



## Northern Virginia Regional Commission

### RESOLUTION

Resolution No. 13-07

PATRON: G. Mark Gibb  
Executive Director  
DATE: December 13, 2012

#### **AUTHORIZATION TO CONTRACT FOR WEBSITE SERVICES ASSOCIATED WITH "SHARING THE ROAD IN VIRGINIA" FOR BICYCLE AND PEDESTRIAN SAFETY GUIDE**

WHEREAS, the safety of bicyclists and pedestrians in the Commonwealth of Virginia is of the utmost concern to elected officials and those who promote non-motorized transportation alternatives; and

WHEREAS, in 2009, bicycle and pedestrian accidents made up 11 percent of the Commonwealth's traffic fatalities, and pedestrian injuries and fatalities are high in proportion to the number of pedestrian trips; and

WHEREAS, approximately every year 2700 pedestrians and bicyclists were injured and 89 were killed in the Washington metropolitan region, with pedestrian and bicyclist fatalities accounting for 25 percent of the total traffic fatalities in the District, suburban Maryland, and Northern Virginia from 2006-2010; and

WHEREAS, there is increasing interest at the local government level as well as with bicycle and pedestrian advocates to disseminate better safety related information, and the growing Spanish-speaking population in the Commonwealth is increasingly making up a higher proportion of the victims of bicycling and walking accidents; and

WHEREAS, in 2005, the Commission approved Resolution No. 06-07 to develop bicycle and pedestrian safety guides; and

WHEREAS, since then, NVRC staff has collaborated with over 60 safety programs statewide, and has published and distributed – in English and Spanish – 165,000 copies of the pocket guide "Sharing the Road in Virginia, What Bicyclists, Pedestrians and Motorists Need to Know," along with 160,000 copies of "fast facts" bicycle and pedestrian safety bookmarks, helping to educate the most vulnerable populations in safe bicycling and walking practices on the Commonwealth's roadways; and

WHEREAS, NVRC has continued work on bicycle and pedestrian safety activities that support statewide messages of bicycle and pedestrian safety through trails work, revising the safety guide, and arranging for related safety training for teachers, schools and others; and

WHEREAS, the statewide group Bike Walk Virginia has ended its mission of promoting pedestrian safety and the website affiliated with the guide, leaving a lack of leadership on pedestrian safety in the state; and

WHEREAS, NVRC has been funded by VDOT to develop a website affiliated with the new pocket guides, and in support of this effort NVRC has followed federal and state procurement methods to identify the most qualified website contractor; and

WHEREAS, VDOT concurred with NVRC's selection process identifying Confluence Corporation the most qualified firm; and

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December 13, 2012

THEREFORE BE IT RESOLVED, that the Northern Virginia Regional Commission authorizes the Executive Director to enter into a contract with Confluence Corporation for \$11,000 to design and launch a website (80 percent reimbursable with grant funds), based upon the bicycle pedestrian safety guides;

BE IT FURTHER RESOLVED, that the Executive Director is authorized to amend the agreement with Confluence to obtain additional, similar services, should additional funding become available for the guide or other NVRC website services.

CERTIFICATION

The undersigned certifies that the foregoing is a true and correct copy of a resolution adopted at a legally convened meeting of the Northern Virginia Regional Commission on December 13, 2012.

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G. Mark Gibb, Certifying Officer