



## UNIVERSITY OF ARKANSAS

### **Request for Proposals – Transportation Planners CAMPUS TRANSPORTATION PLAN UPDATE**

The University of Arkansas Fayetteville, in accordance with the policies of the Board of Trustees, is soliciting responses from multidisciplinary transportation planning, design, and engineering firms to provide professional planning and design services for an *update to the campus transportation plan*.

#### **PROJECT GOAL**

To reshape the University of Arkansas transportation system into one that is effective and efficient, transit-oriented, environmentally sustainable, and financially viable for the next twenty years and beyond.

#### **DEMONSTRATED NEED**

The University of Arkansas is growing its student population significantly. Enrollment figures for fall 2013 show the flagship campus at 25,341 students<sup>1</sup>. University administrators had earlier hoped to reach 25,000 students by 2021, the university's sesquicentennial. Since 2008, however, enrollment has increased by 32 percent or more than 6,000 students, and the *Chronicle of Higher Education* recently ranked the University of Arkansas as the 13th fastest-growing public research university in the country.

The city has also seen unprecedented growth. The 2010 census identified 73,580 residents—an increase of 26.8 percent in 10 years.<sup>2</sup> With this expansion comes increased demand on campus and city transportation infrastructure, including frustration with a perceived lack of available parking and an increase in traffic volume and commute time. Campus sidewalks have become congested, and bicycle and pedestrian conflicts more common.

#### **PROJECT OUTLINE**

The University plans to construct an additional parking garage and several more academic and administrative buildings in the coming years. Each of these facilities will have an impact on the transportation systems on the campus, including vehicular travel, transit routes, parking strategies, pedestrian movement, bicycle paths, and emergency vehicle access. These projects must be understood within the context of the larger demand.

Therefore, the University of Arkansas seeks to update its transportation analysis, provide a long-range transportation policy plan, review and revise transportation policy documents, and provide implementation strategies for those policies. This work will necessarily include financial models for projected revenues, capital costs, operating costs, and financing strategies, so teams should demonstrate expertise in these areas.

---

<sup>1</sup> Fall 2013 – 11<sup>th</sup> Day Enrollment Report, University of Arkansas Office of Institutional Research.

<sup>2</sup> "American FactFinder," United States Census Bureau.

## STUDY COMPONENTS

Conduct a review of the Campus Transportation Plan 2005<sup>3</sup> and recommend continuation or revision of the existing principles and policy recommendations based on projected enrollment growth, changes in on and off campus student housing, revised class schedules, and existing and proposed roadway changes. The research and the resulting recommendations should be based on best practices and take into consideration the specific topography, public transportation infrastructure, parking infrastructure, and geographic distribution of students, faculty, and staff at the University of Arkansas.

- Review the network transportation study of the campus and surrounding neighborhoods that includes all modes of travel.
- Validate and update the vision, as needed, for the University of Arkansas transportation system.
- Build consensus within campus community for any substantive changes in the vision. Coordinate planning efforts with City of Fayetteville transportation plans, goals, and objectives<sup>4</sup>.
- Evaluate current transit services and provide recommendations that enhance the objectives of the larger plan and the vision of the university and city.

## Data Collection

- Study all modes of transportation on the university campus.
- Review existing bike and pedestrian routes.
- Compile and analyze all available traffic and parking data for the campus and the surrounding area as needed for each phase of work.
- Review and take into account transportation plans of the City of Fayetteville, Washington County, Razorback Transit, Ozark Regional Transit, Northwest Arkansas Regional Planning Commission, Northwest Arkansas Council, Arkansas State Highway and Transportation Department, NWA Regional Airport Authority, and other local jurisdictions as appropriate.
- Supplement existing traffic and parking information with new field review and new data collection efforts as deemed necessary to fill in missing gaps or update data to current standards.
- Assess detailed university parking information such as parking inventory, parking utilization, parking turnover rates, and other related data.
- Review all transit routes that serve the University and nearby area, understanding each line in terms of route, major destinations, headways (weekday, weekend, peak and off peak), and special operating conditions (holidays, express services, etc.)

## Sustainable transport

- Develop a model to test the impacts of various types of facilities in a number of locations of the campus, with the ultimate result of creating a more uniform and better functioning transportation network for the campus.
- Evaluate the transportation system effectiveness and efficiency as well as the environmental impacts of the system.
- Develop a demand reduction strategy and recommend policy for its implementation.
- Suggest ways to encourage and improve pedestrian and bicycle transportation.
- Propose policy changes concerning all forms of transportation.
- Site future parking garages and predict their impact.

---

<sup>3</sup> Available at [http://planning.uark.edu/campus\\_planning/master\\_plan\\_documents.html](http://planning.uark.edu/campus_planning/master_plan_documents.html).

<sup>4</sup> The City of Fayetteville will be conducting a city-wide transportation study that may run concurrently with the university's plan update. Data sharing and coordination between university and city consultants is anticipated. These collaborative efforts will be better defined prior to commencing work.

- Project and set priorities for roadway improvements.
- Forecast expenditures.
- Identify grants and other funding opportunities for implementation of the plan.
- Recommend infrastructure improvements (such as visitor information centers and gates.)
- Improve roadway design (Maple Street, Razorback Road, Arkansas Avenue, etc.)
- Consolidate plans for interventions in surrounding neighborhoods.

### **Razorback Transit**

Federal funding for Transit capital costs, including fleet replacement, has been almost eliminated as Northwest Arkansas moved from Small Urbanized Area to Large Urbanized Area designation. Transit anticipates the need to replace two buses each year and one paratransit van every other year, at a minimum, to keep the transit fleet current.

Enrollment growth will likely require expansion of the transit fleet to meet the service needs of the campus and the larger community. Based on projected growth:

- Establish the service goals of Razorback Transit, taking into account the contributions of Ozark Regional Transit (ORT).
- Consider how Razorback Transit fits into the larger regional system that includes ORT and private shuttles, as well as Jefferson Lines, Northwest Arkansas Regional Airport (XNA), regional limousine and taxi services, etc.
- Research best practices in regards to ratios of transit service to number of faculty, staff, and students served; geographic coverage; etc.

### **Services and Fees**

- Review current parking policies and propose an improved and sustainable fee system for parking locations, parking permits, metered parking, parking citations, booting, and towing for ratification by the University of Arkansas Board of Trustees.
- Document options for park and ride, including commuter lots, remote freshman parking, and other possible opportunities to remove cars from the central grounds of campus in a way that is feasible with a revised fee structure.
- Evaluate the annual student transportation fee and how it can continue to fund the required expansion of services.
- Evaluate the parking impact fee that is assessed to campus building projects and provide recommendations for a balanced and sustainable fee structure. Relate this fee structure to the construction, operation, and maintenance needs of the overall parking system.
- Evaluate current transit services, including Razorback Transit, Charter Services, Safe Ride, Paratransit, Razorbikes, and Hertz on Demand for effectiveness, efficiency, cost control, and revenue opportunities (advertising in buses, etc.)
- Evaluate Parkmobile payment system for consumer satisfaction, including ease of use, transaction fees, etc.

### **Structured Parking**

- Provide transportation analysis and recommendations for Rose Hill, an area on the north side of campus, including sizing and locating new parking garage(s). Study traffic impact on surrounding neighborhoods. Develop strategies for vehicular travel, transit routes, pedestrian and bicycle movement, and wayfinding systems within the study area. Recommend changes in transportation infrastructure.

- Study vehicular circulation, ingress, and egress at the Harmon Avenue Garage and propose interventions for reducing car and pedestrian conflicts, reducing wait times at entrance gates, and improving traffic flow on adjacent streets. Consider a possible expansion of the garage to the south and determine the feasibility of this approach to adding parking capacity south of Dickson Street.

## PROJECT PROCESS

Include university administration, faculty, staff, and students; neighborhood residents; city and regional leaders; and other stakeholder groups in the planning and information exchange process to build consensus and to give the plan the best chance to succeed.

## SUBMITTALS

Respondents will be shortlisted by committee to five (5) firms that best meet the qualifications for the project. Those firms will receive personal interviews, and the top two (2) candidates identified by the interview committee will be asked to submit full proposals for the work. The Request for Proposal will be sent to these firms, and will include a more specific outline of tasks, responsibilities, and scope of services. Candidates will be asked to define their approach to the project, including a work plan, schedule with key dates and milestones, and financial proposal to meet the anticipated budget of \$225,000. The final selection will be based on these proposals.

Consultants will work with a university committee, Transit and Parking Department<sup>5</sup>, and Facilities Management to advance overall site and campus master planning principles, as well as sustainability initiatives. For general campus planning and standards information, visit <http://planning.uark.edu>.

**The deadline for responses is 1:00 PM CST on Wednesday, November 20, 2013.**

All respondents will be notified of the results by EMAIL, so please provide accurate contact information.

**Address ten (10) copies of responses to:** Jill Anthes, campus planner  
University of Arkansas  
Facilities Management Planning Group  
521 S. Razorback Road, FAMA C-100  
Fayetteville, AR 72701

Statements of Qualification will be reviewed by a selection committee using a standardized *Design Services Shortlist Evaluation* form. This form is available for download at <http://planning.uark.edu/rfq>.

Written responses should include:

1. Proof of licensure or eligibility:

*Engineers:* All engineers shall hold individual licenses in the State of Arkansas, and all engineering firms shall hold a valid Certificate of Authorization (COA) issued by the Arkansas State Board of Licensure for Professional Engineers and Professional Surveyors. Joint venture firms are also required to hold a COA. **A COPY OF A VALID ARKANSAS CERTIFICATE OF AUTHORIZATION MUST BE INCLUDED WITH THE SUBMITTAL.**

---

<sup>5</sup> <http://parking.uark.edu>

*Architects (if applicable):* All firms shall be licensed, or eligible for licensure, in the State of Arkansas. Eligible firms not currently licensed must send a letter to the Arkansas State Board of Architects (501-682-3171/501-682-3172 fax) stating their intent to respond to an RFQ issued by the University of Arkansas. Please include project name, submittal date, and proof of valid NCARB certification in the letter. Consulting and joint venture firms are also required to be licensed by the Arkansas State Board of Architects. Notification to the State Board must be made PRIOR to responding to this solicitation, and **A COPY OF EITHER A VALID ARKANSAS LICENSE OR THE QUALIFYING LETTER FOR ALL TEAM MEMBER FIRMS MUST BE INCLUDED WITH ALL SUBMITTALS.** The final selected firm(s) will have 30 days to make application for corporate licensure after they are awarded the contract.

*Landscape Architects (if applicable):* All firms shall be licensed by the Arkansas State Board of Architects, Landscape Architects, and Interior Designers. **A COPY A VALID ARKANSAS LICENSE MUST BE INCLUDED WITH THE SUBMITTAL.**

2. Proof of current professional liability insurance coverage (\$1,000,000 minimum required)
3. Specific project experience (within the past five years) with multidisciplinary and interdisciplinary transportation plans and associated financial analyses, especially for colleges and universities
4. Current office size, personnel description, and workload
5. Organizational chart for design team and all consultants
6. Projects currently under contract with state agencies or educational facilities
7. Statement of diversity in the workforce, if applicable
8. Certificate of women-owned or minority-owned business, if applicable

Professional Services Required:

MOBILITY STUDIES, CIRCULATION PLANNING, PEDESTRIAN AND BICYCLE PLANNING AND DESIGN, TRAFFIC IMPACT ASSESSMENTS, STREET AND STREETScape DESIGN, ILLUSTRATIVE DRAWINGS, TRANSIT SYSTEM PLANNING AND MANAGEMENT, PARKING SYSTEM PLANNING AND MANAGEMENT, CONSENSUS BUILDING WITH CAMPUS AND COMMUNITY INVOLVEMENT, NEIGHBORHOOD STABILIZATION STRATEGIES, FINANCIAL ANALYSIS, WRITTEN POLICY, AND POLICY IMPLEMENTATION.