

EXHIBIT A
(Statement of Work)

Responding consultants are requested to prepare a detailed work proposal for consideration by the selection team. Consultants are encouraged to make creative recommendations concerning how to conduct work activities and alternative approaches are encouraged. The City anticipates the resulting corridor plan will be highly visual and will include graphics, renderings, and other illustrative components to clearly communicate plan intent.

This project is financed by a combination of federal Transportation Improvement Program (TIP) funds, awarded by the Denver Regional Council of Governments (DRCOG) and matching funds from the City of Longmont. The Regional Transportation District (RTD) is the grant administrator and will work closely with City staff as part of the project team for this corridor planning effort. The grant funding is \$200,000; the City has additional funds budgeted for this project and has prepared an independent cost estimate for the project; the total budget must not exceed \$250,000.

Respondents should ensure the following components are addressed as part of their proposal:

Components of the Corridor Plan

- Overall Vision
- SWOT analysis of the corridor (Strengths, Weaknesses, Opportunities, Threats)
- Specific Corridor Sections/Typologies
- Economic-Demographic Profile
- Land Use and Urban Design:
 - Overall land supply analysis – breakdown of existing uses by type and amount, infill sites, adaptive reuse sites, redevelopment sites, etc.
 - Strategic opportunities to incorporate housing into the corridor
 - Considerations for adjacent neighborhoods including transitions, connections, etc.
 - Areas where public facilities are lacking
 - Generalized design guideline for specific sections of the corridor
- Economic Development and Redevelopment
 - Market Scan evaluating range and amount of potential uses (e.g. residential, office, retail, services, etc.) and types of businesses that analyzes the corridor's development potential that could be accommodated within the corridor, either through new development, adaptive reuse of existing properties, etc.
 - Examples of best practices for re-envisioning commercial corridors, including information on the shifting nature and future of strip commercial/retail corridors, innovative funding mechanisms, partnerships, etc.
 - Identification of priority redevelopment sites/areas within specific sections of the corridor
 - Identification of 3 – 5 of catalyst sites/areas to include site capacity analysis of potential (re)development opportunities with concept plans and recommended implementation strategies
- Transportation system enhancements
 - Intersection improvements including safety enhancements, operational improvements, signal timing, etc.
 - Transit system enhancements (note: RTD currently has a BRT study underway that will look at specific BRT stop enhancements within the corridor. The transit system enhancement portion of this corridor should make initial recommendations that can be fed into the RTD study, in addition to local transit considerations).

- Bicycle network connections and viable alternatives
- Pedestrian network improvements including connections, infrastructure improvements, amenities, etc.)
- General safety and mobility improvements
- Opportunities and strategies to better integrate to the Downtown area, the Future 1st & Main Transit Station Area, the St. Vrain Greenway and Left Hand Greenways
- Implementation strategies/actions
 - Next Steps/near term implementation actions
 - Longer term actions
 - Identification of responsible parties/key stakeholders
 - Estimated costs and funding sources (public and private, where appropriate)
 - Design guidelines for various sections of the corridor

Stakeholder Involvement

The City has a rich history of community involvement. The project will need to include a thorough outreach process that engages a myriad of stakeholders. In addition to Longmont residents in general, anticipated project stakeholders would include: Colorado Department of Transportation (CDOT), Regional Transportation District (RTD), the Longmont Economic Development Partnership (LEDP), City staff, business and property owners with the corridor including, the Longmont Housing Authority, the Longmont Downtown Development Authority (LDDA), LiveWell Longmont, Longmont Area Chamber of Commerce, Latino Chamber of Commerce, and others identified early on in the planning process. It should be noted that there are a number of Latino businesses in this area and a high number of Latino residents, particularly on the east side of the corridor. The City is interested in innovative approaches to engage a wide cross section of area stakeholders. The City would anticipate conducting some of the outreach independently of the consultant team, with general support from the team; however, the responding consultants should anticipate a relatively high level of engagement during the project. This could include: business outreach, neighborhood meetings, stakeholder interviews, community meetings and presentations with Advisory Boards and City Council, among other things.

Responding consultants are asked to provide a detailed approach to engagement. A specific Public Involvement Plan will be required once the project gets underway.

Responding consultants are also encouraged to identify supplemental services that are not included if it can be demonstrated that such components would strengthen the overall planning effort.