

**Nederland Downtown
Development Authority
Nederland, Colorado**



**REQUEST FOR PROPOSAL:
Parking, Pedestrian and Traffic Study
and Comprehensive Plan**

***RFP DEADLINE:
Friday November 30, 2018
5:00 PM MST***

A vibrant downtown must accommodate accessible transportation in multiple forms and supports projects and programs that promote alternatives to fossil fuel vehicles, enhance walkability, and provide easy transit, regardless of age or the physical condition of users. Nederland values the diversity of its residents and visitors, and the NDDA will work to ensure that downtown provides a welcoming atmosphere for all. (NDDA 2017 Master Plan)

The Nederland Downtown Development Authority (the DDA) is soliciting professional parking, travel demand management, and transportation planning consulting firms or teams to assist in development of an innovative, district-wide parking, mobility, access and traffic flow management Study and Comprehensive Plan (the Study and Plan).

BACKGROUND

Nederland is in southwestern Boulder County, occupying the Middle Boulder Creek Basin at an approximate elevation of 8,200 feet, and is known as a gateway to outdoor recreation in the nearby Indian Peaks Wilderness, Rocky Mountain National Park, Roosevelt National Forest, and the James Peak Wilderness, as well as being known for major events such as the annual Frozen Dead Guy Days. Nederland is located 17 miles west of Boulder, 41 miles south of Estes Park, and 47 miles northwest of Denver at the Junction of State Highway 119 and State Highway 72 on the Peak to Peak Scenic Byway. Around 2013, Nederland began experiencing a period of growth after several years of stagnation. With Denver and Boulder metropolitan areas population increases, Nederland, as a result, is experiencing greater visitor traffic and increased tourism. Census data shows that the total number of households in Nederland has increased by about 10 percent since 2010, from 598 households to 662.

The Nederland DDA was created in 2005 by a majority of voters within the DDA boundaries to promote the development and improve the infrastructure of downtown Nederland. Projects are established and prioritized that meet the needs of commercial property owners, businesses, and the community at large. ([Nederland DDA District Map](#)). The DDA is funded through two methods: a mill levy for operating purposes and Tax Increment Financing. The mill levy is a self-imposed tax, approved by voters within the DDA district, which is voted on every seven years. Tax Increment Financing (TIF) is a unique tool, allowed by state law, for communities to capture a portion of property tax from a designated area so that the money can be reinvested in that area. undertaken by the DDA must also be approved by the Nederland Board of Trustees, but the funds come from only the DDA property tax payers (not all Nederland residents).

In 2016-2017 the DDA went through a process that culminated in the 2017 Master Plan ([NDDA 2017 Master Plan](#)) and identified several major strategies for each “neighborhood” of the district, along with general strategies that may be addressed by the DDA in the future.

This process included several public engagement events as well as feedback from DDA constituents and stakeholders. The 2017 Master Plan should be used as a foundation for this study and plan.

In August 2018, the DDA Board of Directors conducted a needs/resources assessment and prioritization process that clearly identified parking (“parking is the key”), way-fare finding and signage, pedestrian access and traffic flow as the major needs to be addressed in the immediate future for the Downtown area using DDA and other partner resources.

Recognizing this an opportunity to establish a framework and create a plan to strategically and creatively manage parking, traffic flow, access and mobility in the district, the Nederland DDA is advancing this study and plan.

The scope of the work envisioned in this proposal is for the successful consultant firm or team to provide a thorough analysis of existing conditions and future demand and to provide innovative, forward-thinking and creative solutions and strategies to address need, including step by step recommendations for immediate project implementation. **A Major component of the Study and Plan is to engage with private developers and district property owners for information on possible future developments, including projects that are in active PUD status.**

SCOPE OF WORK

The Study and Plan should identify challenges and solutions for walkability, connectivity, parking availability and traffic flow specific to the Downtown area while incorporating area resources and opportunities for partnerships.

Work will be expected to commence by January 1, 2019 and end by October 30, 2019 with final Study and Plan presented to the NDDA Board by late November 2019.

This Study and Plan will have the following major components:

- **Parking:** The Study and Plan should include an analysis of current on-street and off-street parking supply throughout the entire DDA district as well as an analysis of current parking regulations, demand – including present demand, events demand, and potential future demand. The analysis should also include way-fare finding, signage, possible additional parking opportunities, any additional efficiency improvements for parking, and a thorough analysis of financing strategies including but not limited to parking benefit areas, fee-in-lieu, parking requirement reform, parking cash out, etc.

This Study and Plan should include a vision for desired uses of paid versus non-paid options, and/or additional street parking, in key areas (visitor center parking lot, down 1st Street, near Jefferson Street, and along Lakeview Drive and Big Springs Drive) by stakeholders with consideration for how that may change as the district develops, as well as considering short-term and long-term parking recommendations, and Development of a toolbox of policies, programs, etc. for creation of tailored parking,

mobility and access strategies. This section should also analyze other options for facilitating turn-over of parking spots in key areas as well as possible enforcement systems. Additionally, this study and plan should look at how the DDA can help to better manage parking throughout the district, including but not limited to utilizing shared technologies (e.g. utilizing the same pay-by-phone applications, etc.), working with business owners to coordinate parking for their employees, transportation demand management, incentives to carpool and consistent parking management strategies. This could also include any potential partnerships the DDA may want to explore with RTD or other mobility providers.

This parking conditions data should include parking restrictions, capacity and occupancy, with special regard to major events, seasonal peaks, and peak usage times. This study should include scope to complete on-street parking conditions data for the remainder of the DDA district and should provide on-street parking management strategies that look at metered parking opportunities, loading zones, opportunities to accommodate car share, electric vehicles and accommodating ride-sharing. In making recommendations the scope of work should include strategies to pilot new parking strategies and technologies.

- ***Circulation, Bicycle and Pedestrian Access and Amenities:*** This study and plan should explore current bicycle and pedestrian infrastructure and amenities, identify problem areas and opportunities for improvements, and provide recommendations on how best to create a pedestrian and bicycle infrastructure that enhances connectivity, livability, and ADA access.

The Study and Plan should emphasize pedestrian mobility from the visitor center parking lot to 1st Street (including plans for an underpass pedestrian walkway from west of CO 119/72 to the current pedestrian bridge on the east of the highway), down 1st Street to the Skatepark, and from the Skatepark to the Chipeta Park area.

The Study and Plan should provide recommendations on creative strategies to address future demand for parking, bicycle/pedestrian access and circulation with a focus on how the DDA may take a leadership role in managing parking, mobility and access in the district through approaches including but not limited to parking district approaches, utilization of new technologies, incentives to not drive vehicles, private development tools that may be utilized, district circulator and/or other innovative approaches, etc.

This Study and Plan should identify methods to promote circulation throughout, and to DDA district economic hubs, by means other than vehicular travel, specifically how to encourage walking and biking and how to provide circulation throughout the district through other creative means. The study should also include recommendations for long-term improvements to transit systems, and strategies as to how the DDA district may advance other opportunities, while increasing and supporting local economic development and commerce, which should culminate in a

district-wide plan for traffic flow improvements.

- **Traffic Flow and Infrastructure:** The DDA district encompasses a major state highway (CO 119/72) running through the middle of downtown, essentially creating a barrier to walkability and connectivity, while also resulting in traffic flow and access issues into adjoining neighborhoods. This study and plan should analyze traffic flow at key times (major events, seasonal peaks, and peak usage times) and provide concrete steps for its improvement, as well as analyzing current infrastructure within DDA district limits prioritizing improvements that will immediately affect positive pedestrian access, mobility, and ADA compliance while also addressing traffic flow barriers. Key areas that will need to be addressed in the Study and Plan will be the CO 119/72 and Lakeview Drive intersection, the CO 119/72 and CityWide Banks/Ace Hardware intersection, and a possible 2nd bridge crossing Middle Boulder Creek.

The Study and Plan should take into consideration storm-water management, drainage, environmental protection of Beaver Creek and Middle Boulder Creek, and other key infrastructure improvements in its recommendations, including possible urgent re-paving needs. The study and plan should clearly delineate key partners in potential projects, including property owners, the Town, and Local, State and Federal entities.

- **Implementation:** This Study and Plan should identify a clear plan for implementation that identifies short-term actions as well as a long-term strategies. Recommendations should include clear plans for phasing and general costs associated with each recommend task. The Study and Plan should also explore how the DDA can utilize parking as a potential revenue generation tool that may bring in monies to be reinvested into the downtown district. Implementation strategies should identify items that fall within the Town's purview (e.g. changes in on-street restrictions), under CDOT's purview (e.g. changes to CO 119/72) and those that the DDA would be responsible for implementation of (e.g. new amenities, branded signage). The implementation strategy should also identify other sources of funding that could be utilized to support implementation of these projects (e.g. Denver Regional Council of Governments (DRCOG), RTD). Additionally, a communications plan should be included in the overall implementation plan that incorporates key messaging tactics for a successful implementation of its key strategies.

It's important to note that this piece of work is intended to be used as a plan; it is envisioned to provide a thorough study of the issues and provide a set of actionable strategies clear steps for implementation. The final study and comprehensive plan completed by the consultant firm or team should include these items at a minimum, but additional recommendations are welcomed.

SUBMISSION REQUIREMENTS

The selected consultant team or firm will have demonstrated extensive background and understanding of municipal parking, on-and off-street parking expertise, traffic

management, multimodal access, Transportation Demand Management (TDM) experience, complete streets, bike and pedestrian improvements and other mobility solutions include car/bike sharing. The selected firm or team should also have significant knowledge of land use and zoning codes related to parking and access, integration with rural/mountain design principles, a proven track record with industry-leading parking management strategies, experience with instituting district parking management solutions and the ability to research and draft a formal comprehensive plan document.

Experience and a good relationship with the Town of Nederland, Boulder County, the City of Boulder, RTD, Colorado Department of Transportation (CDOT), DRMAC and DRCOG is preferred, and any experience working on similar strategies with a Downtown Development Authority is strongly desired. The appropriate consulting fit for the DDA district will be one that understands not only where the industry is now, but also where it is headed (i.e. autonomous vehicles, sharing economy, changing attitudes about vehicle ownership, meter-less payment options, creating a “menu” of mobility choices so that those visiting the district can make decisions based on their daily needs).

Your firm or team should respond to the RFP by including the following elements:

- ***Project Vision and Approach:*** Taking into account the vision of the DDA district, the Town of Nederland, and this project as scoped here, provide your definition and vision for this study and plan and what you identify as key priorities and tasks. Please include:
 - An overview of the consultant team project approach
 - Detailed task list/scope of work
 - Project schedule and timeline
 - Anticipated staff hours for each part of the project, and availability of staff relative to other assignments during the term of the contract
- ***Qualifications and Experience:*** Qualifications should demonstrate experience developing innovative approaches to the integration of parking management and TDM strategies, comprehensive approaches to district-wide solutions, the ability to conduct research and present technical information to non-technical decision-makers, knowledge of best practices in transportation, traffic flow, parking and TDM, integration of access strategies with broader district goals, strong public process facilitation including a variety of outreach strategies and familiarity with Boulder County and Nederland in particular.
- ***Public Engagement and Outreach:*** The respondent should identify how it will conduct stakeholder engagement to identify parking related issues and opportunities. Consultant may employ public forums, engagement meetings with stakeholder groups, online surveys, intercept surveys or other methods. You should describe your engagement methodology in your proposal, and clearly identify methods of surveying DDA District property owners and business owners in the study.
- ***Budget:*** A proposed budget for completion of work tied to the specific tasks and/or deliverables identified within this RFP.

All materials developed under this RFP shall become the property of the Nederland Downtown Development Authority. The Nederland Downtown Development Authority shall not be liable for costs incurred in the preparation of a response to this RFP.

PRE-SUBMISSION QUESTIONS

Interested respondents may submit questions about the proposal to Josiah@NederlandDowntown.org by Monday, November 5, 2018 at 5 PM MST. Questions and responses to those questions will be compiled and emailed out to interested parties by Wednesday, November 7, 2018 at 5 PM MST.

SUBMISSION INFORMATION

All proposals, fully completed, must be submitted by Friday, November 30, 2018 at 5 PM. Responders should email a PDF to:

Josiah Masingale, Executive Director, Nederland Downtown Development Authority
Josiah@NederlandDowntown.org

A copy of this RFP may also be obtained from our website: www.NederlandDowntown.org

EVALUATION

Proposals will be evaluated using the following criteria, without limitation, in determining the recommendation of the firm for the Nederland Downtown Development Authority Board of Directors to submit a recommendation of an award of the project to the Nederland Town Board of Trustees for final approval. Work will be expected to commence by early 2019:

- Completeness and responsiveness to the requirements of the RFP
- Demonstrated qualifications, professional experience and competency in the analysis associated with the scope of work
- Proposed fee to the DDA and the viability of the firm or team to complete the scope of services in a timely fashion.
- Innovative nature and extent of creativity in addressing various aspects of the RFP, including presentation methods and materials.

The Nederland Downtown Development Authority Board Directors in partnership with the Town of Nederland will review the RFPs and may short-list up to three firms.