



AGENDA ITEM NO.

COUNCIL MEETING

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

March 17, 2009

FROM: PATRICK N. WIEMILLER, Director  
Public Works Department

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SUBJECT: APPROVE A PROFESSIONAL SERVICES AGREEMENT WITH FEHR AND PEERS, IN THE AMOUNT OF \$475,000 TO PREPARE A BICYCLE, PEDESTRIAN, AND TRAILS MASTER PLAN FOR THE CITY OF FRESNO

A RESOLUTION OF THE COUNCIL OF THE CITY OF FRESNO APPROVING THE REALLOCATION OF \$392,000 IN MEASURE C FUND CAPITAL PROJECTS FOR PREPARATION OF THE MASTER TRAILS & BIKE PLAN

A RESOLUTION OF THE COUNCIL ESTABLISHING THE BICYCLE, PEDESTRIAN AND TRAILS MASTER PLAN ADVISORY COMMITTEE OF THE CITY OF FRESNO

**KEY RESULT AREA**

One Fresno

**RECOMMENDATION**

Approve a Professional Services Agreement with Fehr & Peers, in the amount of \$475,000 to prepare a Bicycle, Pedestrian, and Trails Master Plan (BMP) for the City of Fresno.

Adopt a resolution of the Council of the City of Fresno approving the reallocation of \$392,000 within the Measure C Fund Capital Projects for preparation of the Master Trails and Bike Plan.

Adopt a resolution of the Council of the City of Fresno approving the appointment of the bicycle and pedestrian advisory committee (BPAC) to serve as the Bicycle, Pedestrian, and Trails Advisory Committee (BAG) for the Bicycle, Pedestrian, and Trails Master Plan in Accordance with the Planning Guidelines for creation of a planning document.

## **EXECUTIVE SUMMARY**

The Measure C Implementing Guidelines require that by January 1, 2012, all jurisdictions within Fresno County will have updated and/or adopted a Master Plan for Trails, Bicycle, and Pedestrian Facilities that promote connectivity within all of Fresno County and its urban areas. The guidelines also specify that Measure C funds may be used to pay for development of a Master Plan and that the Master Plan will be the guiding document for upgrade and/or installation of such facilities. Should a jurisdiction fail to meet this goal the earmark funds for Trail, Bicycle, and Pedestrian facilities shall be withheld by FCTA until such time as a jurisdiction is in compliance.

However, the Public Works Department is not preparing the Bicycle, Pedestrian and Trails Master Plan simply for compliance with the Implementing Guidelines for Measure C. The Master Plan will facilitate compliance with the 2025 General Plan policies that promote alternative modes of transportation to enhance mobility for cyclists. The Master Plan is a positive step towards improving the air quality of the City of Fresno by providing an alternative to the single occupant motor vehicle, in turn reducing gasoline consumption and providing for a healthy and active community.

Each year the City of Fresno Public Works Department has capital projects and maintenance work that installs trails, bicycle, and pedestrian facilities throughout the City of Fresno. In addition new development projects install trails, bicycle, and pedestrian facilities. The current Bicycle Transportation Plan (BTP) lacks an effective means to measure the effectiveness and growth of the use of trails, bicycle, and pedestrian facilities to determine the projects with the most positive impact to the General Plan Circulation Element. As a result, we have installed a number of bicycle facilities; but there has not been a noticeable increase in bicycle ridership as a mode of transportation.

The new Bicycle, Pedestrian, and Trails Master Plan (BMP) will be based on the five E's principles of Engineering, Education, Enforcement, Encouragement and Evaluation. Staff recommends the Council approve the consultant agreement and corresponding resolutions.

## **KEY OBJECTIVE BALANCE**

Approval of the professional services agreement best balances the three Key Objectives of Customer Satisfaction, Employee Satisfaction and prudent Financial Management. The consultant selection process included City staff in both the Planning and Development Department and many of the divisions of Public Works that will implement the new BMP, Trail Advocates, Bike Lane Advocates, and Bicycle and Pedestrian Advisory Committee (BPAC) members. A total of thirteen people were on the interview panel from various backgrounds and experiences with a common goal to increase mobility and bicycle ridership in Fresno. The interview panel selected the most qualified firm to prepare the Bicycle, Pedestrian, and Trails Master Plan and presents the best solution for enhancing Customer Satisfaction. An active community is a healthy community. The approval of this agreement will enable the Public Works Department to commence a much needed Bicycle, Pedestrian, and Trails Master Plan. Financial management is enhanced by putting the City in a strong position to receive future Measure C funding for trails, bicycle, and pedestrian facilities, as well as, implement those facilities with the

highest priority projects to connect bike lanes, trails, and pedestrian facilities for a comprehensive alternative transportation mode system. In addition, in these difficult economic times many of our citizens want to save on fuel costs by riding their bicycle to work which also enhances their physical exercise.

## **BACKGROUND**

The City of Fresno 2025 General Plan (GP) Circulation Element has many policies to encourage bicycle ridership. In addition, the GP has a map showing the proposed trail locations. However, the GP is not specific and comprehensive enough to implement this map and policies and that is why it is critical that the City of Fresno have an adopted Bicycle, Pedestrian, and Trails (BMP) Master Plan. For example, the GP does not specify what side of a street, canal, or railroad is to become the trail alignment, nor does it indicate the width and classification of the trails.

### Engineering

The BMP will work through liability issues that the City of Fresno currently has with Fresno Irrigation District with installing a trail system on top of or along side of our hundreds of miles of canals that run throughout the City. These canals are currently used informally as exercise routes but could become infrastructure that connects various regions of the City of Fresno. The trail system could also utilize power line green space corridors.

The BMP will work through a means of a comprehensive trail and bike lane system connecting our Activity Centers, Transit Centers and Stops, Schools (Private and Public K-12, Junior Colleges, Private Colleges, and California State University Fresno), Business Office Parks, Downtown, and Government Buildings.

The BMP will also review, create, and enhance Public Works Standards for implementation.

### Education

The BMP will create an education program that will promote and enhance the safety of cyclists throughout Fresno. We will focus on creating programs that can be implemented by local organizations and schools to share with the youth in Fresno, as well as, motorists that need to be reminded about the laws in the California Vehicle Code about pedestrians and cyclists. Similar to the DARE program made famous by former First Lady Nancy Reagan, we have to educate our youth on the importance of exercise and a healthy lifestyle, use of alternative modes of transportation, bicycle laws, and safety procedures.

### Enforcement

The Public Works Department also wants to partner with the other Public Safety elements like the Police and Fire Department to both educate and enforce the bicycle and pedestrian laws of the City of Fresno and State of California. Currently, bicycle and pedestrian accidents account for one-third of all City of Fresno fatalities. With the use of both education and enforcement we could reduce many of the fatalities that occur each year similar to the approach the Police Department Traffic Enforcement Bureau took with focusing on speeding and red-light running in

Fresno that resulted in high fatality rates. As a result of education and enforcement, they have reduced the number of speeding and red-light related accidents that resulted in fatalities.

### Encouragement

The BMP will also utilize programs like Bike Awareness Month, bike rodeos, "Bike to Work and School" events, and bike race events to encourage pedestrians walking and ridership by cyclists. The old saying of "if you build it, they will come" does not always apply to bicycle, pedestrian, and trail facilities. In many cases, we have to promote that the facility exists, where the facility may go with maps and wayfinding, and overcome many safety and local weather perceptions that may discourage ridership or walking.

### Evaluation

As part of the BMP we will want to set measureable goals to measure the effectiveness of our success to increase ridership and enhance mobility for alternative modes of transportation in the City of Fresno.

As part of the BMP we will create a priority project list for both trails and bike lane projects. These priority projects will assist in applying for grants and implementing the highest priority projects throughout the City of Fresno.

Consultant Selection: On November 3, 2008, the Public Works Department issued a Request for Qualifications (RFQ) for the preparation of the BMP. On December 1, 2008, five consultant teams submitted Statements of Qualifications (SOQ). Staff reviewed the SOQ's and short-listed the top three teams to interview for the project: Fehr & Peers, Alta Planning, and RBF. Interviews were held on January 8, 2009, with the panel consisting of City Departments, Bike Lane Advocates, Trail Advocates, and Bicycle and Pedestrian Advisory Committee (BPAC) members. Fehr & Peers was ranked number one by the panel, after which a scope and fee was negotiated by staff. The scope of services and BMP budget are within the budget independently developed by City staff based on consultation with other jurisdictions with BMPs that the Bicycle and Pedestrian Advisory Committee wanted to emulate of jurisdictions of similar size.

### **FISCAL IMPACT**

The BMP will be funded through Measure C Bike Lane and Trail revenue and will have no impact upon the General Fund. Delays in starting the BMP could potentially reduce the Measure C Bike Lane and Trails money that the City would receive from the FCTA.

Attachment: Measure C Implementing Guidelines for Pedestrian/Trails/Bicycle Facilities Program  
Proposed Consultant Contract for Bicycle, Pedestrian, and Trails Master Plan  
Scope of Work for Bicycle, Pedestrian, and Trails Master Plan  
Budget for the Bicycle, Pedestrian, and Trails Master Plan  
A resolution for the reallocation of \$392,000 within the Measure C Fund Capital  
Projects for preparation of the Master Trails & Bike Plan  
A resolution for the appointment of the BPAC to serve as the BAG