

COUNCIL ACTION FORM

SUBJECT: APPROVE PROFESSIONAL SERVICES AGREEMENT FOR BIKE & PEDESTRIAN MASTER PLAN

BACKGROUND:

The Bike & Pedestrian Master Plan will renew a City of Ames planning document that existed in the city prior to Ames becoming part of the Ames Area Metropolitan Planning Organization (AAMPO). When the AAMPO was formed following the 2000 Census, the regional bike and pedestrian planning that was once done locally was absorbed into the Federal MPO planning process. The change had a positive effect on regional coordination and the availability of new Federal funding. However, it also limited the level of detail and local priorities that Ames could develop into the plan.

On November 18, 2021, The City of Ames solicited a Request for Qualifications (RFQ) for the development of a City of Ames Bike & Pedestrian Master Plan. In the RFQ, the City asked for experience related to regional bike and pedestrian planning, public outreach, and the use of data and applicable technologies. Also, each firm demonstrates how they have successfully completed similar regional planning efforts. Below is a summary showing the aggregate rankings of the scoring team:

Consultant Team	RFQ RANK
Toole/Strand	1
Alta/Stanley/CELL	2
Bolton & Menk/Sam Schwartz	3
Nelson-Nygaard	T4
Confluence/WSP	T4
Snyder & Associates	6

The top three (3) firms were selected for an interview and to submit proposals with a draft scope and fee for the project. Firms were instructed that their fee for developing the signs and standards could not exceed \$50,000. This stage of the process resulted in the following aggregate ranking by the scoring team:

Teams	Rank	Plan Creation	Design Signs & Standards	Total*
Toole Design Group	1	\$169,066	\$49,622	\$218,688
Bolton & Menk	2	\$168,857	\$45,842	\$214,699
Alta Planning	3	\$179,876	\$44,842	\$224,718

**Prices were submitted in the proposals*

Toole Design Group of Madison, WI, was found to have the top proposal and was selected as the preferred firm for this project. Staff then worked with Toole to finalize the scope and fee. Staff negotiated an increase in the public outreach components of the project for a minimal additional cost with Toole. **Therefore, the contract with Toole includes \$175,000 to develop the master plan, and \$50,000 for the development of the wayfinding and signage standards. The total contract cost matches the available funding budgeted for the study.** Below is a summary of the overall project budget:

	Master Plan	Wayfinding Signs	Total
Available Funding:	\$175,000	\$263,223	\$438,223
Projected Expenses:			
Toole Contract (Design)	\$175,000	\$50,000	\$225,000
Amount Remaining for Sign Creation and Installation		\$213,223	\$213,223

The wayfinding fee in the Toole contract of \$50,000 is to develop the plan, standards, and specifications for all wayfinding signage within the City and used in future growth areas. The remaining balance of \$213,223 will be available for the implementation of wayfinding signage once the standards are developed.

ALTERNATIVES:

1. Approve the Professional Service agreement to Toole Design Group of Madison WI, in the amount not to exceed \$225,000 for the development of the City of Ames Bike & Pedestrian Master Plan and Wayfinding standards.
2. Reject the agreement and direct staff to revise the solicitation.

CITY MANAGER’S RECOMMENDED ACTION:

Bicycles and pedestrians are critical modes of transportation within in the city and the greater Ames regional area. By approving this agreement, the City of Ames will be able to make significant improvements to the planning processes for non-motorized travel now and into the future.

Therefore, it is the recommendation of the City Manager that the City Council adopt Alternative No. 1, as noted above.

Contract for Professional Services Between: City of Ames, IA (“Client”) and Toole Design Group, LLC (“TDG”)

1. Project Overview:

Project Name: Ames Bicycle and Pedestrian Master Plan

TDG Project Number: 00MSN.00101.00

Client Project Number: _____

Client/Owner Name: City of Ames, IA (“Client”)

Contract Effective Date: May 24, 2022

2. Project Information

TDG Budget: \$225,000

Term of Agreement: May 24, 2022 to November 30, 2022 or project completion (whichever occurs first)

Project Location: Ames, IA

3. TDG Project Manager and Local Contact Information

TDG PM Name: Adam Wood

Email: awood@tooledesign.com

Phone: 608-663-8082 x402

Address: 122 W. Washington Ave., Suite 550, Madison, WI 53703

4. Client Project Manager and Local Contact Information

Client Organization: City of Ames, IA (“Client”)

Client Project Manager: Damion Pregitzer

Email: Damion.Pregitzer@cityofames.org

Phone: 515-239-5160

5. TDG Main Office Contact Information

Admin/Finance Address:

8484 Georgia Ave, Suite 800,

Silver Spring, MD 20910

Phone: 301-927-1900

Contracts: Contracts@tooledesign.com

Invoices: Accounts Receivable accounts.receivable@tooledesign.com & CC TDG Project Manager

6. Terms and Conditions

Except to the extent modified by Amendments (if applicable), Terms and Conditions attached incorporated here shall apply.

Exhibits/Attachments:

- Terms and Conditions
- Attachment A: Scope of Work
- Attachment B: Fee
- Attachment C: Project Schedule
- Attachment D: Insurance Requirements

**AGREEMENT BETWEEN
CITY OF AMES, IA
And
TOOLE DESIGN GROUP, LLC
TDG# 00MSN.00101.00**

This Agreement is made as of May 24, 2022 between Toole Design Group, LLC (“TDG”) having its principal office of business at 8484 Georgia Avenue, Suite 800, Silver Spring, MD 20910, and the City of Ames, IA (“Client”), having its principal office of business at 515 Clark Avenue, Ames, Iowa, (collectively the “Parties”). TDG’s project number shall be as follows: 00MSN.00101.00.

AGREEMENT

TDG and Client agree as follows:

1. This Agreement does not establish a joint-venture, partnership or principal-agent relationship between TDG and Client.
2. The scope of this Agreement (the “Project” or “Services”) and time period of performance are as follows:

Per Attachment A

3. Client shall compensate TDG by paying a lump sum fee with a budget amount of \$225,000. A more detailed description of the compensation for the Services may be found in *Attachment B*.
4. TDG shall submit invoices (no more frequently than once per month) based on work completed during that time period and Client shall pay TDG within ten (10) days after receipt of invoice.
5. This Agreement shall automatically terminate on November 30, 2023. A project schedule may be found in *Attachment C*. Before this official date of termination, the obligation to provide further services under this Agreement may be terminated by either party upon five (5) business days’ written notice in the event of substantial failure by the other party to perform in accordance with the terms hereof through no fault of the terminating party. Upon any termination, TDG will be paid for all services completed to the date of termination.
6. Client shall arrange for access to and make all provisions for TDG to enter upon public and private property as required for TDG to perform the Services.
7. Client shall give written notice to TDG whenever Client becomes aware of any development that affects the scope or timing of TDG’s Services.
8. Financial records of TDG pertinent to TDG’s compensation and payments under this Agreement will be kept in accordance with generally accepted accounting practices.
9. TDG shall maintain all records (including electronic records) in regard to this Agreement readily available and in legible form. TDG shall maintain all books, papers, records, accounting records, files, accounts, reports, cost proposals with backup data, and all other material relating to direct costs charged to this Project, and shall make all such material available at any reasonable time during the term of work on the Project and for three (3) years from the date of final payment to TDG auditing, inspection, and copying upon Client’s request.
10. Any official notice or other communication required hereunder shall be sent by certified mail (return receipt requested), and/or other methods as mutually agreed upon, and shall be deemed given on the date which such notice is received.

To TDG at: TOOLE DESIGN GROUP, LLC
8484 Georgia Avenue, Suite 800
Silver Spring, MD 20910

To City of Ames at: CITY OF AMES
Damion Pregizter
515 Clark Avenue
PO Box 811
Ames, Iowa 50010

11. TDG shall procure and maintain insurance in the kinds and amounts that the Client requires for Professional Service Providers as provided in Attachment D.

TDG has or shall procure and maintain insurance for protection from 1) claims under workers' compensation acts, 2) from claims for damages because of bodily injury including personal injury, sickness, disease or death of any and all employees or of any person other than such employees, and 3) from claims or damages resulting from damage to, loss of use of, and/or destruction of property.

TDG shall also procure and maintain professional liability insurance for protection from claims arising out of performance of professional services caused by its negligent acts, errors, or omissions. TDG shall maintain this insurance at least until the completion of TDG's services.

12. TDG and its subrogees shall hold harmless and indemnify the Client, their directors, officers, employees, representatives and agents against any damage, injury, liability, and reasonable cost and expense, but only to the extent they arise out of any negligent acts or omissions, willful acts or omissions, and/or material breach of contract of TDG, its agents, servants, and employees or lower tiered contractors in the performance of this Agreement.
13. To the extent permitted by law, Client and its subrogees shall hold harmless and indemnify TDG, their directors, officers, employees, representatives and agents against any damage, injury, liability, and reasonable cost and expense, but only to the extent they arise out of any negligent acts or omissions, willful acts or omissions, and/or material breach of contract of Client, its agents, servants, employees or lower tiered contractors in the performance of this Agreement.
14. All original design calculations, field notes, quantity calculations, logos, maps, photographs, written reports, necessary project specific provisions, and other material including drawings prepared under this agreement ("Data"), and without regard to the media in which the Data was developed, shall be the property of the Client and TDG. Client shall make available to TDG drawings, specifications, schedules and other information and data which are pertinent to TDG's Services. These aforementioned non-public documents, information, and data shall remain the property of the Client and/or of another party if required.
15. Any dispute resolution process will be governed by the procedures outlined in this Agreement. Any disputes relating to this Agreement shall be submitted to a senior representative of each Party who shall have the authority to enter into an agreement to resolve the dispute ("Representative"). The Representatives shall not have been directly involved in the performance of the Services and shall negotiate in good faith. If the Representatives are unable to resolve the dispute within three weeks or within such longer time period as the representatives may agree, the dispute may be decided by alternative forms of dispute resolution (such as neutral mediation) as mutually agreed or either Party may then pursue its respective rights in law or equity. No written or verbal representation made by either Party in the course of any discussions between the Representatives or other settlement negotiations shall be deemed to be a party admission.
16. This Agreement shall be governed by and constructed and enforced in accordance with the laws of the State of Iowa without regard to any conflict of laws provisions, which may apply in other jurisdictions. Any legal action between the

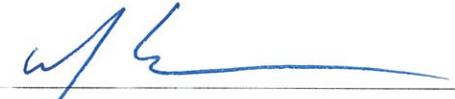
Parties arising out of this Agreement or the performance of the services shall be brought exclusively in the appropriate state and federal courts in and for Story County, Iowa.

17. If any legal proceedings should be instituted by either party to enforce the terms of this Agreement or to determine the rights of the parties hereto, each party shall pay for their own attorney's fees, expert witness fees, and costs.
18. Force majeure shall be any acts of God or the public enemy; compliance with any order, rule, regulation, decree, or request of any governmental authority or agency or person purporting to act therefore; acts of war, public disorder, rebellion, terrorism, or sabotage; floods, hurricanes, or other storms; strikes or labor disputes; or any other cause, whether or not of the class or kind specifically named or referred to herein, not within the reasonable control of the Party affected. A delay in or failure of performance of either Party shall not constitute a default hereunder nor be the basis for, or give rise to, any claim for damages, if and to the extent such delay or failure is caused by force majeure.
19. Client and TDG shall not be liable to each other for indirect, incidental, special, economic consequential, or punitive damages of any kind (including, but not limited to lost profits and operation costs).
20. All representations, indemnifications, warranties and guarantees made in, required by or given in accordance with the Agreement, as well as all continuing obligations indicated in the Agreement, will survive final payment, termination or completion of the Project and/or Agreement.
21. In the event that any term or condition of this Agreement is held to be illegal, invalid, or unenforceable under the Law, such term or condition shall be deemed severed from this Agreement and the remaining terms and conditions shall remain unaffected and thereby continue in full force.
22. This Agreement represents the entire integrated agreement between TDG and Client and supersedes and replaces all of the terms and conditions of any prior agreements, arrangements, negotiations, or representations, written or oral, which have not been specifically incorporated by reference herein with respect to this Agreement. This Agreement may be changed, modified or altered only by written agreement of the parties.

IN WITNESS WHEREOF, the Parties hereto have made, executed and agreed to this Agreement effective the day and year first above written:

TOOLE DESIGN GROUP, LLC

CITY OF AMES, IA

By: 
Name: Roswell Eldridge
Title: Executive Vice President
Date: 5/16/22

By: _____
Name: _____
Title: _____
Date: _____

ATTACHMENT A: SCOPE OF WORK

This scope of work is divided into two phases to align with the City of Ames' funding sources.

Phase 1: Bicycle and Pedestrian Plan

TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION

Toole Design's Project Manager will coordinate closely with the City of Ames' project management team and other stakeholders as identified by the City, to develop the Ames Bicycle and Pedestrian Master Plan.

1.2: Work Plan and Kickoff Meeting

At the outset of the project, we will prepare a detailed work plan that includes the following additional elements:

- A refined project schedule that depicts the order of each task in this scope of work, internal deadlines and review periods, and preliminary dates or time periods for stakeholder and public engagement activities
- Establishment of communication channels and points of contact
- Identification of design and planning standards that will be consulted during the project

Toole Design will host a virtual kickoff meeting with City staff to review the work plan and seek feedback, identify opportunities and challenges, confirm the ultimate objectives of the project; solicit any input on project branding/naming; agree on a process for handling communication and data transfer; and discuss the composition and objectives of the stakeholder committees.

Subsequent to the kickoff meeting, we will revise and resubmit the work plan. At this point we will also submit a data request memo that identifies data needs, prior plans and studies, and other resources that will be used during the development of the plan.

1.1 Deliverables:

- Work plan (draft and final)
- Data request memo
- Kickoff Meeting agenda and notes/summary

1.2: Ongoing Management and Administration

Toole Design will schedule a monthly conference call with the City to provide updates on the project's status, discuss any outstanding project needs, and solicit feedback on the project. We will prepare brief agendas before each call and summary notes, next steps, and/or to-do lists afterwards. We anticipate that unscheduled calls may also be necessary to resolve unforeseen issues.

Toole Design will prepare and submit monthly progress updates and will identify any potential issues or obstacles to completing tasks. Progress reports and invoices will be submitted via email each month.

1.2 Deliverables:

- Monthly (12) coordination calls, plus agendas and notes/summaries for each
- Monthly progress reports

TASK 2: PUBLIC AND STAKEHOLDER ENGAGEMENT

Toole Design will plan and implement a public and stakeholder engagement strategy that focuses on using technology as a foundation for engagement, as well as implementing targeted in-person engagement methods to extend our reach.

2.1: Engagement Action Plan and Reporting

The Toole Design Team will meet with City staff early in the project to develop a strategy to guide engagement with the broad community and a variety of key stakeholders. The Engagement Action Plan will consider, plan, and guide all of the tasks and deliverables identified in Task 2 and how they align and relate to the project's technical tasks. The draft strategy will be presented to the Technical Advisory Committee and revised based on their input. The strategy we develop in collaboration with City staff will emphasize the following:

- Sensitivity to concerns about coronavirus (COVID-19) transmission
- Interagency coordination and cooperation

- Facilitating Technical Advisory and Community Stakeholder Committees who can help guide plan development and provide direction on implementation
- Attracting a broad and diverse audience, reaching beyond active bicyclists, to engage people of all ages, abilities, genders, races/ethnicities, and incomes
- Using City communication methods to promote the project, direct people to online resources, and announce project meetings and commenting opportunities

We anticipate engagement structured around three phases:

1. Raising awareness of the project, assessing community values and preferences, identifying needs, and visioning
2. Presenting the proposed bicycle and pedestrian framework and network, priority projects, and other key project recommendations for review and feedback
3. Presenting the draft Bicycle and Pedestrian Master Plan for review and comment

2.1 Deliverables:

- Engagement action plan (draft and final)
- Slide decks summarizing input (draft and final) associated with each of the above engagement phases

2.2: Advisory Committees

Our team will facilitate interactive discussions for up to six Technical Advisory Committee (TAC) Meetings and four Community Advisory Committee (CAC) Meetings that correspond with defined phases of the planning effort. We will develop and distribute agendas and meeting summaries and prepare presentation materials. Toole Design will participate in approximately half of the TAC and CAC meetings virtually.

We anticipate the following structure for TAC and CAC meetings, which will be updated as the project progresses. It may be determined—in collaboration with City staff—that some topics do not need CAC participation.

Meeting Number	Topics
#1	Planning process kickoff, define plan goals, discuss engagement strategy
#2	Existing conditions and policies, what has worked well, what should change
#3	Initial public input summary, user types, and planning framework
#4	Feedback on recommendations (e.g., network, wayfinding, facility types, policy issues, etc.)
#5	Priorities and implementation steps
#6	Draft plan review

2.2 Deliverables:

- Agendas, presentation materials, and meeting notes for up to six TAC Meetings
- Agendas, presentation materials, and meeting notes for up to four CAC Meetings

2.3: Project Branding

Toole Design will develop unique branding (logo and color palette) for use in promotional materials, the project website, presentations, meeting materials, and eventually the plan document itself. This may include creating an alternative name for the project, such as “Walk Bike Ames.” Toole Design will solicit input from City staff during project initiation, then develop two alternatives for City staff, TAC, and CAC review and selection.

2.3 Deliverables:

- Two alternatives for consideration and a final, revised brand

2.4: Online Engagement

Project Website – Toole Design will develop content for a project website that describes the project, provides updates, links to materials for review, and links to input/commenting opportunities. By updating the site during key milestones of Plan development, we will aim to keep the public informed and engaged during the entire process. We will either develop a website or support the City in developing a page on the City website.

Social Media and E-Blast Support – Toole Design will develop written and branded graphic content for social media posts, posted by City staff using existing City accounts. We will also provide content for email campaigns announcing key public engagement opportunities or other project milestones.

Online Interactive Map – Toole Design will develop an online mapping input tool that allows participants to input point and line data related to walking and bicycling conditions and needs. This map can later be updated to display and seek comments on the proposed network and priority projects.

Online Surveys and Polls – Toole Design will create one online survey and up to three short polls (2-5 questions) for use at various points during the project. These can be used to determine preferences and priorities, or to get feedback on recommendations.

2.4 Deliverables:

- Project website content
- Content for 8 to 12 social media posts
- Content for up to 4 email campaigns
- Online interactive map platform, summary of input, and database of input/comments in GIS format
- 1 online survey and up to 3 polls, including summary of input for each

2.5: In-person Engagement

Group Bike Rides or Walks – In conjunction with a CAC meeting, Toole Design will organize and participate in up to two bike rides or walking tours with a cross-section of community members and local agency staff. This will be an opportunity to get a general overview of existing conditions in popular walking and bicycling areas of the City, discuss key issues and concerns with stakeholders, and explore potential priority connections for wayfinding. The tours will be followed by a short meeting to review and confirm any issues, decisions, or potential solutions that came up during the tour.

Intercept/Pop-up Events – “Pop-up” events may be held at large community events or prominent locations (such as Bike to Work Day, farmers markets, shopping centers, and transit hubs) to increase the accessibility for residents to participate in the process. For up to three events, we will have explanatory materials and a method (questionnaire or activity) to generate input.

Draft Plan Open House – The Toole Design Team will plan, staff, prepare presentation materials for, and summarize an open house event later in the project to present and get feedback on key elements of the draft Bicycle and Pedestrian Plan. We anticipate having the draft plan posted to the project website in advance of this event.

2.5 Deliverables:

- Up to 2 group bike rides or walks, scheduled in conjunction with a CAC meeting
- Up to three intercept/pop-up events, including materials
- Draft plan open house, including materials

TASK 3: EXISTING CONDITIONS

Toole Design will assess the current state of active transportation in Ames and to identify key opportunities and associated strategies for expanding biking and walking, meeting the needs of more people, and increasing freedom of movement within the city.

3.1: Inventory of the System

We will begin this task by assembling the available data provided by the City, as well as open-source datasets, into a base map. The base map will serve as the foundation for all planning efforts, including network plan development and final recommendations. Depending on the data available, the base map will highlight existing and previously planned bike facilities, sidewalks, and trails; crashes; user/traffic counts; and other data provided by the City and available from “big data” resources. Iterations of the base map illustrating existing networks will be created and shared to confirm accurate representation of the data received.

3.1 Deliverables:

- Map of existing biking and walking infrastructure (draft and final) in PDF format

3.2: Plan and Policy Review

Toole Design will methodically identify policy and program gaps and conflicts, to therefore inform recommendations in later stages of the project. Before beginning the review, we will develop a framework for our review that identifies specific topics to seek in each plan and policy. Furthermore, we will build upon our knowledge of Ames’ Comprehensive Plan (and future

land use/ growth vision) and Long Range Transportation Plan to identify and clarify influences that should shape the Bicycle and Pedestrian Plan. We will prepare a report that specifically identifies how each plan and policy relates to the design and construction of streets, bicycle and pedestrian facilities, and potential growth that may change how and where people walk and bike.

3.2 Deliverables:

- Plan and policy review memo (draft and final)

3.3: Network Evaluation

Toole Design will approach this task with the overarching objective of identifying actions and investments that will have the greatest ability to meet the needs of more people, increase safety, and expand walking and bicycling opportunities throughout the city. Our analysis will include the following elements:

- **Activity Snapshot** – Toole Design will use available City-provided count data, Strava metro data, Streetlight data, etc. to illustrate current walking and biking activity levels. Spatial data will be mapped. Non-spatial data will be summarized in tabular format.
- **Trip Potential** – Toole Design will develop a trip potential analysis approach that identifies areas where people are more likely to bike and walk. This will entail using destination data and population data to model opportunities for short trip mode shifts. The output will be a heat map that will identify where investments are most needed and will have the greatest ability to serve walking and biking trips.
- **Systemic Safety** – Toole Design will analyze available data on bicycle- and pedestrian-involved crashes to identify areas with conditions that indicate possible risk for severe crashes. Toole Design will download crash data from Iowa’s statewide database and use the Safer Streets Priority Finder ([www. saferstreetspriorityfinder.com](http://www.saferstreetspriorityfinder.com)) to analyze systemic safety and identify higher-risk locations.
- **Pedestrian Crossing Level of Traffic Stress** – Toole Design will perform a pedestrian crossing level of traffic stress (PLTS) analysis, which assigns intersections a score based on how comfortable they are for pedestrians crossing the street. This takes into account traffic speeds and volumes, roadway width, traffic signals, and crossing treatments. Through this evaluation, we can identify corridors that are difficult to cross. Comparing this analysis to trip potential and systemic safety can help identify priorities for crossing improvements.
- **Bicycle Level of Traffic Stress** – Toole Design will perform a bicycle level of traffic stress (LTS) analysis, which assigns streets a score based on how comfortable they would be for a new/novice bicycle rider. This analysis will help identify gaps and any existing bike facilities that are candidates for an upgrade.
- **Bicycle Network Analysis** – Toole Design will perform a bicycle network analysis to determine the bike-ability and potential connectivity of streets throughout the city. This analysis can be compared to trip potential to identify gaps in the bicycle network. It can also be used to evaluate different scenarios to network planning to illustrate return on investment.
- **Equity Analysis** – Toole Design will perform an equity analysis, which compares safety, access, and traffic stress experienced in historically underserved communities to the rest of the city. This analysis can be used to identify areas that may be prioritized for infrastructure implementation based on a goal of creating an equitable active transportation system. Toole Design will work with City staff to identify equity focus areas based on demographics or other available data, considering the potential skew in data resulting from Ames’ large student population.

These analyses will result in a series of maps and summary statistics to be used in the State of Active Transportation Report. Prior to performing the above analyses, a methodology document will be developed and shared with City staff for review and feedback.

3.3 Deliverables:

- Methodology document (draft and final), which will become an appendix to the State of Active Transportation Report
- Maps displaying the results of each analysis (draft and final)
- Summary tables resulting from the equity analysis (draft and final)

3.4: State of Active Transportation Report

The culmination of Task 3 will be a State of Active Transportation Report that summarizes existing conditions, the planning and policy landscape, and results of the analyses described above. We will also include information from larger data sources such as U.S. Census data, the National Household Travel Survey, and other relevant data that will provide information about

biking and walking mode share, trip length, trip duration, and possible origins and destinations. This report will be graphical and intended to communicate both with active stakeholders and the broader community.

3.4 Deliverables:

- State of Active Transportation Existing Conditions Report (draft and final)

TASK 4: NETWORK PLAN

This task will build on trends and best practices in active transportation to create a vision and comprehensive framework for biking and walking in Ames. This will include developing specific recommendations for building out the active transportation network including retrofitting facilities into built-out areas of the city and providing general guidance and specific recommendations for future growth areas.

4.1: Vision and Goals

Toole Design will clearly articulate a shared vision for biking and walking in Ames and establish a comprehensive set of guiding principles, values, or overarching goals that holistically define the course for the future. This will be based on past planning efforts, the climate goals articulated by the City Council, collaboration with stakeholders, and dialog with the community. We will incorporate research and case studies from communities across the country and around the world that have made significant advancements in walking and biking. These goals will shape all aspects of the plan—from the network vision to policy and program recommendations to project prioritization and implementation—which will in turn be developed to advance the goals set forth.

4.1 Deliverables:

- Vision statement and set of goals for active transportation (draft and final)
- Overview of trends and best practices for advancing safety, mode share, and equity in walking and biking
- Initial list of potential policy and program actions for stakeholder and public feedback

4.2: Framework and Standards for Facility Selection

We will build upon the vision by defining the diversity of users we are planning for and developing a hierarchy of walking and bicycling facility types that best serves those users. Working with the TAC and CAC, we will discuss the range of facilities available for people walking and bicycling and which are most appropriate for attracting more users to the active transportation network in Ames, ensuring compatibility with the City’s Complete Streets Plan. We will then develop a facility selection guide and hierarchy that considers local context including street conditions, user types, and land uses, and provide graphical depictions of each facility including recommended dimensions.

4.2 Deliverables:

- Graphics and/or text describing the diversity of user types and their various needs (draft and final)
- Bicycle and pedestrian facility selection guide and hierarchy (draft and final)

4.3: Network Plan

The Toole Design Team will collaborate with City staff to integrate the results of the analysis and public input into a Network Plan that is representative of the community, advances the plan’s vision and goals, and serves the people that walk and bike in Ames. During network development, we will build upon past planning efforts and the analysis conducted for the State of Active Transportation Existing Conditions Report to create a plan that meets current and anticipated demand and ensures connectivity to high priority areas and future growth areas. A key aspect of this task will be to identify projects that are needed to address gaps and missing links in the network, as well as projects to update existing facilities to meet current standards and guidance. At this stage, we will also begin identifying potential projects to include in the CIP process in the fall.

The Network Plan will include 1) trails, 2) on-street bicycle and micromobility (e.g., electric scooters) facilities, and 3) sidewalks and pedestrian crossings. We will consider the unique needs and objectives of each type of connection while looking holistically at these as interrelated networks.

Critically, our team will take a detailed look at the feasibility and constructability of each network component. Through a combination of desktop analysis and field visits/photography, the Toole Design Team will examine each project to ensure that unusual constraints (e.g., steep grades, extensive cut/fill, right-of-way limitations, and other environmental issues) are known at the outset and that projects unlikely to be built do not make their way into the primary network.

4.3 Deliverables:

- Map of network improvements (draft, revised draft, and final)
- GIS database of the network plan identifying facility type and implementation information (draft)

TASK 5: IMPLEMENTATION STRATEGY

Toole Design will prepare an ambitious but achievable implementation strategy that goes beyond infrastructure to include policy and program recommendations tailored to meet Ames' goals and have meaningful impacts on walking and biking in the city.

5.1: Policy and Programmatic Recommendations

We will collaborate with City staff to develop action-oriented policy and programmatic recommendations designed to move toward achieving the vision established for the plan and increasing the number of people walking and biking. This will be shaped by our review of current policies and programs and what we learn from the public.

To focus our efforts on the recommendations that will have the most meaningful impact, we will structure this work around the project values, goals, or guiding principles developed earlier in the timeline. We have used this approach to great success with other clients.

Amidst the universe of potential policy and program recommendations, we will help the City zero in on those which bring the greatest returns in terms of enthusiasm, culture change, political momentum, safety outcomes, diverse participation, and increased walking and biking. We anticipate recommendations oriented around:

- The City's Municipal Code related to active transportation, including bicycle parking, street design, and land development practices
- Community-led encouragement programs
- Hands-on education and PR/media strategies to increase safety
- Bicycle Friendly Business and University Programs

For recommendations for key programs that would not be City-led (e.g., advocacy groups, schools, or other partners would take the lead), we will identify potential partners.

5.1 Deliverables:

- Outline of proposed policy and program recommendations for review
- Policy and program recommendations memo (draft and final)

5.2: Prioritization and Phasing

Prioritization – We will build a project prioritization model based on the vision and goals established in the previous task, while incorporating additional factors to highlight feasible and impactful projects. Once we finalize the evaluation criteria, we will run the prioritization analysis in excel or GIS depending on the City's software preference to build a legacy tool that can be updated as projects are implemented or City priorities change.

Scenarios – If needed, we will create up to two scenarios based on different approaches to prioritization weighting for public feedback. If this approach is taken, we will compile this physical and conceptual vision into a graphical format of each scenario for communicating with stakeholders and the broader public. We will then use this input to refine the prioritization model.

Phasing Plan (Project Priority Tiers) – During the Plan's prioritization process, we will work with the City to evaluate different investment scenarios to provide an achievable project phasing strategy. We will also perform a feasibility screening for projects, which will allow us to identify how projects fit within phases. We will work with City staff to determine how to develop and define tiers, using the following as a starting point:

- **Near-term projects (quick wins and high priority projects):** high-visibility projects that are typically lower cost and can be implemented within one to two years of the Plan completion, building momentum and enthusiasm. Also includes projects that may be more costly but are catalysts for network build-out. We will work with the City to select priority projects for inclusion in the CIP process in the fall.

- **Mid-term projects:** projects that can implemented as streets are resurfaced or reconstructed or built with capital or grant funding within 10 years of Plan completion.
- **Full build:** a final network phase reserved for major projects like bridges and trails that would require additional study or property acquisitions, or for projects with significant benefits but that therefore require additional study and stakeholder engagement.

To arrive at a planning-level cost estimate for each project, we will first develop typical costs per mile/ location for the types of facilities recommended in the network plan. This will result in a distinct list of projects by tier that aligns with the City’s anticipated funding levels for active transportation projects.

5.2 Deliverables:

- Prioritization factors and weightings, developed to advance project vision and goals (draft and final)
- Revised network plan GIS database including priority scores (revised draft) and project priority tiers (final)
- Planning-level cost estimates by facility type and implementation approach (draft and final)
- List of projects by priority tier aligned with City funding levels (draft and final) in PDF for XLS format

5.3: Concept Plans

Building upon the phasing plan, we will work with the City to identify and scope five to six high priority projects that can be designed and built within five years, considering constraints, funding, relationship with planned roadway projects, and materials. After the scope of each project is confirmed, we will develop concept designs to set future implementation efforts up for success.

5.3 Deliverables:

- Conceptual drawings (plan view, 1”= 80’ scale) including aerials, right-of-way, and contour mapping for up to six priority projects identified in the plan. Approximately 20 total drawings anticipated.

5.4: Facility Maintenance

The Toole Design Team will develop maintenance recommendations based upon facility priority level (e.g., spine routes versus feeder routes) and location to guide the City in maintaining its active transportation assets and ensuring that they are usable. We will consider routine, ongoing maintenance such as snow removal, sweeping, and basic repairs, as well as more comprehensive maintenance including resurfacing facilitates as the pavement reaches the end of its life cycle.

5.4 Deliverables:

- Facility maintenance matrix identifying maintenance activities, responsibilities, and frequency by facility priority level and location (draft and final)

TASK 6: DRAFT AND FINAL PLAN

The Toole Design Team will develop a report (draft and final versions) summarizing the planning process undertaken, the community’s vision for biking and walking, the planned network, policy and program recommendations, and prioritized projects.

We envision a highly action-oriented plan that clearly illustrates and communicates how Ames can achieve its goals for biking and walking. If desired, the plan can explicitly identify actions to help the City advance to silver and ultimately gold-level Bike Friendly City Designation from the League of American Bicyclists and achieve Walk Friendly bronze-level designation.

Our goal will be to highlight targeted programs and projects that could have a large impact for Ames. Working with City staff, we will scale our recommendations to the available capacity in terms of staffing and funding, providing a realistic and achievable path to infrastructure, program, and policy implementation.

Toole Design will ensure that the Ames Bicycle and Pedestrian Master Plan adheres to current and forthcoming guidelines and practices from AASHTO, FHWA, NACTO, and ITE while ensuring compatibility with the City’s other plans and objectives.

6 Deliverables:

- Draft plan in Word format for content review
- Draft plan in laid-out PDF format for public and stakeholder review

- Final plan in PDF format

Phase 2: Wayfinding

TASK 7: WAYFINDING PROTOCOL

This task sets forth the elements needed to establish a wayfinding protocol and framework for the City of Ames and regional trail connections. We envision the Wayfinding Protocol and Implementation Guide as a standalone document, separate from the Bicycle and Pedestrian Master Plan.

7.1: Discovery

Review of Existing Signs, Branding, and Local Agency Capabilities – Toole Design will work with the City to identify any existing wayfinding signs and review other relevant branding or signing guidelines in the area, including state and federal wayfinding guidance. We will conduct brief interviews with City sign shop and parks operations staff to determine preferences for sign materials and post style. We will document our findings in a summary memorandum that identifies common themes for bikeways, branding, or signs.

Principles and Best Practices for Wayfinding – We find it helpful to give stakeholders an understanding of the basic principles behind good wayfinding systems, and provide examples of good bicycle wayfinding in peer communities. These principles and best practices can serve as a springboard for discussing what could work in Ames. We will work with the City to identify the peer communities and prepare a memorandum that explains the principles and illustrates three or four example wayfinding protocols.

Destination Hierarchy – A destination hierarchy ensures that as users travel along the bicycle network, they encounter simple, legible, and consistent destinations—important features of a wayfinding system. The destination hierarchy developed for each sign plan will determine which destinations are “primary” (such as “Downtown”) appearing on almost all wayfinding signs as path users are guided toward the destination) and which are secondary or tertiary destinations (appearing on wayfinding signs only when the path user is close to the destination). This task will also identify naming conventions and abbreviations to be used on wayfinding signs. To develop the destination hierarchy, we will ask stakeholders and residents to quickly sketch maps of Ames. Using those sketch map, we will then prepare a map showing the destinations organized into a hierarchy of primary, secondary, and tertiary destinations. The map will be included in a memorandum that explains the reasons for having a hierarchy, how to select destinations for each sign assembly, proposed distance standards for primary, secondary, and tertiary destinations, and naming conventions for important trails and other destinations.

7.1 Deliverables:

- Memorandum of existing signs, branding, and common themes
- Memorandum of principles and best practices for wayfinding, and sign systems in peer communities
- Memorandum explaining and presenting the destination hierarchy

7.2: Sign Design and Placement Guidelines

Sign Concept Development – Based on input from City staff, the advisory committees and from the public, Toole Design will create concepts for three alternative wayfinding sign families. At a minimum, the concepts will address the following topics:

- Justification and explanation of the process that was used to choose the design
- Consideration and definition of a clear information structure across all wayfinding touch points
- General guidance and notes about each of the sign types in the concept alternative.
- Consideration of how to incorporate trail branding or location-specific logos for local units of government or other implementing agency
- branding, and a nesting strategy where long-range routes overlap with local routes or trails.
- Rough order of magnitude (ROM) cost estimates for each concept

After gathering feedback from the advisory committees and the public, Toole Design will facilitate a conversation to select the preferred sign concept. We will then undertake up to two rounds of refinement of the preferred sign concept, detailing and finalizing dimensions, typefaces, symbols, and the branding or logo strategy.

We anticipate hosting two client-consultant team meetings to discuss and refine the sign concepts at different stages of the process.

Wayfinding Placement Guidelines – Once the preferred sign concept has been selected and refined, we will begin preparing guidelines for locating each of the sign types, along with schematic graphics illustrating typical scenarios in Ames where wayfinding can help guide users along the network. The placement guidelines will be incorporated into the Wayfinding Protocol and will likely include:

- Transitioning between an on-street bike route and a trail
- Intersections of two on-street bike routes
- Turn in an on-street bike route
- Intersection of two trails
- Intersection of a street and a minor trail spur
- Trailhead or major trail access point

Route Prioritization – Toole Design will work with the City and stakeholders to develop a set of criteria and framework to determine which routes should be selected for implementation of wayfinding signs. The criteria will likely include public and stakeholder input. A set of priority wayfinding routes will be displayed on a map and memorandum to be shared with the City.

7.2 Deliverables:

- Three sign concept alternatives, including order of magnitude cost estimates
- Two client-consultant team meetings to review and make changes to sign concepts
- Two rounds of revisions for Preferred Sign Concept Alternative
- Wayfinding placement guidelines and maintenance (included in Draft Wayfinding Protocol)
- Memorandum on route prioritization

7.3: Draft and Final Wayfinding Protocol and Implementation Guide

Draft Wayfinding Protocol – Toole Design will integrate the materials from the previous tasks, along with City and stakeholder input, into a Draft Wayfinding Sign Protocol. The Draft Protocol will convey the guidance in a graphically rich, user-friendly way that can be easily followed and implemented. The Draft Protocol will not contain final cost estimates or detailed sign layout guidance. As part of the Protocol, we may consider how the City of Ames might use temporary or short-term wayfinding signage routes that will eventually be made obsolete when permanent bikeways or trail connections are built.

Final Wayfinding Protocol and Implementation Guide – After preparing the prototype sign plans in Task 8, Toole Design staff will work with the City to review where changes may need to be made to the protocol. In particular, we expect to add the implementation information, detailed sign layout guidance, and cost estimates developed and refined as part of the prototype sign plans. Our graphic design team will then create the Final Wayfinding Protocol and Implementation Guide in an attractive, easy to read document.

Alongside the final report, we will deliver editable sign layout templates (native file format, e.g. Adobe Illustrator) for each of the sign types in the preferred sign concept.

7.3 Deliverables:

- Draft Wayfinding Protocol (PDF)
- Final Wayfinding Protocol and Implementation Guide (PDF)
- Editable sign layout templates for all sign types

TASK 8: PROTOTYPE SIGN PLANS

The Toole Design Team will develop detailed wayfinding sign plans for a variety of short segments of bikeways (trail, on-street, urban, and suburban), a total of up to 4 miles, or approximately 60 signs. We will work with City staff to identify the segments to be signed (likely the high-priority connections identified in the Route Prioritization task). This task is intended to “test” the sign types and placement guidelines developed in the Draft Wayfinding Sign Protocol before it is finalized. This allows agency staff to decide whether the prototype sign plans developed using the plan look about right, or whether the approach needs to be adjusted.

The following elements comprise this task:

- **Two staff meetings** – Toole Design staff, City staff, and relevant stakeholders will meet virtually at least twice to review the prototype sign plans.
- **First Draft of Sign Plans** – Toole Design will use GIS mapping software to place wayfinding signs along the bikeways following the guidance in the Draft Wayfinding Protocol. We will propose text legends for each sign assembly according to the destination hierarchy. Up to one day of field work to verify conditions on trails is included in this task. The First Draft plans will be provided to City staff as an aerial map showing sign locations, with legends of each sign identified on the same page in unformatted text. One of the staff meetings will be used to review these First Draft plans to discuss and confirm sign locations and legends.
- **Second Draft of Sign Plans** – Once the legends on each sign are confirmed, Toole Design will create layouts for each of the signs (except for detailed maps) and prepare Second Draft plans. The plans will include aerial maps showing proposed locations for wayfinding sign assemblies and a call-out box showing a diagram of each sign and legend (except for detailed maps). Each sign will be assigned an Assembly ID that will correspond to a sign schedule. (Note: The sign plans will indicate where larger detailed maps should be placed, but will not include layout or design of any map, unless they are simple two-color maps no larger than 18 x 24” in size. After the Second Draft plans are submitted, Toole Design and City staff (and other relevant stakeholder organizations) will have a meeting to review them.
- **Final Sign Plans** – After that second meeting, Toole Design staff will make any additional changes requested by City staff and/or stakeholders and deliver the Final Sign Plans.
- **Implementation Cost Estimates** – Toole Design will develop a table of typical costs for each type of sign in the on-street and off-street sign family, and estimates of the number of signs per mile for on-street and trail wayfinding routes. We will also include fabrication and installation cost estimates for the prototype sign plans. These cost estimates will be included in the Final Wayfinding Protocol and Implementation Guide.

We can adjust this process and extend it to permit a quick implementation of one of the prototype sign plans so that City operations employees have the ability to prepare and implement a high-priority bikeway segment. This would allow the City to “test” and refine the design, layout, and mounting specifications before they are finalized in the Wayfinding Protocol. The City of Ames would be responsible for making and installing the signs.

8 Deliverables:

- Facilitation of, and attendance at, two staff meetings
- Sign plans (PDF) for four miles of bikeway (First Draft, Second Draft, and Final)
- Sign schedule for sign plans, provided as either ArcGIS shapefile or Excel spreadsheet

ATTACHMENT B: FEE

Client shall compensate TDG by paying a lump sum fee with a budget amount of \$225,000, as detailed below. TDG shall submit invoices (no more frequently than once per month) based on work completed during that time period and Client shall pay TDG within ten (10) days after receipt of invoice.

Phase 1: Bicycle and Pedestrian Plan	Hours	Fee
1. Project Management & Administration	89	\$14,000
2. Public & Stakeholder Engagement*	449	\$62,900
3. Existing Conditions	225	\$26,600
4. Network Plan	224	\$27,400
5. Implementation Strategy	185	\$23,800
6. Draft and Final Plan	180	\$20,300
Phase 1 Total	1,352	\$175,000
Phase 2: Wayfinding	Hours	Fee
7. Wayfinding Protocol	268	\$29,900
8. Prototype Sign Plans	190	\$20,100
Phase 2 Total	458	\$50,000
GRAND TOTAL	1,810	\$225,000

*Includes direct expenses for travel to meetings and meeting materials

ATTACHMENT C: PROJECT SCHEDULE

We estimate approximately 12 months will be needed to complete this scope of work once notice to proceed has been received.

	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May
Phase 1: Bicycle and Pedestrian Plan												
1. Project Management & Administration	█	█	█	█	█	█	█	█	█	█	█	█
2. Public & Stakeholder Engagement		█	█	█	█	█	█	█	█	█		
3. Existing Conditions	█	█	█									
4. Network Plan				█	█	█						
5. Implementation Strategy							█	█	█			
6. Draft and Final Plan										█	█	█
Phase 2: Wayfinding												
7. Wayfinding Protocol				█	█	█						
8. Prototype Sign Plans							█	█	█			

ATTACHMENT D: INSURANCE REQUIREMENTS

CITY OF AMES, IOWA

INSURANCE REQUIREMENTS FOR PROFESSIONAL SERVICES PROVIDERS

The Engineer/Contractor/Vendor agrees to procure and maintain at its expense until final payment by the City for services covered by this Agreement, insurance in the kinds and amounts provided below with insurance companies authorized to do business in the State of Iowa, covering all operations under this Agreement, whether performed by it or its agents. Before commencing the work, the Engineer, Contractor, or Vendor shall furnish to the City a certificate or certificates in form satisfactory to the City, showing that it has complied with this paragraph. All certificates shall provide that the policy shall not be changed or canceled until at least thirty (30) days' prior written notice shall have been given to the City. Kinds and amounts of insurance required are as follows:

I. MINIMUM SCOPE OF INSURANCE

Coverage shall be at least as broad as:

- A. Insurance Services Office form number CG 00 01 covering Commercial General Liability.
- B. Insurance Services Office form number CA 00 01 covering Automobile Liability, comprehensive form.
- C. Worker's Compensation insurance as required by the Laws of the State of Iowa and Employers Liability insurance.
- D. Professional Liability insurance.

II. MINIMUM LIMITS OF INSURANCE

Contractor shall maintain limits no less than:

- A. General Liability: \$1,000,000 combined single limit per occurrence for bodily injury, personal injury and property damage.
- B. Automobile Liability: \$1,000,000 combined single limit per accident for bodily injury and property damage.
- C. Workers' Compensation and Employers Liability: Statutory Workers' Compensation limits as required by the laws of the State of Iowa.
- D. Professional Liability: Not less than \$1,000,000 each claim and annual aggregate.

The Consultant shall add the City of Ames, its officials, employees and agents as additional insured under the commercial general liability, automobile and professional policies. The coverage shall contain no special limitations on the scope of protection afforded to the City, its officers, officials, employees, or volunteers.

Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City of Ames, its officials, employees, or volunteers.

To the fullest extent provided by the laws of Iowa, the insurer shall agree to waive all rights of subrogation against the City of Ames, its officials, employees, and volunteers for losses arising from services performed by the Provider for the City.

Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City of Ames, its officials, employees, or volunteers.

The Consultant shall furnish the City with certificates of insurance effecting coverage required by this clause.

The certificates for each insurance policy are to be signed by a person authorized by that insurer to bind coverage on its behalf. The certificates and endorsements are to be on standard insurance company forms or forms provided by the City and are to be received and approved by the City before services commence. The City reserves the right to require complete, certified copies of all required insurance policies, at any time.

The Consultant shall include all subcontractors as insured under its policies. All coverages for subcontractors shall be subject to all the requirements stated herein.

Questions concerning these requirements should be directed to:

Bill Walton, City of Ames Risk Manager
515 Clark Avenue, Ames, Iowa 50010
E-mail: bwalton@city.ames.ia.us
Phone: 515-239-5102