



## **Scope of Work for Consultant Engineering Services**

### **CAMPO APEX PLEASANT PARK ACCESS STUDY**

#### ***PROJECT PURPOSE***

The purpose of this project is for the Consultant (VHB Engineering) to assist the Capital Area Metropolitan Planning Organization (CAMPO) in evaluating new access and multi-modal connectivity to Pleasant Park, as identified in the recently adopted Town of Apex's Western Big Branch Area Plan. The Consultant will develop, evaluate and make recommendations for increasing multimodal access to Pleasant Park by evaluating up to five options for new access points for feasibility. This scope of services includes approach tasks and deliverables for the following major tasks:

1. Project Management and Coordination
2. Stakeholder and Public Engagement; Core Technical Team (CTT) development and coordination
3. Existing Conditions Analysis
4. CTT Project Area Virtual Tour and Visioning Session
5. Develop and Evaluate Alternatives
6. Cost Estimates
7. Implementation Strategy
8. Final Report

#### **1. *PROJECT MANAGEMENT***

##### **1.1 KICK-OFF MEETING**

VHB will begin the project by facilitating a kick-off meeting with the Project Team, comprised of CAMPO staff, Town of Apex representative(s), and key VHB task leads. VHB will work with CAMPO to schedule this administrative kick off meeting promptly. This meeting will confirm a thorough understanding of the project goals, schedule and deliverables, as well as confirm expected communication protocols and administrative processes.

During this meeting, VHB will identify expected data needs for the study and use the discussion to develop an information request to CAMPO and the Town for available information like GIS data sets and existing/available traffic information for use in the Existing Conditions Analysis.

##### **1.2 PROJECT MANAGEMENT PLAN (PMP) AND SCHEDULE**

Following the kickoff meeting, VHB will develop a Project Management Plan (PMP) outlining key milestones and deliverables as well as targeted dates of completion for them. The PMP will consist of a summary of the scope of services contained here along with a detailed schedule. The PMP and schedule will be submitted for review to CAMPO.

### **1.3 MONTHLY PROJECT STATUS MEETINGS**

VHB will facilitate up to sixteen (16) monthly status meetings either on Microsoft Teams or in person, as determined by the CAMPO project lead and VHB project manager, throughout the period of performance. Up to four (4) additional meetings can be held when the VHB project manager and CAMPO project lead determine that additional updates and feedback are needed to move the project forward. At project status meetings, VHB will lead discussions on activities completed since the last meeting, problems encountered/anticipated and potential solutions, project schedule updates, action items, and coordination with other stakeholders. For all meetings, VHB will develop agendas and submit them one week prior to each meeting; meeting summaries will be circulated for review within one week of each status meeting and finalized within two weeks.

### **1.4 PROJECT MANAGEMENT AND COORDINATION**

The VHB Project Manager will regularly inform the Project Team of the ongoing schedule and plan development, and prepare written progress reports with each invoice (submitted monthly, to be confirmed at the kickoff meeting).

#### **VHB Deliverables:**

- Project kickoff meeting
- Project Management Plan (PMP), including milestone deliverables schedule
- Monthly Project Status Meetings (up to 20) and associated agendas and meeting summaries
  - 3 VHB staff members at each meeting with additional SME/task leads included as needed at various project phases
- Ongoing project coordination and contract administration
  - Monthly invoices and progress reports

## **2. PUBLIC AND STAKEHOLDER ENGAGEMENT**

### **2.1 DEVELOP ENGAGEMENT PLAN**

VHB will document the expected engagement activities for general public outreach (2.2), the Core Technical Team (CTT) (2.3), and stakeholders (2.4) to be undertaken in support of this project in an Engagement Plan (EP). The EP will include the goals and phases of the engagement for this study, a table of events and associated details (event name, purpose, advertising plan, schedule, roles and responsibilities before and at the event). The EP will also explain how VHB will gather, track and manage any public comments received. Finally, it will include performance measures to help assess the efficacy of any engagement events.

While the EP will refine details and logistics about the outreach activities, for the purpose of overall scope and fee, the following assumptions can be made about the level of effort and deliverables for outreach activities:

- Public Engagement will include two (2) rounds of outreach, each including a community meeting. The phases will be focused on the following milestones:
  - Round 1: Review of existing conditions, visioning, and establishing performance measures
  - Round 2: Presentation of improvement concepts and prioritization
- All engagement and outreach materials will be developed by consultant, with up to two (2) reviews before public distribution. Materials can range from project website content to

presentations to in-person meeting displays, etc. Materials for each outreach effort will be further described in the EP.

- Major public facing materials will be translated into Spanish by consultant.
- The events to be facilitated by VHB during each round of engagement include:
  - Community Open House
  - Summary presentation at one meeting each of Apex Planning Board, Apex Town Council, CAMPO TCC and CAMPO Executive Board. The same presentation will be used at each meeting.
  - Tabling at community events (materials only)

## **2.2 GENERAL PUBLIC OUTREACH**

To engage the general public, our team will facilitate two (2) rounds of public outreach alongside the Project Team and CTT. We will build upon the Summer 2023 public engagement conducted for the Western Big Branch Area Plan, ensuring that the project direction is in line with the ideas and plan amendments approved with that study adoption.

### **2.2.1 PROJECT WEBSITE/DIGITAL MEDIA**

VHB will develop content and provide it to CAMPO/Town of Apex for a project website to be built/hosted by CAMPO/Town of Apex (such as publicinput.com). This content can also be used on the Town's projects page for additional exposure. The website will include project information to be updated after each round of public outreach; it should also include an option for visitors to sign up for an email notification list for project updates. If given admin access to the website, VHB will track web traffic, email subscribers and submitted comments.

VHB will also design a yard sign advertising the study and providing a QR code to the project website. The Town of Apex will produce the hard copies of the yard sign for placing at the park or other locations.

### **2.2.2 PUBLIC OUTREACH ROUND 1**

The first round of public outreach will focus on presenting a review of existing conditions, discussing visioning, and establishing performance measures for evaluating improvement alternatives. VHB will develop a program for an open-house style community meeting, including a project information station, a visioning station, a performance measure station, and a comment station. Materials can include up to six (6) large format boards to present information and/or facilitate interactive discussion and use of the virtual site visit video developed for Task 4. At least one station will include an interactive activity, such as a voting exercise, to solicit feedback. Advertisement by VHB for the meeting will include a postcard mailing to surrounding residents (up to 300 mailers); the area receiving mailers will be discussed among the project team and a corresponding address list will be provided to VHB by the Town of Apex. Additional means of advertising can be conducted at the discretion of and execution by CAMPO/Town of Apex.

VHB will provide:

- Postcard/mailed with community meeting information and QR code for the project website, printed and mailed (up to 300 copies) along with digital copies for distribution
- Up to four (4) team members to facilitate the 2-hour community event, as well as set up and tear down
- Up to six (6) large format information boards
- Meeting logistics plan
- Facilitator handout

- Sign-in sheets and comment forms
- Engagement summary, to date, including a comments received and response summary from the event.

It is expected that CAMPO and/or the Town of Apex will coordinate and provide:

- Meeting location (assumed to be at a Town facility) with A/V capability
- Supplemental staff to assist with meeting facilitation
- QR code to access project website and/or digital comment form
- Printing/reproduction of materials beyond those already noted or for use at other events

### **2.2.3 PUBLIC OUTREACH ROUND 2**

The second round of public outreach will focus on presenting the conceptual access improvement alternatives and soliciting feedback on how the public prioritizes them for implementation. VHB will develop a program for an open-house style community meeting, including a review project information station, a conceptual design station, a prioritization station and a comment station. Materials can include up to eight (8) large format boards to present information and/or facilitate interactive discussion. At least one station will include an interactive activity to solicit feedback. Advertisement by VHB for the meeting will include an email blast to all emails collected for the project through prior engagement (website subscribers, meeting sign-ins). Additional means of advertising can be conducted at the discretion of and execution by CAMPO/Town of Apex.

VHB will provide:

- Text for email blast advertising the community meeting
- Up to four (4) team members to facilitate the 2-hour community event, as well as set up and tear down
- Up to eight (8) large format information boards
- Meeting logistics plan
- Facilitator handout
- Sign-in sheets and comment forms
- Engagement summary, to date, including a comments received and response summary from the event.
- Summary presentation at one meeting each of Apex Planning Board, Apex Town Council, CAMPO TCC and CAMPO Executive Board. The same presentation will be used at each meeting.

It is expected that CAMPO and/or the Town of Apex will coordinate and provide:

- Meeting location (assumed to be at a Town facility) with A/V capability
- Supplemental staff to assist with meeting facilitation
- QR code to access project website and/or digital comment form
- Printing/reproduction of materials beyond those already noted or for use at other events

### **2.2.4 TABLING AT COMMUNITY EVENTS**

VHB will tailor and repackage materials developed for the community open house meetings for use at up to three (3) other community events. VHB will provide digital materials for reproduction; CAMPO/Town of Apex will provide staff for the tabling events.

## **2.3 STAKEHOLDER ENGAGEMENT**

### **2.3.1 CORE TECHNICAL TEAM (CTT)**

The CTT is an important element of the project as it is intended to establish early concurrence about potential improvements among key transportation decision makers. VHB will collaborate with the Project Team to establish specific contacts within appropriate agencies or applicable entities and invite them to be a part of the CTT. In addition to CAMPO, the CTT is expected to be comprised of representatives from the Town of Apex (Planning; Transportation and Infrastructure Development; Parks, Recreation, and Cultural Resources; Fire; and Police), NCDOT Division 5, NC Turnpike Authority, and CSX Railroad through NCDOT Rail Division.

The VHB team will conduct up to twelve (12) monthly meetings to inform the CTT members on study progress and solicit feedback on the project direction throughout the duration of the study.

In addition to the status meetings, a CTT Project Area Virtual Tour and Visioning Workshop will be conducted with this group; that task is detailed in Section 4.

### **2.3.2 GENERAL STAKEHOLDER TARGETS**

In addition to the CTT, VHB will conduct up to 2 meetings for general coordination and information sharing with a group of stakeholders that will benefit from knowing about the study and can offer feedback on how the project may interact with other plans and projects under their purview. This group is expected to include planning and transportation staff from both Wake County and Holly Springs, but this list can be expanded as necessary during the project kickoff and CTT discussions. These stakeholders will also be invited to the CTT workshop detailed in Section 4.

All deliverables will be submitted to the project team for up to two (2) rounds of review/comments prior to distribution to stakeholders or for public use.

#### **VHB Deliverables:**

- Engagement Plan (EP) document
- Public and stakeholder engagement materials, to support the website, community open house meetings, and public advertisement of the study as indicated above, including website content, postcard mailer, yard sign design, and meeting information boards.
- CTT member list; up to 12 monthly status meetings, including agendas and summaries
- Stakeholder Target list; up to 2 information exchange meetings, including agendas and summaries

## **3. EXISTING CONDITIONS ANALYSIS**

The initial task for this project will be to gather, review and evaluate existing conditions data. After establishing a study area for the project, in coordination with the Town, VHB will conduct the following tasks:

### **3.1 REVIEW OF RELEVANT PLANS AND STUDIES**

VHB will review adopted transportation plans (include ped/bike and transit plans) pertinent to the study area; if plans are in process of updates, CAMPO/Apex will provide those to VHB as appropriate. Our team will also research and review adjacent project plans, including roadway projects and private developments such as phases of Veridea.

## **3.2 DATA COLLECTION**

VHB will gather data to support the Existing Conditions Analysis. This will be a combination of data requests from nearby municipalities, downloads of publicly available data and incorporation of any CAMPO or Town provided data.

### **3.2.1 EXISTING DATA REQUESTS**

Data, presumed to be available and to be requested includes:

- Available traffic data, including any available pedestrian and bicycle counts in or around the study area (VHB to request from NCDOT, Town to provide)
- Land use/interactive development information
- Crash data (VHB to request from NCDOT)
- Available GIS data related to the natural and human environment, using a combination of the NCDOT ATLAS platform and other GIS databases.

### **3.2.2 O/D TRAFFIC ANALYSIS**

VHB will conduct an origin/destination analysis for existing trips to/from the park using Streetlight or similar data. It is assumed that VHB will be granted access to this data via NCDOT. If VHB is not allowed this access, we will develop an information request detailing the information needed for the analysis that CAMPO can submit to NCDOT to obtain the needed data. The O/D analysis results can be used in evaluating/prioritizing improvement alternatives.

## **3.3 ENVIRONMENTAL SCREENING**

Using the data collected in Task 3.1, VHB will develop an environmental screening map to evaluate potential environmental fatal flaws or overall risks for the project implementation within the study area. Areas of review will include but are not limited to natural resources, cultural resources, area demographics, hazardous materials, and protected/managed lands.

## **3.4 FIELD VISIT(S)**

The project team will conduct a site visit needed to ground check the gathered existing conditions data; detailed surveys of natural resources are not included in this scope of work. Field visits will be conducted for the following discipline specific teams:

- Natural Resources or Structures (1 person)
- Environmental Planning (2 people)
- Roadway Design (2 people)

Effort will be made to coordinate a single site visit with all disciplines represented. VHB will coordinate with the Project Team such that CAMPO and Town staff can attend.

## **3.5 EXISTING CONDITIONS TECHNICAL MEMORANDUM**

VHB will summarize the existing conditions inventory into a Technical Memorandum for approval by CAMPO to document findings from Tasks 3.1-3.4. A summary of this memo will be included in the final Access Study Report.

### **VHB Deliverables:**

- Data/information requests to various sources, including CAMPO and the Town of Apex
- Environmental screening map, to be discussed and approved at a project team meeting from Task 1.

- Field Visit(s)
- Draft Existing Conditions Technical Memorandum (2 revision submittals)
- Final Existing Conditions Technical Memorandum

#### **4. CTT PROJECT AREA VIRTUAL TOUR AND VISIONING WORKSHOP**

One of the early CTT meetings will comprise of an in-person project area virtual tour and visioning workshop to align members of the CTT on the vision for access to Pleasant Park, the purpose and methodology for this study, and how the outcomes/recommendations could be used for decision making in the future. VHB will facilitate this workshop by:

- Using a combination of site photos, aerial mapping and drone footage, VHB will deliver a virtual tour of the project study area and surrounding vicinity.
- Present up to five (5) conceptual alternatives, including those already described in the RFP (“line on a map” level of detail) to initiate conversations
- Facilitate a discussion to establish access priorities (users, origins/destinations, etc)
- Up to 4 printed boards/visuals to encourage discussion and interaction

As noted in Section 2, all materials for the workshop will be developed by the consultant, with up to two (2) reviews before use. It is assumed that a meeting location with A/V capability will be provided by the Town of Apex.

##### **VHB Deliverables:**

- Virtual Site Visit video
- Visioning Workshop materials, facilitation, and summary

#### **5. DEVELOP AND EVALUATE ALTERNATIVES**

##### **5.1 DOCUMENT PERFORMANCE MEASURES**

VHB will utilize information gathered through the existing conditions analysis and stakeholder meetings to identify performance measures on which to evaluate the effectiveness of potential access improvement concepts. These measures may include environmental impacts, multimodal connectivity, constructability, and cost and funding sources, among others to be decided on by the Project Team and the CTT. These parameters will be quantifiable in such a way as to be useful in project scoring/ranking during the evaluation phase.

##### **5.2 PLANNING-LEVEL DESIGN CRITERIA AND TYPICAL SECTION**

Planning-level design criteria assumptions and typical sections for the proposed access improvement projects will be described with tables and cross-section visual(s). As part of identifying the appropriate design criteria, Town of Apex design criteria; federal and state guidance such as the NCDOT’s Roadway Design Manual and NCDOT Structures Management Unit Manual; the Manual on Uniform Traffic Control Devices (MUTCD); and the American Association of State Highway and Transportation Officials (AASHTO) Guide for the Development of Bicycle Facilities, as well as the AASHTO Guide for the Planning, Design, and Operation of Pedestrian Facilities will be consulted.

### **5.3 DEVELOPMENT OF CONCEPTUAL DESIGNS**

VHB will utilize information gathered through the existing conditions analysis, public engagement, and stakeholder meetings to identify five (5) potential access improvement options. A description of opportunities and constraints associated with each alternative will be summarized; VHB will facilitate a discussion on these concepts and potential refinements at a CTT meeting, prior to producing any conceptual designs.

VHB will then prepare CAD based conceptual designs (transferable to GIS for deliverables) for the 5 project options based on the CTT feedback. The conceptual designs will constitute 10% design, with enough detail to establish a project impact area for resource impact estimation, to conduct a constructability review and develop an opinion of probable cost for each.

### **5.4 EVALUATE ALTERNATIVES**

Once the conceptual designs are acceptable to the Project Team (2 rounds of comments/revisions), VHB will evaluate each alternative based on the documented performance measures from Task 5.1. This quantitative exercise will help to summarize the opportunities and constraints associated with each alternative and assist in the improvement project prioritization and implementation process.

#### **VHB Deliverables:**

- One page fact sheet for each of the five (5) potential access improvement options, including opportunities and constraints.
- One (1) CAD based conceptual design for the five (5) project options at 10% design; five (5) CAD files total.

## **6. COST ESTIMATING**

VHB will prepare planning-level estimates for each access improvement project. Accurate and robust estimates in the early stages of design ensure that proper funding can be allocated for construction and implementation of the developed improvement projects. These estimates will include anticipated costs associated with the construction of the improvement projects. Input from major disciplines, such as hydraulics and structures, will be considered to ensure that the estimate accurately reflects the magnitude of each improvement project. Planning-level right of way and utility estimates will also be included in the estimates.

VHB will compile all this information into a preliminary estimate form for each improvement project to submit to the CAMPO.

#### **VHB Deliverables:**

- Planning-level cost estimates for up to 5 conceptually designed access improvement projects

## **7. FEASIBILITY STUDY REPORT**

### **7.1 DRAFT FEASIBILITY STUDY REPORT**

VHB will prepare a Feasibility Study report documenting the purpose and need for the project, methodology, analysis, alternatives, engagement efforts and recommendations of the study. In close cooperation with the Project Team, VHB will include an implementation plan that outlines our recommendations; designates potential funding sources; lists regional and local partners (both public and

private); and notes significant contingencies. The draft report will be available for comments from CAMPO staff (assumed 2 rounds of comments and revisions).

## **7.2 FINAL FEASIBILITY STUDY REPORT**

After all comments are resolved, a final report will be issued in PDF format, with supporting documents provided in their original file types (e.g. Word, Excel, PowerPoint files). The report will include text and graphics to convey the outcome and recommended path forward toward the implementation of the access improvement projects.

## **7.3 REPORT PRESENTATION**

VHB will develop a PowerPoint presentation summarizing the study process, conceptual access improvement projects, and the recommendations and strategies for moving the projects forward through subsequent phases.

### **VHB Deliverables:**

- Draft Feasibility Study report (2 revision submittals)
- Final Feasibility Study report
- Summary presentation at one meeting each of Apex Planning Board, Apex Town Council, CAMPO TCC and CAMPO Executive Board. The same presentation will be used at each meeting.
- Digital file copies for supporting the final report and associated maps, map files usable with ESRI products, MS Word, and PDF files.

