Request for Proposals (RFP)
City of Indianapolis/Marion County
Pedestrian Plan

Health by Design, in partnership with the City of Indianapolis, is soliciting proposals from qualified consultants to prepare a Pedestrian Plan for the City of Indianapolis/Marion County. Going beyond the scope of a traditional master plan, this project will result in a pedestrian investment prioritization strategy for the City, discussed in more detail below.

Date of Issue: May 13, 2015

Proposal Deadline: Friday, June 5, 2015, 11:59 PM Eastern
Late proposals will not be accepted

Project Budget: The maximum project budget is $95,000.00

Project Period: The project period will end on March 31, 2016

Contact: Kim Irwin
Health by Design
401 W. Michigan Street
Indianapolis, IN 46202
kirwin@acsm.org

Questions: Questions may be directed to Kim Irwin, by email only, until 3:00 PM on Wednesday, May 27, 2015.

An in-person meeting (with a call-in option) will be held at 3:30 PM on Wednesday, May 27, 2015. Submitted questions will be answered at that time and clarification questions may be asked.

All questions and responses will be posted publicly by Noon on Thursday, May 28, 2015.

Introduction

Health by Design is a coalition of partners working to ensure that Indianapolis and communities throughout Indiana have neighborhoods, public spaces and transportation infrastructure that promote physical activity and healthy living. The priority goals of Health by Design are to: increase walking, biking and public transit options; encourage responsible land use; improve neighborhood, city and regional connectivity; and reduce automobile dependency. Health by Design has an established and ongoing relationship with City of Indianapolis leadership and staff.

The City of Indianapolis and Marion County have a consolidated city-county government. Indianapolis is the 12th largest metropolitan area in the United States, with an estimated 2013 population of 928,281,
accounting for almost 15% of the state’s population. It covers 403 square miles of land, making it also one of the country’s largest cities in terms of geography.

Like many cities, Indianapolis is facing an urban renaissance. More and more people are choosing to live downtown and in traditional neighborhoods, seeking out mixed land uses and a variety of transportation choice. Despite that, the City faces many challenges in meeting such growing demand. Indianapolis has recently undertaken two monumental tasks: updating its entire zoning code (Indy Rezone) and launching a bicentennial planning process that includes the development of six core city government plans, including the Marion County Comprehensive Land Use Plan, the Marion County Thoroughfare Plan and the Marion County Parks, Recreation, and Open Space Plan (Plan 2020).

The City has also benefited from significant aspirational, facility-level pedestrian system planning as detailed in the Indianapolis Metropolitan Planning Organization’s Regional Pedestrian Plan. Together with significant bicycle and transit planning efforts, Indianapolis is ready for strategic implementation of more robust multi-modal transportation investments.

**Project Purpose**

In early 2015, Health by Design was awarded funding through the American Planning Association’s (APA) Plan4Health initiative. Funding for Plan4Health was provided through a grant from the Centers for Disease Control and Prevention (CDC) and is a partnership between APA and the American Public Health Association (APHA).

Health by Design’s funding proposal included three distinct, yet deeply interconnected, strategies aimed to make Indianapolis/Marion County safer, more accessible and inviting for pedestrians:

- Development and implementation of a comprehensive pedestrian program
- Development and adoption of a pedestrian plan
- Development and execution of a community-wide campaign to promote walkability and walking

This request for proposals specifically addresses the second strategy, but will require coordination and alignment with activities related to the other two.

In keeping with the intent of the national partners (APA, APHA and CDC), a public health and health equity approach will guide the overall project.

**Scope of Services Requested**

This pedestrian planning process for the City of Indianapolis/Marion County will begin by confirming the recommendations of the existing Regional Pedestrian Plan, but will also then include unique elements beyond that of a traditional master plan. Most importantly, it will result in a pedestrian investment prioritization strategy for the City, one that takes into consideration health and equity factors when allocating limited infrastructure investments.
Furthermore, it will result in recommendations for funding, policies and systems-changes that will guide pedestrian-related investments and priorities in the coming years. This pedestrian plan is intended to be formally adopted as a segment of the City of Indianapolis/ Marion County comprehensive plan.

The consultant(s) will work closely with the project management team, presenting recommendations, facilitating discussion and decision-making, and making adjustments and/or refinements based on feedback.

All data, databases, reports, programs and materials, in native digital and hard copy format created under this project shall be transferred to Health by Design and the City of Indianapolis/Marion County upon completion of the project and become their joint property. All geographic data must be ArcGIS – compatible. A working list of project-related data available through the City and partners is available upon request.

**Task 1 – Research and Review**

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<thead>
<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>1.1 Conduct an existing conditions inventory and analysis to develop a baseline profile of the City’s existing pedestrian-related policies, practices, investment program and facilities</td>
<td>Baseline profile</td>
<td>9/15/15</td>
</tr>
<tr>
<td>1.2 Identify, collect and review pedestrian-related City and community documents, plans, reports and initiatives</td>
<td>Summary report of research and review findings</td>
<td>9/15/15</td>
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<tr>
<td>1.3 Conduct an external scan of leading national/international pedestrian-related plans, resources, reports and investment strategies</td>
<td>Summary report of research and review findings</td>
<td>9/15/15</td>
</tr>
<tr>
<td>1.4 Research, review, summarize and present information about best-practices, funding options, policy approaches and prioritization methods</td>
<td>Presentation of summary information and leading recommendations</td>
<td>9/30/15</td>
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**Task 2 – Data and Mapping**

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<tr>
<th>Activity</th>
<th>Deliverable</th>
<th>Target Date</th>
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<tbody>
<tr>
<td>2.1 Identify existing and needed data and sources</td>
<td>List of data and sources</td>
<td>7/31/15</td>
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<tr>
<td>2.2 Research and identify health and equity data and potential methods for incorporating into plan and project prioritization</td>
<td>Summary report of potential and recommended methods</td>
<td>8/15/15</td>
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<tr>
<td>2.3 Assess existing pedestrian-related GIS data and identify gaps</td>
<td>List of data, gaps</td>
<td>8/15/15</td>
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<tr>
<td>2.4 Collect, develop and/or incorporate needed GIS data</td>
<td>New GIS data</td>
<td>12/31/15</td>
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<tr>
<td>2.5 Identify existing pedestrian-related performance measures and establish baseline numbers</td>
<td>List of performance measures and baseline numbers</td>
<td>8/30/15</td>
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<tr>
<td>2.6 Identify pedestrian-related performance</td>
<td>List of performance measures</td>
<td>9/30/15</td>
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measures to be tracked moving forward and a system for tracking them

2.7 Support Health by Design team in conducting a comparative health risk analysis to determine areas of high health risk

2.8 Assess and analyze pedestrian infrastructure assets and needs in health risk areas (linked to 3.6)

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<th>Task 3 – Public Engagement</th>
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<tr>
<td><strong>Activity</strong></td>
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<tr>
<td>3.1 Develop goals, strategies and a process for robust and diverse public engagement</td>
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<tr>
<td>3.2 Review previously collected pedestrian-related public input (linked to 1.2)</td>
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<tr>
<td>3.3 Promote public participation and input, including the use of innovative tools and technologies, in coordination with other Health by Design-led project activities</td>
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<td>3.4 Engage diverse audiences (stakeholder groups, neighborhood associations, use third places)</td>
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<tr>
<td>3.5 Support Health by Design team in soliciting input from planning and public health professionals</td>
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<tr>
<td>3.6 Support Health by Design team in identifying priority neighborhoods/nodes and conducting walk audits (linked to 2.8)</td>
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<th>Task 4 – Pedestrian Plan and Prioritization Strategy Development</th>
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<tr>
<td><strong>Activity</strong></td>
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<tr>
<td>4.1 Establish pedestrian plan vision, goals and content</td>
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<tr>
<td>4.2 Determine process and method(s) for analyzing pedestrian project prioritization (linked to Tasks 1 and 2)</td>
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<tr>
<td>4.3 Develop and analyze project prioritization scenarios using various priority lenses identified by the project management team (including, but not limited to health, equity, safety, transit, nodes and reinvestment/redevelopment needs)</td>
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<tr>
<td>4.5 Coordinate with and incorporate other existing and/or needed plans into pedestrian planning process and product (including, but not limited to Americans with Disabilities Act (ADA), Safe Routes to</td>
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School (SRTS) and Pedestrian Safety Action Plan (PSAP)

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<tr>
<th>Task</th>
<th>Description</th>
<th>Deliverable</th>
<th>Target Date</th>
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<tr>
<td>4.6</td>
<td>Incorporate an Es framework: Education, Encouragement, Engineering, Enforcement, Evaluation and Equity</td>
<td>Es framework in pedestrian plan</td>
<td>12/15/15</td>
</tr>
<tr>
<td>4.7</td>
<td>Informed by findings of the priority lenses and constrained by fiscal realities, make recommendations for prioritized spending of various pedestrian project types (capital improvement projects, maintenance projects, connectivity projects)</td>
<td>Recommendations for prioritized spending</td>
<td>12/15/15</td>
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<tr>
<td>4.8</td>
<td>Develop implementation plan to achieve recommended funding, policies, infrastructure and systems-changes</td>
<td>Implementation plan</td>
<td>12/15/15</td>
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<tr>
<td>4.9</td>
<td>Develop draft pedestrian plan</td>
<td>Draft pedestrian plan</td>
<td>1/15/16</td>
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<td>4.10</td>
<td>Develop final pedestrian plan</td>
<td>Final pedestrian plan</td>
<td>2/15/16</td>
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**Task 5 – Project Coordination and Management**

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<tr>
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<tbody>
<tr>
<td>5.1</td>
<td>Meet biweekly with members of project management team</td>
<td>Meeting notes</td>
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<tr>
<td>5.2</td>
<td>Submit monthly written progress reports, including: status of work completed to date, current/anticipated work, problems/obstacles identified during the reporting period and any outstanding issues</td>
<td>Progress reports</td>
</tr>
<tr>
<td>5.3</td>
<td>Present recommendations to members of the project management team, facilitate discussion and decision-making, and make adjustments and/or refinements based on feedback at key time points in the planning process</td>
<td>Meeting notes, documentation of process</td>
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**Proposal Requirements**

Proposals should be submitted in an electronic PDF format, with the subject line: FIRM/CONSULTANT NAME - Indy Ped Plan Proposal, no later than 11:59 PM Eastern, on Friday, June 5, 2015. Please ensure the document is easily printable.

Responses to this RFP should consist of a technical proposal that is no more than 12-pages (not including resumes/professional qualifications and work samples). Proposals should include the following information:
Executive Summary and Project Statement - Include key elements of the proposal and briefly state overall understanding of the project, project needs, and services to be provided.

Firm Description – Describe the firm including history, size, area(s) of specialization, location(s) of corporate headquarters and office(s) proposed to manage this project, and experience with related projects. If a team of firms or sub-consultants will be used, identify all included firms, the lead firm, and the general percentage of work to be completed by each firm.

Scope of Services – Describe the firm’s overall approach to accomplishing the work listed herein and a proposed scope of services, demonstrating clear understanding of the project. Include any unique insights, resources or practices to be applied to the project; improvements or variances to the requested scope (do not delete any tasks above); proposed methods, processes, tasks and activities; the approach to project management and coordination; proposed public engagement and outreach methods; and outputs and products to be provided. Identify what data or information will need to be provided by Health by Design and/or the City of Indianapolis.

Schedule - Submit a schedule, itemized by task, for completing the scope of services. Indicate total time for each task, benchmarks for evaluating progress, meetings, and overall time for project completion.

Comparable Projects – Highlight successful, similar projects, including a brief project description, reference information and the role of proposed team members.

Team – Identify specific individuals proposed for this project and their responsibilities. List each team member’s education, qualifications and office location. The project manager and task leaders should be clearly identified, as should the names, qualifications and roles of sub-consultants. Do not include any firm leadership or staff who will not actively participate in the project.

Budget – Submit a proposed project budget itemized by task, including labor and all direct and indirect costs. State the total project cost as a fixed, not-to-exceed fee.

Proposal Evaluation

The services envisioned within this RFP include all of the transportation planning, civil engineering and traffic engineering disciplines necessary for the completion of the project.

Proposal evaluation factors will include the following:

- Understanding of and approach to the overall project
  - Strength, expertise and creativity in addressing the scope of work
  - Awareness of context, local conditions and project partners

- Specialized experience or technical expertise
  - In-depth understanding of pedestrian infrastructure, policy and funding
  - Experience with GIS database development and mapping, multimodal travel models, socio-economic and public health data, planning tools, etc.
  - Understanding of infrastructure project implementation costs and experience developing responsive fiscally-constrained plans
- Effective public engagement, including non-traditional methods

- Qualifications of firm and project team members
  - Quality performance on past similar projects completed
  - Capacity of the organization to perform the work, demonstrated by completed projects
  - Ability to deliver project on-time and within budget

- Total cost of the project

- Responsiveness to submission requirements

- Professional references from past clients for similar projects

**Proposal Selection**

Review of proposals will be conducted by the project management team immediately upon receipt, with the goal of an executed contract and notice to proceed by early July.

Health by Design retains the right to:

- Reject any or all proposals and to re-solicit if deemed to be in the project’s best interests
- Select a firm outright based on the outcome of the initial proposal evaluation
- Request interviews from shortlisted firms
- Request clarification of information submitted and to request additional information of one or more respondents
- Re-advertise for additional proposals and to extend the deadline for submission of proposals
- Negotiate with more than one firm at the same time
- Choose not to award a contract

Selection is dependent upon the negotiation of a mutually acceptable contract.

Selection shall be made without regard to race, color, gender, sexual orientation, age, religion, national origin, or political affiliation. Health by Design encourages proposals from qualified minority and woman-owned businesses.

Health by Design assumes no responsibility or liability for costs incurred by responding to this RFP or to any further requests prior to issuance of the contract.