

# TOWN OF PARADISE VALLEY

Award of Contract  
Bicycle and Pedestrian Master Plan



Town Council  
May 26, 2016

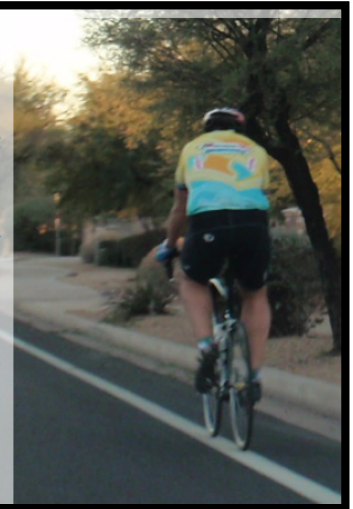
# Request

Authorize the Town Manager to execute a contract with Coffman Studio, PLLC in the amount of \$143,695.02 to develop a Bicycle and Pedestrian Master Plan for the Town

"We value our high-quality motorized and non-motorized circulation systems designed to support local travel and lessen impacts from cut-through traffic. We should continue to support traffic mitigation and calming programs on all streets utilizing any available technology. Road and street maintenance should include the installation of rubberized asphalt when possible.

The Town should better interconnect parts of the community with safe and aesthetic bike lanes, trails and walkways utilizing public rights-of-way, washes, and open space while respecting the privacy of residents."

Town of Paradise Valley  
Visioning Committee 2011



# Background

- Plan is a Quality of Life Initiative
- General Plan targeted completion in 2016-2020
- Town Budget/Capital Improvement Plan includes \$150,000 for this Plan
- Plan will be a subset of the General Plan



# Award Selection Process

- RFP issued on February 12, 2016
- Six consultants submitted RFPs on March 9, 2016
- Selection Committee formed to review RFPs
  - (1) Planning Commissioner (3) Town staff, & (1) Scottsdale staff
- Committee scored RFPs on March 24, 2016
  - Methodology, experience and expertise, and cost and terms
  - 4 of the 6 selected to interview
- Committee scored interviews on March 30, 2016
  - Methodology, experience and expertise, and the presentation
  - Coffman Studio, PLLC scored the highest



# Plan

# Process

- 10 months
- 5 phases
- Several opportunities for input

Phase/ Task	Description	May 2016	June 2016	July 2016	Aug 2016	Sept 2016	Oct 2016	Nov 2016	Dec 2016	Jan 2017	Feb 2017	Mar 2017	April 2017
	<b>COUNCIL APPROVAL</b>	05/26/2016											
	<b>NOTICE TO PROCEED</b>		06/01/2016										
<b>1.0</b>	<b>INITIATE</b>												
	Prepare a Media Relations Plan												
<b>2.0</b>	<b>ANALYZE</b>												
	Stakeholder Meeting #1												
	On-line/Mail-in Opinion Survey												
	OPTIONAL Bike/Ped Count												
	Resort Concierge Interviews												
	Stakeholder Meeting #2												
	Public Open House #1												
	Planning Commission Study Session #1												
<b>3.0</b>	<b>DEFINE</b>												
	OPTIONAL: Stakeholder Meeting #3												
	OPTIONAL: Public Open House #2												
	Prepare Draft Master Plan #1												
	Town Council Staff Update #1												
<b>4.0</b>	<b>REFINE</b>												
	Stakeholders Meeting #3/4												
	Public Open House #2/#3												
	Planning Commission Study Session #2												
	Town Council Staff Update #2												
	Prepare Draft Master Plan #2												
	Planning Commission Study Session #3												
<b>5.0</b>	<b>APPROVE</b>												
	Prepare Draft Master Plan #3												
	Planning Commission Meeting - Recommendation												
	Town Council Study Session #1												
	OPTIONAL Town Council Study Session #2												
	Town Council Meeting - Action												
	Prepare Final Master Plan & Final Deliverables												

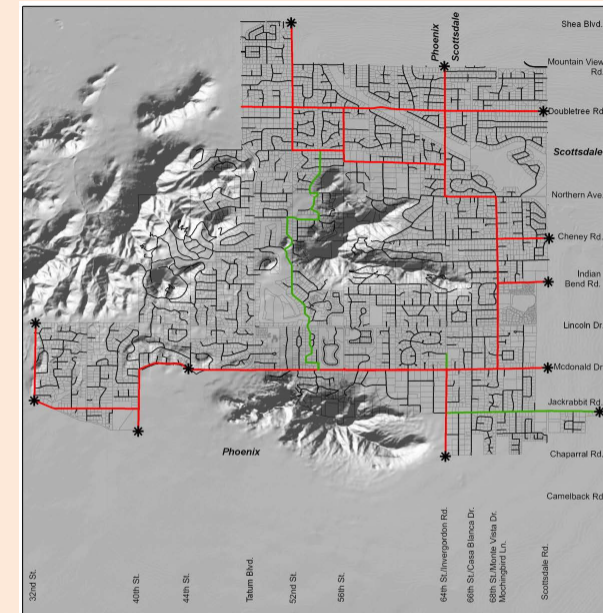


# Plan Components

- Existing condition review
- Needs/gap analysis
- Vision, goals, and policies
- Signage/wayfinding guidelines
- General design guidelines
- Updated Non-Motorized Maps
- Recommendations
  - Cost, phasing, priorities, CIP



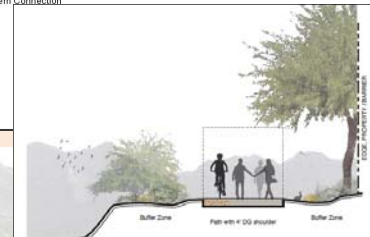
Figure 4.9 Non-Motorized Circulation Map



**Paradise Valley  
Bikeway Classifications**

- \* Regional System Connection
- Bike Lane
- Bike Route
- Local Street

**Bicycle  
Circulation Map**



EXAMPLE TRAIL SECTION SHOWING PAVED PATH WITH SHOULDER ADJACENT TO A RIVER, DRAINAGE-WAY OR WITHIN AN OPEN SPACE.



# Project Cost & Options

- \$143,695.02 (with all options)
- \$137,449.32 (without any options)
- Options
  - Bicycle/pedestrian count not to exceed \$1,600.00
  - An additional optional stakeholder meeting not to exceed \$1,810.28
  - An optional open house not to exceed \$2,275.42
  - An optional Town Council study session not to exceed \$560.00



# Action

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