

**To:** Members of Dublin City Council  
**From:** Dana L. McDaniel, City Manager   
**Date:** October 14, 2016  
**Initiated** Vincent A. Papsidero, FAICP, Planning Director  
**By:** Joanne L. Shelly, RLA, AICP, LEED BD+C, Urban Designer / Landscape Architect  
**Re:** Mobility Study

## Summary

This is an update for City Council to describe the Phasing, Objectives and RFP / Consultant selection process of the Mobility Study.

## Background

Given the changes to land uses and the rapid developments in mobility trends which are reshaping communities, what opportunities can be identified so that Dublin continues to be a leading community of choice for residents, employers, employees and visitors?

City Council has identified that the local mobility services need to be enhanced in order to support the City's Vision of being a Vibrant, Innovative and Engaged Community. In support of this goal, the Planning Department issued an RFP and has engaged the team of Nelson Nygaard and NBBJ to perform a Mobility Study, which will translate the current advances in mobility trends and technology into a menu of services, technology options, implementation strategies, and a development and regulatory framework.

## Project Purpose

What is Mobility? *The purpose of the Mobility Study is to provide the opportunity for more people to get to more places because they have more transportation options.*

The majority of residents / employees rely on personal vehicles for their mobility needs. The business community has expressed a need for better connectivity for their workforce. New development both within the Bridge Street Districts and in our traditional neighborhood zones will place additional demands on the existing personal vehicle infrastructure. The following are just a few of the anticipated areas for increasing development:

- Bridge Street District
- Historic District improvements
- Expansion of the OU campus
- the I-270 and Route 33 corridors

## Project Phasing

The mobility study will be implemented in three phases:

Phase 1: Study & Recommend (*4 months*)

- Phase 2: Engage & Review  
Advise & Decide (*5 months*)  
Phase 3: Design & Implement (*5 months*)

The first Phase has a (not to exceed) budget of \$50,000. The consultant will work with staff and stakeholders to collect and analyze data and engage a core group of stakeholders. They will providing deliverables in the form of a vision, recommendation for action, with a draft of a mobility toolkit and decision matrix. This first phase should be substantially completed in 2016, with the final documents delivered in early 2017.

The final Mobility Study document will include the Vision, benchmarking, analysis and recommendations, a final version of the toolkit and decision matrix and a brief description of methodology, bibliography and references.

Recommendations will include the following:

- Policy updates
- A strategic plan for implementation
- Preliminary implementation options & design concepts
- Schedule
- Financing
- Operations & Maintenance strategies

### **Consultant Selection**

The selection team consisted of members from the Planning, Engineering, Economic Development and City Manager's Office. An RFP was issued to approximately 40 qualified companies, as well as advertised on the City of Dublin and American Planning Association websites. Five teams responded, and one team was disqualified for a submittal that did not meet the requirements. The final four submittals were evaluated on the basis of the quality of proposal, understanding of the subject matter, qualifications of team members and the ratings from their references for similar project work. Three teams were selected for interviews. After the interviews, the teams were ranked by the staff. The Nelson Nygaard / NBBJ team was selected due to their high ranking on the evaluation and unanimous consent of the interview team.

### **Process**

Phase 1 will begin with a kick off meeting in early November. Department leaders and core staff will identify a key group of community stakeholders and review the schedule. Staff will then work with the consultant to develop the initial workshop, where the Vision will be established and benchmarking and data sources will be identified.

Planning staff will manage the project and maintain close collaboration with Engineering, Economic Development and the City Manager's Office. City Council will be updated at milestones.