

**City of Fayetteville Staff Review Form**

**2018-0071**

**Legistar File ID**

**2/20/2018**

**City Council Meeting Date - Agenda Item Only**  
N/A for Non-Agenda Item

Peter Nierengarten

2/2/2018

Sustainability & Resilience /  
Chief of Staff

**Submitted By**

**Submitted Date**

**Division / Department**

**Action Recommendation:**

Staff recommends contracting with the University of Arkansas to provide Bicycle and Pedestrian Programs Coordinator services.

**Budget Impact:**

<hr/>		<hr/>	
Account Number		Fund	
<hr/>		<hr/>	
Project Number		Project Title	
<b>Budgeted Item?</b>	Yes	Current Budget	\$ 67,000.00
		Funds Obligated	\$ -
		Current Balance	<b>\$ 67,000.00</b>
<b>Does item have a cost?</b>	Yes	Item Cost	\$ 30,000.00
<b>Budget Adjustment Attached?</b>	NA	Budget Adjustment	
		Remaining Budget	<b>\$ 37,000.00</b>

V20140710

Previous Ordinance or Resolution # 

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Original Contract Number: 

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Approval Date: 

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Comments:



**MEETING OF FEBRUARY 20, 2018**

**TO:** Mayor and City Council

**THRU:** Don Marr, Chief of Staff

**FROM:** Peter Nierengarten, Sustainability Director

**CC:** Garner Stoll, Development Service Director  
Chris Brown, City Engineer  
Matt Mihalevich, Trails Coordinator

**DATE:** February 2, 2018

**SUBJECT: Bicycle and Pedestrian Programs Coordinator**

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**RECOMMENDATION:**

Staff recommends contracting with the University of Arkansas to provide Bicycle and Pedestrian Programs Coordinator services.

**BACKGROUND:**

The City of Fayetteville has employed a part-time Bicycle Programs Coordinator in the Sustainability & Resilience Department since October 2014. The Coordinator position was first filled through a 1,700-hour service term as an Energy Corps Member under the AmeriCorps program. Next the City contracted the position through the National Center for Appropriate Technologies (NCAT) and since the beginning of 2016 the City has contracted with BikeNWA to fill the part time role. During this period, the position has focused on the planning and execution of a variety of projects related to bicycling, trails, and active transportation in Fayetteville. The City's 2016 recognition by the American League of Bicyclists as Arkansas' only Silver Designated Bicycle Friendly Community and Fayetteville's 2017 designation as a Bronze Walk Friendly Community were the direct result of the Bicycle Coordinator Position.

**DISCUSSION:**

Recent collaboration and communication with the University of Arkansas revealed joint interest in funding a full-time Bicycle and Pedestrian Coordinator. The proposed position would be employed by the University of Arkansas – Office for Sustainability and spend 50% of time at the University and 50% of time at the City. The City and the University would each provide office space for the coordinator and would have equal representation on the hiring committee. Specifically, the position would focus on:

- Developing city-wide bicycle and pedestrian educational and encouragement efforts
- Maintaining the UA/City Bicycling webpages.
- Assist in education and outreach related to design, development, and implementation of citywide bike/ped facilities.

- Lead periodic updates to the City Bicycle and Pedestrian Master Plan and the active transportation aspects of the UA Transportation Master Plan.
- Maintain bicycle and pedestrian-friendly certifications for UA/City.
- Encourage and promote the Bicycle Friendly Business program to Fayetteville businesses.
- Track and report usage of bicycle and pedestrian facilities through mechanical counts, surveys, interviews, etc. to help determine the effectiveness of education and outreach activities.
- Research, recommend and implement programs that have resulted in increased walk/bike rates for other communities.
- Lead the UA/City in the development of a bike share system.
- Work with UA and Fayetteville Police Department on enforcement programs that focus on educating bicyclists, pedestrians, and motorists on safe rules of the road.
- Conduct walk/bike traffic safety skill training for community members
- Implement an inclusive social ride series.
- Engage with OORC and other mountain bicycle advocacy groups to ensure trails are maintained and users are safe.
- Expand the Safe Route to Schools Plan to include routes and infrastructure needs near schools. Encourage bike to school events and bicycle/walk trains to and from schools.
- Coordinate tactical urbanism projects including project review process, installation, before and after analysis and removal.

**BUDGET/STAFF IMPACT:**

The Bicycle and Pedestrian Coordinator Position will be managed by Fayetteville's Trails Coordinator in the Development Service Department. The City's \$30,000 annual contribution to fund the position will come from budgeted funds in the Sustainability Department's Extra Services budget.

**Attachments:**

Bicycle & Pedestrian Coordinator position MOA with the University of Arkansas  
 University of Arkansas Bicycle & Pedestrian Coordinator position description

## Memorandum of Agreement

This **Memorandum of Agreement (“MOA”)** is made by and between the City of Fayetteville (“City”) and Board of Trustees of the University of Arkansas, acting for and on behalf of the University of Arkansas, Fayetteville (“University”), and the parties agree as follows:

1. **Purpose.** The City is contracting with University to establish a Bicycle and Pedestrian Coordinator (“Coordinator”) position. The coordinator shall be an employee of the University, but will provide services to both the University and the City (on projects of mutual interest to the City and the University). The City will provide one half of the funding for the position, as described in more detail herein. The City and the University have aligned interests in promoting bicycling and transportation options to Fayetteville residents, including the campus community. Establishing this position that will provide services to both the University and the City will allow the City and the University to better collaborate and focus bicycle and pedestrian efforts in a more comprehensive and strategic manner.
2. **Term.** The term of this MOA shall be one (1) year beginning \_\_\_\_\_, and ending \_\_\_\_\_. The MOA shall automatically renew for one (1) additional one (1) year term unless written notice of non-renewal is provided by either party at least thirty (30) days prior to the end of the first term.
3. **Bicycle and Pedestrian Coordinator.** The University shall hire a Bicycle and Pedestrian Coordinator who shall work on both City and University projects. The essential and secondary duties and responsibilities as well as the minimum qualifications are set forth in the job description attached hereto as Exhibit A and made a part hereof.
4. **City’s Rights and Responsibilities.**
  - a. City shall reimburse the University for half of the Coordinator position’s salary, benefits, programming materials, office supplies, workers’ compensation coverage, computer and other necessary resources for the position up to a maximum amount of \$30,000.00 per year to be billed quarterly. City shall not be obligated to pay any amount for salary and benefits during any time the Coordinator position is unfilled. While providing services to both the University and the City, the parties agree that the Coordinator shall solely be an employee of the University.
  - b. City shall remit payments due to the University within sixty (60) days of receipt of valid invoices.
  - c. City shall provide office space for the Coordinator.
  - d. City shall have equal representation on the search committee for the Coordinator, although the hiring decision will be made by a University official.
  - e. The Coordinator shall spend half of the work week at the City and shall focus on City projects and collaborations with the University when working at the City.

- f. The City shall provide monthly reports regarding the quality of work performed by the University's employee and the progress on City projects. City shall notify the Coordinator's supervisor immediately in the event of poor work performance, breach of any MOA term or failure to perform the duties set forth in the job description.

**5. University's Rights and Responsibilities.**

- a. The University shall hire, as a full-time employee, a Bicycle and Pedestrian Coordinator with a minimum starting salary of \$42,000.00 plus regular employee benefits.
  - b. The University shall be responsible for withholding and paying all required federal, state, FICA, and Medicare taxes and any other payments, taxes or fees required by law including, but not limited to, Workers Compensation coverage.
  - c. The University shall submit quarterly invoices to the City for reimbursement of half of the Coordinator's salary, benefits, programming materials, office supplies, computer and other resources for the position up to a maximum of \$30,000.00 per year.
  - d. The University shall provide office space for the Coordinator.
  - e. The Coordinator shall spend half of the work week at the University and shall focus on University projects and collaborations with the City when working at the University.
6. **Early Termination.** Either party may cancel the MOA by providing 60-day written notice of the termination.
7. **Independent Parties.** The relationship of the parties to this MOA is that of independent contractors, and nothing in this MOA shall be construed to create any agency, joint venture, or partnership relationship between the parties.
8. **MOA Amendments.** Changes, modifications or amendments to the scope, price or fees dictated by this MOA shall not be allowed without a prior formal MOA amendment approved by the Mayor and the City Council of Fayetteville and an authorized representative of the University of Arkansas **in advance** of the change.
9. **Counterparts; Execution by Facsimile or E-Mail Transmission.** This MOA may be executed concurrently in one or more counterparts, each of which shall be an original, but all of which together shall constitute one and the same instrument, notwithstanding that all the parties are not signatory to the original or same counterpart. To facilitate the execution of this MOA, this MOA may be executed by facsimile or e-mail attachment.
10. **Governing Law.** This MOA shall be governed by the laws of the State of Arkansas.

**IN WITNESS WHEREOF**, the parties hereto have caused their signatures to be set by their authorized representative effective the date set forth below.

**UNIVERSITY OF ARKANSAS**

**CITY OF FAYETTEVILLE**

\_\_\_\_\_  
Joseph Steinmetz, Chancellor

\_\_\_\_\_  
**Lioneld Jordan**, Mayor

**Date:** \_\_\_\_\_

**Date:** \_\_\_\_\_

ATTEST:

ATTEST:

\_\_\_\_\_  
**Notary Public**

\_\_\_\_\_  
**Sondra E. Smith**, City Clerk-Treasurer

Employee Position Description

**POSITION TITLE: Bicycle & Pedestrian Coordinator**

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POSITION CLASSIFICATION: non-classified provisional

DEPARTMENT: UA Facilities Management, Office for Sustainability

SUPERVISOR: Director of UA Office for Sustainability and City of Fayetteville Trails Coordinator

START DATE: March 2018

COST SHARE: CoF 50% and UA 50%

TIME SPLIT: CoF 50% and UA 50%

OFFICE LOCATION: UA Sustainability House, 238 Harmon Ave

SALARY: \$42,000-\$45,000 plus UA benefits package

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**ESSENTIAL DUTIES AND RESPONSIBILITIES:**

1. Provide good customer service to both internal and external customers, maintain positive and effective working relationships with other UA/City employees (especially members of his or her own team), and have regular and reliable attendance that is non-disruptive.
2. Represent the UA/City in a positive manner, particularly while on site at events and work to resolve citizen issues and concerns at those events.
3. Develop city-wide bicycle and pedestrian educational and encouragement efforts, by using social media and conducting public presentations to inform and educate motorists, bicyclists, and pedestrians of the energy savings, monetary savings, health benefits, and best practices associated with walking and bicycling for transportation.
4. Maintain the City Bicycling webpage as well as [bike.uark.edu](http://bike.uark.edu).
5. Assist the UA/City departments and other external stakeholders to encourage bicycle & pedestrian events
6. Administer the Trail Trekker program. Train and recruit volunteers.
7. Organize the annual Bike Fest on the UA campus.
8. Assist with public outreach regarding on-street bike/ped facilities such as protected bike lanes, bike lanes, shared lane markings, signage, bike racks and better crosswalks and signals to help familiarize citizens with the facilities available for healthy, energy-efficient, and cost-effective transportation choices.
9. Assist the Trails Coordinator in education and outreach related to design, development, and implementation of citywide bike/ped facilities (including but not

limited to trails and bicycle parking facilities) and objectives in the current Fayetteville Active Transportation Plan.

10. Lead periodic updates to the City Bicycle and Pedestrian Master Plan and the active transportation aspects of the UA Transportation Master Plan.
11. Work closely with UA Parking and Transit to incentivize active modes of transportation.
12. Maintain bicycle and pedestrian-friendly certifications for UA/City
13. Review and implement Fayetteville specific recommendations from the League of American Bicyclists through the Bicycle Friendly Communities certification process.
14. Encourage and promote the Bicycle Friendly Business program to Fayetteville businesses.
15. Track and report usage of bicycle and pedestrian facilities through mechanical counts, surveys, interviews, etc. to help determine the effectiveness of education and outreach activities.
16. Research, recommend and implement programs that have resulted in increased walk/bike rates for other communities
17. Lead the UA/City in the development of a bike share system.
18. Work with UA and Fayetteville Police Department on enforcement programs that focus on educating bicyclists, pedestrians, and motorists on safe rules of the road. Conduct periodic meetings with the Police Department to discuss bicycle and pedestrian safety.
19. Conduct walk/bike traffic safety skill training for community members based on League of American Bicyclists curriculum.
20. Use social media to update maps, sidewalk, trail and bikeway conditions, report crashes and public requests/concerns and provide notices of bike/ped events.
21. Implement an inclusive social ride series that shows users how accessible commuting by bicycle can be.
22. Engage with OORC and other mountain bicycle advocacy groups to ensure trails are maintained and users are safe.
23. Expand the Safe Route to Schools Plan to include routes and infrastructure needs near schools. Encourage bike to school events and bicycle/walk trains to and from schools.
24. Provide staff representation for the Active Transportation Advisory Committee (ATAC). Prepare and distribute monthly agendas, conduct the monthly meetings, and prepare written recommendations from ATAC that will go to the Transportation Committee. Present ATAC recommendations to the Transportation Committee and necessary.
25. Provide staff representation for the UA Bicycle Advocacy Council (BAC). Prepare and distribute agendas, conduct the meetings, and present BAC recommendations to other relevant stakeholders across campus.
26. Coordinate tactical urbanism projects including project review process, installation, before and after analysis and removal.



**SECONDARY DUTIES AND RESPONSIBILITIES** include the following:

1. Perform secondary duties as assigned.

**MINIMUM QUALIFICATIONS**

1. Bachelor's degree (B.A. or B.S.) in Engineering, Architecture, Landscape Architecture Planning, Environmental Science, Sustainability or a related field from a college or university and 6 months of applied experience in transportation planning. One year of applied experience preferred.
2. Must be a certified League Cycling Instructor (LCI) or could attain certification from the League of American Bicyclists within 12 months of hire.
3. Ability to operate a bicycle safely under a variety of environmental conditions and operational situations.
4. Valid Driver's License.
5. Effectively communicate with others orally and in writing.
6. Must be able to meet required deadlines while working on a variety of projects.
7. Ability to read, analyze and interpret general planning periodicals, professional journals, technical procedures, design plans and governmental regulations.
8. Ability to write professional reports and business correspondence.
9. Ability to prepare and present information and respond to questions from groups of managers, customers, and the public.
10. Must have ability to compile and analyze data with great attention to detail from a variety of sources in order to prepare clear, accurate reports from such information.
11. Knowledge of objectives and principles of transportation planning, funding, and design with an emphasis on bicycle and pedestrian transportation.
12. Must have the capacity to be a strategic thinker and the ability to work as a team member and leader as well as ability to work independently.
13. Must be proficient in the use of a computer and software programs such as word processing applications, spreadsheet applications, and presentation software applications. Must be able to effectively operate standard office equipment.
14. Must be proficient in all social media outlets and have the ability to respond to online public requests and concerns in a professional and productive manor.
15. Must have basic knowledge of ARCview GIS mapping software.
16. Must have basic knowledge of graphic design software such as the Adobe Creative Cloud.
17. While performing the functions of this job, the employee is regularly required to talk and hear. The employee regularly is required to move from location to location and sit; use hands to finger, handle, or feel; reach with hands and arms. The employee must frequently lift and/or move up to 10 pounds. Specific vision abilities required to accomplish computer and office work.