



## STAFF REPORT/RESOLUTION

**TO:** Southwest Washington Regional Transportation Council Board of Directors  
**FROM:** Matt Ransom, Executive Director  
**DATE:** March 31, 2015   
**SUBJECT:** **Complete Streets Policy Review, Professional Services Contract,  
Resolution 04-15-06**

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### AT A GLANCE - ACTION

*The RTC Board is being asked to authorize the RTC's Executive Director to enter into an agreement with Alta Planning + Design for assistance in the research, discussion and documentation of best practices for the application of Complete Streets policies at the regional Metropolitan Planning Organization (MPO) level in an amount not to exceed \$11,000.*

### INTRODUCTION

In January, the RTC Board amended the FY 2015 Unified Planning Work Program (UPWP) to include a Regional Complete Streets Policy work element. Complete Streets is an approach to transportation policy and design that requires streets to be planned, designed, operated, and maintained to enable safe, convenient and comfortable travel for all transportation modes and access for users of all ages and abilities. The purpose of this Resolution is to request RTC Board authorization to enter into an agreement with Alta Planning + Design to provide consultant services for work on a Regional Complete Streets Policy.

### CONSULTANT SELECTION PROCESS

Following amendment of the FY 2015 UPWP, a Request for Qualifications was issued on March 6, 2015, and was advertised in the media including the Portland Daily Journal of Commerce and the Seattle Daily Journal of Commerce. Two submittals were received by the March 20, 2015 closing date from Alta Planning + Design and BERK. Evaluation of the RFQ submittals was carried out by a consultant selection panel with representatives from WSDOT, Clark County Community Planning, Clark County Public Health, the City of Vancouver, and RTC. The consultant selection panel evaluated proposals per the consultant selection criteria (criteria attached). Evaluation scores and comments were compiled resulting in selection of Alta Planning + Design as the most qualified to assist in the Regional Complete Streets Policy review.

The Alta Planning + Design team is led by Hannah Day-Kappel as Project Manager and includes Principal-in-Charge Mia Berk, Complete Streets expert Nora Daley-Peng, Senior Associate Katie Mangle, and Planner Mike Sellinger.

### SCOPE OF WORK and SCHEDULE

An outline of Study and related contract tasks is provided as an attachment. The work is scheduled to begin in April 2015 and must be completed by June 30, 2015.

**POLICY IMPLICATION**

The work will allow RTC to facilitate discussion and documentation of best practices for the application of Complete Streets policies at the MPO region level. RTC’s work would complement work on Complete Streets carried out by Clark County Public Health and local jurisdictions who recognize the safety, health, economic and environmental benefits related to Complete Streets implementation. At the state level, Washington State has a Complete Streets program and grant category enacted in 2011.

**BUDGET IMPLICATION**

The FY 2015 UPWP was amended in January 2015 to incorporate \$13,500 in Washington State Regional Transportation Planning Organization (RTPO) funds into the UPWP Budget. \$11,000 of the budget is for consultant assistance with the remaining \$2,500 to be used by RTC staff for oversight, administration and meeting organization.

Action on this resolution would allow RTC’s Executive Director to enter into an agreement with Alta Planning + Design to provide consultant services for the Regional Complete Streets Policy study in an amount not to exceed \$11,000. No local matching funds are required. Funds must be fully expended by June 30, 2015.

**ACTION REQUESTED**

Adoption of Resolution 04-15-06, "Complete Streets Policy Review, Professional Services Contract".

ADOPTED this \_\_\_\_\_ day of \_\_\_\_\_ 2015,  
by the Southwest Washington Regional Transportation Council.

SOUTHWEST WASHINGTON  
REGIONAL TRANSPORTATION COUNCIL

ATTEST:

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Melissa Smith  
Chair of the Board

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Matt Ransom  
Executive Director

Attachment

## CONSULTANT EVALUATION CRITERIA

The evaluation panel reviewed Request for Qualifications submittals and evaluated consultant teams interviewed according to the following criteria:

- Capabilities of Consultant (45 Points)
  - Knowledge of Complete Streets issues and trends including implementation of Complete Streets policies at local and regional levels. Demonstrate similar study experience that distinguishes consultant capabilities for the proposed Regional Complete Streets Policy Study.
  - Qualifications and experience of key personnel with background in Complete Streets.
  - Experience and knowledge in working with jurisdictions and multiagency transportation committees.
  - Familiarity with area transportation agencies and their associated transportation programs and issues.
  - Technical skills and strategic knowledge.
  - Expertise in public decision-making process.
  - Familiarity with the region.
- Proposed Project Approach (35 Points)
  - Project management expertise and philosophy.
  - Understanding of study need and purpose.
  - Proposed study process and work program.
  - Relationship of study objectives to proposed work program.
  - Identification of key issues (technical and policy) to be addressed.
  - Commitment of Project Manager and team (if applicable) to project, and experience of team working together.
  - Proposed deliverables.
- Quality of Proposal and References (20 Points)
  - Readability and Presentation – concise and comprehensive.
  - Clarity – demonstrates communication skills, is well-written, logical and provides an organized qualifications statement.
  - Communication of team strengths and overall approach.
  - Previous client references

## **DRAFT SCOPE OF WORK**

### **Task 1. Peer Review**

#### **1.1 Kick-Off Meeting**

The Alta project team will meet with RTC's Project Manager to:

- Understand Complete Street policy discussions to date
- Outline the potential objectives for adopting such a policy
- Identify local best practices, case studies, and design guidelines that could be considered a local approach to Complete Streets
- Confirm project approach and specific resources to be developed, including existing plans which prepared text should be designed to integrate

#### **1.2 Complete Streets Survey**

In collaboration with WSDOT library staff, cities and MPOs within Washington will be surveyed to collect policies in place within the state. Research conducted for other clients will be drawn upon to quickly provide RTC a body of examples for consideration. Input from local jurisdictions will be gathered through a survey to determine current Complete Streets policies and activities in local jurisdictions, as well as expectations about future implementation of Complete Streets. The online survey will ask about existing policies and Comprehensive Plan language, key local priorities for Complete Streets implementation, current processes in place to promote Complete Streets projects, and barriers that are challenging to implementation.

#### **1.3 Literature Review**

Existing materials about Complete Streets policy development and implementation will be gathered and an appendix of resources about Complete Streets education and awareness-building, policy, and implementation compiled. Tools that local jurisdictions can use to implement Complete Streets will be identified, accounting for a wide range of roadway and land use contexts, as well as demographic characteristics and community goals.

#### **1.4 SWOT Analysis**

To understand the wide variety of contexts in SW Washington, an assessment of Complete Streets strategies, including a SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis of the state of Complete Streets in the region will be prepared. The brief analysis will help focus needs for the region to expedite work in future tasks.

#### ***Deliverables:***

A succinct Memo will be prepared outlining:

- Key points to be addressed in a potential RTC policy (to establish relevancy of peer policies)
- The best and most relevant example of Complete Streets policies from around the country
- A SWOT analysis of different approaches
- Findings and recommendations on which approach may be preferred for RTC

## **Task 2 Policy Concepts**

### **2.1 Complete Streets Principles**

Alta will coordinate with RTC, WSDOT, and local jurisdiction staff to gather feedback on the Task 1 memo and arrive at a recommended approach to drafting a prototype policy. After staff provides feedback on the Task 1 Memo, Alta will recommend to RTC staff an approach to drafting a prototype Complete Streets policy with proposed principles of Complete Streets.

Standard principles of Complete Streets to be considered include the vision, users and modes, project phases, exceptions, network development, jurisdictional authority, design approaches, context sensitivity, and performance measures. Regional principles for Complete Streets adoption and implementation will consider the suburban/rural contexts as a framework to recommend specific language and action items.

### **2.2 Draft Complete Streets Policy**

The draft Complete Streets Policy will be designed for potential integration into the Regional Transportation Plan. The policy will be based on the most relevant existing example policies, tailored for RTC's context, authority and intent. The draft policy will be accompanied by a narrative that explains purpose and effect of major policy sections. This narrative will help in understanding the policy. The technical memo will focus on discussion of the purpose of the policy and consideration of alternatives.

A Complete Streets implementation approach will be based on RTC and local jurisdiction awareness of and progress toward Complete Streets policy adoption and implementation. This could include a design review process, involvement of an Advisory Committee, checklists, or other strategies for identifying and prioritizing specific Complete Streets improvements within each jurisdiction to be incorporated in the General Plan update and infrastructure planning processes. The approach will also consider exceptions to Complete Streets implementation, and incentives for planning and developing Complete Streets projects, ranging from technical assistance to integration into the evaluation process for grant applications.

### **2.3 Talking Points**

Talking points and slides will be prepared to aid presentation of a draft Regional Complete Streets policy. The presentation will include a discussion of the value and importance of Complete Streets efforts and how Complete Streets benefits communities.

#### ***Deliverables***

- Context sensitive approach to Complete Streets policy
- Draft policy with alternative language and implementation approach
- Presentation with talking points about the policy, benefits of Complete Streets and implementation strategies.

### **Task 3 Recommendation Report**

#### **3.1 Final Complete Streets Policy**

Alta will meet with RTC staff to review discussion of the draft, and identify key issues to be addressed in the next draft of the policy. Based on one consolidated set of comments, Alta will then prepare a final draft policy for RTC staff to finalize and prepare for potential adoption.

#### ***Deliverables***

- Final draft Complete Streets policy and succinct Memo recommending implementation and outreach actions