ABSTRACT
The City of Rochester, through the Community Development Department, Public Works Department, Park and Recreation Department, and Rochester-Olmsted Council of Governments Organization seeks a qualified consultant to assist in the development of the City’s Bicycle Master Plan Update (BMP). This plan will identify and prioritize bicycle and non-motorized network improvements based on existing conditions, plans, newly identified objectives and priorities, and the ongoing needs of the bicycling community.
BACKGROUND

Rochester is the third largest city in Minnesota and the largest city outside the Twin Cities. It is well-known for its businesses of international significance, especially the Mayo Clinic (Minnesota’s largest employer) and IBM-Rochester. Annually, Mayo Clinic serves more than 1.3 million patients from over 130 countries, resulting in over 3 million visitors from across the globe each year. The city is within a 3-hour drive from other regional cities, including Minneapolis-St Paul, Madison and Des Moines, and a 1-hour flight from Chicago, Milwaukee and Omaha. As a regional hub, Rochester serves smaller cities in southeastern Minnesota including Faribault, Owatonna, Albert Lea, Austin, and Winona (all within 50 miles). Major thoroughfares connecting Rochester to these regional destinations include Highway 14, I-90, US-63, and US-52.

The 2012 Rochester-Olmsted Bicycle Master Plan envisioned a highly connected system of nearly 120 miles of bike routes within and throughout the city. This project would hire a consultant to update the plan to include the City Loop and other developments and proposed projects since 2012. Rochester-Olmsted Council of Governments (ROCOG) staff and Rochester City Public Works Department staff worked in tangent with the League of American Bicyclists to earn recognition for Rochester as one of the first Bicycle Friendly Communities in Minnesota. These Bicycle Friendly Communities are cities committed to the development of on and off-street bicycle facilities as well as local programs and services that support safe and convenient bicycle travel. Rochester received Bronze-Level recognition in 2010, and was re-designated as a Bicycle Friendly Community in 2014 and 2018. The Master Plan Update will aid in directing planning efforts and City resources to ensure and affirm Rochester’s commitment to remaining a Bicycle Friendly Community.

The City of Rochester is seeking proposals from qualified consultants to complete a comprehensive update of the existing 2012 Bicycle Master Plan. The general scope of this Plan update will identify and prioritize bicycle network improvements based on existing conditions, plans, and the ongoing needs of the bicycling community, in accordance to the following primary objectives:

- Support City goals to create and maintain a comprehensive walking and biking network plan that allows every resident to access a safe and comfortable facility for travel to the downtown, existing shared-use paths, educational campuses, and the regional network. Determine measurable strategies within the bicycle and pedestrian framework that support the City’s ongoing goal of reducing single-occupant vehicle trip volumes from 70% to 50% over a twenty year period.
- Develop a systematic process to guide, prioritize, and implement a network of quality bicycle and pedestrian facilities to provide, maintain, and improve access to options that result in enhanced connectivity, public health, physical activity, recreational opportunities, and overall quality of life.
- Assess existing system conditions, evaluate community feedback, and analyze bicycling access needs based on health, safety, and demographic data, with an emphasis on low-income and minority populations dependent on alternative transportation options. Analyze the current state of the bike system in Rochester and present an evaluation of common barriers to entry.
• Apply best practices to encourage non-motorized, people-powered transportation options, reduce environmental impacts of the transportation system, and provide means to enhance the overall quality of life for residents. Overall, the Plan will facilitate a system that enables people to use a variety of modes to achieve daily needs.
  o The P2S 2040 Comprehensive Plan identifies 60% of residents surveyed as “interested, but concerned,” regarding regular use of a bicycle as a primary mode of transportation. In 2015, only 1.13% of Rochester commuters regularly biked to their places of work. Concerted efforts are required to shift user perceptions of cycling and to remove unnecessary barriers preventing this largest share of respondents from cycling regularly
• Incorporate non-motorized transportation planning with developing transit-oriented development districts, coordinate bikeway and complete streets design elements into the City’s ongoing rapid-transit developments and planning processes, and improve integration with current Rochester Public Transit and Mayo shuttle routes to optimize multi-modal transportation use throughout the City and provide viable first- and last-mile transportation options for residents and visitors.
• Identify and recommend primary transportation corridors connecting between centrally located neighborhoods, transit-hubs, the central business district, and core downtown areas, while offering network alternatives and other creative solutions where complete bicycle infrastructure is not yet feasible due to infrastructure constraints or other barriers.
  o Re-evaluate the primary Study Corridors suggested within the 2012 Bike Master Plan for sustained use, and recommend updates to this list.
  o Identify ways to support a modal shift from car-based to people-powered transportation between frequent trip origin/destinations.
  o Explore ways to integrate the Bike Share program as a viable first/last-mile transportation option between neighborhood hubs, transit villages and centers, and the downtown center.
• Prioritize pedestrian safety by taking a Vision Zero approach to the Plan Update as a whole, including a targeted plan towards zero traffic-related fatalities and severe injuries, and the establishment and management of a timeline towards achieving this goal.
  o Expand bicycle safety education to be a routine part of education for students of all ages, and ensure that schools and the surrounding neighborhoods are particularly safe and convenient for biking and walking.
  o Work with local bicycle groups and interested parents to create Safe Routes to School programming for all K-12 schools. Safe Routes to School plans are referenced marginally in the 2012 BMP: the Plan Update would re-address specific streets and address changes to this based on updated needs and conditions assessments.
• Examine the City’s capacity for re-establishing a Bike Share program, with a long-term vision of creating infrastructure capable of sustaining a successful Bike Share Program. Outline potential steps necessary for implementing or restarting the bike share program in Rochester.
  o Explore bike sharing best practices to encourage and provide subsidies to usage among populations unaccustomed to biking regularly (eg. Station siting locations, dockless and e-bicycle options, etc.)
Facilitate public engagement and a systematic outreach process through each major step of this Plan update process. This essential feedback from residents will solidify the goals and policies for this plan and recommend priorities that will guide upcoming project timelines.

- Partner with the City of Rochester and DMC-EDA to promote public outreach and awareness of the Plan update, facilitate discussion, and solicit public response.
- Develop a sustainable method and system to conduct community and neighborhood engagement even beyond the adoption of this updated Plan.
- Present an examination of case studies of organic, community-based events; provide recommendations for bike events that have resulted in increased ridership/comfort.
INTRODUCTION

The Rochester Bike Master Plan Update will be a joint citywide effort that will guide, prioritize, and implement a network of quality bicycle and pedestrian facilities to provide, maintain, and improve access to options that result in enhanced connectivity, public health, physical activity, recreational opportunities, and overall quality of life. The Plan Update will address expanded planning horizons from the previous plan, new population and transportation growth projections in the Project Study Area, and an overall increase in the desire transportation projects that comprehensively addresses non-motorized transportation needs from a system-wide perspective. Listed below are key transportation issues that the Pedestrian and Bicycle Master Plan will address:

- Existing high-priority network needs that remain unaddressed from the 2012 Bike Master Plan, including non-motorized-specific projects, major network gaps, system maintenance, and overall infrastructure improvements:
  - Existing bicycle and sidewalk gaps forcing users to ride and/or walk on high-volume roadways with intense vehicular traffic or take alternate route.
  - Demand for safe, convenient routes providing connections to and within the Downtown area and between major trip origin/destination centers.
  - Standardized system or methodology needed to measure ongoing progress to the comprehensive bicycle and non-motorized network within Rochester, to guide future budgeting, planning, and maintenance efforts. Dire need of a baseline inventory of existing bicycling/walking facilities.
  - Non-motorized crossing signals at intersections; mechanical upgrades to maximize the safety and visibility of users of the system.
  - Equitable access catering specifically to minority populations, transit-dependent populations, and others facing transportation disadvantages and mobility impairments.
  - Updates to Study Corridors prioritization for designated bicycle facilities that may serve as connections to and between transit-oriented centers/nodes and other regions of primary trip origin/destinations.
  - Gaps in data collection and management require re-surveying the community and frequent users to obtain data that will guide high-priority issues within the bike network.
- There still remain neighborhoods without connections to the regional trail system; major employment and commercial destinations lack connection to residential areas of town due to the limited amount of safe on-street and street-separated infrastructure that are needed to provide safe and convenient access.
- Street segment changes and improvements have traditionally resulted from ongoing construction or maintenance projects thus, additions only afforded tangential improvements towards the City’s bike network vision. This plan will further refine coordinated efforts between City agencies for the focused development of a comprehensive on-road network by linking bike infrastructure improvements with adopted street/ROW budget plans (eg. CIPs, street/sewer infrastructure projects, sidewalk maintenance plans, etc).
- An unaddressed demand for a targeted strategy to achieve zero traffic-related fatalities and severe injuries. The Plan update will establish a timeline towards achieving this goal and apply a Vision Zero perspective to the Plan Update as a whole.
In accordance with this, Safe Routes to School plans are referenced marginally in the 2012 BMP: the Plan Update would re-address specific streets and address changes to this based on updated needs and conditions assessments.

- A robust and diverse strategy for regularly engaging and encouraging residents of Rochester to:
  - get involved in the bicycling community, incorporate bicycling as a primary mode of travel and means of recreation, and take ownership of the network by advocating for the needs of the bicycle and pedestrian community (eg. scheduled bike ride community events/GetDowntown, bicycle repair and maintenance events, bike co-ops and subsidies, bike lights giveaway programs)
- Bike-sharing needs in Rochester remain unmet:
  - Restart Rochester bike sharing program; need for station placement to encourage regular usage.
  - Dockless micromobility programs and their interactions with existing City transportation policy (eg. Where do dockless scooters fit within our ROWs? Can the City require data-sharing with governmental agencies, from these mobility providers?)
- Retaining consistent bicycle ridership, particularly throughout winter months, remains a challenge. Coordination of maintenance and snow-removal responsibilities; creation of a network hierarchy specifically for winter weather events in order to promote and maintain consistent bicycle ridership year-round.

**Project Study Area**

The Project Area consists of the area within the Rochester city limits.

**Project Approach / Local Project Team:**

Identify working relationships/level of coordination between the consultant and local governmental and non-governmental agencies. These include but are not limited to the City of Rochester Public Works, Park and Recreation, and Community Development departments; Rochester-Olmsted Council of Governments; Minnesota Department of Transportation; Pedestrian-Bicycle Advisory Committee; Destination Medical Center Economic Development Agency; and Rochester-city residents.

**References / Resources:**

The following plans and initiatives may provide additional information on Rochester and should inform this Plan update.

[https://www.co.olmsted.mn.us/planning/rocoq/2040lrtp/Documents/Chapter%207.%20D1%20M1%20C2%20NonMotorized.pdf](https://www.co.olmsted.mn.us/planning/rocoq/2040lrtp/Documents/Chapter%207.%20D1%20M1%20C2%20NonMotorized.pdf)

2015 Rochester Non-Motorized Transportation Analysis  
[https://www.rochestermn.gov/home/showdocument?id=6514](https://www.rochestermn.gov/home/showdocument?id=6514)

2016 Rochester Parks & Recreation System Plan
https://www.rochestermn.gov/home/showdocument?id=11564

2018 Street Use & Complete Streets Study Report
https://www.rochestermn.gov/home/showdocument?id=21079

2018 City Loop Study Report
https://www.rochestermn.gov/home/showdocument?id=21073

Destination Medical Center Comprehensive Development Plan
https://dmc.mn/press-room/#devPlan

Bicycle Friendly Community: Rochester, MN Report Card

ADA Transition Plan
https://www.rochestermn.gov/home/showdocument?id=23468
PROFESSIONAL SERVICE REQUIREMENTS

In accordance to the objectives detailed for the Bicycle Master Plan Update, this scope of services describes the specific tasks and deliverables the City would like to see performed by the consultant.

Scope of Work

1. **Update goals, vision, and key objectives**

   The consultant will prepare a vision and a set of goals for bicycle network development, fulfillment, and improvement. The 2016 Community Transportation Survey, Council Goals, Comprehensive Plan Goals, Active Transportation Plan Goals, and the primary objectives laid out for the Bicycle Master Plan update will serve as a starting point to guide these goals. These goals, visions, and objectives within the Bicycle Master Plan Update will be used as guiding tools for the rest of the process and will serve as a key touchstone for developing, evaluating, and implementing improvements and alternatives to the Rochester region’s bicycle network.

   **Product:** A document and/or series of graphics suitable for standalone distribution to the public that summarizes the vision and goals for bicycling throughout the City, and that describes a simplified framework and comprehensible narrative towards goal achievement.

2. **Identify and assess existing conditions, deficiencies, and needs**

   Collect and evaluate existing information and gather additional information as needed to form a comprehensive understanding of the current state of the system within City limits. Provide an update to the existing partial database of information available from the City.

   This conditions assessment shall describe the proposed methods for evaluating and documenting the existing conditions for cycling and walking within the Project Study Area. The assessment of existing conditions should include a wide range of indicators to describe conditions for non-motorized transportation in the Project Study Area, including measures of facility condition (e.g. Pavement, striping/marking quality, signage), level of use, performance, mode share, peak travel times, and other indicators. Use counts and volumes should also incorporate accident and crash data. This assessment will also serve as a baseline inventory for which system performance and improvements can be measured against on a regular basis.

   **Product:** An Existing and Future Conditions Assessment detailing specifications of existing pedestrian and bicycle facilities, roadway widths (confirmed through field measurements), right-of-way widths, traffic signals, on-street parking, land use, and development patterns, and other relevant measurements for thorough review of existing system conditions.

   A System Inventory shall also be developed to include maps of existing transportation facilities for biking, including on-street bicycle facilities, bicycle boulevards, designated bike routes, shared-use paths and trails, and sidewalks. The consultant shall provide City staff with GIS data of existing non-motorized facilities throughout the City.

3. **Design and carry out the public-engagement process**

   Develop a public-engagement plan that will allow for crucial input throughout the Plan Update process from members of the community. Public engagement will be essential at each major phase of the Plan update: the development of the vision and goals, development of priorities and
preferred alternatives, and to review any Bike Master Plan Drafts. The following official groups will require briefing and involvement in the process:

- City Council
- Pedestrian and Bicycle Advisory Committee
- Rochester-Olmsted Council of Governments
- Minnesota Department of Transportation
- City Park Board
- County Park Board
- Neighborhood Associations
- Adjacent property owners
- Groups representing business interests
- Community Advocacy and Technical Advisory groups

Public process should be designed using International Association for Public Participation methods. A robust web-based comment method for products of various tasks should be included in the public process. It is important that all relevant documents are available to the public throughout the development of the Plan. This step will involve actively cultivating relationships with community-based organizations and incorporate focus efforts towards gathering input from disadvantaged and underserved communities.

**Product:** A memo describing a Plan and schedule for Public Process in all other Tasks, including an explanation of the principles that underlie the selected processes. Updates, based on community feedback and data-driven approaches, to the 2012 Bicycle Infrastructure Assessment, include proposed primary bike corridors, bikeway network classifications, etc.

4. **Develop design guidelines and principles**

Develop a set of guidelines and principles that can be used by designers as the corridor is developed. These guidelines and principles will help translate the vision and goals into a physical design. Examples might include spacing of certain amenities, trail head designs, fencing guidelines, lighting guidelines, etc. These should draw upon guidelines laid out in the NACTO Urban Street Design Guide, NACTO Urban Bikeway Design Guide, Complete Streets Principles, Vision Zero guidelines, and any state and federal requirements, in compliance with ADA standards where required.

Collect and evaluate existing information and gather additional information as needed to form a comprehensive understanding of the physical nature of priority bicycle corridors.

**Product:** A document that summarizes the guidelines and principles in hard, electronic and web-based formats for the major corridors.

Creation of potential street cross-section illustrations displaying general design best practices and recommendations. These drawings should also give examples showing good ROW
distribution that prioritizes safety for all users of the road and demonstrate priority towards alternative transportation users. These illustrations should identify, at the least, the following: width requirements per segment classification (sidewalk, bike-lane, shared-use path, etc.), crosswalk and intersection guidelines, recommendations for electronic signaling and bicycle detection, recommendations for bicycle parking placement. Provide a short-list of standards/guidelines for typical pedestrian improvements to be standardized throughout Rochester. These may include bulb-outs, pedestrian islands, pedestrian traffic signals (Rectangular-Rapid Flashing Beacons), crosswalk striping designs, mid-block crossings, etc.

5. **Develop a Cost Estimate Plan**

Regular and consistent funding of the action items of this Plan is important to the increased use of the bicycle network, as well as the completion and maintenance of a safe and functional bicycle system. The consultant will prepare a cost estimate including common design and construction costs that can be used to inform the City 6-year Capital Improvement Plan and annual budgets. This work may include identifying uniform sections of the corridor and finding representative unit costs for each section and each alternative. Any additional costs such as boardwalks, bridges, signals, crossing improvements, etc. should also be added to the estimate.

**Product:** Supporting documentation and cost tables describing costs, and methods used to establish the costs.

6. **Implementation Plan**

Prepare a plan that identifies likely funding and phasing scenarios for design and construction of preferred alternatives over time. Identify and recommend specific projects that will serve as candidates for grant applications and funding. Identify and recommend an initial list of programs and grants that can be applied for on a regular basis. An initial plan for development should be described. An important element in this work will be to examine how various transit modes are likely to be implemented in the corridor. Recommendations will be included for breaking projects into logical segments for phased implementation based on highest priority for achieving the specified vision and goals.

Scope to include maintenance costs, project and operations cost estimates, potential funding sources and grant applications. Identify a loosely phased timeline for project implementation, with tangible reasoning for how specific projects will advance project goals, visions, and objectives. The consultant should examine existing city budgets and processes and recommend strategies to implement the active transportation plan recommendations. The recommendations in the plan should include a comprehensive list of projects, including planning level project costs, with a prioritized timeline for implementation.

**a. Conceptual Development and Project Phasing**

Based on the design guidelines and principles, development plans will be prepared for short-range, medium-range, and long-range segments. Recommendations will be included for dividing projects into logical segments for phased implementation based on highest priority for achieving the specified vision and goals. The selection of street and corridor segments that need most immediate network attention will be a key focus of public process.
**Product:** Documentation in written and graphic format of the selection and prioritization. These plans should be phased into short-range (1 to 6 years), medium-range (6 to 10 years) and long-range (beyond 10 years) segments. Cross-section suggestions of short-range, highest-priority corridors street cross-sections.

b. **Alternatives Presentation and Selection**

Based upon information developed in previous tasks, select preferred alternatives for each time period. The selection of the preferred alternatives within each time-frame will be a key focus of public process.

**Product:** Memorandum describing the preferred alternatives, documentation of the selection process and a review of why the selected options were chosen. Evaluation matrix to include a “no build” alternative. This matrix will include resource impacts, right of way impacts, utility impacts, ability to meet the project purpose and need, estimated costs, and any other factors that will help the community evaluate the alternatives being considered.

7. **Draft Plan**

The draft plan will summarize all of the work completed in a single document. A thorough public review will include a review by the City Council at a study session. These include but are not limited to the City of Rochester Public Works, Park and Recreation, and Community Development departments; the Rochester-Olmsted Council of Governments; the Pedestrian-Bicycle Advisory Committee; Destination Medical Center Economic Development Agency; and Rochester-city residents.

**Product:** A draft document with high quality presentation and graphic elements; comprehensive maps documenting: existing conditions; potential street cross-sections/elevations in accordance with Complete Streets, NACTO, ADA, and state and federal design guidelines; Provide plans for a network of integrated and complementary facilities to improve connectivity and access for pedestrians and cyclists, provide standards for pedestrian and bicycle facilities, estimate costs for providing and maintaining recommended facilities, and identify potential funding sources for maintenance and improvement costs.

Graphics will include City-wide maps identifying regional and primary corridors, integration with transit hubs, and regions of major trip generation. In addition, Rochester core-area connectivity maps with recommended infrastructure improvements to address bicycling and non-motorized travel, specifically addressing the multi-modal needs of the downtown core region and immediately-surrounding neighborhoods.

8. **Final Plan**

Based on the comments and recommendations on the Draft Plan, prepare a Final Plan.

**Product:** A final Master Plan update, to be adopted by City Council and City Park Board. The final plan shall be presented in electronic and web-based versions, and ten (10) physical copies shall be provided, with additional copies available upon request.
SUBMITTAL REQUIREMENTS

Please provide a checklist with response to RFP.

Letter of Transmittal
A cover letter signed by an authorized representative of the firm briefly outlining the firm’s understanding of the work. The cover letter must contain a commitment to provide the services described and the name, address, telephone number, and email of the consultant’s primary contact person. Please also include a summary of the firm’s understanding of the project. Please submit one electronic copy of a proposal not to exceed 20 pages including appendices.

Qualifications of Firm(s)
- List the names of the anticipated project manager and other key personnel associated with the project. A resume of their qualifications and experience should be attached along with the percentage of time each person is anticipated to devote to the project. The successful firm is expected to have a high level of familiarity with the proposed site and community.
- Describe the name and location of any subconsulting firms that will be used by the firm. Please identify the approximate percentage of work that would be performed by each of these firms. Include the experience and qualifications of the subconsultant firm and their key personnel in working on similar projects.
- Describe the experience of the firm in conducting projects. Include previous projects with similar budgets and deadlines and whether the firm met the established criteria. Examples of projects where the city was able to implement the small area plan.
- Include a project list with contacts for all similar projects that have been completed in the past 3 years. Identify the key personnel who worked on the referenced project.
- Discuss the firm’s prior experience in working with a multi-stakeholder taskforce, particularly made up of city representatives as well as representatives from partner organizations, property owners and neighborhood residents or other public representatives.
- Discuss the firm’s ability to integrate this project into the firm’s present workload.
- Firms public engagement experience

Electronic copies shall be received in Community Development Department, 4001 West River Parkway NW, Rochester, MN 55904 by 11:59 p.m. CST January 1, 2021.

Submittals shall not be more than 15 pages of 8 ½ X 11” sized paper inclusive of the team members, sample projects, and response to scope, schedule, and additional information desired to present.

Each consultant assumes full responsibility for delivery and deposit of the completed proposal package on or before the deadline. The City of Rochester is not responsible for any loss or delay with respect to delivery of the proposals.

All proposals become the property of the City of Rochester and will not be returned.
The City of Rochester reserves the right to reject any and all proposals or portions of proposals and to negotiate changes with any consultant.

The City of Rochester is not liable for any cost incurred by any consultant prior to the execution of an agreement or contract, nor shall the City of Rochester be liable for any costs incurred by the consultant that are not specified in any contract.

The City of Rochester is an Equal Employment Opportunity Employer.

SELECTION PROCESS

The budget is currently anticipated to be $125,000, however, the budget is not the sole consideration. Emphasis will be placed upon selecting a qualified firm who delivers an innovative and visionary proposal. Provide a project schedule outlining the time period and estimated completion date of the proposed scope of work for design services and a separate schedule for construction administration services. This should include a schedule for and description of all deliverable products throughout the period for design services. Please include price and recommendation of additional services or products that your firm would recommend as part of this process.

Fees and Compensation

Provide a proposed cost plus expenses budget for completion of the scope of services with cost breakdowns by scope element. Quotation of fees and compensation shall remain firm for a period of at least 90 days from the proposal submission deadline. Please provide the proposed cost for each budget under separate cover. Initial screening will be done by the selection committee without the benefit of knowing the proposed fee for services.

EVALUATION CRITERIA AND SCORING

The evaluation of proposals will be based on qualifications, demonstrated competence, experience and technical response to the RFP. A contract will be negotiated with the firm judged to be most outstanding in meeting our overall objectives for the project. A selection committee will evaluate qualifying proposals. Proposals will be screened to ensure that they meet the minimum requirements of the proposal format. Factors to be considered by the committee include the following:

- Qualifications and experience of firm and any subconsultants;
- Qualifications and experience of the principal consulting staff and of subconsulting staff who will work on the project;
- Understanding of project scope and level of interest;
- Approach to completing scope of services including creativity and problem solving;
- Responsiveness and compatibility between consultants and the City;
- Engagement/Communication Strategy
- Demonstrated ability to effectively engage the public;
• Proposed schedule required to complete project; 
• Proposed cost to complete project; and 
• Ability to design projects that are bid within proposed budget.

Consultants may be invited to an interview with the selection committee prior to committee selection. *Interviews will occur the week of January 18, 2021.*

**QUESTIONS**

Questions regarding this RFP should be directed to:

Matt Tse  
507-328-2960  
mtse@rochestermn.gov

Emma Miller-Shindelar  
507-328-2962  
emshindelar@rochestermn.gov

**SUBMITTAL DUE DATE**

*11:59 P.M. January 1, 2021*