

June 11, 2019

Honorable Stacey Armato, Mayor  
Honorable Members of Hermosa City Council  
City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254

**SUBJECT: CITY COUNCIL REVIEW OF PROPOSED FEHR & PEERS TRAFFIC  
CONSULTANT CONTRACT**

Mayor Stacey Armato and Members of the City Council;

I'm writing with comments and questions regarding the proposed consultant contract for Fehr & Peers Company (F&P), coming before you tonight. I understand that this firm has been recommended, in coordination with the Hermosa Beach School District, through an RFP process, for the purposes of reviewing historical data, collecting new data, analyzing those findings and providing solutions to mitigate traffic, parking and safety concerns for the students, parents and neighbors for the North School Project.

The first comment, and most important:

1. It is unclear in the proposed contract, and underlying MOU, who and how this contract will be managed. There doesn't appear to be clear lines of authority and/or responsibility between the City, the District and the Consultant. Without specifically defined reporting structures, the Consultant will be put in an untenable position, possibly resulting in unnecessary work, costs and indefinable mitigation recommendations.
2. I suggest designating an experienced single point of contact for the Consultant, backed by a shared, transparent and robust communications plan. I also suggest the need for a list of shared concerns and a separate list of concerns specific to the District and the City, so that the Consultant can recognize differing positions and answer those appropriately.
3. The need to clarify whether F&P is planning to execute RFP Task 3 (data analysis), and Task 4 (mitigation measure development) as part of the same phase. These two tasks should not be worked on simultaneously, as one cannot create mitigations measures until all data is collected.

4. That the Draft Plan should be submitted to the Stakeholder Group for review and comment, in addition to the City and the District.
5. The Stakeholders Group should be constituted as soon as possible, so that the Consultant can utilize this group for feedback as soon as needed.
6. Task 6 should include a presentation to the Public Works Commission.
7. Review Task 4.2 suggestion for “instant polling” of stakeholders for feedback on proposed mitigation measures. Language should insure stakeholders have time to review and understand mitigation measures prior to any polling. Also, clarify whether “instant polling” will also be utilized during the two Community meetings? If so, the same concern exists regarding process time.
8. I also suggest that the Stakeholder and Community meetings be recorded, preferably video, so that the public, city staff and district staff can review feedback. This should be added to the scope and budget, prior to contract approval.

Scott Davey