



SPECIAL TOWN COUNCIL MEETING

STAFF REPORT

MEETING DATE	May 21, 2025
PREPARED FOR	Mayor and Town Council
PREPARED BY	Jeffrey Beiswenger, AICP, Planning & Building Services Director Bryn McKillop, Associate Planner
SUBJECT	Discuss the scope of work for an update to the Town of Fairfax, Bicycle and Pedestrian Master Plan (BPMP) and create a Bicycle and Pedestrian Advisory Committee (BPAC)

RECOMMENDATION

1. Discuss and provide direction to staff on a proposed scope of work for an update to the Town of Fairfax, Bicycle and Pedestrian Master Plan. Based on Town Council direction, staff will finalize a request for proposal (RFP) and send the RFP to qualified firms; and
2. Adopt a resolution to create a Bicycle and Pedestrian Advisory Committee (BPAC). The purpose of this committee will be to guide the preparation of the Bicycle and Pedestrian Master Plan.

BACKGROUND

Updating the Bicycle and Pedestrian Master Plan (BPMP) enables the Town to set its active transportation planning priorities for the next ten years. The purpose of the BPMP is to improve bicycle and pedestrian transportation and comply with guidelines of the California Active Transportation Program, the requirements of which are contained in Senate Bill 99 (Chapter 359, Statutes of 2013).

The last BPMP was updated in [2016](#); the forthcoming Plan could guide the Town's bicycle and pedestrian projects until 2036. A quick scan of some of the past Town budget documents, indicates that significant grants and regional funding have been awarded to the Town for bicycle and pedestrian facilities over the past few years. In FY 24/25 the Town was awarded \$225,000, including Pedestrian/Bicycle Master Plan project funding for \$82,917. Previous significant bicycle and pedestrian projects completed include \$363,000 for a class 1 bike trail, in the FY 16/17 to FY 18/19 CIPs and \$170,000 for downtown sidewalk grinding in FY 23/24.

Without an adequate master plan, the Town may have been unable to apply for some of these funds or may not have been as successful. Preparation of a BPMP is a good investment in Town time and resources since it provides a basis to apply for outside funds to complete infrastructure projects.

Ideally, the BPMP would be updated every five years to reflect new policies and requirements for bicycle and pedestrian funding. Over the last nine years, no updates have been made to the 2016 Plan. In July 2024, the Town Council authorized a request to the Metropolitan Transportation Commission (MTC) for the allocation of FY 2024/25 transportation development act article 3 Pedestrian/Bicycle Master Plan project funding for \$82,917. MTC recently awarded Fairfax this grant in full. The Town has until June 30th, 2027 to incur the expenses.

The grant amount of \$82,917 will cover the cost of hiring a qualified consultant to help complete a simple (aka “no frills”) master plan document, but these funds are not adequate to cover the cost of staff time and would not allow for significant public input. To supplement the limited grant funds, staff proposes establishing the BPAC to assist with public involvement and plan review activities. The Town Manager would appoint a staff liaison to interface between the BPAC and the consultant to minimize consultant costs related to public involvement. This would allow more of the \$82,917 to be spent on the technical aspects of the master plan which cannot be accomplished with in-house Town staff.

The updated Master Plan will investigate existing bike and pedestrian infrastructure and suggest areas for improvement and expansion. For example, as e-bike and scooter usage become more common, the Town is also looking to explore options to integrate and/or prohibit e-bikes and scooters into existing and future bicycle and pedestrian facilities where appropriate.

Relationship with General Plan

The overall objective of the General Plan’s Circulation element is to plan for the efficient and safe movement of people and goods within Fairfax, including the setting of goals for bicycle and pedestrian transportation. The BPMP’s purpose is to outline priorities for improving bicycle and pedestrian transportation within Fairfax. The update to the BPMP will build off the following Circulation element goals:

- Goal C-1: Maintain Sir Francis Drake as a functional regional artery.
- Goal C-2: Promote the safe use of collector streets by automobiles, cyclists and pedestrians.
- Goal C-5: Consider pedestrian and bicycle facilities as an integral part of a complete circulation network that provide affordable, healthful and ecological means of transportation.
- Goal C-6: Promote less reliance on single-occupant vehicles.

The General Plan’s Town Center element was adopted to prepare for the anticipated drafting of a Town Center Area Plan. The Town Center area offers opportunities to meet neighbors, shop, recreate, and take regional transit. The element directs the Town to create bicycle and pedestrian oriented development features, create safe pedestrian and bicycle crossings, prepare a risk assessment for bicyclists and pedestrians crossing busy roads, evaluate Bolinas Road as a pedestrian-only area from Broadway to Elsie Lane (which was previously rejected by residents), enhance the overall connectivity for active modes, and create a staging area with services such as showers and lockers. The BPMP update can support or update this vision.

DISCUSSION

The Master Plan update process will be a collaborative, hybrid effort between Town staff, a transportation consulting firm, and the Fairfax community. Although staff will reallocate their time to focus on this project as appropriate, there is still a need for a consultant to fill gaps in knowledge and technical services specific to active transportation. The Town will utilize its engaged public and staff knowledge, particularly by facilitating community engagement efforts.

Overall Project Scope

1. Evaluate the goal, objective, policy structure and reorganize the structure around thematic goals – safety, connectivity, equity, etc.
2. Identify new requirements (since previous plan) for bicycle and pedestrian funding.
3. Identify and include new data (since previous plan) to evaluate the suitability of pedestrian or bicyclist travel along roadway segments.

4. Evaluate compliance and alignment with plans adopted since 2016:
 - a. 2018 Unincorporated Marin County Bicycle and Pedestrian Plan
 - b. CalTrans Pedestrian Plan
 - c. 2021 MTC Regional Active Transportation Plan
 - d. Plan Bay Area 2050
5. Provide an existing conditions report on the state of the Town's facilities and an evaluation of which goals set in the 2016 Master Plan have been achieved.
6. Recommend policies to implement [Vision Zero](#) principles and improve road safety such as [Complete Streets](#) policies, setting appropriate speed limits, and setting policy around practices and infrastructure that ensure safety. These policies should be informed by community engagement, case studies, and additional research.
7. Include prioritization matrix/ranking table for bicycle and pedestrian network improvement recommendations.
8. Focus a set of recommendations on how to best plan for e-bikes or the safety of all road users and to promote safe utilization of e-bikes. Recommend infrastructure specific to Fairfax, including a recommended budget and timeline.
9. Offer materials, schedule, and guidance for hosting in person and virtual community engagement opportunities.

The following describes how project responsibilities may differ between contributors:

Consultant Role and Services

- Investigation of crash data and identification of any trends
- Maps, tables, and descriptions of Town facilities, networks, key destinations, safety conditions, connectivity needs, and infrastructure gaps
- Assessment of which future projects should be prioritized with an explanation based on planning-level costs, regulatory requirements, and implementation and funding considerations
- Application of emerging industry knowledge on the best e-bike planning strategies to the Town, in addition to other emerging bicycling and walking research topics
- Development of content for various phases of community engagement such as maps, presentations, and other visual aids for the community to better understand the Town's gaps and opportunities
- Development of an outreach plan summarizing engagement objectives, activities, and a schedule
- Additional traffic engineering and GIS analysis services as tasks require
- A readable, engaging final deliverable with high-level graphics and maps

Staff Role and Services

- Thorough comments and edits on all deliverables from consultant
- An updated inventory of the bicycle and pedestrian network reflecting changes since the 2016 Master Plan for the consultant to review
- Administration and organization of a public-facing project website
- Administration and organization of community engagement workshops (2), pop up events (4), presentations to the BPAC (3), Planning Commission (3), and Town Council (2).
- Administration and organization of an online informal survey

Bike and Pedestrian Action Committee (BPAC) Formation

Staff recommend that the Town Council form a five-member Bike and Pedestrian Action Committee (BPAC), composed of Town residents, to provide guidance in the preparation of the Plan update. The BPAC will meet as needed but can anticipate convening monthly. Town staff have already begun the recruitment process of Town residents to serve on the BPAC. The meetings will be open to the public and convened at key points in the project. A resolution has been prepared (Attachment A) to create the BPAC. Once the BPAC is established, interviews of candidates and appointments of committee members will occur at the June 4, 2025 Town Council meeting.

Process

Once a scope of work has been established, the Town will release an RFP (see Attachment B) and will accept proposals until mid-June. The Town will award consultant services contracts based on fair and open competitive negotiations, demonstrated competence, and professional qualifications.

Based on the evaluation of submitted proposals, a list of the top qualified Consultants will be established. Upon completion of the proposal evaluations and interviews by Staff, the Consultants will be ranked, and the top-ranked firm will be identified. If for any reason an acceptable contract cannot be negotiated with the top ranked Consultant, negotiations will commence with the next ranked Consultant.

ATTACHMENTS

- A. Resolution establishing a BPAC
- B. Draft RFP

RESOLUTION NO. 25-__

A RESOLUTION OF THE TOWN COUNCIL OF THE TOWN OF FAIRFAX ESTABLISHING A TEMPORARY BICYCLE AND PEDESTRIAN ADVISORY COMMITTEE (BPAC)

WHEREAS, the primary purpose of the BPAC will be to assist in the development of the Town's update Bicycle and Pedestrian Master Plan; and

WHEREAS, the Town has received grant funds through the Transportation Authority of Marin ("TAM") which will be used to hire a qualified consultant to help with the preparation of the Bicycle and Pedestrian plan by working with the BPAC and Town Staff; and

WHEREAS, the Town of Fairfax has General Plan policies to encourage bicycling for both commuting and recreational purposes, and to encourage pedestrian activity; and

WHEREAS, the Town desires to provide a public forum and for resident input on bicycle and pedestrian issues and provide advisory guidance to elected officials and staff toward the preparation of the Bicycle and Pedestrian Master Plan; and

WHEREAS, the establishment of the BPAC is not a "project" pursuant to California Environmental Quality Act (CEQA) Guidelines section 15378; and

NOW, THEREFORE, BE IT RESOLVED that the Town Council of the Town of Fairfax does hereby establish the Pedestrian and Bicycle Advisory Committee (BPAC), as follows:

1. The primary duty of the BPAC will be to work with the consultant and Town Staff to help update the Bicycle and Pedestrian Master Plan.
2. Members of the Pedestrian and Bicycle Advisory Committee (BPAC) be residents of Town of Fairfax and reside within the Town limits of Fairfax.
3. The BPAC membership shall consist of five (5) members, to be appointed by the Town Council, who shall serve without compensation. The BPAC may include members from other Town commissions and committees.
4. All BPAC meetings shall be noticed, open, and public and in compliance with the Brown Act, Gov. Code Section 54950 *et seq.*
5. In serving in its advisory role, the BPAC shall act by majority vote. Information requested of staff should derive from the BPAC as a whole rather than individual members.
6. The BPAC will be automatically dissolved upon adoption of the Bicycle and Pedestrian Masterplan by the Town Council.

7. A Town staff member may be assigned as a staff liaison to the BPAC by the Town Manager.

The foregoing Resolution was duly passed and adopted at a meeting of the Town Council of the Town of Fairfax held in said Town on the 21th day of May 2025, by the following vote, to wit:

AYES:

NOES:

ABSENT:

Lisel Blash, Mayor

Attest:

Christine Foster, Deputy Town Clerk

Discussion Draft

Bicycle and Pedestrian Master Plan

Request for Proposals (RFP)

I. Overview

The Town of Fairfax is seeking a qualified transportation planning consultant or team specializing in multi-modal mobility and pedestrian/bicycle planning to provide professional and technical planning services to the Town of Fairfax's Bicycle and Pedestrian Master Plan (Plan). The Plan, completed in 2016, has been used as a basis to develop and implement improvements to the Town's active transportation network. An update of the Plan is needed to recognize accomplishments, assess and understand current needs, update plan priorities and cost estimates, as well as develop conceptual designs for major projects in a collaborative manner with the public.

II. Background

Home to 7,399 residents, the Town of Fairfax is the fourth smallest jurisdiction in Marin County, encompassing just 2.2 square miles. The town is composed largely of single-family homes, with a diverse range of small, locally owned businesses along the Town's major roads Sir Francis Drake Boulevard, Broadway, and Bolinas Road. The southern parts of Fairfax are lined with open space, including the Cascade Canyon Preserve, the Mount Tamalpais Watershed, Deer Park, and the Bald Hill Preserve in adjacent San Anselmo. These areas draw people in from all over the region to enjoy biking and hiking trails.

III. Objectives (desired outcomes and goals)

The updated Bicycle and Pedestrian Master Plan will build off the findings and recommendations from the 2016 Bicycle and Pedestrian Master Plan, engage the community in reassessing needs and priorities, develop recommendations for short- and long-term projects to maximize the safety and mobility of cyclists and pedestrians throughout the community.

Objectives include:

- Updated data sets including traffic, bicycle, and pedestrian counts, traffic speeds, and accident history along major routes and collector streets.
- Engagement of the community in defining needs and priorities.
- Development of conceptual designs for major routes with input from residents and community stakeholders.
- Updated, amended, and/or revised current goals, policies and programs regarding bicycle and pedestrian access and safety.
- Conformance with best practices and guidance from C/CAG, MTC, SMCTA, Caltrans, and the National Association of City Transportation Officials (NACTO) and others as appropriate.
- Requirements met of the current TDA funding grant.

- Requirements met of current bicycle and pedestrian grant programs such as Active Transportation Program (ATP) such that the plan can be used to support future grant opportunities.

IV. Reference Documents

Town documents are available that contain information relevant to this project. The available documents are noted below:

Add descriptions of elements

- Town of Fairfax, 2016 Bicycle and Pedestrian Master Plan;
- Town of Fairfax, 2012 Circulation Element;
- Town of Fairfax, 2012 Town Center Element;

V. Scope of Work

1. Evaluate the goal, objective, policy structure and reorganize the structure around thematic goals – safety, connectivity, equity, etc.
2. Identify new requirements (since previous plan) for bicycle and pedestrian funding
3. Identify and include new data (since previous plan) to evaluate the suitability of pedestrian or bicyclist travel along roadway segments
4. Evaluate compliance and alignment with plans adopted since 2016:
 - 2018 Unincorporated Marin County Bicycle and Pedestrian Plan
 - CalTrans Pedestrian Plan
 - 2021 MTC Regional Active Transportation Plan
 - Plan Bay Area 2050
5. Provide an existing conditions report on the state of the Town's facilities and an evaluation of which goals set in the 2016 Master Plan have been achieved or not.
6. Recommend policies to implement Vision Zero principles and improve road safety such as Complete Streets policies, setting appropriate speed limits, and setting policy around practices and infrastructure that ensure safety. These policies should be informed by community engagement, case studies, and additional research.
7. Include prioritization matrix/ranking table for bicycle and pedestrian network improvement recommendations
8. Focus a set of recommendations on how to best plan for e-bikes/trikes for the safety of all road users and to promote safe utilization of e-bikes. Recommend infrastructure specific to Fairfax, including a recommended budget and timeline.
9. Offer materials and guidance for hosting in person and virtual community engagement opportunities.

VI. General Terms and Conditions

The Town reserves the right, at its sole discretion, to determine whether or not any aspect of a proposal satisfactorily meets the criteria established in the RFP. The Town reserves the right to seek additional clarification or information from the consultant, to confer with any consultant, and to reject any or all proposals or related work. The cost of preparing, submitting, and presenting a proposal is at the sole cost and expense of the Consultant.

The Town reserves the right to approve all key personnel, individually, for work on this contract. All key staff shall be named in the contract. After the contract is signed, the proposer may not replace key staff unless their employment is terminated or the replacement is agreed upon by the Town. The Town must approve replacement staff before the substitute person is assigned to the project. The Town reserves the right to request that the proposer replace a staff person assigned to the contract, should the Town consider such a replacement to be for the good of the project.

VII. Proposal Format

1. **Cover Letter:** Identify the prime consultant, the proposed project manager, and describe the subcontract agreements. Identify the name of the individual authorized to negotiate the contract on behalf of the consulting firm. The latter should sign the cover letter.
2. **Project Understanding and Approach:** Describe your understanding of the project and describe your approach to meeting the task objectives outlined in this RFP. Include additional information if you deem it appropriate to complete the services. In addition, please discuss:
 - a. The firm's experience working with the Town of Fairfax or a comparable jurisdiction (size or geographical nature) on a similar project.
 - b. Any anticipated challenges the Town should consider prior to and/or during the planning process and what measures should be taken to overcome these challenges.
3. **Organization Chart:** Describe your team organization, including the qualifications of the project manager and any sub-consultants included in the team. Please provide evidence of the team's experience in each of the areas identified in the proposal, with an emphasis on those related to similar projects.
4. **Staffing Plan:** Identify key team members and their relevant experience. This section should present all staff who will actively participate in the project. Provide a resume for each team member.
5. **Work Plan/Schedule/Deadlines:** Provide a detailed description of services your firm anticipates performing for this project. The description shall include:
 - a. Identification of major tasks or range of tasks anticipated
 - b. A schedule of expected start dates, milestones, and completion dates for each task
 - c. A matrix showing the estimated hours to complete each task and the level of effort from identified key staff

6. **Project Cost:** In a separate sealed envelope, provide a project cost table showing the cost for each task, as outlined in this RFP. Include level of effort and billing rates for each person. Identify overhead rates and all other applicable charges. Fixed costs should be separately identified and tallied.
7. **References:** Provide at least three (3) relevant references for each key project staff member. References must be from similar work performed within the last three (3) years and include name, affiliation, and current phone number, as well as a brief description of the project and role of each member.
8. **Professional Services Contract:** Indicate your willingness, or any exceptions, to accept the terms and conditions in the Sample of Agreement for Consultant Services (attached)

VIII. Method and Criteria for Selection

The Town will award consultant services contracts based on fair and open competitive negotiations, demonstrated competence, and professional qualifications.

Based on the evaluation of submitted proposals, a list of the top qualified Consultants will be established. Consultants may be requested to participate in an oral presentation. Upon completion of the proposal evaluations and interviews (if requested), the Consultants will be ranked and the top-ranked firm will be identified. If for any reason an acceptable contract cannot be negotiated with the top ranked Consultant, negotiations will commence with the next ranked Consultant.

The Town reserves the right to select the top-ranked Consultant solely based on the written proposal. Only written proposals shall be considered. All materials submitted shall become part of the proposal and may be incorporated into a subsequent contract between the Town and the selected firm. The Town of Fairfax reserves the right to further negotiate the terms and conditions of the contract.

The following technical criteria and their relative weights will be used to evaluate and rank the consultant proposals:

Experience with similar work	30 points
Staff qualifications for this project	30 points
Proposed methodology	20 points
Ability to perform in timely manner	20 points
Total	100 points

PROPOSAL SUBMISSION

Submit proposals to: Town of Fairfax
 142 Bolinas Road
 Fairfax, CA 94930
 ATTN: Jeffrey Beiswenger