



DAVIDSON MOBILITY PLAN – REQUEST FOR PROPOSALS

Town of Davidson, NC

June 12th, 2017

I. GENERAL BACKGROUND

The Town of Davidson is a community of approximately 13,000 residents and home to Davidson College (1,770 students and 600 employees), MSC Industrial Supply Company (420 employees), and Ingersoll Rand (1,500 employees). The town is located 20 miles north of Charlotte along Interstate 77, bordered on the west by Lake Norman and on the east by rural farms and residential areas. Good schools, historic architecture, a thriving downtown, and the idyllic academic setting have resulted in increased development pressures both locally and regionally. The Town of Davidson has made a commitment to addressing development pressures through thoughtful design and the implementation of smart growth principles – and has been recognized both statewide and nationally for its planning efforts. The town takes pride in being recognized as a bronze level Bicycle Friendly Community and a bronze level Walk Friendly Community.

The town's major corridors are I-77, NC 115 (Main St), and NC 73. Major thoroughfares in town include Griffith St, Main St (NC 115), Concord Rd, Grey Rd, East Rocky River Rd, Davidson-Concord Rd, and Shearer Rd. The town prioritizes active transportation and has limited transit service provided by Charlotte Area Transit System's (CATS) Village Rider and 77x express buses.

The Town of Davidson has a wide array of transportation-related plans. While all modes of transportation are addressed in these plans, there is currently not one consolidated document that identifies all current transportation needs and how all modes work together in Davidson. The town anticipates that the roadway network will continue to see high numbers of daily trips and development beyond Davidson's jurisdiction will place more strain on the town's transportation infrastructure. New and innovative solutions will need to be incorporated with enhancement of existing infrastructure to help manage this growth. Also, cross jurisdictional solutions must be considered. In addition, there is a need to plan and promote alternative travel options such as ride sharing, transit, bicycling, and walking.

The town's past planning and policy efforts to address transportation issues include:

Plans

- The ***Downtown Pedestrian Safety Enhancement Plan*** (2002) was created by a committee of planners, police officers, a town resident, and the mayor. It identified the greatest needs for improving pedestrian and bicyclist safety in the downtown area.
- The ***Circulation Plan*** (2003) was adopted by town commissioners in April 2003 following a year of research and deliberation among 21 citizens. The Circulation Plan represents the recommendations made by the committee for improving street connectivity between our neighborhoods to reduce pressure to widen the primary streets.
- The ***Connectivity & Traffic Calming Report*** (2003) determined the best methods and locations for traffic calming on streets that will eventually connect to adjoining neighborhoods. The Connectivity and Traffic Calming Plan also provided a recommended prioritization for constructing future street connections.
- The ***Davidson Transit Station Small Area Plan*** (2005) Identified the station platform and parking locations for the transit system, identified and re-evaluated the infrastructure issues that will affect the station plan and will be affected by the transit system, and outlined options for development within five areas around the proposed station.
- The ***Bicycle Transportation Plan*** (2008) helped residents and visitors ride bicycles for local and regional trips because bicycles provide a safer, cost effective, healthier, and more enjoyable experience than driving an automobile.
- The ***Comprehensive Parking Study*** (2011) evaluated the use of the existing parking supply to determine if the parking supply is adequate to meet current and future parking demand.
- The ***Station Area Plan Update*** (2012) is a small area plan initiative to address the impact and opportunities of those sites most likely affected by the Red Line Rail Project and growth in the Village Center. The plan built on the town's previous planning efforts, including the Davidson Comprehensive Plan (2010) and the Station Area Plan (2005).
- The ***Davidson Walks and Rolls: Active Transportation Master Plan*** (2013) created a vision for improving the walking and bicycle infrastructure and culture. It identified future pedestrian and greenway/multi-use path facilities, throughout town and the ETJ.
- The ***Circles at 30 Small Area Plan*** (2013) is a plan to create a mix of residential, commercial, office and retail uses in the neighborhood located adjacent to the traffic circles or exit 30.
- The ***Parks and Recreation Master Plan*** (2014) established a framework to create linked pedestrian and bicycle connections between parks, open space, and key destinations.
- The ***Rural Area Plan*** (2016) made recommendations for the Rural Planning Area addressing new development standards, new street connections, new greenway connections, and road cross sections.

Attached to this request for proposals are maps showing the study area, major corridors, sidewalks, greenways, and transit routes. Additionally, links to the comprehensive plan and planning ordinance are provided.

II. PROJECT DESCRIPTION

The Town of Davidson seeks proposals from qualified consultants to create a Mobility Plan for the town. The Mobility Plan will propose transportation enhancements, programs, development policies, and projects to enhance connectivity for all modes of transportation. This plan will also evaluate and incorporate traffic management strategies / programs, evaluate car / bike sharing programs and investigate other innovative transportation solutions. This plan will serve as Davidson's comprehensive transportation plan and be used as a guiding document for mobility as the town grows.

The Mobility Plan will cover all of the Town of Davidson's corporate limits and sphere of influence. The consultant will also seek input in the development of this plan from neighboring communities (Mooresville, Cornelius, Huntersville, Kannapolis), county staff (Mecklenburg County, Cabarrus County, and Iredell County), and regional transportation planning organizations (Charlotte Regional Transportation Planning Organization (CRTPO), Lake Norman Transportation Commission (LNTC), North Carolina Department of Transportation (NCDOT), Charlotte Area Transit System (CATS), and Centralina Council of Governments (CCOG).

III. SCOPE OF WORK

The scope of work is intended to guide the consultant, but also allow for flexibility in terms of the project approach. The Town of Davidson welcomes innovation and creativity from the consultant on the following tasks:

A. Data Collection and Analysis

The consultant will document existing local/regional transportation plans and conditions in the study area. The consultant will coordinate work with the CRTPO, LNTC, CATS, CCOG, and NCDOT to collect additional information pertaining to the region's planned transportation projects. Additionally, the consultant will review all applicable transportation plans and studies, and existing infrastructure and planned projects. The consultant will also be expected to evaluate resource sharing programs like Zipcar, B-cycle, Uber, Lyft, and/or other innovative mobility programs. The majority of this work must be completed prior to the first public meeting.

Deliverable: Existing conditions report of all existing and planned mobility projects, programs, and plans that affects the Town of Davidson.

Deliverable Due: First three months.

B. Public Involvement

Phase 1: Create a mobility plan subcommittee. This subcommittee serves as an advisory council to the consultant and town staff. They will meet regularly, in person, or remotely, with the consultant and town staff to review project information. This team will be created by representatives from key interest areas including, but not limited to Planning Board, Livability Board, Davidson College.

Phase 2: Following introductory meetings, the consultant will meet with the planning board, elected officials, mobility plan subcommittee, neighboring communities, and town staff to identify major issues and concerns. The consultant will present the project schedule, process, goals and objectives in a public meeting.

Phase 3: The consultant and town staff will coordinate the creation of a project website. This project website will serve as a place for the community to stay current with the latest information on the project and provide opportunities to comment. A social media campaign shall be coordinated with the public information officer to spread awareness and collect public input on the plan.

Phase 4: The consultant will facilitate around ten (10) stakeholder interviews and an initial public input session to review stakeholder and citizen concerns. The consultant will also hold one meeting with representatives from each neighboring community to review their concerns and planned transportation projects. These meeting will help identify plan opportunities and constraints.

Additionally, the consultant will review projects identified with the mobility plan subcommittee to identify needs in the community. After creating a draft list of projects, the team will be responsible for holding multiple public meetings to conceptualize transportation needs for the town. By the end of the public meetings phase, transportation projects and plans shall be identified for implementation. After the conclusion of all transportation public meetings the consultant will publicly present the plan. While the actual format of the meetings will be determined jointly by the consultant and town staff, they will be highly interactive and allow the community a variety of opportunities for input.

Phase 5: The consultant will prepare and distribute an illustrative draft plan and present it to the planning board and mobility plan subcommittee in a public meeting. After review and comment by the planning board and mobility plan subcommittee, the consultant will present the plan to the board of commissioners and citizens. The draft plan will be amended and the final plan, with its accompanying policy and project recommendations, will be incorporated into a final report for approval by the board of commissioners.

C. **Transportation Plan**

The consultant will develop transportation projects, policies, program recommendations, and strategies in the final Davidson Mobility Plan. The town is interested in innovative solutions for managing congestion. Strategies may include: new roadway connections, expansion of existing bicycle facilities, congestion mitigation programs, expansion of transit options, bicycle/car sharing programs, active transportation promotions, etc. Policies and procedures for evaluating emerging transportation technologies should be addressed. The final plan will guide the town's transportation policies and serve as the primary guide for transportation decisions. This plan will be created in a way to allow it to be updated as conditions in town change or as new opportunities become available. The consultant will create a Mobility Plan that will address, but is not limited to, the following areas:

Section 1: Mission/Vision Statement

Section 2: Executive Summary / Plan Overview

Section 3 - Pedestrian Mobility

The Pedestrian section will address all of the following.

- Existing pedestrian infrastructure and deficiencies
- Pedestrian planning recommendations
- Pedestrian safety projects
- Sidewalk recommendations
- Pedestrian crossing recommendations
- Existing projects and new proposed projects
- Identify strategic land purchases for connections.
- Maps of all project locations

Section 4 - Bicycle Mobility

The Bicycle section will address all of the following.

- Existing bicycle infrastructure and deficiencies
- Bicycle planning recommendations
- Bicycle safety
 - Bicycle skills / training programs
 - Driver education programs
- Bicycle facility standards
 - In road bicycle facilities / cycle tracks / bike lanes
 - Off road bicycle facilities / greenways
- Bicycle sharing
 - Review current bicycle sharing programs currently in the region and see how they could be applied to the town
- Existing projects and new proposed projects
- Identify strategic land purchases for connections.
- Maps of all project locations

Section 5 - Mass Transit

The Mass Transit section will address all of the following.

- Existing mass transit infrastructure and deficiencies

- Mass transit recommendations
- Review of bus routes
- Transit facilities
 - Bus stops
- Park and Ride Facilities
 - Standards for town created park and ride facilities
 - Sample agreements for public / private partnerships
- Rail
 - Status
 - Red-line commuter rail
 - Other projects
- Existing projects and new proposed projects
- Maps of all project locations

Section 6 - Roadways

The Roadways section will address all of the following.

- Existing roadway infrastructure and deficiencies
- Roadway planning recommendations.
- Street cross sections
- State roads
 - Existing state roads
 - New state roads
 - Planned and/or proposed enhancements
- Local roads
- Existing projects and new proposed projects
- Identify strategic land purchases for connections.
- Maps of all project locations

Section 7 - Parking

The Parking Section will address all of the following.

- Existing parking infrastructure and deficiencies
- Bicycle parking requirements / standards
- Multi-modal parking recommendations
- Motorized vehicle parking requirements / standards
- Parking restrictions
 - Time restrictions
 - Fee
- Identify parking inventory
 - Types and locations
- Parking Programs
 - Parking buyout programs
 - Employee parking recommendations
- Park and Ride
 - CATS Standards
 - Sample shared parking lot agreements for businesses

Section 8 - Mobility programs and policies

The Mobility Programs and Policies section will address all of the following.

- An exploration of current and future trends pertaining to mobility planning and their potential applicability to Davidson
- ADA enhancements
- Traffic demand management
- Ride Share
 - Uber / Lyft / Other
- Commuter Assistance Program (CAP)
- Wayfinding
- Traffic Impact Analysis (TIA) Requirements and recommendations
- Employer Transportation Coordinator (ETC)
- Car Sharing
- 880 Policies

Section 9 - Marketing / Promotion

The Marketing / Promotion section will provide recommendations to promote mobility options and education for citizens and employers.

- Active transportation promotion
- Bicycle education and safety promotion
- Pedestrian safety and promotion
- Open streets
- Other

Section 10 - Emerging Technology

The Emerging Technology section will evaluate transportation technology that will be implemented within the next ten (10) years. Plans and policies created will help the town evaluate and plan for the potential emerging technologies;

- Additive manufacturing (3D printing)
- Advanced analytics
- Automated vehicles
- Hyperloop
- Infrastructure inspection robots
- Innovative concepts for protecting pedestrians, bicyclists, and motorcyclists
- The Internet of Things
- On-demand ride services (transportation network companies)
- Unmanned aircraft systems (UAS)
- Pedestrian Safety and Promotion
- Other

Section 11 - Priority list and recommendations

The priority list section of the plan includes a priority list of projects and policy recommendations for the town to adopt. Recommendations will also include any updates to classifications and status designations currently in the CRTPO's Comprehensive Transportation Plan and other regional plans.

This outline should be used as a guiding document. The town welcomes new and innovative ways to organize and address all of the items listed.

IV. PROJECT SCHEDULE

Ideally, the project will commence in one month after signing the contract and be completed within a six-month period, with adoption by the board of commissioners targeted for late spring 2018.

V. PROJECT MANAGEMENT AND ORGANIZATION

The town's project manager for the Mobility Plan will be Travis Johnson, Senior Planner. Town staff will assist the consultant with coordination of meetings. The consultant will prepare a work plan including a refined scope of work, timeline, and budget.

VI. SELECTION CRITERIA

- A. Qualifications and experience in creating Comprehensive Transportation Plans / Mobility plans
- B. Proposed services and costs
- C. Ability of consultant to meet expected project completion schedule

Notice: Selection will be made at the discretion of the town, which reserves the right to accept or reject any and all proposals.

VII. SELECTION PROCESS

Applicants must be pre-qualified to perform Transportation Planning services such as Comprehensive Transportation Planning Development or similar service for the North Carolina Department of Transportation (NCDOT). **The primary and/or sub consultant firm(s) shall be pre-qualified to perform any combination of the work codes listed below for NCDOT. Work Codes required are:**

- **45** - Corridor Planning
- **140** - Demand Model Development - Travel Demand model development for small area models (under 50,000) and regional models. Development of a new travel demand model or major/minor update of an existing travel demand model for various sizes of urban area (regional, MPO and non-MPO urban area.)
- **141** - Multimodal Transportation Planning
- **251** - Project Level Traffic Forecasting Project Level Traffic Forecasting for: (1) areas with a regional model; (2) areas without with a small areas model; and (3) areas without the travel demand model. Specify which type of forecast should be completed. Project Level Traffic Forecasting is different than a traffic impact study or traffic impact analysis. We do not consider these tasks as relevant experience when considering firms qualified for PLTF.
- **260** - Comprehensive - Transportation Planning Development
- **261** - Long Range Transportation Planning
- **262** - Travel Survey

- **363** - Travel Demand Model - Application - Application of existing travel demand models in NC for various purposes, including LRTP Analysis, CTP Analysis, Traffic Forecasting, Air Quality Conformity Analysis and other analyses required by NCDOT: i.e. Transit Ridership Analysis, Sub-area Analysis, Corridor Analysis, Toll Analysis, Travel Demand Management Decisions, Traffic Diversion and Emergency Evacuation

Consultants responding to this request should have demonstrated ability in the preparation of Comprehensive Transportation Plans (CTP) / Mobility Plans. The selected team must demonstrate a capacity to work closely with the project partners, key stakeholders, town staff, various town boards and commissions, and the general public in the course of this work.

A selection team consisting of town staff, NCDOT staff, CRTPO staff, Davidson College, advisory boards, and other community members will evaluate the submittals. The Town of Davidson may request personal interviews with the highest-ranked consultants. Proposals submitted by consultants will be evaluated according to the following subjective elements that should be explained throughout the submittal, as well as by objective consideration of points assigned to components of the submittal:

- 18% Project team with local knowledge and experience in this region
- 18% Experience in preparing comprehensive transportation plans, mobility plans, public policy documents, corridor plans, and other similar plans that incorporate actionable strategies for implementation
- 18% Experience in facilitating innovative public education / engagement, managing public meetings, and developing outreach campaigns. Strength of written and oral communication and communication by graphical means through examples of illustrative, user-friendly planning documents and ability to use online content to clearly convey information and collect project feedback
- 18% Understanding of active transportation options, current transportation trends, and emerging technologies in transportation planning
- 18% Experience coordinating multi-modal and cross jurisdictional transportation planning projects
- 10% Demonstration of innovative problem solving and unique solutions to complex transportation problems

VIII. PROPOSAL SUBMITTAL

Respondents shall submit a written proposal that is no more than twenty-five (25) pages that includes:

- A. A brief history of the firm;
- B. Examples of previous work and relevancy to this project;
- C. A description of the range of services and list of products or deliverables to be provided;
- D. Identification of the individual or individuals in the firm who will work on the project;
- E. A scope of work to complete the project;
- F. Costs for the project, including hourly rates and a not-to-exceed total budget.
- G. A schedule for the project, in month-long increments, including deadlines for completion of data analysis, dates for public meetings and charrettes, and deadlines for draft plan presentations.

The proposal shall include ten (10) hard copies and one digital copy. Send proposals to:

J. Travis Johnson, Senior Planner,
216 South Main Street,
PO Box 579,
Davidson, NC, 28036.
tjohnson@townofdavidson.org

The proposal must be received no later than 4:00 p.m. Friday, June 30th, 2017.

Questions should be directed to Travis Johnson, Senior Planner, via email: tjohnson@townofdavidson.org. All questions must be received by 5pm on June 19th, 2017. A response to all questions received by this date will be posted on the project RFQ webpage by June 23rd, 2017.

IX. ATTACHMENTS/RESOURCES

Map of current planned roadway connection:

<http://www.ci.davidson.nc.us/DocumentCenter/View/7852>

Map of existing streets: <http://www.ci.davidson.nc.us/DocumentCenter/View/7854>

Map of existing sidewalks: <http://www.ci.davidson.nc.us/DocumentCenter/View/7850>

Map of existing greenways: <http://www.ci.davidson.nc.us/DocumentCenter/View/7849>

Map of planned bicycle and pedestrian facilities:

<http://www.ci.davidson.nc.us/DocumentCenter/View/7853>

Downtown Davidson parking map: <http://www.ci.davidson.nc.us/DocumentCenter/View/7851>

Town of Davidson plans: <http://www.ci.davidson.nc.us/111/Plans-Reports-Studies>

Davidson trolley: <http://www.ci.davidson.nc.us/1079/Davidson-Trolley>

CATS services: <http://charlottenc.gov/cats/bus/routes/Pages/default.aspx>

77x <http://charlottenc.gov/cats/bus/schedule-change/Documents/77x%20Nth%20Mecklenburg.pdf>

North Meck Village Rider: <http://charlottenc.gov/cats/bus/routes/Pages/village-rider.aspx>

CRTPO CTP: <https://www.crtpo.org/plans-programs/comprehensive-transportation-plan>