



November 20, 2019

Azita Behmardi, P.E.
City Engineer
City of Hollywood
P.O. Box 229045
Hollywood, FL 33022-9045

RE: *City of Hollywood Bicycle Mobility Plan*

Dear Ms. Behmardi:

Please find attached the proposal for the Bicycle Mobility Plan.

Please contact me at (954) 535-5104 or stewart.robertson@kimley-horn.com should you have any questions.

Sincerely,

A handwritten signature in blue ink that reads "Stewart E. Robertson".

Stewart Robertson, P.E.
Vice President

Hollywood Bicycle Mobility Plan

SCOPE OF SERVICES

CITY OF HOLLYWOOD

Project Background

The City of Hollywood desires to prepare a Bicycle Mobility Plan to identify and prioritize specific bicycle mobility projects to advance Complete Streets principles and make the most of funding opportunities available for urban mobility improvements.

Hollywood has a strong foundation for bicycle transportation – a grid network of local streets surrounding a vibrant downtown in the eastern portion of the City, the success of the Hollywood Boulevard Complete Streets project through the downtown area, a Comprehensive Plan that supports bicycle mobility, and one of Florida’s favorite bicycle paths along the ocean on Hollywood Beach’s Boardwalk. The City’s Bicycle Mobility Plan will build from these strengths to create a connected network of safe bicycle facilities that provides mobility and recreation opportunities for the City’s residents and visitors.

The Broward Metropolitan Planning Organization (MPO) adopted the Complete Streets Master Plan (CSMP) in February 2019. The Broward MPO CSMP identified an area within Hollywood as one of the “bundle areas” for Complete Streets investment based on a data analysis of need and equity. This provides an opportunity for Hollywood to identify Complete Streets improvements that could be funded through the Broward MPO’s CSMP, as well as other available funding sources.

Kimley-Horn (Consultant) prepared the City of Hollywood’s Bicycle Mobility Plan scope of services consistent with the City’s needs and the potential for funding success through a variety of programs. The Plan will allow the City to lay the policy foundation necessary to fund, design, construct, and operate streets that accommodate all users.

The following work tasks are described within this scope of services.

- Task 1 – Community Engagement
- Task 2 – Coordination Meetings
- Task 3 – City Commission Meetings
- Task 4 – Existing Conditions Inventory
- Task 5 – Data Analysis
- Task 6 – Recommended Projects
- Task 7 – Cost Estimates and Funding Sources
- Task 8 – Prioritization
- Task 9 – Final Report and Dissemination

Work Tasks

Task 1 – Community Engagement

The purpose of Task 1 is to provide opportunities for the community to be engaged in the process regarding the Bicycle Mobility Plan.

- Kimley-Horn will prepare a fact sheet to explain the goal and scope of the Bicycle Mobility Plan. The fact sheet will be prepared toward the beginning of the Plan. Kimley-Horn will provide the newsletter in electronic PDF form to City staff for review and distribution. It is anticipated that the fact sheet will be one front-and back page (8.5"x11" size).
- Kimley-Horn will prepare for and attend a Public Workshop during the course of the Plan to help engage the public in the development of the Plan. City staff will choose the location of the Public Workshop during a time that is mutually agreeable to the City project manager and Consultant project manager. It is understood that the Consultant will not be responsible for advertising or setting up the meeting as this task will be handled by City staff. The Consultant will be responsible for developing Public Workshop content. The Public Workshop format will be structured for individuals to view materials about the project and then stay at their leisure, work directly with the Kimley-Horn team, and take part in creating the draft bicycle mobility network, bicycle facility projects, and prioritization input. Kimley-Horn will depict all collected data on geographic information system (GIS) maps. The maps will include critical information, such as where bicycle facilities currently exist and where they do not. The gaps analysis will enable participants to look for route alternatives based on where facilities do or do not exist. Participants can also look for ways to fill in short gaps instead of selecting a route that requires all new facilities, such as bike lanes or a separated path.
- Kimley-Horn will develop and launch an online interactive map for residents to provide place-based comments about bicycling in Hollywood. Residents will be able to use the online interactive map to identify corridors and spot locations that are difficult for bicycling, desired bicycle routes, or provide any other items for the City to consider related to bicycling such as bicycle parking needs. Kimley-Horn will utilize the results from the online interactive map to help inform the development of the Bicycle Mobility Plan.

Task 2 – Coordination Meetings

The purpose of Task 2 is to provide for coordination between the Consultant team and the City and with partner agencies.

- Kimley-Horn will attend up to three (3) coordination meetings with City staff members throughout the course of the Mobility Plan.
- Kimley-Horn will attend up to three (3) meetings with key stakeholders, individual elected officials, or outside partner agencies as determined by City staff.

Task 3 – City Commission Meetings

The purpose of Task 3 is to engage the City Commission on the vision and outcome of the Bicycle Mobility Plan.

- Kimley-Horn will prepare for and attend up to two (2) City Commission meetings. The purpose of these meetings is to seek Commission input and approval of the Bicycle Mobility Plan. One of these meetings may take the form of a Commission Workshop.

Task 4 – Existing Conditions Inventory

The purpose of Task 4 is to conduct a multimodal inventory of the existing transportation conditions within Hollywood.

- Identify gaps or obstacles within the existing network. Kimley-Horn will utilize GIS to develop a database of information on existing facilities including bicycle facilities on major roadways. The Kimley-Horn team will utilize GIS to help with spatial analysis of the existing conditions to identify gaps. The gaps will be identified through reviewing existing data sources, field reviews of existing conditions, and meetings with stakeholders and City staff knowledgeable of existing street conditions.
- Identify opportunities within the existing network. Obstacles or barriers to bicycling will be identified through the field reviews of existing conditions and by gathering input from local stakeholders and residents during the Public Workshop. These meetings should help identify the locations of poor bicycling conditions within the City that need to be addressed through the Bicycle Mobility Plan. Kimley-Horn will also identify existing opportunities within the network to provide bicycle mobility improvements.
- Create a map that outlines the existing network and highlights existing obstacles. Kimley-Horn will summarize the existing network, gaps, and opportunities on a map produced using GIS.

Task 5 – Data Analysis

The purpose of Task 5 is to compile and analyze relevant multimodal transportation data.

- Conduct a survey of existing transportation studies and plans. Kimley-Horn will review and summarize existing and funded non-motorized transportation projects. Kimley-Horn will begin with the GIS database of existing and funded bicycle projects maintained by the Broward MPO and utilized as part of the *Broward Complete Streets Master Plan*. The existing and funded projects database forms the committed network to identify connectivity projects as part of this Study. Kimley-Horn will also review the MPO's *Long Range Transportation Plan* (LRTP), *Unified Planning Work Program* (UPWP), and *Transportation Improvement Program* (TIP) to identify potential candidate projects where non-motorized network connectivity solutions can be applied.
- Identify other development or policy initiatives that may advance the multimodal transportation agenda of Hollywood. Kimley-Horn will also review area-wide transportation plans, such as the Broward County Transit *Transit Development Plan* (TDP), *Brightline Virgin Trains USA*, *Tri-Rail Coastal Link* (TRCL), and the *Comprehensive Development Master Plan* (CDMP), to synthesize on public transit and land use connection opportunities. In addition, Kimley-Horn will review and summarize findings from documents that help establish the context for this Plan including the *National Complete Streets Coalition* initiative, *Project for Public Spaces*, *National Household Travel Survey*, *American Community Survey* (ACS) Journey-to-Work data, *Designing Walkable Urban Thoroughfares: A Context Sensitive Approach*, and the *NACTO Urban Bikeway Design Guide*.

- Produce a report with emerging opportunities for Hollywood to leverage in its Bicycle Mobility Plan. Based on the Existing Conditions Assessment conducted in Task 4 and the Data Analysis conducted in Task 5, Kimley-Horn will produce a report with emerging opportunities for Hollywood to leverage in its multimodal plan and illustrate these opportunities on a map produced in GIS. In addition, Kimley-Horn will identify evaluation criteria to screen the non-motorized transportation gaps that are not served by existing or planned facilities.

Task 6 – Recommended Projects

Based on the results of the previous tasks of this Plan, Kimley-Horn will recommend a coordinated set of bicycle transportation projects to address mobility concerns identified in the technical analysis and/or identified by residents during the Community Engagement task.

- Create a list of capital improvements. The recommended projects will be organized into a list of capital improvements with the goal of assisting Hollywood achieve the vision of a multimodal transportation network. Factors to be addressed within the improvements include safety, mobility, accessibility, and network integration.
- Create typical sections. Kimley-Horn will develop generalized (not site-specific) typical sections according to the latest design standards for bicycle facilities that the City can use as its standard moving forward for bicycle facility design. Up to three (3) generalized typical sections will be developed.

Task 7 – Cost Estimates and Funding Sources

Kimley-Horn will create budget estimates to assist the City with identify funding opportunities to projects in the Bicycle Mobility Plan.

- Provide budget estimates. Kimley-Horn will prepare an opinion of probable cost (OPC) for the bicycle network mobility projects based upon known cost analysis from sources such as the Florida Department of Transportation (FDOT) unit cost estimates.
- Research funding sources. Kimley-Horn will conduct an inventory of funding sources available for bicycle transportation projects and identify sources appropriate for the recommended projects in Task 6.

Task 8 – Prioritization

Kimley-Horn will work with the City to develop a prioritization process and apply that process to the list of capital improvements. Prior to providing the prioritized list of projects, Kimley-Horn will coordinate with the City's Public Utilities Department to account for utility project schedule considerations within the process.

- Create a prioritization process. Kimley-Horn will develop a prioritization process including quantitative and qualitative criteria, and associated point values.
- Prioritize projects based on need and consideration of resident input. Kimley-Horn will conduct an analysis of the projects identified in Task 6 and evaluate the projects based on the prioritization process and the feedback received when engaging the community during the Community Engagement activities. The result will be a list of prioritized projects.

Task 9 – Final Report and Dissemination

The purpose of Task 9 is to create the final report documentation and executive summary that will communicate the City's vision for the Bicycle Mobility Plan.

- Kimley-Horn will evaluate the comments, feedback, and recommendations provided by City staff, stakeholders, and residents. A draft report document will be prepared that includes an assembly of the text, graphics, maps, tables, and photos, as necessary, that have already been developed throughout the course of the Bicycle Mobility Plan.
- The draft report will be provided in electronic format to the City project manager for initial review. Based on comments and feedback from the project manager, the draft report will be amended and re-submitted to the City project manager for submittal to the City Commission.
- Fifteen (15) bound copies of the approved final report will be provided, as well as one digital PDF copy for inclusion on the City of Hollywood website, e-mail distribution, and future reproduction. A digital copy of a project overview presentation will be prepared in PowerPoint format and provided to City staff.
- Kimley-Horn will provide all GIS files developed during the Bicycle Mobility Plan to City staff at the conclusion of the project.

Provision of Work

A. Fee.

KHA will perform the services described in Tasks 1 through 9 for a lump sum not to exceed professional fee in the total amount of **\$74,240.00**. **The total lump sum amount of \$74,240.00 includes all expenses.** Below is a summary of our rates and estimated staff hours. The rates referenced match the agreed upon rate schedule in the Professional Services Agreement between the Hollywood Community Redevelopment Agency (CRA) and Kimley-Horn Associates for professional services dated February 13, 2018.

Staff Classification & Hourly Rates:	Principal	Project Manager	Project Engineer	Analyst	Admin/ Clerical	KHA Labor Total	Data Collection Expense	Total Lump Sum Task Fee
Task Description	\$280.00	\$230.00	\$160.00	\$110.00	\$75.00			
Task 1: Community Engagement	4.0	20.0		52.0	8.0	\$12,040.00		\$12,040.00
Task 2: Coordination Meetings		18.0		18.0		\$6,120.00		\$6,120.00
Task 3: City Commission Meetings		12.0		16.0		\$4,520.00		\$4,520.00
Task 4: Existing Conditions Inventory		10.0	8.0	40.0	4.0	\$8,280.00		\$8,280.00
Task 5: Data Analysis		4.0		40.0	2.0	\$5,470.00		\$5,470.00
Task 6: Recommended Projects		8.0	28.0	58.0		\$12,700.00		\$12,700.00
Task 7: Cost Estimates and Funding Sources	4.0	8.0	40.0	6.0		\$10,020.00		\$10,020.00
Task 8: Prioritization		6.0	4.0	50.0	4.0	\$7,820.00		\$7,820.00
Task 9: Final Report and Dissemination	4.0	8.0	4.0	32.0	2.0	\$7,270.00		\$7,270.00
Total Hours:	12.0	94.0	84.0	312.0	20.0	\$74,240.00	\$0.00	\$74,240.00

B. Project Schedule.

The schedule for completion of the analysis and submittal of the draft documentation will be nine (9) months from receipt of the authorization to proceed (ATP). Response to comments and finalizing the documentation is dependent upon agency review time and City Commission schedule.

Additional Services

The following tasks are not part of the initial scope of services, but may be included as additional services if requested by the Client. These services may include, but are not limited to:

- Attendance at additional meetings
- Additional traffic data collection
- Illustrative renderings
- Project-specific typical sections
- Conceptual design services
- Site/Civil Engineering
- Surveying