

CITY OF HIGH POINT

AGENDA ITEM



Title: Greenway Master Plan Consultant Recommendation

From: Lee Tillery, Parks and Recreation Director **Meeting Date:** August 17, 2020

Public Hearing: N/A

Advertising Date: N/A

Advertised By: N/A

Attachments: Alta Planning and Design Scope of Services and Fee Structure

PURPOSE:

The High Point Parks and Recreation Department is seeking professional consulting services to assist in the development of a comprehensive Greenway Master Plan.

BACKGROUND:

The High Point Parks and Recreation Department requested funding through the High Point Metropolitan Planning Organization (HPMPO) to complete a Greenway Master Plan for the City. The City of High Point is the lead agency for the HPMPO and is responsible for the management of State and Federal funds used for the benefit of other member agencies. As such, Council must approve this selection. The City of High Point, on behalf of the HPMPO, invited Statement of Qualifications (SOQs) and information from qualified firms to provide professional consulting services for the development of a Greenway Master Plan. A total of eleven firms submitted proposals and City staff, along with NCDOT, selected Atla Planning and Design as the preferred firm.

BUDGET IMPACT:

High Point Parks and Recreation submitted a request to the HPMPO for Special Studies funding in the amount of \$100,000. The HPMPO approved this request with the adoption of their FY2020-2021 budget. These funds are federal funds and require a 20% match. The Parks and Recreation Department has accounted for the Local Match in our FY2020-2021 budget. The HPMPO budget is part of the High Point Department of Transportation's approved FY2020/2021 budget.

RECOMMENDATION / ACTION REQUESTED:

The Parks and Recreation Department recommends approval of this recommendation and authorization for City Management to execute a contract with Alta Planning and Design for these services.



**RFQ RECOMMENDATION
REQUEST FOR COUNCIL APPROVAL**

DEPARTMENT: Parks and Recreation

COUNCIL AGENDA DATE: August 17, 2020

RFQ NO.: 20-062620

DATE OPENED: June 26, 2020

DESCRIPTION:

Comprehensive Greenway Master Plan

PURPOSE:

Plan will provide a working outline of an overall Master Plan for Greenways throughout High Point. Plan will be community driven and detail a local and regional trail system that will continue to meet the leisure needs of our citizens.

COMMENTS:

The 2018 Comprehensive Parks and Recreation Master Plan revealed a strong desire from citizens for more greenways and trails. This plan will continue the work to meet these needs and enhance the quality of life in High Point.

RECOMMEND AWARD TO: Alta Planning and Design

AMOUNT: \$100,000

JUSTIFICATION:

Prior plan is 10 years old and this new plan will be funded 80% by the High Point Metropolitan Planning Organization.

ACCOUNTING UNIT	ACCOUNT	ACTIVITY	CATEGORY	BUDGETED AMOUNT
TOTAL BUDGETED AMOUNT				

DEPARTMENT HEAD:

P. Lee Tillery

Digitally signed by P. Lee Tillery
DN: cn=P. Lee Tillery, o=City of High Point, ou,
email=lee.tillery@highpointnc.gov, c=US
Date: 2020.08.10 13:09:35 -04'00'

DATE: 08/10/2020

The Purchasing Division concurs with recommendation submitted by the Parks & Rec and recommends award to Alta in the amount of \$100,000.

PURCHASING MANAGER:

Erik S. Conti

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Date: 2020.08.10 13:40:54 -04'00'

DATE:

Approved for Submission to Council

FINANCIAL SERVICES DIRECTOR:

Bobby Fitzjohn

Digitally signed by Bobby Fitzjohn
Date: 2020.08.10 14:27:23 -04'00'

DATE:

CITY MANAGER:

Randy E. McCaslin

Digitally signed by Randy E. McCaslin
Date: 2020.08.10 14:33:50 -04'00'

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Transmittal Form

To: City of High Point Parks & Recreation Department	Date: August 5 th , 2020
Address: 136 Northpoint Ave., High Point, NC 27262	Project: City of High Point Greenway Master Plan
Attention: Lee Tillery	Project Number:
Phone: (336) 883-3473	Number of Pages (Inc. Cover Page): 7
Fax:	Enclosures: Draft Scope of Services, Draft Schedule and Fee
From: Anne Conlon, P.E.	Send Via: Email
CC: Matt Hayes, Alta Planning + Design	RE: City of High Point Greenway Master Plan Scope and Fee

QTY	Date	Description	Original	Copy	For Approval	Information & Use	Comment & Review	Request for Services	Per Your Request
1	8/5	City of High Point Greenway Master Plan Draft Scope and Fee	X		X				

Dear Mr. Tillery,

Alta Planning + Design is pleased to submit the enclosed draft scope and fee for the City of High Point Greenway Master Plan. Please contact me should you have any questions at 717-917-4614.

Sincerely,

Anne Conlon, P.E.
Engineering Associate

City of High Point Greenway Master Plan

Draft Scope of Services

Alta Planning + Design

Project Overview

A collection of recent planning efforts in the City of High Point and surrounding region have together recommended a community-wide network of greenways. This plan will refine and prioritize this system of greenways, giving the City a framework to move forward on project development. The goal of this process is to develop an equitable and community-supported plan that can be successfully implemented through a capital improvement plan and programmatic strategies. This plan will build on the success of the existing High Point Greenway as well as the Southwest Greenway Plan recommendations.

Task 1: Project Management

Alta's Project Manager will be the main point of contact and will provide regular updates through e-mail, telephone, and in-person meetings, along with accurate project invoicing each month. The project manager will coordinate all subconsultants. Alta's Principal-in-Charge will oversee the quality control process throughout the life of the project.

TASK 1 DELIVERABLES:

- Kick-off call with client, project manager, and principal-in-charge
- Monthly invoices including a brief summary of work progress

Task 2: Public Involvement

TASK 2A: ADVISORY COMMITTEE MEETINGS

Alta will lead and facilitate three Advisory Committee meetings at key points in the process: one at project kickoff; one to review the refined network, proposed greenway typology, and recommendations for improvements to the High Point greenway; and one to review the proposed prioritization framework and selection of priority projects for detailed analysis. Meetings will be conducted via Zoom or a similar remote format, with interactive map work sessions. We will generate a study area base map for use during the kickoff meeting. Items to be discussed and accomplished at the kick-off meeting include:

- Review project goals, scope, and data needs and responsibilities
- Review existing opportunities and deficiencies, including needs along the High Point Greenway
- Define types of greenway trails and tools in the toolbox (on-road and off-road facilities and treatments) to inform development of a greenway typology
- Confirm existing facilities and related projects currently in development during a map-work session (funded, in design, and under construction)
- Identify remaining gaps in the previously proposed network
- Discuss public engagement strategies

TASK 2B: DATABASE/MAILING LIST/SOCIAL MEDIA

The project team will work closely with the City, including the Marketing and Communications Department, to leverage their resources including email list-serves, resident databases from previous planning exercises, and social media channels. We will also ask to leverage the Advisory Committee resources and communications channels. The goal will be to develop a comprehensive, inclusive database and strategies for reaching a diverse range of High Point residents through a variety of media – water bill/direct mailing, email, social media, neighborhood groups, etc.

TASK 2C: PROJECT WEBSITE AND COMMENT FORM

City staff and the project team will work together to launch a project website that provides up-to-date information about the planning process and opportunities for input. Because a number of surveys have been conducted in recent planning efforts, the project team will review public input to those efforts to inform draft recommendations (see Task 3A). We will generate and post a comment form once a draft plan has been developed so that residents can respond to recommendations, which will be held open for a period of time determined by the City. To make the comment form more engaging, we will ask visual preference survey questions.

TASK 2D: PUBLIC WORKSHOPS

The project team will facilitate two public workshops: one early in the project to raise awareness and gather prioritization input from the community, and one at the Draft Plan stage, receiving feedback on recommendations. Tasks 2B and 2C will be used to advertise the meetings. Workshops will take place online as virtual engagement sessions with a presentation and interactive feedback opportunities. This can occur in virtual “rooms” by workshop topic, through real-time polling and results, chat box discussion, and open discussion.

TASK 2E: FOCUS GROUP MEETINGS

The project team will conduct up to three focus group meetings in order to seek additional input from groups that are not being reached by other methods. We will track input geographically to identify underreached neighborhoods, and work with the City to coordinate focus groups in response as needed. One of the focus group meetings may also support other needs that arise in the process, like a regional trails discussion with the City of Greensboro and Piedmont Legacy Trails group to discuss trail enhancements/intersection improvements/wayfinding improvements for better connectivity of the High Point Greenway and Bicentennial Greenway.

TASK 2 DELIVERABLES:

- Three committee meetings with zoom conferencing, input maps, presentation materials, and meeting summaries
- Project website and online public comment form
- Two (2) virtual workshops using Zoom (or similar)
- Up to three (3) virtual focus group meetings

Task 3: Existing Conditions

TASK 3A EXISTING PLANS REVIEW

Alta will review, consolidate, and summarize greenway recommendations from several current plans, including the following:

- High Point Pedestrian Plan
- High Point Regional Bike Plan
- Great Trails State Plan
- Southwest Greenway (Heritage Greenway) Feasibility Study
- BUILD grant effort for the Heritage Greenway

We will also conduct a review of greenway projects submitted through SPOT to understand how they have scored (including Penny Road connection from City Lake park to Piedmont Environmental Center, High Point Railroad Esplanade, and Cedrow Drive on-road/separated bike facility). We will review any opportunity for them to score better by adjustments to routing, etc. The client will provide SPOT output information based on previous submittals to support this review.

TASK 3B DATA AND MAPPING

Alta will build off of the map prepared for the proposal and the plan review in Task 3C to develop GIS data and mapping summarizing the existing and planned greenway network as well as opportunities and constraints for network expansion. Further data that may be collected and analyzed includes sidewalk data, aerial photography, zoning, land use, census data, rights-of-way, easements, topography, waterways, parks, schools, major commercial centers, destinations, trailhead opportunities, waterway accesses, utility corridors, conservation lands, State Parks lands, and potential environmental issues. With the GIS base mapping completed, we will print maps for use during field work and subsequent meetings.

TASK 3C EXISTING GREENWAY SITE REVIEW

The project team will walk key segments of the High Point Greenway and conduct a photo inventory and map of existing trail conditions that may include high-level descriptions of pavement condition, miscellaneous hazards, and intersection treatments and needs. This work will support recommendations on improvements to existing trails and programmatic trail maintenance.

TASK 3 DELIVERABLES:

- Plan and policy review
- Base map
- Existing greenway photo inventory and conditions map

Task 4: Network Development and Prioritization

TASK 4A: PROPOSED GREENWAY TYPOLOGY AND NETWORK

Alta will use the previous tasks to recommend a city-wide typology of greenways and a set of projects consisting of new greenway segments and improvements to the existing High Point Greenway. Using GIS, we will illustrate conceptual greenway routes and categorize the network based on the typology. We will provide concise design guidance by greenway type for the City to use as projects move into design and implementation.

As part of proposed project improvements, Alta will generate a set of proposed trailhead locations to provide adequate parking and amenities at strategic locations throughout the system. We will identify City-owned lands and other privately-owned parcels that would be strategic trailhead sites. In addition, we will have a

tiered set of three types of trailheads from “high-end” with significant parking/restroom facilities to a “lower-end” with less parking and basic amenities.

TASK 4B: NETWORK PRIORITIZATION

Alta will develop a prioritization framework based on input from project staff, the advisory committee, and public input (as documented in recent planning efforts). This framework will build on key analyses in recent plans (equity and demand analyses, Pedestrian Plan; bicycle suitability analysis, Bicycle Plan) and consider sociodemographic and geographic equity, right-of-way opportunities, and environmental constraints. Proposed projects will be grouped into priority categories and presented in a series of maps that convey how the prioritized network will build out over time. Following network prioritization, Alta will work with the client to select two high priority projects for detailed analysis.

TASK 4 DELIVERABLES:

- Proposed greenway typology summary and greenway network map
- Prioritization framework and prioritized network map series

Task 5: Priority Project Analysis

TASK 5A: SITE REVIEWS FOR PRIORITY PROJECTS

Alta will conduct site visits for the two selected high priority projects. In the field, we will focus on determining broad-level feasibility for greenway connections, taking note of opportunities or constraints that may not be evident from the remote analysis. We will pay special attention to roadway, railway, and waterway crossings that would be necessary for connectivity, including on-street bicycle and pedestrian improvements, if necessary.

TASK 5B: PROJECT CUTSHEETS FOR HIGH PRIORITY CORRIDORS

Based on field assessment and a consideration of construction and maintenance cost, Alta will develop more detailed greenway alignments for the two high priority corridors, including more than one alternative where appropriate. The Alta/Three Oaks team will complete a rapid permit assessment for these corridors that examines the potential federal/state/local hurdles as they relate to environmental features (surface waters, riparian buffers, wetlands, soil erosion, FEMA, local ordinances) and historic sites. This will include an assessment of potential costs that include permit fees and mitigation, and will inform proposed routing.

We will generate a map series that features the greenway corridors and alternatives in clear detail and describes opportunities and constraints of the segment, routing, and infrastructure recommendations. In order for the Committee and general public to have a better understanding of the greenways themselves, we will provide attractive and legible cross sections attached to the segments of the trails displayed in maps above, following national and state standards. Cross-sections may include a paved shared-use path, on-road facility (separated bikeway/sidewalk, in-roadway shared-use path, shared-use sidepath), and natural surface trail.

Engineering staff from the project team will develop construction cost estimates for the two high priority corridors using an NCDOT template. These cost estimates will provide the City with a good understanding of potential costs as they move priorities toward implementation.

TASK 5 DELIVERABLES:

- Project cutsheets for two (2) high priority corridors, including a permit assessment and cost estimates

Task 6: Draft Plan and Implementation Strategy

Alta will prepare a graphically-rich, action-oriented, and concise draft plan that includes a summary of analysis and recommendations. The plan will graphically match the *High Point MPO Regional Bicycle Plan* for continuity and efficiency. The overall structure of the plan will include an introduction, a brief overview of existing conditions, the proposed greenway typology and network, a network prioritization strategy, priority project cutsheets, maintenance recommendations, and an implementation strategy. With input from City staff, the draft plan will recommend a partnership structure for future greenways and describe potential grants and other funding sources. We will track and include federal and state stimulus funding sources as they arise during the planning process.

TASK 6 DELIVERABLES:

- Digital copy of the draft plan, publicly available for download from the project website

Task 7: Final Plan and Presentations

With comments from the City, Advisory Committee, and High Point residents, Alta will complete the Final Plan and develop a companion Executive Summary. The Executive Summary will be a graphics-heavy, short document, that will hit the key elements of the full plan for use in presenting the plan to local leaders.

Alta will produce a summary powerpoint highlighting the critical nature of greenways to High Point and the key plan recommendations and deliver a virtual presentation to up to three audiences selected by the client. These may include the High Point Prosperity and Livability Committee, the High Point City Council, or the Parks and Recreation Advisory Commission. Alta will provide the powerpoint to the client for use in additional presentations.

TASK 7 DELIVERABLES:

- Three (3) hard copies and one (1) digital copy of the final plan and executive summary, and one digital copy of the summary powerpoint, publicly available for download from the project website
- Virtual final presentation to up to three audiences
- GIS files for all generated features classes and maps included in the plan

Proposed Schedule

Task	Sep	Oct	Nov	Dec	Jan	Mar	Apr	May
Task 1: Project Management								
Task 2: Public Involvement								
Advisory Committee Mtg 1 Kickoff								
Advisory Committee Mtg 2 Prioritization								
Advisory Committee Mtg 3 Draft Plan								
Public Workshop 1								
Focus Groups								
Public Workshop 2								
Task 3: Existing Conditions								
Task 4: Network Development and Prioritization								
Task 5: Priority Project Analysis								
Task 6: Draft Plan and Implementation Strategy								
Task 7: Final Plan and Presentations								

Proposed Fee

Task	Fee
Task 1: Project Management	\$6,400
Task 2: Public Involvement	\$23,700
Task 3: Existing Conditions	\$8,300
Task 4: Network Development and Prioritization	\$9,400
Task 5: Priority Project Analysis	\$19,200
Task 6: Draft Plan and Implementation Strategy	\$17,400
Task 7: Final Plan and Presentations	\$14,900
Expenses	\$700
Total	\$100,000