

# **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.

Over the last nine years, no updates have been made to the previously adopted 2016 Plan. In July 2024, the Town Council authorized a request to the Metropolitan Transportation Commission (MTC) for the allocation of FY 2024/25 Pedestrian/Bicycle Master Plan project. The Town has until June 30th, 2027 to incur the expenses. The Town is making \$75,000 available for the project's consultant fees and holding the rest for staff time and survey software.

The Town has formed a Bicycle and Pedestrian Advisory Committee (BPAC) to assist with engaging the community for the Plan. Town staff in collaboration with the Committee will primarily facilitate community engagement with technical support from a consultant as needed. The Town expects the consultant to offer support in the form of visual representations of policy proposals, development of maps, and their presence at specific engagement opportunities. See Attachment A for the Draft Community Engagement Plan.

### **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, and 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:

- Town of Fairfax, 2016 Bicycle and Pedestrian Master Plan  
<https://storage.googleapis.com/proudcity/fairfaxca/uploads/2021/03/Fairfax-Bike-Ped-Plan-2016.pdf>;
- Town of Fairfax, 2012 Circulation Element  
<https://townoffairfaxca.gov/documents/general-plan-2010-2030-2021-text-amendment/>; and
- Town of Fairfax, 2012 Land Use Element  
<https://townoffairfaxca.gov/documents/general-plan-2010-2030-2021-text-amendment/>

#### **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;
  - 2023 MTC Regional Active Transportation Plan;
  - 2023 Marin Countywide Plan;
  - Marin Countywide Transportation Plan 2050; and
  - Plan Bay Area 2050.

5. Provide an existing conditions report on the state of the Town's cycling and walking 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.
10. Integration with the Community Engagement Plan (see Attachment A) and Bicycle and Pedestrian Advisory Committee to be administered by Town staff.

#### **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:** 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. Note that \$75,000 in grant funds is available for this project and Town funds are limited and will likely not be available to supplement beyond this amount. Town staff is available to assist with tasks as necessary.
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:

Staff qualifications for this project	25 points
Proposed methodology	20 points
Ability to perform in timely manner	20 points
Experience with similar work	15 points
Familiarity with Town of Fairfax	10 points
Cost proposal	10 points
<b>Total</b>	<b>100 points</b>

**PROPOSAL SUBMISSION Please submit the proposal by July 25th, 2025 at 5:00pm**

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

Submit electronic copy to: [bmckillop@townoffairfax.org](mailto:bmckillop@townoffairfax.org)

**Attachments:**

Attachment A – Draft Community Engagement Plan

## **Attachment A**

### **Draft Community Engagement Plan (CEP) | June 16, 2025**

#### **Bicycle and Pedestrian Master Plan Update**

**The purpose of the Community Engagement Plan (CEP) for the Bicycle and Pedestrian Master Plan Update is to ensure:**

- Residents are engaged early and often about the planning process
- Target audiences are reached in Town (adults over 65, youth, residents with disabilities, the business community, and other groups)
- Trust is built between the Town and the community
- Community members have meaningful opportunities to participate in decision-making processes
- Specific needs, concerns, and aspirations of the community are reflected in decision-making processes

#### **Communication Plan**

Residents will be reached through:

- The Town newsletter
- A project specific website
- A project specific email address
- Social media

#### **Engagement Strategies**

- Committee Meetings open to the public
- Pop up events (3) at Town events where the public frequents
- Public workshops (2)
- A survey

#### **Descriptions of Engagement Events**

##### **Bicycle and Pedestrian Advisory Committee (BPAC) Events | July 2025 – June 2026**

The Town formed a BPAC to provide guidance in the preparation of the update to the BPMP. The meetings will include a presentation on the plan's progress and an opportunity to provide feedback. The BPAC will be asked to participate in facilitating other community engagement events, such as a community walk audit and pop-up events during Town events (this schedule is tentative and could shift if the formulation of the BPAC or the selection of a project consultant is delayed).

Phase 1: Discovery

- **#1. Bicycle and Pedestrian Advisory Board Meeting, August 2025.** In this meeting, the BPAB will review and discuss the final consultant Scope of Work and the "working draft" vision and goals for the Active Transportation Plan.
- **#2. Bicycle and Pedestrian Advisory Board meeting, September 2025.** In this meeting, the BPAC will review and provide comments on the draft Community Engagement Plan (CEP). The CEP is the document that will guide the BPMP update's community engagement to ensure an equitable and fruitful engagement process that leads to a community-driven plan.
- **Community Walk Audit, September 2025.** Staff and the BPAC will organize a guided walk throughout the Town to assess the safety and usability of existing routes while identifying areas for improvement.
- **#3. Bicycle and Pedestrian Advisory Board meeting, January 2026.** At this meeting, the BPAC will receive an update on Phase 1 of community engagement and review the consultant's methodology for creating the draft list of recommended projects and programs. Staff will invite staff from the County to present on coordinating their Countywide Transportation Plan with our local plan.

#### Phase 2: Recommendation

- **#4. Bicycle and Pedestrian Advisory Board, Thursday, March 2026.** At this meeting, the BPAC will review a list of the draft recommended projects and programs and offer feedback to staff and consultants.
- **#5. Bicycle and Pedestrian Advisory Board, April 2026.** At this meeting, the BPAC will review the draft project prioritization for the BPMP update.
- **#6. Bicycle and Pedestrian Advisory Board, June 2026.** At this meeting, the BPAC will review the final draft of the BPMP update and forward to the Town Council for adoption.

#### **Public Workshops | October 2025, April 2026**

A public workshop is a community meeting where residents, local agencies, and other stakeholders gather to discuss and provide input on a project. The primary objectives are to gather public input, develop and refine a plan, and build community support for the proposed options. Activities at a public workshop could include presentations, mapping exercises, surveys and questionnaires, small group discussions, and Q&A sessions.

#### **Public Workshop #1: Discovery Phase | October 2025**

Staff will present findings from the existing conditions analysis followed by a question-and-answer discussion. After the presentation and discussion, workshop attendees will have the opportunity to provide direct feedback with sticky notes and color-coded dots on large boards representing different areas of the town. Participants will be encouraged to identify locations on the printed maps of the city to outline:

- **Green dots** – destinations where community members would like to go (On the Map: "Place green dots on places you would like to go by bike, on foot, or by transit if it were safer or more convenient.")

•**Yellow dots** – destinations where community members go to (On the Map: “Place yellow dots on the places you travel to most often in the Town of Fairfax.”)

•**Red dots** – Areas that are challenging for walking, biking and rolling. (On the Map: “Place red dots on areas where it is challenging to bike, walk, or roll.”)

### **Public Workshop #2: Recommendation Phase | April 2026**

Staff will present the recommended projects followed by a question-and-answer discussion. After the presentation and discussion, the public will be invited to participate in station activities specific to the recommendations.

### **Pop-up Engagement Events | August 2025 – December 2025**

Short-term events in frequented locations in Town or at existing community events offer staff the opportunity to intercept residents. The initial pop-up event will distribute information about upcoming engagement events and inform the public about the BPMP update process. Later pop-up events will ask more specific questions and potentially survey residents.

- Pop Up Event #1 | *August 27 (Farmer’s Market)*
- Pop Up Event #2 | *September 26 (Fairfax Art Walk)*
- Pop Up Event #3 | *December 14 (Fairfax Craft Faire)*

### **Stakeholder Meetings | November 2025, May 2025**

A stakeholder meeting is a gathering of community members with a specific interest in the development of the BPMP such as age-friendly advocates, school and youth advocates, and business community interests. The Town will reach out to stakeholders to meet once during the discovery phase to focus on their specific needs and again during the recommendation phase to gather their input on the proposed draft plan.

#### *Discovery Phase*

- Stakeholder Meeting with Community-based Organizations and Advocates, November 2025

#### *Recommendation Phase*

- Stakeholder Meeting with Community-based Organizations and Advocates, May 2025

### **Virtual/Online Engagement | June 2025 – June 2026**

To reach those with limited time to attend meetings or who may be difficult to reach for other reasons, staff will provide opportunities to engage online. Virtual engagement will also facilitate frequent communication regarding upcoming in-person events and the chance to take an online survey.

- Project website, June 2025
- Email distribution list, June 2025
- Maptionnaire – example <https://app.maptionnaire.com/q/4gw3r3z87f74>, TBD
- Social Media

## **Timeline of Engagement Events by Month**

2025

### Discovery Phase

#### **June**

- Project website launch
- Email distribution list launch

#### **July**

- Bicycle and Pedestrian Advisory Committee (BPAC) formed | *July 16*
- Draft Community Engagement Plan (CEP) delivered to Town Council | *July 16*

#### **August**

- BPAC Meeting #1 | *August 20*
- Pop Up Event #1 | *August 27 (Farmer's Market)*

#### **September**

- *Launch survey*
- BPAC Meeting #2 | *September 17*
- Pop Up Event #2 | *September 26 (Fairfax Art Walk)*

#### **October**

- Public Workshop #1 | *October 15*
- Community Walk Audit with BPAC | *October 22*

#### **November**

- Three Stakeholder Meetings | *TBD*

#### **December**

- Pop Up Event #3 | *December 14 (Fairfax Craft Faire)*

2026

#### **January**

- BPAC Meeting #3 | *January 21*

### Recommendation Phase

#### **February**

- No meetings this month

#### **March**

- BPAC Meeting #4 | *March 18*

#### **April**

- Public Workshop #2 | *TBD*
- BPAC Meeting #5 | *April 15*

#### **May**

- Three Stakeholder Meetings | *TBD*

#### **June**

- BPAC Meeting #6 | *June 17*