



**DATE:** December 10, 2019

**CATEGORY:** Consent

**DEPT.:** Public Works

**TITLE:** **Castro Pedestrian Mall Feasibility Study Consultant Agreement**

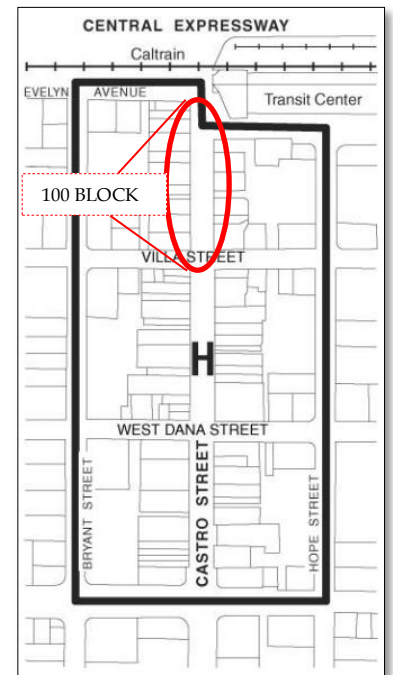
## **RECOMMENDATION**

1. Authorize the City Manager to execute a professional services agreement with Gehl Studio, Inc. to provide professional services for the Castro Pedestrian Mall Feasibility Study, Project 20-58, in an amount not to exceed \$225,000.
2. Transfer and appropriate \$65,000 from the Transportation Reserve to the Castro Pedestrian Mall Feasibility Study, Project 20-58, for a new project total of \$265,000. (Five votes required)

## **BACKGROUND**

During the March 19, 2019 Council Study Session for the Transit Center Master Plan Grade Separation and Access Project (GSAP), Council expressed interest in exploring a pedestrian plaza/mall at the end of Castro Street. On June 11, 2019, Council approved \$200,000 in funding for the Castro Pedestrian Mall Feasibility Study, Project 20-58, as part of the Fiscal Year 2019-20 Capital Improvement Program (CIP).

This feasibility study will explore concepts and alternatives for creating a pedestrian mall or public plaza along all of or a portion of the 100 Block of Castro Street between Evelyn Avenue and Villa Street (Figure 1). With an urban design perspective, the concepts will focus on improving the pedestrian experience and how best to tie into the improvements planned for the Mountain View Transit Center. The study will include a robust community engagement process along with technical analysis.



**Figure 1: Proposed Study Area**

## **ANALYSIS**

In October 2019, the City issued a Request for Proposals (RFP) to provide professional services for the Castro Pedestrian Mall Feasibility Study. The RFP was posted on the Public Works Department's webpage and was e-mailed to more than 60 consultants. The RFP was also listed by Onvia, which is a database for government bids and contracts.

The City received six proposals in response to the RFP. A selection committee comprised of staff from the Public Works and Community Development Departments evaluated the proposals and short-listed two firms for interview based on the merits of each firm's proposal, experience, and demonstrated competence with similar projects. After the interviews, the selection committee deemed Gehl was the most qualified consultant. For these reasons, staff recommends awarding the contract to Gehl.

Gehl is an urban design firm with extensive project experience on making walkable, human-scale environments that help cities achieve their sustainability goals. They have global experience working on projects that involve designing pedestrian plazas and pedestrian-focused shared streets that create a vibrant and welcoming urban environment.

### **Project Scope**

The scope of work for this project is provided in Attachment 1 and is summarized below:

- Task 1: Project Management—Consultant will refine the work program and schedule and participate in regular staff and stakeholder meetings.
- Task 2: Existing Conditions—Consultant will document existing conditions of the study area and zone of influence, including conditions such as road design, traffic, parking, signal systems, businesses and land uses, placemaking features, and neighborhood amenities. Consultant will coordinate a targeted Public Life Public Space Assessment to develop a comprehensive understanding of how people move to, through and use the public realm, and the character, quality, and programming of the spaces that make up that system.
- Task 3: Community Outreach—Consultant will use innovative and effective tools to facilitate participation, input, and buy-in, working closely with stakeholders, users, and the community.

- Task 4: Concept Alternatives Development – Integrating insights from Tasks 2 and 3, Consultant will develop a set of three concept alternatives. Development of the concepts will consider Castro Street realignment along Centennial Plaza, partial or full closure of the 100 block of Castro Street, and shared street strategies to create a pedestrian mall or plaza.
- Task 5: Traffic Analysis – Consultant will analyze traffic impacts of conceptual alternatives, including changed traffic circulation patterns, parking, loading, Transportation Network Company (TNC) pick-up and drop-off, curb management, and signal timing within the project area of influence. This analysis will coordinate closely with the findings from the GSAP.
- Task 6: Economic Analysis – Consultant team will assemble case studies and best practices from projects across the region and the country. Consultant shall conduct an economic analysis for the three (3) concept alternatives to evaluate the potential effect on downtown businesses (pros and cons), as well as financial impact to the City. Under this task, Consultant shall provide data from other comparable pedestrian malls and how businesses have fared after implementation of such projects.
- Task 7: Screening Criteria Development and Alternatives Evaluation – Consultant will create an alternatives evaluation matrix. The matrix will include objectives identified for Castro Street from the Downtown Precise Plan; success criteria from the Infrastructure, Public Space, and Economic Vitality and Traffic Analyses; and criteria identified through the stakeholder engagement plan. The matrix will be used by the team to evaluate various concept alternatives, including a “No Changes” alternative.
- Task 8: Development and Refinement of Concepts – Synthesizing feedback from previous tasks, Consultant will generate a set of preferred alternatives (one to two concepts).
- Task 9: Next Steps – Having synthesized public feedback and coalesced around one or two plan concepts, Consultant will prepare a brief document that describes an approach for achieving the project objectives.
- Task 10: Draft and Final Reports – Consultant will document engagement process, key findings from the analysis, and preliminary and preferred concepts into an accessible and easy-to-read graphic report.

- Task 11: Presentations—Material generated over the course of the project will be assembled into presentation format for the City Council, the Bicycle/Pedestrian Advisory Committee, and Downtown Committee. Key consultant team members will attend the meetings.

Staff and the consultant team plan to coordinate closely with other concurrent City projects for the downtown area, including the Transit Center Master Plan Grade Separation and Access Project, Downtown Precise Plan Update and Parking Strategy update, including possible joint community outreach efforts.

### **Next Steps**

With Council approval of the consultant agreement, work on the project will begin in January 2020. A Council Study Session to provide input on the concept alternatives will be scheduled by June 2020. It is anticipated that the Feasibility Study will be completed by the end of 2020. Should the Council select a concept for further development after the completion of the Feasibility Study, funding and implementation timelines would be considered as part of the 5-year CIP planning process in spring 2021.

### **FISCAL IMPACT**

The consultant project budget is \$225,000, including \$200,000 for basic services and \$25,000 for additional services. The Castro Pedestrian Mall Feasibility Study, Project 20-58, is funded with \$200,000 from the Transportation Reserve. A transfer and appropriation of an additional \$65,000 from the Transportation Reserve to CIP Project 20-58 is requested to cover the additional consultant cost, administration fee, and project management. There is sufficient balance in the Transportation Reserve to fund the recommended additional amount.

### **ALTERNATIVES**

1. Direct staff to seek a different firm.
2. Direct staff to modify the scope of the agreement.
3. Provide other direction.

## **PUBLIC NOTICING**

The City Council's agenda is advertised on Channel 26, and the agenda and this report appear on the City's website at [www.mountainview.gov](http://www.mountainview.gov).

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Attachment: 1. Scope of Work

cc: TM, TP, PM – Lightbody