



City of Hopkins  
In partnership with  
Hennepin County Healthy Community Planning

Request for Proposals

Hopkins End-of-Trip Facilities Plan

May 20, 2024

Proposals are due by 4:00 p.m. Friday, June 7. Late proposals may be rejected as non-responsive. Each respondent should submit one (1) electronic copy as a pdf. Please submit proposal packets to:

**Principal Point of Contact:**

Kurt Howard

Planner

City of Hopkins, Planning and Economic Development

[khoward@hopkinsmn.com](mailto:khoward@hopkinsmn.com)

Upon review of respondent's proposals and an optional interview process, the city/county project team will select a preferred team to refine a scope of services to complete the work outlined below.

## Project description

The City of Hopkins in partnership with Hennepin County Healthy Community Planning is accepting proposals for the Hopkins End-of-Trip Facilities Plan (Plan). The project should bring an innovative and knowledgeable approach to improving access to high quality end-of-trip facilities in the project area to improve multi-modal transportation accessibility, quality of life and health outcomes in Hopkins and Hennepin County. The City will contract with experts in bicycle and pedestrian planning, new mobility, and community engagement in the development and implementation of the plan. Funding comes from the Statewide Health Improvement Partnership (SHIP) from the Minnesota Department of Health.

The project is focused on end-of-trip facilities for active modes of transportation and secure bike parking in downtown Hopkins as well as its three METRO Green Line Extension light rail (LRT) stations – Blake Road Station, Downtown Hopkins Station, and Shady Oak Station. Downtown Hopkins is a highly walkable concentration of commercial, residential, and institutional destinations that is well-connected by regional trails and transit. Hopkins will also be home to three LRT stations, which are all within one mile of Downtown Hopkins but vary considerably in their character and surroundings.

This project will help the city meet several community goals outlined in its [2040 Comprehensive Plan- Cultivate Hopkins](#) related to:

- Supporting investments that encourage physical activity into daily routines, such as walking or biking to destinations.
- Supporting the development of a safe, connected, accessible network of regional and local bicycle and pedestrian facilities in Hopkins.
- Prioritizing city infrastructure and public services investments around transit station areas.
- Improving air quality by promoting non-auto modes of transportation.
- Partnering to provide connections to regional trails.

For more information on applicable Cultivate Hopkins goals and on the End-of-Trip Facilities Plan project, see Attachment A.

## Project Goals

The ultimate goal of the Plan is to create a guiding document to help implement strategic improvements over time for the provision of end-of-trip facilities for all forms of active transportation including all types of bicycles (e.g. traditional, electric assist, cargo, adaptive, recumbent, tricycles, tandems), personal and shared mobility scooters, skateboards, roller blades, and any other physically active way that community members may travel to and within Downtown Hopkins. The scope of the Plan development will think beyond the traditional bike rack and include elements like public bicycle repair or fix-it stations, air pumps, bike lockers, secure cages, rooms, or pods for secure equipment parking, and also explore the potential to address the need for facilities to recharge electric assist

vehicles. The Plan will be informed through engagement with residents, business owners, transit riders, and visitors of Downtown Hopkins and the three LRT station areas, with a focus on underrepresented groups, to understand emerging needs related to the variety and sophistication associated with micromobility and active transportation modes. Finally, the Plan will seek to use highly noticeable and memorable branding and wayfinding to tie these varied elements into a cohesive whole that will contribute to its use by new and regular users alike.

Project goals are to:

- Understand evolving trends, technologies, and equipment for end-of-trip facilities in all forms, including shared secure bike lockers, electric assist vehicle charging equipment, non-traditional bicycles (adaptive, cargo, recumbent), shared micromobility services, and any other physically active mode of transportation.
- Involve the community through convenient, accessible, and casual community engagement activities to understand the barriers to and opportunities for the use of active transportation modes and end-of-trip facilities.
- Target engagement to populations who are likely to rely on or benefit from active transportation, are more vulnerable to unsafe traffic conditions, or who have experienced historic disinvestment.
- Identify and document actionable steps in a plan to improve access to and effectiveness of end-of-trip facilities in Downtown Hopkins and at LRT station areas.

To accomplish the project goals, Hennepin County and the City of Hopkins will work with one or more consultants to develop a project scope to answer the following questions:

- How well are the existing bike racks and bike shelter in Downtown Hopkins currently used?
- How well suited are the existing bike racks and bike shelter to meet the varied needs of newer forms of active transportation e.g. shared micromobility vehicles, electric bikes, and non-traditional bikes?
- What barriers and opportunities exist for encouraging active transportation in the project areas?
- What barriers and opportunities exist for encouraging the use of end-of-trip facilities in the project areas?
- How can Hopkins maximize the use of existing and planned infrastructure, including the city-owned municipal parking ramp and surface parking lots, Clocktower Plaza bike shelter, and LRT station areas?
- How can wayfinding and branding be used to contribute to increased awareness and use of end-of-trip facilities in the project areas?

## Project Elements and Deliverables

The following lists the project tasks and outcomes to be included in this work. City and County project team staff welcome suggestions in the proposal for additional elements that could enhance the process and product.

### **Task 1: Evaluate opportunities to improve access to and quality of end-of-trip facilities**

Consultant will assess the project areas to

- Evaluate downtown Hopkins, LRT stations, and connections to these project areas for potential improvements in access to and quality of end-of-trip facilities.
- Identify potential barriers to making use of end-of-trip facilities within the project areas.
- Identify opportunities for safety, security, and other potential improvements.
- Provide recommendations for the provision of end-of-trip facilities to be a required condition of approval for the City's Special Event Permits.

#### ***Expected Deliverable***

- Community context and area assessment: a written/graphic profile describing existing conditions and characteristics of the project areas.

### **Task 2: Engage with residents, business owners, transit riders, and visitors to Downtown Hopkins**

Consultant will work with Hopkins and Hennepin County staff to identify strategies to engage community members to help improve access to end-of-trip facilities in the project areas. The purpose of community engagement efforts is to hear from residents, business owners, transit riders, and visitors to Downtown Hopkins to understand community needs and the opportunities and barriers that end-of-trip facilities present to the use of active modes of transportation. Outreach should include specific strategies to engage traditionally underrepresented communities, including BIPOC, renters, seniors, youth, low-income residents, and persons with disabilities.

Desired strategies include, but are not limited to:

- Walk and/or bike audits
- Pop-up community engagement activities
- Direct engagement in downtown Hopkins and LRT stations

#### ***Expected Deliverables***

- Engagement plan: a description of target audiences, timeline, potential methods/techniques including a strategy to engage underrepresented communities.
- Implementation of engagement activities
- Engagement summary: key findings from community engagement work, including demographic and geographic information on the groups engaged in the outreach activities.

### **Task 3: Branding and wayfinding**

Consultant will develop recommendations for how to establish a highly noticeable and universal branding scheme and intuitive wayfinding system to tie varied end-of-trip facilities into a cohesive whole that will contribute to its use by new and regular users.

#### ***Expected Deliverables***

- List of recommended branding and wayfinding strategies.
- Map identifying locations for branding/wayfinding.

### **Task 4: Project management and reporting**

Consultant will provide regular communication to the project management team to coordinate project activities and for project oversight; work with this team to develop and refine work plans and engagement strategies.

#### ***Expected Deliverables***

- Project work plan, developed with city and county input and review
- Budget for work plan
- Milestone and other communications, to be outlined in project work plans
- Final project report, consisting of:
  - Assessment of existing conditions in the project area, including major trip generators and destinations.
  - Evaluation of opportunities and barriers that current end-of-trip facilities present to active transportation
  - Survey of evolving trends and best practices related to end-of-trip facilities for a diverse array of micromobility and active transportation options.
  - Vision and goals for project area to provide high-quality end-of-trip facilities that accommodate and encourage use of a diverse array of active modes of transportation.
  - Prioritized list of recommended additions and improvements to end-of-trip facilities in the project area and associated implementation budget.
  - Recommendations for maximizing the use of existing infrastructure including the City-owned municipal parking ramp and surface parking lots, Clocktower Plaza bike shelter, and LRT station areas.
  - Recommendations for branding and wayfinding to tie varied end-of-trip facilities into a highly noticeable and memorable whole.

## Resources and Timeline

Funding not to exceed \$15,000 to be used on consultants and related materials and activities. Work is expected to begin in June and must be completed by October 31, 2024.

# City of Hopkins End-of-Trip Facilities Project Area Map



## Requirements and Submissions

The proposal will form the basis of a contract for services. Upon review, the city/county project team will select a design team to refine the scope of services appropriate for the project. **Proposals should be no more than 10 pages in length. Submissions must include the following.**

### 1. Cover Letter

### 2. Firm Information

- Name(s), address(es), phone number(s), of all firms involved on the project.
- Name(s) of principals of firm(s)
- Identification of Principal in Charge and Project Manager
- Résumés and relevant experience of primary personnel (including subcontractors) assigned to the project
- Any applicable insurance, permits, and licensing/authorization of proposal documents

### 3. Qualifications and Experience

Describe your qualifications and knowledge of emerging technologies and equipment that accommodate the end-of-trip needs of a diverse range of micromobility and active transportation modes. Describe community engagement qualifications and experience.

### 4. Approach and Methodology

Please provide a detailed description of your approach to the scope of work. The city/county project team is seeking an innovative and knowledgeable approach to carrying out a “place-based” planning process that includes community, draws out new ideas and prioritizes implementation steps.

### 5. Understanding of Scope of Services

The proposal must describe the consultant’s understanding of the scope of work and the key issues associated with performing the required consulting services and identify unusual conditions or problems that may be encountered.

### 6. City/County Resources

A list of the resources or other assistance which the consultant expects to require from the city and/or county to complete each task in the scope of services during the planned time period.

### 7. Subcontracting

If subcontracting is planned, submit the firm(s) name(s), location(s), contact person(s), phone number(s), names of responsible operating officers, and evidence of any required insurance, permits and licensing/authorization of proposal documents.

## **8. Timeline**

The timeline must include the proposed schedule, identification of milestones, include time to make city and/or county requested revisions, and the number of person-hours required for each task. It must also include any additional information to demonstrate the consultant's ability to complete the project on time.

## **9. Fee Proposal**

Submit a fee proposal for each item in the Scope of Work that outlines the number of hours and fee associated with each task (and subtask) and provide a list of hourly rates for all team members or sub consultants.

## Criteria for Selection

1. Experience and qualifications
2. Approach and methodology/scope of services
3. Ability to meet budget and project schedule

Attachment A  
Application for Technical Assistance  
2024 Active Living Partnership Program

City of Hopkins: Downtown Hopkins End-of-Trip Facility Plan

HENNEPIN COUNTY  
MINNESOTA

**Request for Proposals**

2023 Active Living Technical Assistance Program

**Solicitation due date: November 16, 2023, at 3:00 p.m.**

**Closing date for all questions: November 2, 2023, at 1200 p.m.**



# Attachment 2 – Application

## Submittal Form: 2023 Active Living Technical Assistance Program

Applications must be submitted via the [Hennepin County Supplier Portal](#) by **3:00 p.m. November 16, 2023**. You must be registered, or complete a user registration in the Supplier Portal, in order to submit an application. General program questions must be submitted to Denise Engen, via email: [denise.engen@hennepin.us](mailto:denise.engen@hennepin.us) by 3:00 p.m. November 1, 2023.

### Application checklist

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- Active Living submittal form (1 page)
- Active Living application questions (4 page max)
- Map(s) of project area

### Applicant

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1. Government Agency (contracting entity if awarded funds): City of Hopkins
2. Contact person name: Kurt Howard
3. Contact person title: Planner
4. Contact person phone number: 952-548-6339
5. Contact person email address: khoward@hopkinsmn.com

*Please check the following box for attestation. Please attach a statement disclosing any conflicts of interest.*

- You, the applicant, certify that you have no conflicts of interest, or will disclose any conflicts of interest in accordance with section 2.13 of the request for proposal solicitation.

### Request

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6. Amount (max request of \$15,000): \$15,000
7. Local contribution provided (if any): None

### Context

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*Please include a map and images to give context for the area. These do not count towards page limits.*

8. Project title: Downtown Hopkins End-of-Trip Facility Plan
9. Project location: Downtown Hopkins
10. Name of the business district or community node, if any: Downtown Hopkins
11. Describe the land uses and community character of the project area. Commercial, residential, and community gathering space.

Provide a brief project description (max of 100 words): The Downtown Hopkins End-of-Trip Facilities Plan will engage the community and professional consulting services to develop and

articulate a vision to support active transportation options by providing high-quality end-of-trip facilities throughout Downtown Hopkins. The Plan will take a broad view of active transportation modes, including all forms of non-traditional bicycles (adaptive, cargo, recumbent, tandem), electric assist vehicles, shared mobility services, skateboards, roller blades, and any other physically active mode of transportation. Through investments in equipment and strategic branding, implementation of the Plan will build on the City's previous work and serve as a replicable model for others to follow.

## Application Questions: 2023 Active Living Technical Assistance Program

Please keep total response to fewer than 4 pages

1. Describe your project and project goals.

The Downtown Hopkins End-of-Trip Facility Plan proposes to leverage consulting services from subject matter experts and input from community partners to inform best practices and identify actionable steps to improve access to end-of-trip facilities for all forms of active transportation throughout Downtown Hopkins. This Plan will build on the City's previous efforts to encourage active modes of transportation to travel to and within Downtown Hopkins and serve as a replicable model for others to follow. The ultimate goal of the Plan is to create a guiding document to help implement strategic improvements over time for the provision of end-of-trip facilities for all forms of active transportation including all types of bicycles (e.g. traditional, electric assist, cargo, adaptive, recumbent, tricycles, tandems), personal and shared mobility scooters, skateboards, roller blades, and any other physically active way that community members may travel to and within Downtown Hopkins. The scope of Plan development will think beyond just the traditional bike rack and include elements like public bicycle repair or fix-it stations, air pumps, bike lockers, secure cages, rooms, or pods for secure equipment parking, and also explore the potential to address the need for facilities to recharge electric assist vehicles. Finally, the Plan will seek to use highly noticeable and memorable branding and wayfinding to tie these varied elements into a cohesive whole that will contribute to its use by new and regular users alike.

2. How does this project advance Active Living's objective to create healthy, livable, and people-centered communities where people can walk, bike, and take transit to everyday destinations?

Downtown Hopkins End-of-Trip Facility Plan will not only encourage and support community members arriving to Downtown Hopkins using active transportation, but will also cultivate abundant opportunities to travel within Downtown Hopkins. The Plan proposes to take a blended approach of having end-of-trip facilities distributed broadly to create access to final destinations that is as direct as possible, as well as a handful of concentrated hubs of the highest quality end-of-trip facilities where active transportation users can reliably store their equipment for long periods of time if needed. This will allow active transportation users to fully enjoy the walkable character of Downtown Hopkins by visiting multiple destinations without needing to relocate their equipment or be concerned about its safety or security.

Additionally, the provision of high-quality end-of-trip facilities will incentivize continued growth in the use of active modes of transportation by creating a comparative advantage over the use of personal automobiles. This is because the resource intensive needs associated with personal automobile parking storage inherently limit the ability for the City to continue to accommodate automobile storage.

3. Why are Hennepin County Active Living funds needed to support the project's goals?

There are currently no funds budgeted to initiate the development of a comprehensive approach for end-of-trip facilities in Downtown Hopkins. It is anticipated that leveraging Hennepin County Active Living funds to develop a clear Plan carries great potential to catalyze continued investment from the City and other funding partners in the implementation of the Plan moving.

4. Describe how Active Living funds would be used? What activities or tasks will be included?

The Active Living funds are proposed to be used to hire a consultant with subject matter expertise in the evolving trends related to end-of-trip facilities to support the development of the Plan. These evolving trends include a variety of electric assist vehicles and shared mobility services, such as the Spin scooters that Hopkins has contracted with in recent years. Funds would also be used to support public engagement activities to help ensure the Plan is informed by the needs and preferences of the community it is intended to serve. This could include mailings, signage, pop-up events, online surveys, and social media advertising.

5. Describe how this project would support walkable and bikeable business and community destinations, and focus on the **routes** to the destinations or the **destinations** themselves?

Downtown Hopkins is a highly walkable concentration of destinations including shops, restaurants, offices, parks, public art installations, community gathering spaces, community services, a grocery store, and the Hopkins Center for the Arts. It is also well-connected by the Cedar Lake LRT Regional Trail from the east, Minnesota River Bluffs LRT Regional Trail from the west, North Cedar Lake Regional Trail from the north, and Lake Minnetonka LRT Regional Trail from the northwest. Additionally, Downtown Hopkins is currently served by routes 612 and 615 regular route bus service and will be served by three stations once the METRO Green Line Extension project is constructed. The Downtown Hopkins End-of-Trip Facility Plan will help Hopkins develop and articulate a vision to ensure that community members who arrive to and travel through Downtown Hopkins using active modes of transportation can comfortably rely on having high-quality end-of-trip facilities that continue to support and enhance this cherished walkable and bikeable character of Hopkins.

6. How does the project prioritize the needs of residents most likely to experience health disparities, including low-income residents, communities of color and indigenous people, seniors, young people, and people with disabilities?

The population of the City of Hopkins is unique in many ways that highlight the importance of prioritizing communities who are more likely to rely on or benefit from active transportation, are more vulnerable to unsafe traffic conditions, or who have experienced historic disinvestment. 67% of Hopkins residents rent their homes, and just under half of those renters are experiencing housing cost burden. 42% of Hopkins residents are people of color, and about 19% of Hopkins residents were born outside of the United States, which is

higher than the Twin Cities Metro average of 11%. 14% of residents are over the age of 65 and 20% are under the age of 15. 14% of all households in Hopkins do not have access to a vehicle.

Downtown Hopkins is home to a large number of affordable housing options in close proximity to a wide variety of essential goods and services that enable residents to live car-free or car-light. The Downtown Hopkins End-of-Trip Facility Plan will help ensure that community members who cannot or choose not to use a personal automobile to meet their transportation needs are well-served by a network of end-of-trip facilities that make using active modes of transportation convenient, comfortable, and enjoyable. Further prioritizing these active transportation modes will help contribute to reductions in health disparities, such as rates of type 2 diabetes and heart disease, which have been proven to disproportionately affect low-income residents, people of color, seniors, persons with disabilities, and youth.

7. What partners will be involved in project implementation? How will community stakeholders be engaged? How will this project seek and include the voices of residents most likely to experience health disparities (see above)?

The successful development of a Downtown Hopkins End-of-Trip Facility Plan is dependent on ensuring that input and feedback on the plan is gathered from all segments of the community, especially those who cannot or choose not to participate through more traditional means of communication. During the development of the Plan, community stakeholders will be engaged through a variety of channels that reflect Hopkins's "Take It To Them" approach to community engagement, which acknowledges that both perceptions and realities of peoples' experiences in Hopkins vary significantly by race and ethnicity. Bringing the decision-making process out into the community where it will have its impact will provide a casual, convenient, and accessible means for the community to engage with the Plan development and help the City of Hopkins generate and gather feedback that is as representative of the entire community as possible. In addition to traditional surveys and mailings, community engagement is anticipated to include signage and pop-up events in areas that currently have end-of-trip facilities and locations that could accommodate end of trip facilities in the future. This will bring the planning process out into the community and gather feedback where the impact of the Plan will be felt most directly.

In addition to these extensive public engagement efforts, the stakeholders that will be involved in project implementation include Hennepin County Active Living, Metro Transit, Three Rivers Park District, Spin scooters, local bike shops, Access Hopkins (local bike and pedestrian advocacy group), businesses, elected officials, and City staff from the departments of Public Works and Planning and Economic Development.

8. Describe how this project fits within your community and organization's goals, priorities and/or long-range plans. Attach supporting documentation as applicable (i.e. relevant comprehensive plan sections, letters of support, previous work done in relation to proposal).

The Downtown Hopkins End-of-Trip Facility Plan will build on and continue previous work completed by the City of Hopkins in a number of ways. First, the City of Hopkins completed a [Pedestrian and Bike Plan](#) which presents recommendation for gradual, implementable improvements that achieve a vision of supporting greater walking and biking in Hopkins. Additionally, in July of 2022, Hopkins completed a [wholesale update of its zoning code](#) which made many changes in support of walking and biking, including an exemption to minimum parking standards for commercial uses in Downtown Hopkins. This change is likely to further incentivize active transportation modes and highlights the importance of continuing to grow Downtown Hopkins's supply of end-of-trip facilities. The Plan would build on work the City initiated in 2017 related to a comprehensive bike parking plan for Downtown Hopkins that resulted in the installation of a covered bike parking shelter and over 60 bike racks. Related to this work, Hopkins initiated a program of evenly splitting the costs of acquiring and installing bike racks with businesses who are interested in installing them on their property. Finally, in recent years, the City has partnered with the cities of Saint Louis Park and Golden Valley to contract with shared mobility services including Byrd and Spin to offer shared scooters in these communities. These programs have had success and will be continued into the future, which is one example of how the needs associated with end-of-trip facilities have changed since the 2017 bike parking plan was completed.

9. How will the findings or results of this project be used? Will they inform future work? Will they support implementation of a specific project? Will they inform future programming?

The City views the development of a Downtown Hopkins End-of-Trip Facility Plan to be the first of many steps towards supporting active transportation options by providing high-quality end-of-trip facilities in Downtown Hopkins that meet evolving needs of active transportation users. The Plan will serve as a guiding document for years to come as the City is able to implement the plan through investments in equipment, technology, wayfinding, and branding.