

ORDINANCE/RESOLUTION REQUEST

Please email requests to Jason Gallardo, Public Works

at pw.ordinance@denvergov.org by **12:00pm NOON on Monday**. Contact Jason with questions.

Date of Request: **December 4, 2020**

Please mark one: Bill Request or Resolution Request

1. Type of Request:

- Contract Intergovernmental Agreement (IGA) Rezoning/Text Amendment
 Dedication/Vacation Appropriation/Supplemental DRMC Change
 Other:

2. Title: (Start with *approves, amends, dedicates*, etc., include name of company or contractor and indicate the type of request: grant acceptance, contract execution, contract amendment, municipal code change, supplemental request, etc.)

Approves contract execution for a new on-call professional services contract with CALDERON HISPANIC MARKETING LLC for category 11 - Public Engagement and Marketing, Contract # DOTI-202056632.

3. Requesting Agency: Department of Transportation and Infrastructure

4. Contact Person:

Contact person with knowledge of proposed ordinance/resolution	Contact person to present item at Mayor-Council and Council
Name: Matthew MacLachlan	Name: Jason Gallardo
Email: matthew.maclachlan@denvergov.org	Email: jason.gallardo@denvergov.org

5. General description or background of proposed request. Attach executive summary if more space needed:

This set of Professional Services On-Call contracts is intended to improve the procurement and usage of professional services on-call contracts, while still providing a critical mechanism for the Department of Transportation and Infrastructure (DOTI) to deliver projects and programs. The Professional Services On-Call contracts will use 13 *specific category-based scopes*, see attached list of scope descriptions. Each category has a specific MWBE goal assigned and all awarded firms have committed to these goals. Contracts are structured to include all scopes for selected categories.

6. City Attorney assigned to this request (if applicable): Jill Ferguson

7. City Council District: Citywide

8. **For all contracts, fill out and submit accompanying Key Contract Terms worksheet**

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 1516

Date Entered: _____

Key Contract Terms

Type of Contract: (e.g. Professional Services > \$500K; IGA/Grant Agreement, Sale or Lease of Real Property): Professional Services

Vendor/Contractor Name: CALDERON HISPANIC MARKETING LLC

Contract control number: DOTI-202056632

Location: Citywide

Is this a new contract? Yes No **Is this an Amendment?** Yes No

Contract Term/Duration (for amended contracts, include existing term dates and amended dates): 1/15/2021 – 1/14/2024

Contract Amount (indicate existing amount, amended amount and new contract total): \$1,250,000.00

<i>Current Contract Amount</i> (A)	<i>Additional Funds</i> (B)	<i>Total Contract Amount</i> (A+B)
\$1,250,000.00	N/A	\$1,250,000.00

<i>Current Contract Term</i>	<i>Added Time</i>	<i>New Ending Date</i>
1/15/2021 – 1/14/2024	N/A	1/15/2021 – 1/14/2024

Scope of work: Please see attached category scope definitions.

Was this contractor selected by competitive process? Yes, RFQ advertised by DOTI on May 4, 2020.

Has this contractor provided these services to the City before? Yes No

Source of funds: The Department of Transportation and Infrastructure Program Resource Office will manage the utilization and day-to-day administration of this portfolio of contracts. Specific task orders may be assigned by individual City project managers and Citywide local funding may be utilized.

ELEVATE DENVER BOND: Funding will be identified upon Task Order issuance. Bond funding may be utilized based on scope.

Is this contract subject to: W/MBE DBE SBE XO101 ACDBE Category 11: 40%

WBE/MBE/DBE commitments (construction, design, Airport concession contracts): Category 11: 80%

Who are the subcontractors to this contract?

Category 11: Freelancers, Timi Aguilar

To be completed by Mayor's Legislative Team:

Resolution/Bill Number: RR20 1516

Date Entered: _____

Category-Based Scope Definitions

1. **General Civil/Roadway Design (20% MWBE)**: Work in this category is related to the design of larger, multi-disciplinary civil and/or roadway widening or reconstruction projects. Multi-disciplinary projects will contain several significant scope elements that prevent the use of a specific category. Significant sidewalk design projects will be included in this category. Tasks and deliverables to support civil/roadway design are included.
 - Design for multi-disciplinary projects. Could include roadway/intersection, drainage, traffic, bridges, underpasses, etc.
 - Design for roadway improvement projects
 - Design for significant sidewalk improvement projects with Right of Way impacts or other major site constraints
 - Design for median improvements
 - Design for ADA compliance
 - Plan, specification and cost estimate preparation
 - Construction support

2. **Bridge Design (22% MWBE)**: Work in this category is related to the design of new bridges, bridge replacements, bridge rehabilitation, and bridge preservation projects. Structural work may also include culverts or retaining walls. Tasks and deliverables to support bridge design are included. Standalone bridge inspections will be addressed in another category.
 - Structural design and plan development for bridge or wall replacements and rehabilitations
 - Structural analysis of new and existing bridges
 - Load ratings for vehicular bridges per CDOT requirements using AASHTO BrR Software
 - Provide a detailed review of work performed by other designers
 - Structure Selection Reports for vehicular bridges, pedestrian bridges and wall structures
 - Provide plans, specifications, quantities, and cost estimate preparation per CDOT requirements
 - Construction support, including shop drawing review, RFIs, and value engineering proposals
 - Structural consultation

3. **Bridge Inspection (20% MWBE)**: Work in this category is related to the inspection of existing roadway and pedestrian bridges, culverts, retaining walls and occasional special structures. Tasks include cyclical, routine inspections as well as special or emergency inspections. Equipment and software necessary to collect and provide the data are included in the work. Bridge designs will be addressed in another category.
 - Field data collection for structural inspections
 - Report preparation for structural inspections (containing EI and SI&A information, past ratings, sketches, and other pertinent documentation)
 - Delivering data in excel format that can be uploaded into CCD asset management system
 - Non-destructive testing techniques
 - Scour analysis and report
 - Load ratings
 - Identification of essential repair findings (per the CDOT inspection manual)

4. **Multimodal Design (25% MWBE)**: Work in this category is related to the design of multimodal facilities, in support of our pedestrian, bike, and transit programs. These projects will include small, intersection level projects up through large, complex, corridor projects. Tasks and deliverables to support multimodal design are included.
 - Bicycle facility and associated infrastructure design
 - Pedestrian infrastructure design including crossing improvements
 - Transit and associated infrastructure design
 - Design for ADA compliance
 - Plan, specification and cost estimate preparation
 - Construction support

5. **Multimodal and Transportation Planning (30% MWBE)**: Work in this category is related to planning for multimodal projects and general transportation efforts. Work will include large-scale, citywide planning efforts, network plans, corridor plans, location assessments and recommended improvements, systematic application plans, program implementation plans that include fiscal analysis, and next steps studies. Work will support pedestrian, bike, transit, freight, curbside management, parking, vision zero, congestion mitigation, corridor operations, smart cities, transportation demand management, safe routes to school, grant applications, adaptive streets, and strategic mobility efforts.
 - Multimodal planning
 - Existing conditions research
 - Project assessments, conceptual design, and project scope definition
 - Alternatives analysis
 - Public involvement management

- Program evaluation and prioritization
- Development of assessment and analytic tools
- GIS analyzation
- Pedestrian/Bike/Transit/Parking/Vehicle counts
- Modeling/Traffic analysis
- Data collection and evaluation
- Determine vision/goals/measures
- Development of measures/metrics and reports
- Programming and Fiscal
 - Grant application support
 - Funding analysis
 - Project budget development
 - Work phase scheduling
 - Risk analysis
 - 1, 5, and 10-year implementation plans
 - Guidelines and process development
- Policy, Process, and Guideline Development
 - Policy review and develop guidance and education briefs
 - Develop process procedures, guidelines and tools/implementation kits for work activities
 - Help strategically develop programs
 - Conceptual Design
 - Planning and engineering support to conduct project assessments (10% design)
 - Engineering support to conduct on-site assessments to determine infrastructure improvements
 - Engineering support to complete work orders
 - Engineering support to conduct road safety/school safety assessments

6. **Transit Planning and Design (18% MWBE)**: Work in this category is related to planning and design for transit programs and projects. Work will include short and long-term citywide transit planning, capital investment corridor planning and design, transit service planning, transit amenity planning and design, transit speed and reliability planning and design, enterprise systems planning, transit procurement support, and transit program planning.

- Short and Long-term Citywide Transit Planning
 - Large scale city or network-wide long-range planning efforts including visioning, conceptual design, outreach and implementation strategies
- Capital Investment Corridor Planning and Design
 - Large-scale short and long-range planning efforts along key Capital Investment Corridors to prepare for significant transit improvements. This can include visioning, conceptual design, NEPA, outreach, modeling, traffic modeling, and financial planning.
 - Concept to 100% design and engineering plans for transit improvements
 - AutoCAD drawings and plan sheets
- Transit Service Planning
 - Transit Service planning for large-scale citywide efforts as well as smaller neighborhood-scale service improvements. This can include visioning, outreach, modeling, service planning, and implementation strategies.
- Transit Amenity Planning and Design
 - Bus Stop Inventory
 - Passenger Amenity Program Typology and Prioritization Study
 - Mobility Hubs
 - Can also include database development, outreach, prioritization planning, existing conditions analysis, financing and funding, conceptual design, design, and creative implementation strategies.
- Transit Speed and Reliability Planning and Design
 - Includes planning, conceptual design, design, outreach, and implementation strategies
- Enterprise Systems Planning
- Transit Procurement Support
- Transit Program Planning

7. **Traffic Engineering (25% MWBE)**: Work in this category is related to the design of new and replacement traffic signal infrastructure, associated intersection improvements, and traffic studies. Designs related specifically to traffic control, signing, and striping are also included in this category. Tasks and deliverables to support traffic engineering are included.

- Signal design and timing (including signal work orders)
- Corridor retiming design
- Signing and striping
- Traffic analysis/modeling
- Traffic data collection

- Preparation of traffic impact and warrant studies
 - Traffic control design/construction phasing plans
 - Design for ADA compliance
 - Construction support, including shop drawing review
 - Plan, specification and cost estimate preparation
8. **Data Collection (35% MWBE):** Work in this category is related to the collection of data to be used in planning, engineering, and parking studies and designs. The types of data include, but are not limited to, vehicular traffic counts, bike/pedestrian counts, and parking occupancy counts. Asset inventory and condition assessment services may also be requested. Tasks may be standalone or in support of larger projects or programs.
- Data collection for traffic counts, bike/pedestrian counts, and parking occupancy counts
 - Data collection in support of development
 - Data collection in support of traffic signal timing plans and warrant studies
 - Delivering data in CCD approved formats, for use in asset management systems
9. **Utility Engineering (25% MWBE):** Work in this category is related to the coordination and design of dry utilities. The work will also include subsurface utility engineering (SUE) in accordance with Colorado Senate Bill 18-167. Tasks may be standalone or in support of larger projects or programs.
- Conduct and document investigations of project areas to determine existing utility conditions within the project limits
 - Conduct meetings with utility providers and provide meeting minutes
 - Collect existing data (ex. utility key maps)
 - Identify all known utilities and document key data – ownership, type, size, special conditions, franchise agreements, permits and easements
 - Conduct or coordinate subsurface geophysical techniques to determine the existence and horizontal position of underground utilities.
 - Conduct or coordinate the use of minimally intrusive excavation methods at critical points to determine precise horizontal and vertical position of underground utilities, as appropriate with the applicable Quality Level
 - Develop utility specifications and utility notification letters
 - Plan, specification and cost estimate preparation
10. **Green Infrastructure and Landscape Architecture (30% MWBE):** Work in this category is related to the planning and design of green infrastructure and landscape architecture projects and studies. The green infrastructure systems may range from smaller site-scale applications to larger regional approaches. Design of these projects should effectively manage stormwater while delivering a variety of co-benefits to the surrounding community. Landscape architecture projects shall include planning and design for aesthetic and functional improvements within the City’s Right of Way. This will include streetscape, urban design, irrigation and park improvement projects. Tasks and deliverables to support green infrastructure and landscape architecture are included.
- Watershed planning that uses analytical decision support tools to optimize placement of green infrastructure
 - Creating innovative design guidelines for various scales of green infrastructure suitable for urban environments that meet a variety of citywide objectives
 - Designing site-scale and large-scale green infrastructure/water quality facilities
 - Optimization of co-benefits in all planning and design efforts including community aesthetics, placemaking, connectivity, urban heat mitigation, and climate change resiliency
 - Streetscape design
 - Irrigation design
 - Design for ADA compliance
 - Plan, specification and cost estimate preparation
11. **Public Engagement and Marketing (40% MWBE):** Work in this category includes providing public information services. This includes coordination, communication, developing presentation materials, leading public meetings, etc. Tasks may be standalone or in support of larger projects or programs.
- Developing public involvement plans
 - Address traditional public engagement efforts
 - Respond to the opportunities and needs for virtual engagement
 - Focus on inclusive and equitable involvement acknowledging Denver’s diverse community
 - Graphic and communication support
 - Development of materials for engagement (graphics, templates, handouts, exercises, boards, powerpoints, talking points, etc.)
 - Leading public involvement efforts (ex. pop-ups, community meetings, technical working groups, etc.)
 - Coordination and facilitation
 - Scheduling and attending events

- Strategy meetings

12. **Wastewater Planning and Design (20% MWBE):** Work in this category is related to the planning and design for storm, sanitary, waterway and water quality systems. These systems will include small neighborhood systems, and large, complex, multi-discipline focus basin systems within confined urban corridors. The work may also include providing construction support. Tasks and deliverables to support wastewater planning and design are included.

- Storm and sanitary master planning
- Storm and sanitary design
- Water quality planning and design
- Hydraulic and hydrologic planning and design
- Plan, specification, and cost estimate preparation
- Project management
- Construction support

13. **Program and Project Management (35% MWBE):** Work in this category will include provision of professional services related to the development and implementation of best practices, procedures, tools, and techniques related to the programmatic delivery of capital infrastructure projects. Work may also include providing project management services in the form of staff augmentation and/or specialty support services. Qualified firms must be able to provide program management, project management, and construction management.

- Professionally facilitated workshops for organizational development, including:
 - Chartering of program teams
 - Risk register development
 - Development of governance
 - General team building
- Current state and “path forward” alternatives analysis
- Strategy development
- Implementation recommendations
- Performing a “gap analysis” with a report and recommendations on how to bridge resource shortfalls
- Providing highly specialized staff to augment program delivery with roles in:
 - Scheduling
 - Cost estimating
 - Contracting and procurement
 - Establishment of program document management procedures and systems
- Project Management
- Construction Management and oversight (including construction administration and inspection services)