innovative ideas, graphic design, cost-saving measures, safety-measures, products, DBE/WBE/MBE/HUB usage, etc. will be considered for their usefulness to CAMPO or their contribution to the project. (10 points);

The Evaluation Committee will evaluate all submissions according to the criteria described. Based on scores of written submittals, CAMPO reserves the right to invite top ranked teams to participate in oral presentations. The oral presentation can carry a score of up to 50 points that will factor into the final overall scores (written proposal plus oral presentation). Following approval by the Transportation Policy Board, CAMPO staff will begin negotiations with the top ranked consulting firm. If a contract cannot be negotiated with the top ranked firm, CAMPO may choose to proceed to negotiate with the next ranked firm, and so on, until a contract has been successfully negotiated.

CAMPO retains the right to select from the firms responding to this RFP. Any or all submissions may be rejected, if they do not meet the Evaluation Committee's criteria or fail to comply with RFP specifications. CAMPO also retains the right to withdraw this RFP at any time.

SECTION III
Scope of Work
SOLICITATION NO. KP-004

Description: San Marcos Platinum Planning Study

1. PURPOSE

Capital Area Metropolitan Planning Organization (Capital Area MPO) is seeking services from a qualified consultant to conduct a study and develop recommendations to further the goals of Capital Area MPO's Platinum Planning Program and advance the planning efforts of the City of San Marcos (Vision San Marcos Comprehensive Plan, San Marcos Downtown Master Plan, San Marcos Development Code, San Marcos Transportation Master Plan, etc.). The recommendations should address the immediate and future mobility issues which stem from population growth and development pressures prevalent in the region. The Consultant will develop strategies that apply the elements of the Platinum Planning Program to the study area and recommend projects and implementation plans that enhance multi-modal transportation safety, mobility and connectivity, enhance economic development potential, and establish the study area as dynamic and functional for the City of San Marcos.

Capital Area MPO's Platinum Planning Program seeks to generate comprehensive and detailed multimodal transportation planning at the local level that will generate regionally significant benefits through projects and policies. The program aligns local and regional planning through a progressive, integrated, and inclusive process. Plans completed as part of this program meet shared goals and are inclusive of state of the practice elements. Specifically, these plans will outline synergies between transportation, land use, and other planning areas to better understand how the system performs. Recommendations from plans completed through this program will inform future iterations of the Regional Transportation Plan. The Platinum Planning Program includes three spatial areas: Subregions, Corridors, and Centers; since this study includes multiple corridors and centers, it is considered a subregional plan.

2. BACKGROUND

San Marcos is a rapidly growing community about 30 miles south of Austin. The city has a population of over 60,000 people and serves as the county seat for Hays County. San Marcos enjoys a nice reputation due to its walkable downtown, family-oriented neighborhoods, the San Marcos River and Texas State University. The city also serves as the southern gateway for the Capital Area. This study seeks to help San Marcos and the region manage its growth challenges by creating environments that promote multiple travel options, enhance economic development and housing options near high-quality transportation investments, and position the urban core to become a premier center for the City of San Marcos and the Capital Area region.

The Downtown/Midtown center is a major destination in San Marcos situated adjacent to Texas State University and containing the City's primary parks system and civic buildings. The Center includes two major grocery stores and the Historic Downtown, which has been a priority since the City adopted the 2008 Downtown Master Plan. Downtown and Midtown were included as *High Intensity Zones* on the 2013 Comprehensive Plan Map, but while not identified therein, the area between Downtown and Midtown is integral to the detailed study of the overall area as a center. The connecting area between Downtown and Midtown predominately consists of City and Texas State University property and is a

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linkage for parkland and municipal facilities. The City is currently considering a public private redevelopment of several tracts in this area.

In 2018, the City of San Marcos adopted a new Development Code to allow higher density opportunities in the Midtown area which currently consists of traditional, automobile oriented commercial and multi-family developments. The City is also currently engaged in relevant planning efforts with Texas State University to study options for more seamless transit service and consideration of multi-modal facilities to support the transit effort is important to the center.

The study area also includes multiple on-system TxDOT roadways which need to evolve to support multi-modal travel with adjacent mixed-use land use rather than the original rural/suburban land use in place.

The San Marcos Platinum Planning Study includes multiple corridors and centers:

1. Corridor Plan – Development of a set of context-sensitive corridor concepts and strategies for several miles on Guadalupe Street (SH 123), Hopkins Street, and a future north/south connector corridor east of IH-35 (possible SH 21 extension), which addresses access management strategies, multi-modal transportation elements, safety improvements, operational improvements, and recommendations for a private realm built-form that supports different modes of transportation and a sense of place.
2. Centers Plan – Development of concepts and strategies for a vibrant mixed-use center oriented around the Downtown and Midtown Neighborhoods, as well as other key nodes in the study area such as the proposed redevelopment of the City Government complex. This includes development concepts for a dense mixed-use core (Downtown and Midtown) and catalytic sites (City Government complex, SH 21 extension/SH 123 intersection, NW Corner of IH 35/Hopkins St intersection), providing services and amenities which encourage the use of multiple modes of transportation.

The consultant should have experience and knowledge in planning for implementation consistent with the Platinum Planning Program elements:

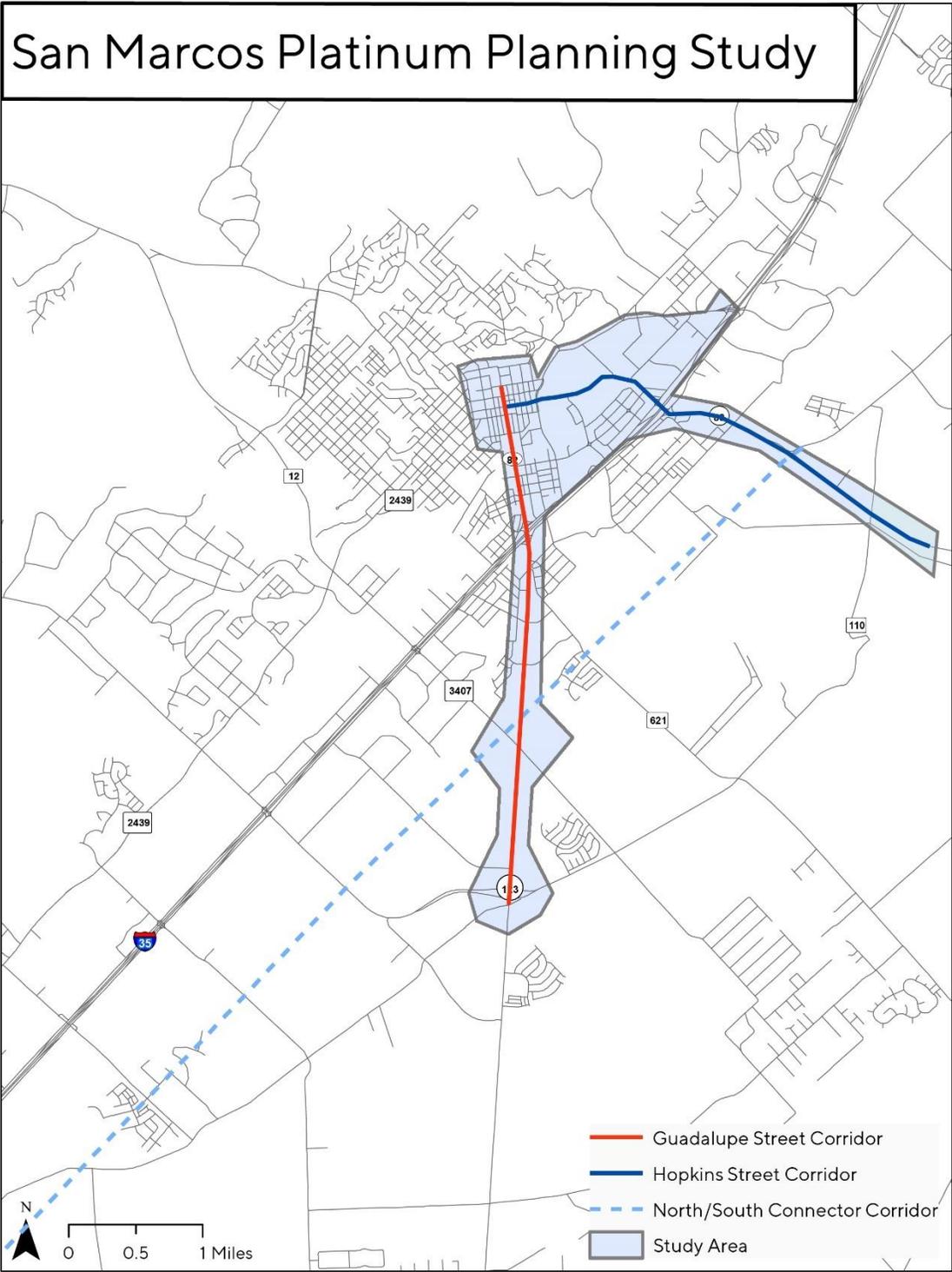
1. Multimodal and Mixed-Use – Create connections to housing, jobs, and services through the establishment of dynamic mixed-use environments, well-connected street grids, high-quality transit options, as well as safe and useful pedestrian/bicycle accommodations.
2. Housing – Develop a mix of housing types and price points appropriate for the study area context that provides living options that can accommodate a variety of incomes, abilities, and familial types.
3. Environment – Create a healthy environment that proactively protects and enhances air, water, land, and people.
4. Economic Development – Promote the economic competitiveness of the study area to yield positive impacts on the local tax base, high-quality jobs, and community services.
5. Equity – Create positive social, economic, and environmental outcomes for all residents and stakeholders in the study areas while minimizing adverse impacts.

Additionally, the consultant will perform an analysis to assist the City in determining the impacts and a schedule of highway “turn back” of the following State highways: Loop 82, SH 80/East Hopkins Street and SH 123.

3. STUDY AREA (See below for the study area maps)

The focus of the San Marcos Platinum Planning Study is the Downtown/Midtown core and the following corridors: Guadalupe Street (SH 123) between University Drive and FM-110, Hopkins Street (SH 80) starting near the downtown square and ending near FM 1984 east of the City, and a north/south connector from SH-80 to IH-35 at Posey Road (potential extension of SH 21). As stated previously, this study includes two areas of focus:

1. Corridors Plan Focus Areas – This study should consider an optimum integration of transportation options for multimodal connectivity throughout the focus areas.
 - Guadalupe Street (SH 123) – The section from University Drive on the west, to FM-110 on the east. This corridor changes from a rural four lane bi-directional road with one center turn lane to an urban arterial with 2-3 lanes of one-way travel acting as a couplet with South LBJ Drive. The portion of the corridor in downtown has sidewalks but they become irregular roughly a half mile east of IH-35 before becoming non-existent as the corridor turns into a rural road. Land use along Guadalupe Street includes mostly retail and commercial spaces (ranging from urban to drive-thru suburban), fuel stations, and an overall auto-centric low-density built form.
 - Hopkins Street (SH 80) – The section starting near the downtown square and ending near FM 1984 at the San Marcos Air, Rail, and Truck (SMART) Terminal east of the City. This corridor changes from rural to urban with four lanes of bi-directional travel with one center turn lane. The corridor includes discontinuous sidewalks and a lack of streetscaping elements. Land use along Hopkins Street is similar to that of Guadalupe Street’s and includes mostly retail and commercial spaces, fuel stations, City Government complex (Activity Center, Library and Municipal offices) with an overall auto-centric low-density built form.
 - North/South Connector (SH 21 extension) - This corridor does not yet exist but is envisioned as an alternative relief route to IH-35. The corridor is defined as running north/south roughly one mile east of IH-35 from SH-80 to the Comal County Line. Most of the future right-of-way is in a rural context with portions having suburban characteristics.
2. Centers Plan Focus Area - Development of a plan for a vibrant mixed-use center oriented around the Downtown and Midtown neighborhoods. This includes development concepts for dense mixed-use catalytic sites including the City Government complex, SH 21 extension/SH 123/RR12 intersection, and the northwest corner of the IH 35/Hopkins St intersection providing a mix of housing types/price points, services and amenities which encourage and leverage the use of multiple modes of transportation.



4. SCOPE OF WORK

Our Scope of Services is presented in four stages (Tasks 1 – 4):

Task 1. Project Management & Public/Stakeholder Engagement

Task 2. Existing Conditions and Needs Assessment

Task 3. Concept Plan

Task 4. Draft Project, Policy Recommendations, Implementation Plan, Project Prioritization, and Final Report

Task 1. Project Management & Public/Stakeholder Engagement

1.1 - Project Management

The Capital Area MPO Deputy Executive Director will serve as the Principal in Charge and the Regional Planning Manager, or his designee, will serve as the Capital Area MPO Project Manager, and the City of San Marcos will serve as the local partner for this study. The consulting firm's Project Manager will serve as the primary point of contact for all communication between Capital Area MPO and the consulting team. The Capital Area MPO Project Manager will serve as the liaison between the local partners and the consultant team. The consulting team may not change team membership or organizational structure without the written approval of the Capital Area MPO Executive Director.

Effective two-way communication is essential on a project of this complexity and importance. The Consultant will schedule bi-weekly (or more frequent, if directed by Capital Area MPO) meetings with Capital Area MPO staff and local partners with ad hoc meetings as needed. On-line conference calls will be scheduled with screen sharing, as needed or as directed by Capital Area MPO, to go over issues and maintain communication in the most efficient way.

1.2 - Schedule

Work is to begin upon the execution of a Notice to Proceed from Capital Area MPO and is expected to take nine months to complete. A schedule shall be proposed by the Consultant within 10 business days of contract execution and approved by the Capital Area MPO Project Manager. Capital Area MPO reserves the right to extend this timeline, subject to the approval of the Transportation Policy Board.

1.3 - Progress Reports and Invoices

The Consultant will prepare and submit detailed narrative progress reports and itemized invoices to the Project Manager. Invoices will include all work performed during the reporting period only. Detailed narrative progress reports shall include:

- A brief description of work accomplished for each task.
- The percentage of completion of the overall work project and each task.
- Changes in the estimated value (budget) of each work task.
- Special problems or delays encountered or anticipated.
- The anticipated work activities for the next work period.
- Log of communication associated with study that includes the person and entity contacted,

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- reason, date, and time (includes phone calls, emails, etc.)
- Additional information as directed by the Capital Area MPO Project Manager

The progress reports must include work performed by all sub-consultants associated with the consultant team. The Consultant will be required to submit to the Capital Area MPO Project Manager one consolidated progress report for review, accompanied by supporting documentation for each reimbursement request.

1.4 - Sub-Consultant Management and Meetings

The consultant will prepare contracts for any sub-consultant(s), monitor sub-consultant staff activities, ensure sub-consultant(s) adherence to the project schedule, and review and recommend approval of sub-consultant invoices.

1.5 - Quality Assurance and Quality Control

The Consultant will provide continuous quality assurance and quality control throughout the life of the study. Capital Area MPO may refuse to process invoices for payment until work, deliverables and related project management tasks are completed to Capital Area MPO's satisfaction.

1.6 - Public and Stakeholder Engagement

The Consultant will work with Capital Area MPO staff and the City of San Marcos to develop a robust and inclusive public participation plan that will lead to meaningful participation of various stakeholders. The stakeholder participation plan shall include but is not limited to the following subtasks:

1.6A - Steering Committee Meetings (Minimum of Five)

A Steering Committee will be established by Capital Area MPO and the City of San Marcos to guide the study. This committee will have representation from Capital Area MPO, City of San Marcos, TxDOT, and other stakeholders. At least 5 business days prior to each project meeting or activity, the Consultant shall prepare and send the agenda and agenda support materials to the Capital Area MPO Project Manager. The Capital Area MPO Project Manager and City of San Marcos representative will review and approve all meeting materials prior to their delivery to the Steering Committee members. At least one steering committee meeting shall be held as part of each task (1-5) in the planning process. A project kick-off meeting shall be held with Capital Area MPO and the City of San Marcos to develop draft study goals that are consistent with both the needs of the City of San Marcos and Capital Area MPO's Platinum Planning Program elements.

1.6B - Public Meetings (Minimum of Four)

Public meetings will be held at integral points during the study pursuant to the approved schedule to gain the perspective of local residents, key Neighborhood Associations, Business Leaders, Community Leaders, and other entities or specific groups recommended by the Steering Committee. This planning process shall be conducted in close coordination with Capital Area MPO and the City of San Marcos. Through the public outreach processes, people will have the opportunity to comment on the plan and planning efforts electronically or in person at meetings. The Consultant team shall collaborate with Capital Area MPO's Public Outreach Group and the San Marcos Project Team to broaden the channels of communication with the

public. The Consultant shall facilitate and provide support personnel and exhibits for the outreach meetings. All exhibits and other materials for Public Meetings shall be submitted to the Capital Area MPO Project Manager at least 5 business days prior to the meeting for review and approval. The Consultant shall collaborate with the Capital Area MPO Public Outreach personnel and the San Marcos Project Team to coordinate necessary logistics for the meetings. The public meeting schedule shall be revised, to include scheduling additional public meetings, as directed by the Capital Area MPO Project Manager.

1.6C - Targeted Outreach

Consistent with the Capital Area MPO's Platinum Planning Program, outreach will be conducted to ensure vulnerable populations are represented in the planning efforts. For this study, vulnerable populations are defined as low-income, minority, senior, school-aged, people with disabilities, zero car households, and populations with limited English proficiency. Throughout the project, if Capital Area MPO and the City of San Marcos determine there is a need for public outreach materials to be advertised or produced in a language other than English or Spanish, the consultant shall produce print and electronic materials in multiple languages (prevalent in the study area) as directed by the Capital Area MPO Project Manager.

1.6D – Focus Groups

Focus groups will also be undertaken to solicit feedback from professional organizations like the development, business/commerce, and shipping/freight communities. These focus groups will be conducted as needed to determine impacts to relevant communities.

1.6E - Project Web Site and Other Methods

Capital Area MPO will develop and host a project web site throughout the duration of the study effort. The Consultant shall be responsible for submitting deliverables and other content as directed by the Capital Area MPO Project Manager for posting to the project web site. As part of Task 0, the consultant may suggest to Capital Area MPO, and upon approval, develop additional outreach methods relevant to the study area; such as through social media, online town hall meetings, apps, webinars, focus groups, etc.

As described in detail above, the Consultant shall deliver to Capital Area MPO the following for Task 1:

1. Detailed schedule indicating compliance with the nine-month completion timeframe and all required items within Tasks 1-6.
2. Copies of sub-consultant contracts, within 30 days of contract execution.
3. Monthly invoices and detailed narrative progress reports (including travel related expense receipts, and any equipment purchase receipts, time-sheets and other direct expense receipts). All receipts and documentation shall be maintained at the billing site for contract monitoring/audit purposes. The consultant is also required to submit a project schedule and timeline which includes important tasks and milestones for review and approval by the Capital Area MPO project manager.
4. Public Participation Plan, including a proposed public meeting schedule.
5. Surveys, questionnaires, or comment cards for public meeting participants to fill out as well as provide Capital Area MPO with an electronic version to post on the Capital Area MPO study website.
6. Draft study vision, goals, and objectives to be developed by the steering committee and vetted

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- by the public and other key stakeholders.
7. Meeting materials including, but not limited to, informational hand-outs, written materials, sign-in sheets, the printing of meeting hand-outs and the preparation and production of meeting display boards in high resolution color.
 8. Documentation of the meetings shall include: photographs of each event, copies of informational displays, the number of people in attendance at each meeting, copies of handouts and questionnaires distributed at the meetings, comment cards and letters received, attendance sheets from each meeting, and the contact information used in mailings.
 9. Meeting summaries of each meeting in Microsoft Word format within ten (10) business days of the meeting date.
 10. An appropriate range of exhibits and displays for all meetings. The Consultant shall produce additional exhibits and displays for any and all meetings as directed by the Capital Area MPO Project Manager. The quality and content of exhibits and displays shall be subject to review and approval as required by the Capital Area MPO Project Manager. The Capital Area MPO Project Manager may direct edits and revisions to exhibits and displays.
 11. All Steering Committee agendas and supporting material. The quality and content of agendas and materials shall be subject to review and approval as required by the Capital Area MPO Project Manager. The Capital Area MPO Project Manager may direct edits and revisions to agendas and materials.
 12. Content and deliverables for posting on the project website.

Task 2. Existing Conditions and Needs Assessment

2.1 - Comprehensive Review of Existing Studies, Plans, TxDOT-City Agreements and Reports

This task involves the review and evaluation of current local, state, and regional documents and policies relevant to transportation and supportive land use planning. The following documents will be provided for review by the City of San Marcos, Capital Area MPO, TxDOT, Hays County, etc.:

- Vision San Marcos Comprehensive Plan (2013)
- City of San Marcos Downtown Master Plan (2008)
- City of San Marcos Development Code (2018)
- Transportation Master Plan (2018)
- City of San Marcos Design Manual
- Streetscape Improvements Manual
- City of San Marcos Thoroughfare Plan (2018)
- San Marcos Five-Year Transit Plan
- Capital Area MPO 2040 Regional Transportation Plan
- Capital Area MPO 2045 Regional Active Transportation Plan
- Capital Area MPO 2045 Regional Arterials Plan
- San Marcos Water Master Plan (2014)
- Greater San Marcos Vision 2020 Strategy
- City of San Marcos Neighborhood Planning Workshops Report
- 2018 San Marcos CDBG Action Plan
- Hays County Transportation Plan
- My35 Plans and Projects List

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- City of San Marcos ADA Transition Plan
- San Marcos Parks Master Plan Update (2017)
- 2020-2029 Capital Improvements Plan
- San Marcos Stormwater Master Plan
- CDBG-DR Action Plan
- Wastewater Master Plan (2014)
- Water Master Plan Update (2016)
- Traffic Counts
- Signal Timing Plans
- City of San Marcos Data Files – Most recent Geographic Information System (GIS) files from the City and other databases, including aerial mapping and associated data files that shows the location of City limits property lines, street curbs, street names, sidewalks, trails, topography, known environmental features, land use, zoning and other features
- City of San Marcos affordable and workforce housing policy
- City of San Marcos Downtown TIF Plan
- Final Report of City of San Marcos: TxDOT Roadway Negotiations Services
- TxDOT-City agreements including Municipal Maintenance Agreement and other operational agreements
- Other previous studies relevant to the project

2.2 - Existing conditions

The Consultant shall collect any other data necessary to evaluate existing transportation demographic, market, and land use conditions relevant to the Platinum Planning Program elements within the study area. This effort shall include, at a minimum, an evaluation of the existing street network and connectivity (specifically across IH-35, railroads and rivers, and between major corridors), access to the Downtown and Midtown neighborhoods, environmental factors, potential right-of-way for the North/South Connector, transportation mode split, any impediments to the use of alternative modes of transportation (San Marcos Transit, Texas State University bus service, bicycle, pedestrian, etc.), an inventory of existing land uses, existing supportive built environment factors, and any other data requested by the Capital Area MPO Project Manager.

The data collection will pay particular attention to the use of various multimodal transportation related items such as pedestrian, transit and bicycle facilities, streetscapes and street sections, branding and wayfinding/signage, traffic operations, parking, safety, land use market trends, existing built form/building types, housing, infill development, adaptive reuse, public spaces and opportunities for economic development. Specific tasks that shall be examined as part of both the Center and Corridor components of this study include, but shall not be limited to:

- Current development projects
- Housing market conditions analysis
- Retail market conditions analysis
- Parking analysis
- Traffic counts and operations analysis
- Driveway and access assessment
- Street grid connectivity and barriers analysis

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- Pedestrian, bicycle, transit and vehicle safety analysis
- Traffic signal analysis
- Intersection analysis
- Roadway design and loading
- Sidewalk inventory
- Pedestrian and bicycle safety analysis
- Fiscal impact analysis
- Land suitability analysis (including topography)
- Land use susceptibility to change analysis
- Public health impacts
- TxDOT roadway turn back assessment for Loop 82/Guadalupe, University Drive, East Hopkins Street/SH 80 and SH 123
- Additional tasks for examination deemed necessary by the Capital Area MPO Project Manager

2.3 – Revision of Goals and Objectives

The Consultant shall work with Capital Area MPO, the City of San Marcos and the Steering Committee to revise the study goals and objectives as needed.

As described in detail above, the Consultant shall deliver to Capital Area MPO the following for Task 2:

- Existing Conditions and Needs Assessment Report, inclusive of feedback from the first public involvement meeting.
- Additional tasks for deliverables deemed necessary by the Capital Area Project Manager

Task 3: Develop Concept Plan

The Consultant shall prepare draft conceptual plans that are specific for both the Center and each Corridor component of the study based on the existing conditions and needs assessment. Although the study has two components, the concepts for both components shall be complimentary and integrative. This concept plan shall identify relevant projects and policies to improve the transportation network, and supportive land uses, that if implemented, will enhance mobility, connectivity, safety, and various multimodal travel options. It should also support economic development in the area, have minimal adverse impacts on the environment, enhance the sense of place, and provide for a housing mix that meets the needs and goals of the community.

Specifically, the study shall provide an analysis of the current and potential future land use mix within the study area. This analysis should propose specific improvements to transportation infrastructure that will improve multimodal transportation safety and access. The analysis shall also identify possible investment strategies and policies to leverage the desired land use and housing mix, development types, and analyze the market feasibility of the improvements.

3.1A - Concept Plan for the Corridor Component

- **Corridor Performance** – Develop concepts that will improve and optimize the transportation network’s performance and safety in the corridor. This includes development of access management concepts, operational strategies, intersection improvements, roadway cross-

sections and streetscaping concepts that balance the needs of a variety of users/modes (pedestrians, cyclists, transit, and automobiles), enhance traffic flow, improve environmental quality, and increase economic development.

- **Land Use, Private Realm, and the Transect** – Develop land use and built form recommendations that are supportive and complementary to effective transportation corridors. This should include concepts for development pattern intensities that may change and transition along the corridors from the center area in the Downtown and Midtown neighborhoods to the more suburban areas radiating outward. All concepts shall include recommendations that will be conducive to and promote mobility, as well as address the placement and supply of parking. In addition, recommendations shall include strategies on how the corridors should develop and redevelop to become effective multimodal transportation corridors and iconic gateways into San Marcos over time. Development of a specific transect for these corridors shall be included.
- **Connections to and within the Center and Catalytic Sites** – Develop concepts that identify ways to better connect the Downtown and Midtown neighborhoods into a cohesive, unified center. Hopkins Street and Guadalupe Street should be leveraged as multimodal transportation corridors to provide access into and throughout the Downtown/Midtown center and the catalytic sites.
- **Turn Back of State System Highways** – Develop recommendations to assist the City in determining the impacts and a schedule of “turn back” of the following State highways: Loop 82, SH 80/East Hopkins Street and SH 123. The Capital Area MPO 2045 Regional Arterials Plan includes “turn back” recommendations.

3.1B - The Concept Plan for the Centers Component shall include:

- **Circulation and Connectivity** - Develop a multimodal connectivity plan. The concept shall address:
 - Identifying transportation opportunities and specific needs for all modes of transportation in the corridors and center. The potential for multimodal transportation connections between the Downtown/Midtown center and adjacent neighborhoods using the corridors. Specific attention shall be given to connectivity across IH-35 and the San Marcos River.
 - Improvements to the pedestrian and bicycle realm, appropriate sidewalks and bikeways, streetscapes, pedestrian crossings, intersection improvements, signals and other supportive infrastructure.
 - Identifying opportunities and specific needs for transit in the area.
 - Strategies for parking management, including on-street, shared parking, and other arrangements.
 - Other strategies that will help balance the needs of users traveling through the center, as well as those destined to the center. Addressing street grid connections and redundancy, as well as mode shift will be crucial in this analysis.
- **Economic and Urban Development** - Identify opportunities for context sensitive, mixed-use

infill, grayfield/brownfield redevelopment, and new greenfield development (both vertical and horizontal) that creates a multimodal, safe, comfortable, and vibrant environment, destination, and investment opportunity.

- The Concept Plan shall include provisions for additional retail, services, entertainment and other amenities that will make the area attractive and provide basic services for residents and a unique experience for visitors.
 - Catalytic project concepts should be developed to examine the redevelopment of the three catalytic sites (City Government complex, SH 21 extension/SH 123 intersection, and the NW Corner of IH 35/Hopkins St intersection) that are conducive to multimodal transportation investment. This may include mixed-use or housing components. Pro formas, maps, renderings, and other pertinent information, shall be developed as part of each case study project.
 - Potential opportunities for public/private partnerships should be explored as part of this task.
- **Housing** - Identify concepts and strategies for inclusion of an appropriate mix of housing types throughout the study area that serve the needs of the community and properly utilize and leverage the local and regional transportation investments in the area. This work should be based on the local characteristics and should include a broad spectrum of price points and housing typologies to appropriately serve the local needs. Moreover, an assessment will need to be done to determine needed subsidies and tax revenue and how this potential housing could benefit possible transit service.
 - **Environment and Place**
 - Infrastructure Design – Develop concepts for infrastructure design that minimize impacts to the natural environment, including construction materials, storm water infrastructure, landscaping, scenic roadway design, etc.
 - Public and Green Space – Concept should identify the areas of opportunity for high-quality public/gathering spaces, green space, and areas that should be considered for preservation or limited development.
 - Placemaking – Develop concepts and visuals that demonstrate elements of high-quality aesthetics in both the public and private realm through streetscaping, greenery, public art, architecture, and view sheds. The placemaking concept shall include provisions for wayfinding and branding of the area.
 - Environmental Justice - Provide guidance on policies and projects that will benefit and minimize adverse impacts to vulnerable populations.

As described in detail above, the Consultant shall deliver to Capital Area MPO the following for Task 3:

1. Completed concept plan report narrative with graphics and methodology inclusive of cross-section and connectivity strategies.
2. Catalytic project case study narrative, maps, pro formas, and renderings.
3. Corridor Transect for Guadalupe Street, Hopkins Street, possible north-south corridor, and other relevant corridors.

Task 4: Draft Recommendations, Implementation Strategies, Prioritization, and Final Report

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The consultant shall create near, short, medium, and long-term projects, and policy recommendations that are tailored to the needs of the stakeholder/implementing entities in the study area. Timeframes for the recommendations and implementation strategies are defined as:

- Near-Term: 1 Year or Less
- Short-Term: 2–4 years
- Medium-Term: 5–10 years
- Long-Term: 11 years or more

Recommendations and strategies shall include, but shall not be limited to:

- Maps, renderings, and drawings of proposed improvements and concepts
- Recommended roadway sections/schematics
- Recommended mobility management solutions to include traffic flow
- Proposed changes or additions to the infrastructure design criteria
- Cost estimates and funding sources for proposed improvements (separated by implementer(s))
- Draft final fiscal impact analyses
- Description of tools and partnerships needed for housing concepts
- Proposed Development Code language or zoning map change recommendations; this should include recommendations on parking, consistent with the Vision San Marcos Comprehensive Plan and the San Marcos Downtown Master Plan.
- Proposed changes to local and regional thoroughfare maps
- Proposed economic development agreement and partnership language (as needed)

4.1 - Evaluation Categories and Measures of Effectiveness

The Consultant shall develop a set of criteria to assist in evaluating each improvement concept. The broad categories of transportation efficacy, safety, VMT, travel times, right-of-way, socio-economic impacts, urban design, health impacts, environmental impacts, pedestrian/bicyclist impacts, and cost effectiveness will be further defined into evaluation criteria. These criteria shall be written so that it may be included in the Capital Area MPO Transportation Improvement Program and Regional Transportation Plan project selection criteria, if so desired.

4.2 - Evaluation of Cost-Effectiveness, Impacts, and Priorities

The Consultant shall evaluate cost-effectiveness to determine if the improvements cause sufficient user benefits to justify the investment. The Consultant shall evaluate cost effectiveness by determining the monetary benefits associated with the reduction in vehicle delay due to short-term improvements, as well as compare the benefit to the implementation cost. Benefits shall be determined using the results of the peak hour model and converting the hourly delay values to estimated daily and annual delays, which will then be multiplied by an average cost per hour of delay to achieve annual benefits (dollar-value). Projects and policies shall also be evaluated based on the components outlined in Task 3. The Consultant shall develop a prioritized list of projects and policies based on the outcomes of the evaluation.

4.3 - Final Report with Recommendations

The Consultant shall prepare and deliver a final report at the conclusion of the study. The report will

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be reviewed by Capital Area staff, the City of San Marcos and the Steering Committee. The report, executive summary, and visuals must be approved by Capital Area MPO before going to print. The report shall include:

- Documentation of public and stakeholder input across all project stages, overview of the planning process; existing conditions report, concept plan, and final recommendations/implementation report;
- Discussion of any concepts considered but eliminated for not addressing the study goals and objectives;
- Description of the study effort associated with identification, definition, development, and refinement of urban design and multimodal transportation improvement concepts;
- Explanation of methodology and evaluation criteria used;
- Summary of recommended transportation and land use projects along with project descriptions, costs, benefits, and potential funding sources for each of the implementing entities;
- Catalytic project and center implementation strategy and marketing document;
- Corridor Transects that includes concepts for both the public and private realm;
- Complete fiscal impact analysis for the concept plan methodology;
- Narrative on air quality benefits;
- List of recommended projects should be prioritized in cooperation with the Steering Committee and the stakeholders;
- Narrative on impacts and benefits to Environmental Justice populations;
- Health impact assessment;
- Sample ordinances, design manual, and agreement language needed for implementation (include in appendix);
- Catalytic project pro formas (include in appendix);
- Any additional content deemed necessary by the Capital Area MPO Project Manager.
- Summary of public engagement activities, ideas from those activities, how public ideas were included in the final recommendation, and why ideas (if any) were not included in the final recommendations (cost, not feasible, doesn't meet study goals, etc.).

As described in detail above, the Consultant shall deliver to Capital Area MPO the following for Task 4:

1. A summary of current and planned transportation projects and near, short, medium, and long-term project recommendations that will impact the study area.
2. Proposed cost estimates, funding sources, policy changes or additions, and partnership(s) needed to implement study recommendations.
3. Draft catalytic project and center implementation strategy and marketing document (not to exceed two pages)
4. Prioritized list of projects and policies.
5. Draft environmental justice analysis.
6. Draft health impact analysis.
7. Draft final fiscal impact analysis.
8. Draft recommendations and strategies outlined above. Recommended concept for future development with integrated transportation concepts.
9. A minimum of five ground level and/or bird's eye view artistic renderings and/or computer-generated photo simulations of (transportation) improvement concepts to help the public visualize recommended improvements of significance.

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10. Suggested strategies to influence development toward achieving the concept plan.
11. Recommended near, short, medium, and long-term transportation projects to improve mobility in the study area.
12. Benefit cost analysis for each recommended project.
13. Identification of potential funding sources for each recommended project.
14. Base maps showing the location, layout, and typical sections for each concept considered (one high resolution, reproducible digital copy).
15. Executive Summary of the study report with its high resolution, reproducible digital copy, not to exceed five pages. (Word and PDF format).
16. Catalytic project and center implementation marketing brief with its high resolution, reproducible digital copy, not to exceed two pages (Word and PDF format), for use in future development/redevelopment efforts.
17. All associated supporting documents located in the appendices.
18. Final Draft and Draft Study incorporating all deliverables from Tasks 1-5, unless otherwise directed
19. Twenty-five (25) Hard Copies in Color of the Final Report, Fifty (50) Hard Copies in Color of the Executive Summary, and Ten (10) Hard Copies in Color of the Appendices. Final Report should be in 8.5' X 11' format.
20. All GIS, Photoshop, InDesign, Illustrator, MSWord, MS Excel, photo, graphics and other associated files.
21. Any additional content deemed necessary by the Capital Area MPO.

PROGRESS REPORTS

The Consultant shall submit monthly progress reports via email, included with invoices, subject to review and approval of the Capital Area MPO approved Contract Manager. The reports shall describe significant achievements and problems which have the potential to effect schedule or costs. They should be sufficiently detailed to assure that directions being pursued are in compliance with established and/or projected systems.

PROJECT TIMELINE AND BUDGET

The project timeline is expected to be nine (9) months from the notice to proceed, however, the contract period will be 12 months. The budget amount shall not exceed **\$1,000,000.00**.