Recommendation

Provide initial input on important areas for the study to focus on such as:

- Locations of existing safety issues and concerns
- Suggestions for improvements, connections, use of right of way, etc.
- Intersections, road segments on which to focus
- Aspirations for user experience
- Community outreach

Fiscal Impact

None. This planning effort is funded by UC Davis resulting from the 2018 Memorandum of Understanding between the City of Davis, Yolo County, and UC Davis for collaboration and partnership related to the campus' 2018 Long Range Development Plan.

Background and Analysis

The City of Davis in partnership with the University of California, Davis (UC Davis) is conducting a planning effort for street design, public outreach, landscape and gateway master planning and design, for Russell Boulevard. The Plan is a collaborative planning and conceptual design effort to reimagine the 2.5-mile shared road boundary between the City of Davis and UC Davis from A Street to west city limit. The Plan will emphasize robust public involvement, corridor-wide visioning, multi-modal transportation solutions, and cost-effective design concepts.

Russell Boulevard is a major transportation corridor and serves as a shared boundary and gateway for UC Davis and the City of Davis. The purpose of the Russell Boulevard Corridor Plan is to analyze and determine a comprehensive vision for the corridor, supported by street design and landscape/gateway guidelines and conceptual plans. This vision will be based on a complete streets and context sensitive approach that addresses all forms of transportation including transit, bicycles, and pedestrians. Public engagement and input will be an essential part of the study.

The 2.5-mile section of Russell Boulevard within the plan area runs westward from Downtown
Davis, crossing SR 113, to the western city limit. Russell Boulevard is a two- to four-lane east-west arterial originating as County Road 32 at the west city limit. Heading eastward, it becomes Fifth Street in the City of Davis at the B Street intersection one block west of the project area’s eastern boundary (A Street). Russell Boulevard forms the northern edge of the UC Davis campus, demarcating the north edge of the campus from the City of Davis. Regional freeway access is available at the Russell Boulevard/SR 113 interchange.

Russell Boulevard is considered a gateway into the City of Davis as well as to UC Davis. Major destinations served by Russell Boulevard include Downtown Davis, UC Davis Entrances (Howard Way, California Avenue and La Rue Road), Memorial Union Bus Terminal, University Mall, Orchard Park Student Housing, and several central and west Davis neighborhoods. Over 8,000 bicyclists, 20,000 vehicles, and over 13,000 transit riders travel through the corridor on a typical weekday. Russell Boulevard plays a critical role in multi-modal transportation and a primary east-west arterial in Davis.

Consultant Team Selection:
A Request for Qualifications (RFQ), released in late July of this year, was posted to the City’s website for Request for Proposals and Request for Qualifications, and broadly distributed through the Consultants Information Network. The pool of consulting teams was strong, with nine (9) teams responding. A review panel comprised of eight (8) city and UC Davis staff members reviewed the submittals. The evaluation criteria consisted of:

- Cover letter summarizing team’s strengths and project understanding.
- Team qualifications and experience with projects of similar scope and complexity
- Example projects
- Supporting documentation

Evaluation of the Statements of Qualifications (SOQ) submittals resulted in a shortlist of three (3) consultant teams for a virtual interview. Interviews were conducted on September 9th, with four (4) Davis team members, two each from the City and UC Davis. Interviews were evaluated based on the following criteria:

- Visioning Skill & Talent
- Inspirational & Context-Sensitive Ideas
- Technical Capabilities
- Understanding of City & UC Davis Interests
- Community Engagement

Based on their SOQ and interview, the Davis team concluded Toole Design demonstrated the necessary experience and project approach that best matched the needs of this project. Toole Design’s team consists of experts in the disciplines of urban design and placemaking, landscape
architecture, traffic analysis, bikeway design, civil engineering, and public engagement:

<table>
<thead>
<tr>
<th>Team Member</th>
<th>Role</th>
</tr>
</thead>
<tbody>
<tr>
<td>Toole Design (lead)</td>
<td>Street design and traffic analysis / simulations</td>
</tr>
<tr>
<td>RIOS</td>
<td>Design, placemaking, landscape architecture</td>
</tr>
<tr>
<td>Urban Rain Design</td>
<td>Stormwater management, landscape architecture</td>
</tr>
<tr>
<td>AIM Consulting</td>
<td>Community outreach / engagement</td>
</tr>
<tr>
<td>GPA Consulting</td>
<td>Environmental</td>
</tr>
</tbody>
</table>

The Davis team was impressed with the consultant team’s understanding of the project’s complexities, their depth and breadth of experience, comparable projects, and community outreach approach for the project.

**Project Schedule and Community Outreach:**

The project team anticipates an approximately 12-month process, with extensive community outreach. The project will include a Project Advisory Group, multiple community workshops, online surveys and interactive community input, and a dedicated project website. A general project website has been established on the City’s web page below:


City Council approval of the Toole agreement is scheduled for December 1st.

**Recommendation**

No formal work has begun on this project and the consultant team is not yet under contract. The purpose of this item is to have a preliminary, open-ended discussion about the Russell Blvd corridor to help inform staff and consultants entering the planning process.

**Attachments**

1. Russell Blvd Corridor Plan Request for Qualifications
Request for Qualifications:

RUSSELL BLVD CORRIDOR PLAN

Street Design, Public Outreach, Traffic Engineering,
Landscape Design, and Placemaking

July 17, 2020

Davis, CA

The City of Davis in partnership with the University of California, Davis, invite consultant teams to submit qualifications in response to the Request for Qualifications ("RFQ") for street design, public outreach, landscape and gateway master planning and design, road engineering and other consulting services as necessary to conduct the Russell Boulevard Corridor Plan “the Plan”. The Plan is a collaborative planning and conceptual design effort to reimagine the 2.5-mile shared road boundary between the City of Davis and UC Davis from A Street to west city limit.

**Qualification submittals will be received until 4pm on Monday August 17th.**

The Plan will emphasize robust public involvement, corridor-wide visioning, multi-modal transportation solutions, and cost-effective design concepts. The consultant teams are expected to provide professional skills in the following areas:

- Public engagement for complex, high-profile physical planning and gateway design projects with demonstrated success with large and diverse stakeholder groups
- Multi-platform virtual public engagement
- Multi-modal traffic operations planning, assessment, forecasting, and visual simulation
- Contemporary corridor master planning including:
  - Corridor visioning
  - Street and intersection design
  - Wayfinding
  - Landscape design master plan
  - Placemaking for community gateways
- Sustainability and resilience, including Low Impact Design / green infrastructure
- Transit operations and current best practice in transit priority planning
- Implementation strategy, cost estimating, and life-cycle costs
- Effective and clear project management and communication skills.
- Maintain defined schedule, efficient management of engagement process and stakeholders.
STUDY DESCRIPTION

Russell Boulevard is a major transportation corridor and serves as a shared boundary and gateway for UC Davis and the City of Davis. The purpose of the Russell Boulevard Corridor Plan (Corridor Plan) is to analyze and determine a comprehensive vision for the corridor, supported by street design and landscape/gateway guidelines and conceptual plans. This vision will be based on a complete streets and context sensitive approach that addresses all forms of transportation including transit, bicycles, and pedestrians. Public engagement and input will be an essential part of the study.

The City seeks a strategic and creative firm or team for the development of the Russell Boulevard Corridor Plan. The Plan should be comprehensive, from soliciting public input to placemaking landscape design. The City desires a firm or team that has a broad-based experience creating safe, connected, and sustainable multi-modal transportation corridor that treats all people equitably.

Technical Advisory Committee

The Project will be guided by a Technical Advisory Committee (TAC), comprised of key community and UC Davis stakeholders who have a vested interest in the corridor’s future and successful completion of this process. The TAC will meet with consultants and staff prior to each Community Workshop to review meeting content and advise on any suggested revisions.

BACKGROUND

The 2.5-mile section of Russell Boulevard within the plan area runs westward from Downtown Davis, crossing SR 113, to the western city limit. Russell Boulevard is a two- to four-lane east-west arterial originating as County Road 32 at the west city limit. Heading eastward, it becomes Fifth Street in the City of Davis at the B Street intersection one block west of the project area’s eastern boundary (A Street). Russell Boulevard forms the northern edge of the UC Davis campus, demarcating the north edge of the campus from the City of Davis. Regional freeway access is available at the Russell Boulevard/SR 113 interchange.

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PROJECT DEFINITION / SCOPE OF WORK

The below scope of work provides a rough framework for expected level of effort and detail for deliverables. After selection of the preferred consultant team for the Study, the City of Davis and UC Davis will lead a project definition process to further establish the desired scope of work with the
consultant team. The consultant team will be asked to provide a schedule, budget, and detailed project proposal to accomplish the desired scope of work at that time.

1. **Existing Conditions Analysis:** Consultants will collect relevant data on existing conditions, including but not limited to current landscape conditions; multi-modal traffic demand; current and future transit needs; land uses adjacent to the Corridor; any future plans from the City or University that may impact how the corridor is used. This may entail desktop survey of existing data as well as collection of new data as necessary.

2. **Corridor Vision and Streetscape Master Plan:** An overall design approach will be developed for Russell Blvd between A Street and west City Limit consisting of a Vision for the corridor, supported by Street Design and Landscape/Gateway Guidelines and Conceptual Plans. The project team anticipates an integrated approach between these scales of work. The Vision may identify that the project area naturally separates into specific “character areas” requiring differing, but thematically complementary approaches, as well as specific “design focus areas” such as intersections that will require a greater level of design attention.

   a. **Overall Corridor Vision:** Consultants will define a project-wide set of goals and objectives as well as definition of potential sub-areas, based on the character and functional needs of the surrounding community and land uses.

   b. **Street Design Plans:** Consultants will focus on multi-modal allocation of space, road geometry, safety enhancements, and overall circulation along the corridor and at key intersections. Final plans should include consideration for efficient transit operations along the corridor and key connections to the surrounding neighborhoods.

   c. **Landscape Guidelines and Gateway Plans:** Consultants will establish a long-term landscape vision for the corridor and gateway features, including streetscape design guidelines and conceptual plans for any identified gateway features.

   Expected Level of Detail: Corridor guidelines and design concept level

3. **Traffic Modeling:** Consultants will model multi-modal effects of any proposed changes to road and/or intersection configurations. Modeling exercises should consider existing travel modes as well as any potential future modes and technologies as appropriate. Traffic modeling should also account for future community and campus growth and its effect both with and without corridor reconfiguration. Consultants should consider existing available data and extent to which additional multi-modal data is needed to conduct corridor operational analysis for proposed changes.

4. **Community Engagement:** A flexible, multi-media engagement approach is expected (electronic, virtual, interactive) as well as traditional outreach. While subject to negotiation, consultants should assume approximately:
   a. 5-8 in-person (or virtual) staff-level meetings
   b. 3 Technical Advisory Committee meetings
   c. 3 Community Workshops
   d. 3 Commission / City Council meetings
5. **Environmental Review of the Corridor Plan**: Depending on the changes proposed as part of the Corridor Plan and associated impacts, the level of environmental analysis will be determined in accordance with CEQA.

**ESTIMATED PROJECT TIMELINE**

The table below represents the project team’s estimate of key milestones and approximate dates. The final schedule and milestones will be negotiated with the selected consulting team.

<table>
<thead>
<tr>
<th>Task</th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>Qualifications Submittals Due</td>
<td></td>
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<tr>
<td>Review Qualifications Submittals</td>
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<td>Interview, Select Consulting Teams</td>
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<td>Proposals Due</td>
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<tr>
<td>Negotiate Scope of Work, Budget</td>
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<td>Award Contract</td>
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<td>Project Kick-off</td>
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<td>Existing Conditions, Background Analysis</td>
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<tr>
<td>Technical Advisory Committee Meeting #1</td>
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<td>Community Workshop #1</td>
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<td>Develop Design Concepts</td>
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<td>Technical Advisory Committee Meeting #2</td>
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<td>Community Workshop #2</td>
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<td>Refine Design Concepts</td>
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<td>Chancellor’s Committee on Campus Planning &amp; Design</td>
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<td>Bicycling, Transportation and Street Safety Commission</td>
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<td>Untrans Advisory Committee</td>
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<tr>
<td>Finalize Design Concepts</td>
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<tr>
<td>Davis City Council</td>
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**QUALIFICATIONS SUBMITTALS**

**Letter of Interest** *(1 page maximum)*

- Summarize the strengths of the team. Include a narrative of the team’s approach and experience in working with a multi-agency client group, as well as a diverse and engaged public.
- Describe your understanding of Russell Blvd’s role for the Davis and UC Davis community, the surrounding context, existing challenges and opportunities, and factors affecting the corridor over the next 30 years.

**Team Qualification** *(2 page maximum)*

- Describe experience with projects of similar scope and complexity. Demonstrate effective project management and quality control / assurance measures. Provide experience with comprehensive project management during all phases of the project, including ability to coordinate the work of internal staff and consultants, complete all phases according to schedule and budget, and produce technical reports, documents, and conceptual designs of superior quality. Include, if applicable, experience working together as a team of consultants.
Example Projects (5 page maximum)
- Provide a portfolio of your most comparable, projects with brief design narrative and exhibits as well as project status if not fully constructed. Limit each project to a single page, including exhibits and images. Example projects should be limited to those that have been implemented, within the past ten years.

Supporting Documentation
- Organizational chart (1 page maximum)
- Key staff (1 page maximum)
- Public Engagement Approach (1 page maximum) Include descriptions or list of non-traditional, interactive public outreach tools available for broad community input
- References. Provide contact information for three project owners, who can attest to the team’s expertise in the project scope and process
- Statement accepting the City’s Standard Professional Services Agreement (see attached)

Only electronic submittals via link to shared file site will be accepted. Please send by August 17th at 4:00 p.m. to:

Brian Abbanat, Senior Transportation Planner
Transportation Division
Public Works Engineering and Transportation Department
City of Davis
babbanat@cityofdavis.org

Note: City of Davis staff are working remotely during Covid-19 and not reachable by telephone. Please send inquiries via e-mail.

CONSULTANT SELECTION PROCESS

A short list of consulting teams will be selected based on the consultant teams’ responses to the Qualifications Submittals, with for an interview based on the following criteria:

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Letter of Interest</td>
<td>30</td>
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<tr>
<td>Team Qualifications</td>
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<tr>
<td>Example Projects</td>
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<tr>
<td>Supporting Documentation</td>
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</tr>
<tr>
<td>Total</td>
<td>100</td>
</tr>
</tbody>
</table>

Interviews are expected to occur the week of August 31st after which the preferred team will be selected and invited to draft a proposal. The City of Davis will be the lead contracting agency.
PROJECT TEAM
City of Davis Lead Project Manager:
- Brian Abbanat, Senior Transportation Planner

Lead UC Davis Staff:
- Heather Davis, Environmental Planner
- Ingrid Stromberg, Campus Urban Designer

RESOURCES
City of Davis
- City of Davis Street Standards
- University Commons development web page
- City of Davis General Plan
- City of Davis Anderson Road Improvements Project

UC Davis
- UC Davis 2018 Long Range Development Plan (LRDP) and 2018 LRDP EIR
- UC Davis Physical Design Framework
- “Transportation Tomorrow,” UC Davis Transportation Demand Management Plan

ATTACHMENTS
Corridor Map
City Standard Professional Services Agreement
ATTACHMENTS

Corridor Map