

# City of Hermosa Beach

*City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254*



## Regular Meeting Agenda

**Tuesday, August 27, 2019**

**6:00 PM**

**Closed Session - 6:00 PM**

**Regular Meeting - 7:00 PM**

### Council Chambers

### City Council

*Mayor*

*Stacey Armato*

*Mayor Pro Tem*

*Mary Campbell*

#### *Councilmembers*

*Hany S. Fangary*

*Justin Massey*

*Jeff Duclos*

*City Clerk*

*Elaine Doerfling*

*City Treasurer*

*Karen Nowicki*

*City Attorney*

*Mike Jenkins*

#### Executive Team

Suja Lowenthal, City Manager

Nico De Anda-Scaia, Assistant to the City Manager

Viki Copeland, Finance Director

Lucho Rodriguez, Acting Public Works Director

Sharon Papa, Police Chief

Ken Robertson, Community Development Director

Vanessa Godinez, Human Resources Manager

Kelly Orta, Community Resources Manager

**PLEASE NOTE:**

This is a full Packet including all pages and sub-pages, of all staff-reports and other materials of each agenda item as if physically stacked together and represents the complete agenda Packet as a single PDF file as of the date and time the agenda was initially posted (unless otherwise indicated here). It is meant to be an aid, but not intended as a replacement for the 'Living' agenda.

This full Packet does not contain additions, modifications, or supplementals that have been added after the first posting of the 'Living' agenda unless indicated here.

To prevent time downloading, and re-downloading, you might download this single PDF to your computer to have available for multiple reference, or to re-reference, to avoid the necessity of needing to be connected to the Internet or being held up by a slow-connection or slow server.

For a particular item(s), you may desire to ensure that you are viewing all additions, modifications, or supplementals posted after the original agenda packet's posting by utilizing the link to the 'Living' agenda as displayed on the city's website Agenda/Minutes page which for this agenda is: [08-27-19 Agenda](#)

Note again, that the agenda appearing below the following items' page number table may have changed and represents the page numbers to the agenda and materials contained in this full agenda packet only.

The agenda-items page number table below provides the starting page of each item in this full contiguous packet PDF file. To better utilize these page numbers, note that the *Adobe Acrobat* reader has a feature to display page thumb-nails down the left edge of your screen. With the page-thumbnails displayed you may click on a page's thumb-nail to immediately move to the item's starting page directly.

Be aware, that as this full packet may include MINUTES of prior meetings, if searching the entire Packet for particular text, understand that when you find such text, that if it is within a MINUTES page of minutes, that are included in this agenda for approval, that it may appear to you that you are at an agenda item within the current agenda. Avoid such confusion by noting that pages that contain MINUTES included for approval are so identified at the top of each such page within this full packet.

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**6:00 P.M. - CLOSED SESSION**

(LOCATION: Meetings convene in the Council Chambers and move to the Second Floor Conference Room after Public Comment)

***CALL TO ORDER IN COUNCIL CHAMBERS******ROLL CALL******PUBLIC COMMENT******RECESS TO CLOSED SESSION IN SECOND FLOOR CONFERENCE ROOM***

1.     **19-0511**         **MINUTES:** Approval of minutes of Closed Sessions held on July 23, 2019 and August 15, 2019.
  
2.     **19-0513**         **CONFERENCE WITH LEGAL COUNSEL: Initiation of Litigation**  
                              **Government Code Section 54956.9(d)(4)**  
                              The City finds, based on advice from legal counsel, that discussion in open session will prejudice the position of the City in the litigation.  
  
                              Number of Potential Cases: 1
  
3.     **19-0514**         **CONFERENCE WITH LEGAL COUNSEL: Workers Comp Litigation**  
                              **Existing Litigation - Government Code Section 54956.9(d)(1)**  
                              The City finds, based on advice from legal counsel, that discussion in open session will prejudice the position of the City in the litigation.  
  
                              Name of Case: Pamela Sargent v. City of Hermosa Beach  
                              WCAB Number: ADJ11290398
  
4.     **19-0515**         **CONFERENCE WITH LABOR NEGOTIATOR**  
                              **Government Code Section 54957.6**  
  
                              **City Negotiator:**     City Manager  
  
                              **Employee**  
                              **Organizations:**     Hermosa Beach Police Officers' Association  
  Police Management Bargaining Group  
  Professional and Administrative Employee Group  
  Hermosa Beach Management Association  
  Unrepresented Employees

***ADJOURNMENT OF CLOSED SESSION***

**7:00 P.M. - REGULAR AGENDA**

All council meetings are open to the public. PLEASE ATTEND.

The Council receives a packet with detailed information and recommendations on nearly every agenda item. City Council agenda packets are available for your review on the City's website located at [www.hermosabch.org](http://www.hermosabch.org). Complete agenda packets are also available for public inspection in the City Clerk's office.

During the meeting, a packet is also available in the Council Chambers foyer or you can access the packet at our website, [www.hermosabch.org](http://www.hermosabch.org), on your laptop, tablet or smartphone through the wireless signal available in the City Council chambers - Network ID: CHB-Guest, Password: chbguest

To comply with the Americans with Disabilities Act of 1990, Assistive Listening Devices (ALD) will be available for check out at the meeting. If you require special assistance to participate in this meeting, you must call or submit your request in writing to the Office of the City Clerk at (310) 318-0203 at least 48 hours prior to the meeting.

**Oral and Written Communication**

Persons who wish to have written materials included in the agenda packet at the time the agenda is published on the City's website must submit the written materials to the City Manager's office by email ([anny@hermosabch.org](mailto:anny@hermosabch.org)) or in person by noon of the Tuesday, one week before the meeting date.

Written materials pertaining to matters listed on the posted agenda received after the agenda has been posted will be added as supplemental materials under the relevant agenda item on the City's website at the same time as they are distributed to the City Council by email. Supplemental materials may be submitted via eComment (instructions below) or emailed to [anny@hermosabch.org](mailto:anny@hermosabch.org). Supplemental materials must be received before 4:00 p.m. on the date of the meeting to ensure Council and staff have the ability to review materials prior to the meeting. Supplemental materials submitted after 4:00 p.m. on the date of the meeting or submitted during the meeting will be posted online the next day.

**Submit Supplemental eComments in three easy steps:**

Note: Your comments will become part of the official meeting record. You must provide your full name, but please do not provide any other personal information (i.e. phone numbers, addresses, etc) that you do not want to be published.

1. Go to the Agendas/Minutes/Video webpage and find the meeting you'd like to submit comments on. Click on the eComment button for your selected meeting.
2. Find the agenda item for which you would like to provide a comment. You can select a specific agenda item/project or provide general comments under the Oral/Written Communications item.
3. Sign in to your SpeakUp Hermosa Account or as a guest, enter your comment in the field provided, provide your name, and if applicable, attach files before submitting your comment.

**Public Participation Speaker Cards:**

If you wish to speak during Public Participation, please fill out a speaker card at the meeting. The purpose of the speaker card is to streamline and better organize our public comment process to ensure names of speakers are correctly recorded in the minutes and where appropriate, to provide contact information for staff follow-up.

**CALL TO ORDER****PLEDGE OF ALLEGIANCE****ROLL CALL****CLOSED SESSION REPORT****ANNOUNCEMENTS****APPROVAL OF AGENDA****PROCLAMATIONS / PRESENTATIONS**

- a) 19-0517 RECOGNIZING COMMUNITY SERVICES OFFICER  
CHRIS AVILES FOR HIS LIFE SAVING ACTIONS
- b) 19-0518 RECOGNIZING SURFERS WALK OF FAME EVENT  
VOLUNTEERS AND CONTRIBUTORS
- c) 19-0551 TEEN CHOICE AWARDS EVENT RECAP FROM  
COMMUNITY RESOURCES DEAPRTMENT,  
HERMOSA BEACH POLICE DEPARTMENT AND  
LOS ANGELES COUNTY FIRE DEPARTMENT
- d) [REPORT](#)  
[19-0472](#) LOS ANGELES COUNTY FIRE DEPARTMENT AND  
MCCORMICK AMBULANCE QUARTERLY UPDATE  
(Emergency Services Coordinator Brandy Villanueva)

**Recommendation:** Staff recommends that the City Council receive and file the Los Angeles County Fire Department and McCormick Ambulance services second quarter update review for the period of April 1, 2019-June 30, 2019.

**Attachments:** [1 RCC Call Transfer Report April - June 2019](#)  
[2. LACoFD Call Transfer Time - April & May 2019](#)  
[3. FireAmbulanceServicesComparsion\\_2nd Quarter 2019](#)  
[4. 2019 Automatic Aid Review](#)  
[5. 2019 Film Permits\\_2QUARTER](#)

**MISCELLANEOUS ITEMS AND REPORTS - CITY MANAGER**

- a) 19-0560 UPDATE ON THE NOVEMBER 5, 2019 GENERAL MUNICIPAL  
ELECTION AND CANCELLATION OF THE AUGUST 22, 2019  
CITY COUNCIL SPECIAL MEETING

- b) **19-0559** **UPDATE ON THE NORTH SCHOOL  
NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN**
- c) [19-0552](#) **NOTICE OF LOS ANGELES COUNTY SANITATION  
PUBLIC WORKS PROJECT AFFECTING VISTA DEL MAR**

Attachments: [Link to details on construction and what to expect](#)

- d) [19-0558](#) **UPDATE ON PUBLIC HEARING FOR A MUNICIPAL CODE  
AMENDMENT TO ESTABLISH A TWO-YEAR PILOT PROGRAM TO  
ALLOW AND REGULATE SHORT-TERM VACATION RENTALS IN  
EXISTING NONCONFORMING RESIDENTIAL UNITS THAT ARE  
LOCATED WITHIN COMMERCIAL ZONES  
(Public Hearing to be held on September 10, 2019)**

Attachments: [Draft Staff Report and Attachments.pdf](#)

**PUBLIC PARTICIPATION:** Although the City Council values your comments, the Brown Act generally prohibits the Council from taking action on any matter not listed on the posted agenda as a business item.

**1. ORAL AND WRITTEN COMMUNICATIONS:** If you wish to provide public comment, please fill out a speaker card to ensure names of speakers are correctly recorded in the minutes and where appropriate, to provide contact information for staff follow-up. This is the time for members of the public to address the City Council on any items within the Council's jurisdiction not on this agenda, on items on this agenda as to which public comment will not be taken (Miscellaneous Items and Reports – City Council and Other Matters), or to request the removal of an item from the consent calendar. Public comments on the agenda items called Miscellaneous Reports and Other Matters will only be heard at this time. Comments on public hearing items are heard only during the public hearing. Members of the audience may also speak:

*1) during discussion of items removed from the Consent Calendar;*

*2) during Public Hearings; and,*

*3) during discussion of items appearing under Municipal Matters. Comments from the public are limited to three minutes per speaker. The City Council acknowledges receipt of the written communications listed below. No action will be taken on matters raised in written communications. The Council may take action to schedule issues raised in oral and written communications for a future agenda. Citizens with comments regarding City management or departmental operations are requested to submit those comments to the City Manager.*

- a) [19-0520](#) **WRITTEN COMMUNICATION**

Recommendation: Staff recommends that the City Council receive and file the written communication.

- Attachments:**
- [1. Email and Attachments from Joy Eliason regarding construction parking.pdf](#)
  - [2. Email from Geoff Hirsch regarding Accessibility Issues at AVP event and response from City staff.pdf](#)

**2. CONSENT CALENDAR:** The following more routine matters will be acted upon by one vote to approve with the majority consent of the City Council. There will be no separate discussion of these items unless a Council member removes an item from the Consent Calendar. Items removed will be considered under Agenda Item 4, with public comment permitted at that time.

a) [REPORT](#)  
[19-0500](#)

**CITY COUNCIL MEETING MINUTES**  
(Interim Deputy City Clerk Carol Cowley)

**Recommendation:** Staff recommends that the City Council approve the following minutes:

- 1. Adjourned Regular meeting of July 18, 2019
- 2. Regular meeting of July 23, 2019

- Attachments:**
- [1. 07-18-2019 Adj Reg Min](#)
  - [2. 07-23-19 CC Reg Min](#)

b) [REPORT](#)  
[19-0506](#)

**CHECK REGISTERS**  
(Finance Director Viki Copeland)

**Recommendation:** Staff recommends that the City Council ratify the following check registers.

- Attachments:**
- [1. 07-18-19](#)
  - [2. 07-23-19](#)
  - [3. 07-25-19](#)
  - [4. 08-01-19](#)

c) [REPORT](#)  
[19-0553](#)

**MEMORANDUM REGARDING  
REVENUE AND EXPENDITURE REPORTS  
CIP REPORT BY PROJECT  
CITY TREASURER'S AND CASH BALANCE REPORT  
FOR JULY 2019**

(Finance Director Viki Copeland)

**Recommendation:** Staff recommends that the City Council receive and file the memorandum regarding financial reports.

d) [REPORT](#)  
[19-0528](#)

**PUBLIC WORKS PROJECT STATUS REPORT  
AS OF AUGUST 12, 2019**

(Acting Public Works Director Lucho Rodriguez)

**Recommendation:** Staff recommends that the City Council receive and file the Public Works Project Status Report as of August 12, 2019.

- Attachments:** [CIP Status Sheet - August 2019.pdf](#)

e) [REPORT](#)  
[19-0556](#)

**ACTION SHEET OF THE PLANNING COMMISSION MEETING OF**

**AUGUST 20, 2019**

**Recommendation:** Staff recommends that the City Council receive and file the action sheet of the Planning Commission meeting of August 20, 2019.

**Attachments:** [Action Minutes of 21-Aug-2019.pdf](#)

f) [REPORT](#) **PLANNING COMMISSION TENTATIVE FUTURE AGENDA ITEMS**  
[19-0555](#) (Community Development Director Ken Robertson)

**Recommendation:** Staff recommends that the City Council receive and file the September 17, 2019 Planning Commission tentative future agenda items.

**Attachments:** [Planning Commission Tentative Future Agenda for 09-17-19](#)

g) [REPORT](#) **ACTION MINUTES OF THE PARKS, RECREATION AND**  
[19-0516](#) **COMMUNITY RESOURCES ADVISORY COMMISSION**  
**MEETING OF JULY 2, 2019**

**Recommendation:** Staff recommends that the City Council receive and file the action minutes of the Parks, Recreation and Community Resources Advisory Commission meeting of July 2, 2019.

**Attachments:** [PR Minutes 07.02.2019.pdf](#)

h) [REPORT](#) **SOUTH BAY WORKFORCE INVESTMENT BOARD**  
[19-0530](#) **QUARTERLY SUMMARY**

**Recommendation:** Staff recommends that the City Council receive and file the Quarterly Summary from the South Bay Workforce Investment Board (SBWIB).

**Attachments:** [SBWIB 4th Quarter Summary.pdf](#)

i) [REPORT](#) **AWARD OF CONTRACT WITH TUMBLEWEED TRANSPORTATION**  
[19-0532](#) **FOR THE DAILY BUS TRANSPORTATION FOR THE STAR**  
**EDUCATION KINDERGARTEN PROGRAM**  
(Community Resources Manager Kelly Orta)

**Recommendation:** Staff recommends that the City Council:

1. Award a two-year contract with an option to extend one additional year with Tumbleweed Transportation for daily bus transportation for the STAR Education Kindergarten program, commencing with the 2019-2020 school year, in the amount of \$36,000;
2. Appropriate an additional \$4,500 in Proposition A Transportation Funds to the Community Resources Star Education Program Shuttle Account; and
3. Authorize the Mayor to execute the contract and the City Clerk to attest, subject to approval by the City Attorney.

**Attachments:** [1. Tumbleweed Transportation Proposal](#)  
[2. Draft Agreement](#)

j) [REPORT](#) **TOWING AND STORAGE SERVICES CONTRACT**  
[19-0508](#) (Acting Police Chief Milton McKinnon)

- Recommendation:** Staff recommends that the City Council:
1. Approve the proposal for towing and storage services from Bruffy's Tow for a one (1) year contract with the option to extend for two additional one (1) year terms; and
  2. Authorize the City Manager to execute the contract and the City Clerk to attest.

- Attachments:**
- [1. Request for Proposals for Towing and Storage Services](#)
  - [2. Towing and Storage Services contract with Bruffy's Tow](#)

k) [REPORT](#)  
[19-0499](#)

**RESOLUTION APPROVING THE 2019-2022  
MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN  
THE CITY OF HERMOSA BEACH AND THE PROFESSIONAL  
AND ADMINISTRATIVE EMPLOYEE GROUP**  
(Human Resources Manager Vanessa Godinez)

- Recommendation:** Staff recommends that the City Council adopt the Resolution (Attachment 1) approving the Memorandum of Understanding (MOU) between the City of Hermosa Beach and the Professional and Administrative Employee Group (PAE) (Attachment 2) for the 2019-2022 fiscal years.

- Attachments:**
- [1. Resolution](#)
  - [2. Memorandum of Understanding](#)

l) [REPORT](#)  
[19-0531](#)

**APPROVE A PROFESSIONAL SERVICES AGREEMENT FOR  
CONTINUING SENIOR PLANNING CONSULTING SERVICES**  
(Community Development Director Ken Robertson)

- Recommendation:** Staff recommends that the City Council approve a Professional Services Agreement with Sagecrest Planning + Environmental to continue providing Senior Planner professional consulting services.

- Attachments:** [Draft Professional Services Agreement and Scope of Services](#)

m) [REPORT](#)  
[19-0557](#)

**RESOLUTION SUPPORTING SENATE BILL 54 (ALLEN) AND  
ASSEMBLY BILL 1080 (GONZALES), THE CALIFORNIA CIRCULAR  
ECONOMY AND PLASTIC POLLUTION REDUCTION ACT**  
(Assistant to the City Manager Nico De Anda-Scaia)

- Recommendation:** Staff recommends that the City Council adopt a Resolution (Attachment 1) supporting Senate Bill 54 (SB 54) and Assembly Bill 1080 (AB 1080), the California Circular Economy and Plastic Pollution Reduction Act.

- Attachments:**
- [1. SB 54/AB 1080 Fact Sheet.pdf](#)
  - [2. Draft Resolution supporting SB 54/AB 1080](#)

### 3. CONSENT ORDINANCES

NONE

### 4. ITEMS REMOVED FROM THE CONSENT CALENDAR FOR SEPARATE DISCUSSION

\* Public comments on items removed from the Consent Calendar.

**5. PUBLIC HEARINGS - TO COMMENCE AT 7:30 P.M.**

- a) [REPORT](#) **CONSIDER INTRODUCTION OF ORDINANCE TO EXPAND THE**  
[19-0509](#) **BAN ON POLYSTYRENE FOOD SERVICE WARE TO INCLUDE**  
**A BAN ON CERTAIN POLYSTYRENE PRODUCTS, SINGLE-**  
**USE PLASTIC PRODUCTS, AND SINGLE-USE PRODUCTS**  
(Community Development Director Ken Robertson)  
***(Public Hearing will be continued to a future meeting)***

**Recommendation:** Staff recommends that the City Council introduce an ordinance amending the Municipal Code to expand the ban on polystyrene food service ware to include a ban on certain polystyrene products, single-use plastic products, and single-use products.

**Attachments:** [1. Draft Ordinance](#)  
[2. Draft Resolution](#)

- b) [REPORT](#) **UPDATE ON IMPLEMENTATION OF TEMPORARY BAN OF**  
[19-0501](#) **DOCKLESS SCOOTER AND BIKESHARE IN HERMOSA BEACH**  
(Environmental Analyst Leeanne Singleton)

**Recommendation:** Staff recommends that the City Council:  
1. Receive an update on the City's implementation efforts related to the temporary ban of shared mobility devices; and  
2. Introduce upon first reading, an ordinance extending the ban on the deployment and operation of scooters/bikeshare within the City of Hermosa Beach for a period of one year or until the City adopts guidelines for shared mobility operations in conjunction with neighboring cities (Attachment 1).

**Attachments:** [1. Ordinance Amending Temporary Ban on Shared Mobility](#)  
[2. November 2017 Staff Report](#)  
[3. August 2018 Staff Report](#)  
[4. April 2019 Staff Report](#)  
[5. Summary of Staff Initiatives on Education and Enforcement](#)  
[6. South Bay Shared Mobility Guidelines Draft](#)

**6. MUNICIPAL MATTERS**

- a) [REPORT](#) **AWARD OF CONTRACT TO JOHN L. HUNTER**  
[19-0507](#) **AND ASSOCIATES INC. FOR PROFESSIONAL**  
**STORMWATER CONSULTING SERVICES**  
(Acting Public Works Director Lucho Rodriguez)

**Recommendation:** Staff recommends that the City Council approve a Professional Services Agreement with John L. Hunter and Associates Inc. to administer the City's Municipal Storm Water Management Program in connection with National Pollutant Discharge Elimination System (NPDES) permit requirements for an amount of \$114,989 annually.

**Attachments:** [1. Request for Proposals](#)  
[2. Professional Services Agreement](#)

b) [REPORT](#)  
[19-0563](#)

**HERMOSA BEACH BRANDING AND SIGNAGE  
AND LOGO REFRESH CONTEST UPDATE**

(Environmental Analyst Leeanne Singleton &  
Assistant to the City Manager Nico De Anda-Scaia)

**Recommendation:** Staff recommends that the City Council:

1. Select the winning logo design concept;
2. Provide staff with any feedback or refinement of the selected concept, if necessary; and
3. Provide staff with direction and priorities for hiring a graphic designer to develop a style guide for the City.

**Attachments:**

- [1. Link to February 2018 - Study Session Staff Report and Presentation](#)
- [2. June 2018 - Hermosa's Next Logo: Call for Artists](#)
- [3. Hermosa Beach Logo Concepts Community Input](#)
- [4A. Option 1 - Garrett Burke](#)
- [4B. Option 2 - Daniel Inez](#)
- [4C. Option 3 - Carissa Catalina](#)
- [4D. Option 4 - Garrett Burke](#)

c) [REPORT](#)  
[19-0505](#)

**AWARD OF CONTRACT(S) OF ON-CALL TRAFFIC ENGINEERING  
AND TRANSPORTATION PLANNING SERVICES**

(Environmental Analyst Leeanne Singleton, Acting Public Works Director  
Lucho Rodriguez, and Community Development Director Ken Robertson)

**Recommendation:** Staff recommends that the City Council:

1. Award Professional Services Agreements to a bench of qualified professional consulting firms to provide on-call traffic engineering and transportation planning services to the City of Hermosa Beach;
2. Approve the guidelines recommended for the implementation and assignment of task orders through these contracts with initial contract terms of two (2) years and options to extend contracts for up to three (3) one-year terms; and
3. Authorize the Mayor to execute and the City Clerk to attest the Professional Services Agreement(s) subject to approval by the City Attorney.

**Attachments:**

- [RFP 19-04 - On Call Transportation and Traffic Engineering Services - Final](#)
- [2A. Alta Planning + Design Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2B. Fehr&Peers Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2C. General Technology Solutions \(GTS\) Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2D. Hartzog & Crabill Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2E. IBI Group Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2F. Interwest Group Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2G. ITERIS Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2H. Steer Proposal for RFP 19-04 Hermosa Beach On-Call](#)
- [2I. Toole Design Proposal for RFP 19-04 Hermosa Beach On-Call](#)

**7. MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS - CITY COUNCIL****a) [REPORT](#)  
[19-0483](#)****VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS - PARKS, RECREATION &  
COMMUNITY RESOURCES COMMISSION**

(City Clerk Elaine Doerfling)

**Recommendation:** The City Clerk recommends that the City Council appoint two of the four candidates for the Parks, Recreation & Community Resources Advisory Commission to four-year terms ending June 30, 2023.

**Attachments:** [2019 Parks and Recreation Commission Applications](#)

**b) [REPORT](#)  
[19-0547](#)****VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS  
PLANNING COMMISSION APPOINTMENTS**

(City Clerk Elaine Doerfling)

**Recommendation:** The City Clerk recommends that the City Council appoint two of the five Planning Commission applicants to four-year terms ending June 30, 2023.

**Attachments:** [2019 Planning Commission Applications](#)

**c) [REPORT](#)  
[19-0548](#)****VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS - SCHEDULE INTERVIEWS FOR  
CIVIL SERVICE BOARD APPLICANTS**

(City Clerk Elaine Doerfling)

**Recommendation:** The City Clerk recommends that the City Council schedule a time certain for interviews of the three Civil Service Board applicants prior to the regular meeting of September 10, 2019, with appointments to follow at the regular meeting.

**Attachments:** [2019 Civil Service Board Applications](#)

**d) 19-0522****UPDATES FROM CITY COUNCIL AD HOC SUBCOMMITTEES  
AND STANDING COMMITTEE DELEGATES/ALTERNATES****8. OTHER MATTERS - CITY COUNCIL**

*Requests from Councilmembers for possible future agenda items. No discussion or debate of these requests shall be undertaken; the sole action is whether to schedule the item for consideration on a future agenda. No public comment will be taken. Councilmembers should consider the city's work plan when considering new items.*

**a) [19-0550](#)****TENTATIVE FUTURE AGENDA ITEMS**

**Recommendation:** Staff recommends that the City Council receive and file the tentative future agenda items.

**Attachments:** [Tentative Future Agenda.pdf](#)

**ADJOURNMENT**

**FUTURE MEETINGS AND CITY HOLIDAYS****CITY COUNCIL MEETINGS:**

September 4, 2019 - Wednesday - Adjourned Regular Meeting:

6:00 PM - Interviews, 7:00 PM - Study Session

September 10, 2019 - Tuesday - 6:00 PM - Closed Session,

7:00 PM - City Council Meeting

September 24, 2019 - Tuesday - 6:00 PM - Closed Session,

7:00 PM - City Council Meeting

October 2, 2019 - Wednesday - Adjourned Regular Meeting:

6:00 PM - Study Session

October 8, 2019 - Tuesday - No Meeting (Re-scheduled to Oct. 10)

October 10, 2019 - Thursday - Adjourned Regular Meeting:

6:00 PM - Closed Session and 7:00 PM - City Council Meeting

October 22, 2019 - Tuesday - 6:00 PM - Closed Session,

7:00 PM - City Council Meeting

November 12, 2019 - Tuesday - 6:00 PM - Closed Session,

7:00 PM - City Council Meeting

November 18, 2019 - Monday - Adjourned Regular Meeting:

6:00 PM - Closed Session and 7:00 PM - City Council Meeting

November 21, 2019 - Thursday - Adjourned Regular Meeting:

6:00 PM - Mayor Rotation

November 26, 2019 - Tuesday - No Meeting (Re-scheduled to Nov. 18)

December 4, 2019 - Wednesday - Adjourned Regular Meeting:

6:00 PM - Study Session

December 10, 2019 - Tuesday - No Meeting (Re-scheduled to Dec. 12)

December 12, 2019 - Thursday - Adjourned Regular Meeting:

6:00 PM - Closed Session and 7:00 PM - City Council Meeting

December 24, 2019 - Tuesday - No Meeting (Dark)

**BOARDS, COMMISSIONS AND COMMITTEE MEETINGS:**

September 3, 2019 - Tuesday - 7:00 PM - Parks and Recreation Advisory Commission Meeting

September 9, 2019 - Monday - 7:00 PM - Emergency Preparedness Advisory Commission Meeting

September 17, 2019 - Tuesday - 7:00 PM - Planning Commission Meeting

September 18, 2019 - Wednesday - 7:00 PM - Public Works Commission Meeting

October 1, 2019 - Tuesday - 7:00 PM - Parks and Recreation Advisory Commission Meeting

October 15, 2019 - Tuesday - 7:00 PM - Planning Commission Meeting

November 4, 2019 - Monday - 7:00 PM - Emergency Preparedness Advisory Commission Meeting

November 5, 2019 - Tuesday - 7:00 PM - Parks and Recreation Advisory Commission Meeting

November 19, 2019 - Tuesday - 7:00 PM - Planning Commission Meeting

November 20, 2019 - Wednesday - 7:00 PM - Public Works Commission Meeting

December 3, 2019 - Tuesday - 7:00 PM - Parks and Recreation Advisory Commission Meeting

December 9, 2019 - Tuesday - 7:00 PM - Planning Commission Meeting

**CITY OFFICES CLOSED FRIDAY-SUNDAY AND ON THE FOLLOWING DAYS:**

September 2, 2019 - Monday - Labor Day

November 11, 2019 - Monday - Veteran's Day

November 28, 2019 - Thursday, Thanksgiving Day

December 25, 2019 - Wednesday - Christmas Day



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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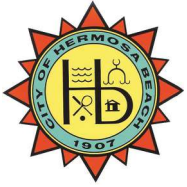
### Staff Report

19-0517

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**RECOGNIZING COMMUNITY SERVICES OFFICER  
CHRIS AVILES FOR HIS LIFE SAVING ACTIONS**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0518

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**RECOGNIZING SURFERS WALK OF FAME EVENT  
VOLUNTEERS AND CONTRIBUTORS**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0551

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**TEEN CHOICE AWARDS EVENT RECAP FROM  
COMMUNITY RESOURCES DEAPRTMENT,  
HERMOSA BEACH POLICE DEPARTMENT AND  
LOS ANGELES COUNTY FIRE DEPARTMENT**



## Staff Report

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### Staff Report

REPORT 19-0472

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**LOS ANGELES COUNTY FIRE DEPARTMENT AND  
MCCORMICK AMBULANCE QUARTERLY UPDATE**  
(Emergency Services Coordinator Brandy Villanueva)

#### **Recommended Action:**

Staff recommends that the City Council receive and file the Los Angeles County Fire Department and McCormick Ambulance services second quarter update review for the period of April 1, 2019-June 30, 2019.

#### **Executive Summary:**

The City of Hermosa Beach has entered the second year of the Los Angeles County Fire Department annexation contract. This report is the second quarter review of fire and transport services provided by Los Angeles County Fire Department and McCormick Ambulance for 2019. Staff continues to work with both departments to ensure the highest level of service is provided to the community and to identify trends in service.

#### **Background:**

The City of Hermosa Beach entered into a ten-year agreement with Los Angeles County Fire Department and a five-year agreement with McCormick ambulance in 2017. Both service providers began providing service to the community on December 31, 2017 and have completed the first year of each respective contract.

#### **Analysis:**

As requested by City Council, call transfer data will be included in the quarterly reports moving forward. The South Bay Regional Public Communications Authority, known as RCC is the initial public-safety answering point (PSAP) for police and fire services within the City of Hermosa Beach. When RCC receives a call for service, the dispatcher collects critical data including name, phone, address, and nature of the emergency. For police related incidents, RCC continues to gather additional information from the caller and dispatches police personnel as necessary. For fire related incidents, the critical data is collected, and the caller is transferred to the Los Angeles County Fire Department Dispatch (LACoFD) center. A LACoFD dispatcher gathers all information needed to

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## Staff Report

REPORT 19-0472

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dispatch fire and EMS personnel accordingly. The critical information is collected at RCC prior to transferring the call to LACOFD as a safeguard. Should the call be dropped during the transfer and/or there is a change status of the patient calling for assistance, RCC can try to reconnect with the caller and relay the information to LACoFD who can dispatch resources based on the information gathered. Total call time begins when the call is initiated with RCC to the arrival of units on scene. During the second quarter of 2019, RCC received and transferred 196 fire/medical related calls with an average call transfer time of 48 seconds. **Attachment 1** provides the RCC call transfer time for the second quarter of 2019. **Attachment 2** provides the LACoFD call processing information. Due to an equipment upgrade, call processing data for the month of June is unavailable.

The second quarter of 2019, encompassing service provided between April 1, 2019-June 30, 2019, indicates that Los Angeles County Fire Department responded to 383 incidents with an average response time of 4:56 minutes. During the second quarter of 2018, Los Angeles County Fire Department responded to 420 incidents with an average response time of 5:17 minutes. There were 37 less calls for service in 2019 compared to 2018 for the same period.

As a reminder, Los Angeles County Fire Department defines the Average Response Time as the time that the first-arriving units, which excludes Lifeguard units, are en route and arrive at each incident and includes emergency and non-emergency calls. Dispatch and turn out time are not included in the Los Angeles County Fire Department average response time. **Attachment 3** provides the incident type and average response times for second quarter responses for 2018 and 2019 for both Los Angeles County Fire and McCormick Ambulance services.

**Table 1: Los Angeles County Fire Department Incidents**

Incident Type	No. of Incidents	Average Response Time
Fire, Explosion	3	3:52
Rescue, EMS	27 5	4:44
Hazardous Condition	13	6:14
Service Call	19	5:56
Good Intent Call	51	5:38
False Alarm, False Call	22	5:34
Special or Other Incident Type	0	0
Grand Total	383	4:56

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## Staff Report

REPORT 19-0472

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During this second quarter, Los Angeles County Fire Department along with the neighboring departments responded to a house fire located at 8<sup>th</sup> Street and Strand. The fire was contained to the originating structure although the properties adjacent and behind were impacted by the fire.

Los Angeles County Fire Department continues to partner with surrounding jurisdictions to provide automatic aid. **Attachment 4** indicates that surrounding jurisdictions, labeled as Area G Cities responded into Hermosa Beach to provide automatic aid five times during the quarter while Los Angeles County Fire Department, labeled as the Fire District has responded 53 times into Area G cities to provide automatic aid during the quarter.

### **Special Events:**

Los Angeles County Fire Department assisted in the pre-planning for Fiesta Hermosa, Teen Choice Awards, and Fourth of July. In addition, LACoFD and McCormick ambulance provided units for display at the Hermosa Beach Community Safety fair on June 1, 2019.

### **Fire Station Construction:**

The Fire Station Construction team continues to meet monthly on the third Tuesday of each month at 2 p.m. to discuss the fire station construction. The County of Los Angeles team has submitted a Board letter to the Los Angeles County Board of Supervisors for approval of the project and to move forward with the job order contract (JOC) process. The letter was placed on the July 2, 2019 supervisor meeting. Due to the Fourth of July holiday, the letter was moved to the July 9, 2019 Board of Supervisor meeting. The letter was subsequently approved at this meeting. Due to the cost estimates provided by the original contractor, Los Angeles County ISD and Fire determined that a second contractor should bid on the project. A second contractor conducted a job walk and is currently in negotiations with ISD. Therefore, a notice to proceed has not been issued. It is anticipated that construction will begin in September of 2019.

### **Fire Prevention:**

Annual business fire inspections began on March 1, 2019. During the second quarter, 270 inspections were completed.

**Table 2: Quarterly Annual Business Fire Inspection Results**

<b>Inspection Category</b>	<b>Number of Inspections</b>
Pass	251
Reinspection	0
Vacant	15
Closed	4
<b>Total</b>	<b>270</b>

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## Staff Report

REPORT 19-0472

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### **Film Permit:**

Community Resources and Los Angeles County Fire Department have processed and approved 15 film permits.

**Table 3: Quarterly Film Permits**

Month	# of Film Permits	Locations
April	4	Private Location, Beach, Pier Plaza, Pier, and Strand
May	7	Private resident, Beach, Strand, Pier, South Park, Lot A, Special Event Site, Private Business, and Private Organization
June	4	Private Residence, Beach, Greenbelt, Street, Pier, and Valley Park.
Total	15	

Community Resources and the Los Angeles County Fire Department processed 12 film permits in the second quarter of 2018. There were three additional film permits in the second quarter of 2019 than in the second quarter of 2018. **Attachment 5** outlines the dates and locations of the 2019 film permits.

### **McCormick Ambulance:**

McCormick Ambulance conducted 203 transports and were cancelled 104 times during the second quarter of 2019. In 2018, McCormick conducted 214 transports and were cancelled 104 times for the same time period. There was a difference of 11 transports during the second quarter of 2018 and 2019.

**Table 4: McCormick Ambulance Quarterly Transports**

Month	Number of Completed Transports	Number of Cancelled Transports
April	64	32
May	64	39
June	75	33
Total	203	108

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## Staff Report

REPORT 19-0472

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### **General Plan Consistency:**

This report and associated recommendation were evaluated for their consistency with the City's General Plan. Relevant policies are listed below:

#### **Governance Element:**

*1.6 Long-term considerations.* Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.

#### **Public Safety Element**

*5.1 High level of response.* Achieve optimal utilization of allocated public safety resources and provide desired levels of response and protection within the community.

*5.4 Adequate emergency access.* Require new development to be designed to provide adequate emergency access and to maintain current levels of emergency services.

### **Fiscal Impact:**

Funding for the fire station construction along with fire and ambulance services is included in the annual City budget.

### **Attachments:**

1. South Bay Regional Communications Center Call Transfer Report
2. Los Angeles County Fire Department Dispatch Call Transfer Report
3. 2019 Los Angeles County Fire Incidents and McCormick Transports
4. 2019 Automatic Aid Review
5. 2019 Film Permits

**Respectfully Submitted by:** Brandy Villanueva, Emergency Services Coordinator

**Concur:** Scott Hale, Los Angeles County Fire Department, Division Assistant Fire Chief

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Approved:** Suja Lowenthal, City Manager

<b>Name:</b>	South Bay Report
<b>Date:</b>	04/01/2019 through 06/30/2019

**South Bay Regional Comm**

<b>Total Records Found:</b>	196
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Seizure Date	Seizure Time	ALI City	ALI Class	Answer Secs	Transfer Secs (S-T)	Transfer Secs (A-T)	CallTypeID	Transferred
04/01/2019	15:24:22	HERM BCH	WPH2	2	55	53	911 Calls	TRUE
04/01/2019	21:28:44	HMB	W911	6	43	37	911 Calls	TRUE
04/02/2019	15:33:55	HERM BCH	VOIP	2	79	77	911 Calls	TRUE
04/02/2019	18:47:00	HERM BCH	WPH2	2	28	26	911 Calls	TRUE
04/06/2019	06:00:00	HERM BCH	RESO	5	47	42	911 Calls	TRUE
04/06/2019	22:57:20	HERM BCH	WPH2	5	51	46	911 Calls	TRUE
04/08/2019	09:49:28	HERM BCH	WPH2	4	38	34	911 Calls	TRUE
04/08/2019	07:19:52	HMB	W911	4	31	27	911 Calls	TRUE
04/08/2019	18:49:50	HMB	W911	5	44	39	911 Calls	TRUE
04/09/2019	18:53:13	HMB	W911	3	65	62	911 Calls	TRUE
04/10/2019	10:24:46	HERM BCH	BUSN	3	42	39	911 Calls	TRUE
04/10/2019	13:28:19	HERM BCH	RESO	5	32	27	911 Calls	TRUE
04/10/2019	09:32:16	HERMOSA BEACH	W911	6	141	135	911 Calls	TRUE
04/10/2019	19:51:29	HERMOSA BEACH	W911	3	24	21	911 Calls	TRUE
04/11/2019	01:12:46	HERM BCH	VOIP	4	40	36	911 Calls	TRUE
04/11/2019	05:53:28	HERM BCH	BUSN	4	53	49	911 Calls	TRUE
04/11/2019	06:00:52	HERM BCH	BUSN	8	25	17	911 Calls	TRUE
04/12/2019	08:24:15	HERM BCH	W911	4	47	43	911 Calls	TRUE
04/12/2019	10:47:07	HERM BCH	BUSN	4	23	19	911 Calls	TRUE
04/12/2019	11:36:42	HERM BCH	WPH2	3	92	89	911 Calls	TRUE
04/12/2019	02:58:28	HERMOSA BEACH	W911	2	50	48	911 Calls	TRUE
04/13/2019	12:00:51	HERM BCH	WPH2	6	29	23	911 Calls	TRUE
04/13/2019	14:27:50	HMB	W911	3	47	44	911 Calls	TRUE
04/13/2019	17:10:46	HMB	W911	4	56	52	911 Calls	TRUE
04/14/2019	00:13:36	HERM BCH	WPH2	8	60	52	911 Calls	TRUE
04/14/2019	00:37:26	HERM BCH	WPH2	7	65	58	911 Calls	TRUE
04/16/2019	08:24:34	HERM BCH	BUSN	7	32	25	911 Calls	TRUE
04/16/2019	11:17:07	HERM BCH	WPH2	7	89	82	911 Calls	TRUE
04/17/2019	09:45:03	HERM BCH	BUSN	4	40	36	911 Calls	TRUE
04/17/2019	16:31:56	HERM BCH	VOIP	4	25	21	911 Calls	TRUE
04/17/2019	18:30:10	HERM BCH	W911	4	64	60	911 Calls	TRUE
04/18/2019	07:41:54	HERM BCH	RESO	3	43	40	911 Calls	TRUE
04/18/2019	19:08:33	HERMOSA BEACH	WPH2	6	78	72	911 Calls	TRUE
04/18/2019	10:20:08	HMB	W911	10	35	25	911 Calls	TRUE
04/18/2019	20:48:43	HMB	W911	5	53	48	911 Calls	TRUE
04/20/2019	22:48:13	HERM BCH	WPH2	2	87	85	911 Calls	TRUE
04/20/2019	14:35:33	HMB	W911	3	44	41	911 Calls	TRUE
04/20/2019	21:02:37	HMB	W911	4	76	72	911 Calls	TRUE
04/21/2019	13:50:39	HERM BCH	W911	4	17	13	911 Calls	TRUE
04/21/2019	17:30:27	HERM BCH	WPH2	4	54	50	911 Calls	TRUE
04/21/2019	20:23:47	HERM BCH	RESO	5	31	26	911 Calls	TRUE
04/22/2019	01:56:49	HERMOSA BEACH	WPH2	5	71	66	911 Calls	TRUE
04/23/2019	11:58:25	HERM BCH	BUSN	3	24	21	911 Calls	TRUE
04/23/2019	23:37:33	HERM BCH	WPH2	3	168	165	911 Calls	TRUE
04/24/2019	10:18:53	HERM BCH	BUSN	3	35	32	911 Calls	TRUE
04/25/2019	22:20:46	HERM BCH	BUSN	10	40	30	911 Calls	TRUE
04/26/2019	13:29:43	HERM BCH	VOIP	3	21	18	911 Calls	TRUE
04/26/2019	13:33:47	HERM BCH	VOIP	3	53	50	911 Calls	TRUE
04/26/2019	22:33:40	HMB	W911	6	43	37	911 Calls	TRUE
04/27/2019	07:22:33	HERM BCH	BUSN	4	28	24	911 Calls	TRUE
04/28/2019	01:21:22	HERM BCH	WPH2	3	165	162	911 Calls	TRUE
04/28/2019	13:17:55	HERM BCH	W911	6	89	83	911 Calls	TRUE
04/30/2019	10:38:40	HERM BCH	W911	4	35	31	911 Calls	TRUE
04/30/2019	14:10:04	HERM BCH	VOIP	6	32	26	911 Calls	TRUE
05/01/2019	18:01:39	HERM BCH	W911	6	105	99	911 Calls	TRUE
05/01/2019	09:31:52	HERMOSA BEACH	BUSN	10	52	42	911 Calls	TRUE
05/02/2019	05:00:40	HERM BCH	W911	3	47	44	911 Calls	TRUE
05/02/2019	15:21:36	HERM BCH	W911	4	58	54	911 Calls	TRUE
05/03/2019	07:09:39	HERM BCH	W911	5	65	60	911 Calls	TRUE
05/03/2019	09:45:37	HMB	W911	5	46	41	911 Calls	TRUE
05/03/2019	11:01:20	HMB	W911	4	34	30	911 Calls	TRUE
05/03/2019	11:25:14	HMB	W911	7	56	49	911 Calls	TRUE
05/04/2019	00:30:38	HERM BCH	VOIP	4	50	46	911 Calls	TRUE
05/04/2019	20:42:29	HERMOSA BEACH	CNTX	2	36	34	911 Calls	TRUE

Seizure Date	Seizure Time	ALI City	ALI Class	Answer Secs	Transfer Secs (S-T)	Transfer Secs (A-T)	CallTypeID	Transferred
05/05/2019	00:17:37	HERM BCH	VOIP	5	66	61	911 Calls	TRUE
05/05/2019	07:23:38	HERM BCH	WPH2	2	42	40	911 Calls	TRUE
05/05/2019	12:32:57	HERM BCH	W911	4	41	37	911 Calls	TRUE
05/05/2019	05:14:22	HERMOSA BEACH	BUSN	1	29	28	911 Calls	TRUE
05/05/2019	18:41:31	HERMOSA BEACH	BUSN	7	26	19	911 Calls	TRUE
05/05/2019	22:25:31	HERMOSA BEACH	RESO	5	101	96	911 Calls	TRUE
05/06/2019	17:12:16	HERM BCH	VOIP	2	79	77	911 Calls	TRUE
05/06/2019	20:23:43	HMB	W911	10	41	31	911 Calls	TRUE
05/06/2019	21:52:19	HMB	W911	4	43	39	911 Calls	TRUE
05/08/2019	11:37:13	HERM BCH	VOIP	2	96	94	911 Calls	TRUE
05/09/2019	05:18:11	HERMOSA BEACH	RESO	6	19	13	911 Calls	TRUE
05/09/2019	09:46:18	HERMOSA BEACH	BUSN	3	44	41	911 Calls	TRUE
05/10/2019	14:24:38	HERMOSA BEACH	CNTX	5	18	13	911 Calls	TRUE
05/10/2019	20:41:00	HERMOSA BEACH	RESO	9	31	22	911 Calls	TRUE
05/11/2019	08:35:08	HERM BCH	WPH2	3	41	38	911 Calls	TRUE
05/12/2019	16:56:36	HERM BCH	W911	1	49	48	911 Calls	TRUE
05/12/2019	20:38:14	HERM BCH	W911	3	135	132	911 Calls	TRUE
05/12/2019	10:26:01	HERMOSA BEACH	W911	4	24	20	911 Calls	TRUE
05/12/2019	15:50:29	HERMOSA BEACH	RESO	6	48	42	911 Calls	TRUE
05/13/2019	22:04:00	HMB	W911	5	59	54	911 Calls	TRUE
05/14/2019	13:30:51	HERM BCH	W911	4	136	132	911 Calls	TRUE
05/14/2019	14:30:49	HERM BCH	VOIP	10	28	18	911 Calls	TRUE
05/15/2019	00:24:29	HERM BCH	WPH2	3	108	105	911 Calls	TRUE
05/15/2019	02:18:50	HERM BCH	WPH2	4	91	87	911 Calls	TRUE
05/16/2019	03:59:46	HERM BCH	W911	4	77	73	911 Calls	TRUE
05/16/2019	12:35:29	HERM BCH	WPH2	2	72	70	911 Calls	TRUE
05/18/2019	03:30:28	HERM BCH	W911	4	29	25	911 Calls	TRUE
05/18/2019	17:23:34	HERM BCH	VOIP	3	48	45	911 Calls	TRUE
05/18/2019	11:14:13	HERMOSA BEACH	WPH2	7	54	47	911 Calls	TRUE
05/20/2019	01:34:28	HERM BCH	WPH2	5	176	171	911 Calls	TRUE
05/20/2019	20:03:49	HERM BCH	W911	6	41	35	911 Calls	TRUE
05/20/2019	20:09:42	HMB	W911	3	30	27	911 Calls	TRUE
05/22/2019	04:23:28	HERM BCH	W911	3	68	65	911 Calls	TRUE
05/22/2019	08:25:43	HERMOSA BEACH	BUSN	5	36	31	911 Calls	TRUE
05/23/2019	17:32:37	HERMOSA BEACH	BUSN	3	37	34	911 Calls	TRUE
05/24/2019	01:48:47	HERM BCH	WPH2	3	58	55	911 Calls	TRUE
05/24/2019	21:57:50	HERM BCH	W911	15	63	48	911 Calls	TRUE
05/24/2019	21:59:27	HERMOSA BEACH	BUSN	3	37	34	911 Calls	TRUE
05/24/2019	22:52:36	HMB	W911	2	45	43	911 Calls	TRUE
05/25/2019	18:45:07	HMB	W911	6	89	83	911 Calls	TRUE
05/26/2019	09:18:22	HMB	W911	11	46	35	911 Calls	TRUE
05/27/2019	01:38:54	HERM BCH	W911	3	94	91	911 Calls	TRUE
05/27/2019	01:50:50	HERM BCH	WPH2	3	32	29	911 Calls	TRUE
05/27/2019	17:54:22	HERM BCH	W911	3	89	86	911 Calls	TRUE
05/27/2019	04:57:09	HERMOSA BEACH	RESO	5	25	20	911 Calls	TRUE
05/27/2019	16:40:02	HMB	W911	5	38	33	911 Calls	TRUE
05/28/2019	11:12:37	HERM BCH	WPH2	5	31	26	911 Calls	TRUE
05/28/2019	10:48:12	HERMOSA BEACH	BUSN	10	24	14	911 Calls	TRUE
05/28/2019	15:54:40	HERMOSA BEACH	RESO	2	60	58	911 Calls	TRUE
05/29/2019	18:57:09	HERM BCH	W911	4	29	25	911 Calls	TRUE
05/29/2019	20:21:30	HERM BCH	WPH2	8	100	92	911 Calls	TRUE
05/30/2019	14:41:37	HERMOSA BEACH	RESO	4	33	29	911 Calls	TRUE
05/31/2019	17:29:26	HERM BCH	WPH2	3	65	62	911 Calls	TRUE
05/31/2019	19:32:39	HERM BCH	WPH2	2	57	55	911 Calls	TRUE
06/01/2019	13:41:42	HERM BCH	W911	3	58	55	911 Calls	TRUE
06/01/2019	13:31:54	HERMOSA BEACH	WPH2	4	160	156	911 Calls	TRUE
06/02/2019	00:37:25	HERM BCH	WPH2	4	76	72	911 Calls	TRUE
06/02/2019	21:42:09	HERM BCH	W911	6	141	135	911 Calls	TRUE
06/03/2019	08:45:18	HERM BCH	WPH2	4	25	21	911 Calls	TRUE
06/03/2019	08:47:43	HERM BCH	W911	2	41	39	911 Calls	TRUE
06/03/2019	10:01:07	HERM BCH	WPH2	6	54	48	911 Calls	TRUE
06/03/2019	10:01:07	HERMOSA BEACH	BUSN	4	35	31	911 Calls	TRUE
06/04/2019	18:25:58	HERM BCH	WPH2	4	105	101	911 Calls	TRUE
06/04/2019	05:53:30	HERMOSA BEACH	WPH2	6	99	93	911 Calls	TRUE
06/04/2019	14:22:31	HERMOSA BEACH	RESO	3	20	17	911 Calls	TRUE
06/05/2019	12:06:43	HERM BCH	VOIP	3	23	20	911 Calls	TRUE
06/05/2019	13:17:22	HERM BCH	W911	4	54	50	911 Calls	TRUE
06/05/2019	13:18:14	HERM BCH	W911	5	151	146	911 Calls	TRUE
06/05/2019	01:15:54	HMB	W911	10	54	44	911 Calls	TRUE
06/06/2019	10:45:18	HMB	W911	4	42	38	911 Calls	TRUE

Seizure Date	Seizure Time	ALI City	ALI Class	Answer Secs	Transfer Secs (S-T)	Transfer Secs (A-T)	CallTypeID	Transferred
06/07/2019	22:15:56	HERMOSA BEACH	RES	5	30	25	911 Calls	TRUE
06/07/2019	15:29:27	HMB	W911	4	19	15	911 Calls	TRUE
06/07/2019	18:23:53	HMB	W911	5	36	31	911 Calls	TRUE
06/08/2019	03:04:51	HERMOSA BEACH	RES	6	21	15	911 Calls	TRUE
06/09/2019	06:41:11	HERMOSA BEACH	RES	3	39	36	911 Calls	TRUE
06/10/2019	10:51:45	HERM BCH	W911	4	49	45	911 Calls	TRUE
06/10/2019	19:25:25	HERM BCH	W911	6	31	25	911 Calls	TRUE
06/10/2019	15:32:47	HMB	W911	5	31	26	911 Calls	TRUE
06/13/2019	10:28:53	HERM BCH	W911	4	31	27	911 Calls	TRUE
06/13/2019	01:54:18	HERMOSA BEACH	RES	2	23	21	911 Calls	TRUE
06/15/2019	14:37:15	HERM BCH	VOIP	7	77	70	911 Calls	TRUE
06/16/2019	13:50:11	HERM BCH	WPH2	4	61	57	911 Calls	TRUE
06/18/2019	17:14:24	HMB	W911	21	37	16	911 Calls	TRUE
06/19/2019	13:00:40	HERMOSA BEACH	RES	6	44	38	911 Calls	TRUE
06/20/2019	14:44:11	HERM BCH	W911	4	36	32	911 Calls	TRUE
06/20/2019	20:50:04	HERM BCH	WPH2	6	29	23	911 Calls	TRUE
06/21/2019	10:55:32	HERM BCH	WPH2	6	46	40	911 Calls	TRUE
06/21/2019	23:17:41	HERM BCH	WPH2	4	48	44	911 Calls	TRUE
06/21/2019	23:49:29	HERM BCH	W911	5	110	105	911 Calls	TRUE
06/21/2019	08:19:21	HERMOSA BEACH	BUSN	5	31	26	911 Calls	TRUE
06/21/2019	11:00:38	HERMOSA BEACH	CNTX	3	41	38	911 Calls	TRUE
06/22/2019	12:29:54	HERMOSA BEACH	RES	6	35	29	911 Calls	TRUE
06/23/2019	17:57:55	HERM BCH	VOIP	5	55	50	911 Calls	TRUE
06/24/2019	13:16:00	HERM BCH	W911	3	24	21	911 Calls	TRUE
06/26/2019	00:17:37	HERM BCH	WPH2	6	105	99	911 Calls	TRUE
06/26/2019	06:40:40	HERM BCH	VOIP	5	32	27	911 Calls	TRUE
06/26/2019	16:05:30	HERM BCH	W911	5	56	51	911 Calls	TRUE
06/26/2019	22:27:04	HERM BCH	W911	3	60	57	911 Calls	TRUE
06/26/2019	17:52:39	HERMOSA BEACH	VOIP	7	28	21	911 Calls	TRUE
06/27/2019	21:05:18	HERMOSA BEACH	BUSN	4	58	54	911 Calls	TRUE
06/27/2019	07:22:25	HMB	W911	6	54	48	911 Calls	TRUE
06/28/2019	00:51:01	HERMOSA BEACH	RES	5	29	24	911 Calls	TRUE
06/28/2019	22:05:57	HERMOSA BEACH	BUSN	9	36	27	911 Calls	TRUE
06/29/2019	22:09:55	HERMOSA BEACH	W911	4	74	70	911 Calls	TRUE
06/29/2019	15:49:53	HMB	WPH2	5	25	20	911 Calls	TRUE
06/30/2019	00:55:46	HERM BCH	W911	3	49	46	911 Calls	TRUE
06/30/2019	11:39:27	HERM BCH	WPH2	1	39	38	911 Calls	TRUE
04/12/2019	22:24:11	HERM BCH	BUSN	4	48	44	911 Calls	TRUE
04/17/2019	20:48:23	HERM BCH	RES	3	33	30	911 Calls	TRUE
06/03/2019	21:23:14	HERM BCH	W911	4	47	43	911 Calls	TRUE
04/30/2019	22:04:56	HERMOSA BEACH	RES	16	78	62	911 Calls	TRUE
04/15/2019	10:01:11	HERM BCH	VOIP	3	42	39	911 Calls	TRUE
04/22/2019	12:05:36	HERM BCH	BUSN	4	81	77	911 Calls	TRUE
04/01/2019	00:13:55	HERM BCH	RES	5	53	48	911 Calls	TRUE
04/15/2019	20:36:54	HERMOSA BEACH	WPH2	4	37	33	911 Calls	TRUE
04/21/2019	17:26:27	HMB	W911	3	101	98	911 Calls	TRUE
06/27/2019	13:39:17	HERMOSA BEACH	RES	9	27	18	911 Calls	TRUE
04/16/2019	05:33:37	HERM BCH	RES	4	46	42	911 Calls	TRUE
04/18/2019	21:05:53	HERM BCH	RES	3	34	31	911 Calls	TRUE
05/13/2019	09:58:10	HERMOSA BEACH	RES	4	45	41	911 Calls	TRUE
04/01/2019	01:51:27	HERM BCH	RES	3	15	12	911 Calls	TRUE
04/15/2019	12:15:31	HERM BCH	W911	3	27	24	911 Calls	TRUE
06/10/2019	04:49:26	HERM BCH	VOIP	4	64	60	911 Calls	TRUE
06/30/2019	02:14:56	HERMOSA BEACH	W911	3	53	50	911 Calls	TRUE
04/11/2019	15:37:37	HERM BCH	RES	3	21	18	911 Calls	TRUE
05/28/2019	15:52:32	HERMOSA BEACH	BUSN	4	32	28	911 Calls	TRUE
05/06/2019	21:41:32	HERMOSA BEACH	BUSN	5	55	50	911 Calls	TRUE
06/13/2019	01:52:30	HERMOSA BEACH	RES	2	16	14	911 Calls	TRUE
04/05/2019	02:00:49	HERM BCH	WPH2	2	42	40	911 Calls	TRUE
06/13/2019	01:52:43	HMB	W911	4	77	73	911 Calls	TRUE
04/26/2019	22:41:19	HERM BCH	WPH2	3	15	12	911 Calls	TRUE
06/05/2019	01:14:53	HERM BCH	W911	3	8	5	911 Calls	TRUE
04/14/2019	19:52:08	HERM BCH	WPH2	30	46	16	911 Calls	TRUE
Average Transfer Time:						48		

## Call Transfer Report Definitions

<b>Category</b>	<b>Description</b>
Seizure Date	The date the call was received by RCC
Seizure Time	Time the call was initially received by RCC
ALI City	City identification
ALI Class	The type of phone line the call was received on
ALI Class Classifications	RESN – residential, VOIP – Voice Over IP, BUSN – Business
W911 :	Wireless 9-1-1 call that will provide the callback number and location of the cell-tower from which the call originated.
WPH2:	Wireless 9-1-1 call with that will provide the location of the caller within approximately 125 meters of the cell-tower from which the call originated. Not an exact location and the accuracy is dependent upon the carrier.
Answer Secs	The number of seconds it took to answer the call.
Transfer secs (S-T)	Seizure time to transfer time and answer time to transfer time. Seizure time is the point in time when 9-1-1 call is assigned to a 9-11 trunk and acknowledgement is provided by the equipment. The answer time is reflective of the actual answer time the call, when the call started ringing in the communications center and was answered.
Call Type ID	It identifies the call type.
Transferred - True:	Indicates that a call was transferred to another agency.

**Ad Hoc Report:**

<b>Name:</b>	Hermosa Beach
<b>Date:</b>	8/1/2019
<b>Description:</b>	April 2019 Answer Times

**Los Angeles County Fire**

Seizure Date	Seizure Time	ALI City	Answer Secs	CallTypeId	ALI Class
04/01/2019	00:14:54	HERM BCH	2	911 Calls	RESO
04/01/2019	01:51:48	HERM BCH	2	911 Calls	RESO
04/01/2019	15:25:22	HERM BCH	2	911 Calls	WPH2
04/01/2019	21:29:32	HMB	2	911 Calls	WPH2
04/02/2019	15:35:19	HERM BCH	2	911 Calls	VOIP
04/02/2019	18:47:33	HERM BCH	2	911 Calls	WPH2
04/05/2019	02:02:05	HERM BCH	2	911 Calls	WPH2
04/06/2019	06:00:53	HERM BCH	2	911 Calls	RESO
04/06/2019	22:58:16	HERM BCH	2	911 Calls	WPH2
04/08/2019	07:20:28	HERMOSA BEACH	2	911 Calls	WPH2
04/08/2019	09:50:11	HERM BCH	1	911 Calls	WPH2
04/08/2019	18:50:39	HMB	2	911 Calls	WPH2
04/09/2019	18:54:23	HMB	2	911 Calls	WPH2
04/10/2019	09:34:42	HERMOSA BEACH	2	911 Calls	WPH2
04/10/2019	10:25:34	HERM BCH	2	911 Calls	BUSN
04/10/2019	13:28:57	HERM BCH	2	911 Calls	RESO
04/10/2019	19:51:58	HERMOSA BEACH	2	911 Calls	WPH2
04/11/2019	01:13:31	HERM BCH	2	911 Calls	VOIP
04/11/2019	05:54:27	HERM BCH	2	911 Calls	BUSN
04/11/2019	06:01:23	HERM BCH	2	911 Calls	BUSN
04/11/2019	15:38:04	HERM BCH	2	911 Calls	RESO
04/12/2019	02:59:23	HERMOSA BEACH	2	911 Calls	WPH2
04/12/2019	08:25:07	HERM BCH	2	911 Calls	WPH2
04/12/2019	10:47:36	HERM BCH	2	911 Calls	BUSN
04/12/2019	11:38:19	HERM BCH	2	911 Calls	WPH2
04/12/2019	22:25:05	HERM BCH	2	911 Calls	BUSN
04/13/2019	12:01:25	HERM BCH	2	911 Calls	WPH2
04/13/2019	14:28:42	HMB	2	911 Calls	WPH2
04/13/2019	17:11:47	HMB	2	911 Calls	WPH2
04/14/2019	00:14:41	HERM BCH	2	911 Calls	WPH2
04/14/2019	00:38:36	HERM BCH	2	911 Calls	WPH2
04/14/2019	19:53:24	HERM BCH	12	911 Calls	WPH2
04/15/2019	10:01:58	HERM BCH	2	911 Calls	VOIP
04/15/2019	10:02:25	HERM BCH	2	911 Calls	VOIP
04/15/2019	10:02:39	HERM BCH	58	911 Calls	VOIP
04/15/2019	12:16:03	HERM BCH	13	911 Calls	WPH2
04/15/2019	20:37:35	HERMOSA BEACH	2	911 Calls	WPH2
04/16/2019	05:34:29	HERM BCH	2	911 Calls	RESO
04/16/2019	08:25:12	HERM BCH	2	911 Calls	BUSN

Los Angeles County Fire Department  
Call Transfer Time  
Second Quarter

04/16/2019	11:18:41	HERM BCH	14	911 Calls	WPH2
04/17/2019	09:45:49	HERM BCH	2	911 Calls	BUSN
04/17/2019	16:32:25	HERM BCH	2	911 Calls	VOIP
04/17/2019	18:31:19	HERM BCH	2	911 Calls	WPH2
04/17/2019	20:49:02	HERM BCH	2	911 Calls	RESD
04/18/2019	07:42:43	HERM BCH	2	911 Calls	RESD
04/18/2019	10:20:48	HMB	2	911 Calls	WPH2
04/18/2019	19:09:56	HERMOSA BEACH	2	911 Calls	WPH2
04/18/2019	20:49:41	HMB	16	911 Calls	WPH2
04/18/2019	21:06:33	HERM BCH	2	911 Calls	RESD
04/20/2019	14:36:22	HMB	2	911 Calls	WPH2
04/20/2019	21:03:58	HMB	2	911 Calls	WPH2
04/20/2019	22:49:45	HERM BCH	2	911 Calls	WPH2
04/21/2019	13:51:01	HERM BCH	2	911 Calls	W911
04/21/2019	17:28:13	HMB	2	911 Calls	WPH2
04/21/2019	17:31:25	HERM BCH	2	911 Calls	WPH2
04/21/2019	20:24:24	HERM BCH	2	911 Calls	RESD
04/22/2019	01:58:04	HERMOSA BEACH	2	911 Calls	WPH2
04/22/2019	12:07:03	HERM BCH	2	911 Calls	BUSN
04/22/2019	12:07:47	HERM BCH	3	911 Calls	BUSN
04/22/2019	12:08:03	HERM BCH	27	911 Calls	BUSN
04/23/2019	11:58:55	HERM BCH	19	911 Calls	BUSN
04/23/2019	23:40:26	HERM BCH	2	911 Calls	WPH2
04/24/2019	10:19:33	HERM BCH	2	911 Calls	BUSN
04/25/2019	22:21:32	HERM BCH	3	911 Calls	BUSN
04/26/2019	13:30:09	HERM BCH	4	911 Calls	VOIP
04/26/2019	13:34:44	HERM BCH	2	911 Calls	VOIP
04/26/2019	22:34:27	HMB	2	911 Calls	WPH2
04/26/2019	22:42:29	HERM BCH	2	911 Calls	WPH2
04/27/2019	07:23:06	HERM BCH	2	911 Calls	BUSN
04/28/2019	01:24:11	HERM BCH	2	911 Calls	WPH2
04/28/2019	13:19:28	HERM BCH	2	911 Calls	WPH2

**Average Answer Time (Seconds)**

4

**Ad Hoc Report:**

<b>Name:</b>	Hermosa Beach
<b>Date:</b>	6/1/2019
<b>Description:</b>	May 2019 Answer Times

**Los Angeles County Fire**

Seizure Date	Seizure Time	ALI City	Answer Secs	CallTypeId
05/01/2019	09:32:49	HERMOSA BEACH	3	911 Calls
05/01/2019	18:03:28	HERM BCH	2	911 Calls
05/02/2019	05:01:32	HERM BCH	2	911 Calls
05/02/2019	11:35:42	HMB	63	911 Calls
05/02/2019	15:22:39	HERM BCH	2	911 Calls
05/03/2019	07:10:48	HERM BCH	13	911 Calls
05/03/2019	09:46:28	HMB	2	911 Calls
05/03/2019	11:01:59	HMB	28	911 Calls
05/03/2019	11:06:56	HERM BCH	2	911 Calls
05/03/2019	11:26:14	HMB	5	911 Calls
05/04/2019	00:31:32	HERM BCH	2	911 Calls
05/04/2019	20:43:10	HERMOSA BEACH	2	911 Calls
05/05/2019	00:18:47	HERM BCH	3	911 Calls
05/05/2019	01:42:14	HERM BCH	12	911 Calls
05/05/2019	05:14:56	HERMOSA BEACH	2	911 Calls
05/05/2019	07:24:25	HERM BCH	3	911 Calls
05/05/2019	12:33:42	HERM BCH	2	911 Calls
05/05/2019	18:42:02	HERMOSA BEACH	2	911 Calls
05/05/2019	22:27:17	HERMOSA BEACH	2	911 Calls
05/06/2019	17:13:39	HERM BCH	27	911 Calls
05/06/2019	20:24:29	HMB	18	911 Calls
05/06/2019	21:42:33	HERMOSA BEACH	2	911 Calls
05/06/2019	21:53:06	HERMOSA BEACH	2	911 Calls
05/07/2019	04:51:05	HERM BCH	28	911 Calls
05/08/2019	11:38:53	HERM BCH	39	911 Calls
05/09/2019	05:18:35	HERMOSA BEACH	2	911 Calls
05/09/2019	09:47:07	HERMOSA BEACH	2	911 Calls
05/10/2019	14:25:01	HERMOSA BEACH	19	911 Calls
05/10/2019	20:41:36	HERMOSA BEACH	1	911 Calls
05/11/2019	08:35:53	HERM BCH	2	911 Calls
05/12/2019	10:26:29	HERMOSA BEACH	2	911 Calls
05/12/2019	15:51:22	HERMOSA BEACH	2	911 Calls
05/12/2019	16:57:29	HERM BCH	3	911 Calls
05/12/2019	20:40:33	HERM BCH	29	911 Calls
05/13/2019	09:59:00	HERMOSA BEACH	2	911 Calls
05/13/2019	22:05:03	HMB	3	911 Calls
05/14/2019	13:33:11	HERM BCH	3	911 Calls
05/14/2019	14:31:21	HERM BCH	2	911 Calls
05/15/2019	00:26:21	HERM BCH	2	911 Calls

Los Angeles County Fire Department  
Call Transfer Time  
Second Quarter

05/15/2019	02:20:25	HERM BCH	2	911 Calls
05/16/2019	04:01:07	HERM BCH	2	911 Calls
05/16/2019	12:36:45	HERM BCH	2	911 Calls
05/18/2019	03:31:01	HERM BCH	2	911 Calls
05/18/2019	11:15:11	HERMOSA BEACH	2	911 Calls
05/18/2019	17:24:26	HERM BCH	2	911 Calls
05/20/2019	01:37:28	HERM BCH	2	911 Calls
05/20/2019	20:04:34	HERM BCH	2	911 Calls
05/20/2019	20:10:16	HMB	5	911 Calls
05/22/2019	04:24:39	HERM BCH	3	911 Calls
05/22/2019	08:26:23	HERMOSA BEACH	2	911 Calls

**Average Answer Time (Seconds)**

**8**

### Los Angeles County Fire Department 2018 & 2019 Comparison

Incident Type	2018 2nd Quarter – No. of Incidents	2019 2nd Quarter – No. of Incidents	2018 2nd Quarter – Average Response Time	2019 2nd Quarter – Average Response Time
Fire, Explosion	6	3	5:19	3:52
Rescue, EMS	278	275	4:50	4:44
Hazardous Condition	7	13	8:11	6:14
Overpressure, Rupture, Explosion, Overheat	0	0	0:00	0:00
Service Call	14	19	8:08	5:56
Special or Other Incident Type	1	0	2:48	0:00
Good Intent Call	33	51	7:10	5:38
False Alarm, False Call	81	22	6:10	5:34
Total	420	383	5:17	4:56

### McCormick Ambulance - 2018 & 2019 Comparsion

Quarter	2018 No. of Completed Transports	2019 No. of Completed Transports	2018 No. of Cancelled Transports	2019 No. of Cancelled Transports
2	214	203	104	104
Total	214	203	104	104

## AUTO AID HERMOSA BEACH

RESPONSES BY FIRE DISTRICT INTO AREA G			RESPONSE BY AREA G INTO FIRE DISTRICT				
April	# OF RESPONSES		# OF RESPONSES		FIRE DISTRICT		
	2018	2019	2019	2019	2019	2019	2019
			FS100	FS21	FS160	FS158	TOTAL
EL SEGUNDO FIRE	2	2	EL SEGUNDO FIRE	0	0	0	0
MANHATTAN BEACH FIRE	8	11	MANHATTAN BEACH FIRE	0	0	0	0
REDONDO BEACH FIRE	5	5	REDONDO BEACH FIRE	0	1	0	1
TORRANCE FIRE	0	0	TORRANCE FIRE	0	0	0	0
	15	18					1
May	# OF RESPONSES		# OF RESPONSES		FIRE DISTRICT		
	2018	2019	2019	2019	2019	2019	2019
			FS100	FS21	FS160	FS158	TOTAL
EL SEGUNDO FIRE	6	3	EL SEGUNDO FIRE	0	0	0	0
MANHATTAN BEACH FIRE	5	8	MANHATTAN BEACH FIRE	0	0	0	0
REDONDO BEACH FIRE	4	7	REDONDO BEACH FIRE	0	0	0	0
TORRANCE FIRE	1	0	TORRANCE FIRE	0	0	0	0
	16	18					0
June	# OF RESPONSES		# OF RESPONSES		FIRE DISTRICT		
	2018	2019	2019	2019	2019	2019	2019
			FS100	FS21	FS160	FS158	TOTAL
EL SEGUNDO FIRE	1	1	EL SEGUNDO FIRE	0	0	1	1
MANHATTAN BEACH FIRE	5	8	MANHATTAN BEACH FIRE	1	0	1	2
REDONDO BEACH FIRE	2	8	REDONDO BEACH FIRE	1	0	0	1
TORRANCE FIRE	0	0	TORRANCE FIRE	0	0	0	0
	8	17					4
<b>totals</b>	<b>39</b>	<b>53</b>					



# OF RESPONSES		FIRE DISTRICT		
2018	2018	2018	2018	2018
FS100	FS21	FS160	FS158	TOTAL
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
0	0	0	0	0
				0
# OF RESPONSES		FIRE DISTRICT		
2018	2018	2018	2018	2018
FS100	FS21	FS160	FS158	TOTAL
0	0	0	0	0
1	0	0	0	1
1	0	0	0	1
0	0	0	0	0
				2
# OF RESPONSES		FIRE DISTRICT		
2018	2018	2018	2018	2018
FS100	FS21	FS160	FS158	TOTAL
0	0	0	0	0
1	0	1	0	2
0	0	0	0	0
0	0	0	0	0
				2

## 2019 Film Permits

### 1<sup>st</sup> Quarter

MONTH	DAY	EVENT	LOCATION
January	8	Veronica Mars Episode #104	Private Locations, and Beach
	18	Lola Productions	Pier, Plaza, Noble Park and Parking Structure

MONTH	DAY	EVENT	LOCATION
February	7	Dell	Private Location
	12	MTV – Teen Mom OG	Private Location and beach
	12	MRB Productions	Private Location
	4-7	Veronica Mars Episode #106 & #107	Private Locations, beach, and Strand
	24-26	Veronica Mars Episode #108	Private Locations, beach, Strand and various downtown streets

MONTH	DAY	EVENT	LOCATION
March	5	Plan Play Inc.	Private Location
	19	Hyperion XIII	Beach
	18 - 22	Arcana Academy	Private Location
	23	Milagro Films	Pier Plaza and 10 <sup>th</sup> Street

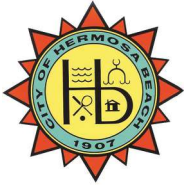
### 2<sup>nd</sup> Quarter

MONTH	DAY	EVENT	LOCATION
April	4	Dilated Pixels	Private Location, Beach, Pier, Strand
	17	InHouse Productions	Pier Plaza, Beach, Pier, Strand
	22-23	Best Wishes Studio (HGTV)	Private Location, Beach, Pier, Plaza
	25	Bitter Pit	Pier

MONTH	DAY	EVENT	LOCATION
May	1	Launch DRTV	Private Residence, South Park, Beach, Pier, Strand
	1-2	Autonomy Productions	Private Business, Beach, Pier, Strand

	8-9	Nasty Gal	Private Residence, Beach, Strand
	11	USAV	Special Event Site
	13-14	American Film Institute	Pier, Lot A, Strand
	15-16	Triage Entertainment	Private Business
	29-31	Bully High	Private Residence & Organization

MONTH	DAY	EVENT	LOCATION
June	3	Lando Entertainment	Private Residence, Beach, Greenbelt, Streets, Pier
	17	Autonomy Productions	Beach, Pier
	20	American Film Institute	Pier
	26	Launch DRTV	Private Residence, Valley Park, Greenbelt, Beach



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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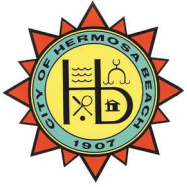
### Staff Report

19-0560

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**UPDATE ON THE NOVEMBER 5, 2019 GENERAL MUNICIPAL  
ELECTION AND CANCELLATION OF THE AUGUST 22, 2019  
CITY COUNCIL SPECIAL MEETING**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0559

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **UPDATE ON THE NORTH SCHOOL NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0552

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**NOTICE OF LOS ANGELES COUNTY SANITATION  
PUBLIC WORKS PROJECT AFFECTING VISTA DEL MAR**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0558

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**UPDATE ON PUBLIC HEARING FOR A MUNICIPAL CODE AMENDMENT TO ESTABLISH A TWO  
-YEAR PILOT PROGRAM TO ALLOW AND REGULATE SHORT-TERM VACATION RENTALS IN  
EXISTING NONCONFORMING RESIDENTIAL UNITS THAT ARE LOCATED WITHIN  
COMMERCIAL ZONES**

**(Public Hearing to be held on September 10, 2019)**



## Staff Report

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### Staff Report

REPORT 19-0510

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of September 10, 2019**

**CONSIDERATION OF A MUNICIPAL CODE AMENDMENT TO  
ESTABLISH A TWO-YEAR PILOT PROGRAM TO ALLOW AND  
REGULATE SHORT-TERM VACATION RENTALS IN EXISTING  
NONCONFORMING RESIDENTIAL UNITS THAT ARE  
LOCATED WITHIN COMMERCIAL ZONES  
(Community Development Director Ken Robertson)**

### **Recommended Action:**

Staff recommends that the City Council:

1. Introduce the attached ordinance to amend various sections of Title 17 of the Hermosa Beach Municipal Code thereby establishing a two-year pilot program to allow and regulate short-term vacation rentals in existing non-conforming residential units that are located within commercial zones; and
2. Approve the amendment to the master fee resolution to establish permit fees for short-term vacation rentals.

### **Executive Summary:**

In 2016, the City Council adopted an ordinance prohibiting short-term vacation rentals in residential zones. The proposed ordinance will allow a two-year pilot program to allow and regulate short-term vacation rentals in non-conforming residential dwelling units on commercially zoned properties. When last considered in March 2017, the City Council provided specific direction to staff on amending the proposed code text. This text amendment includes changes to address the Councils' concerns.

### **Background:**

A short-term vacation rental is the rental of a dwelling unit or a room in a dwelling for compensation by way of a rental agreement, lease, license or any other means, whether oral or written to a person or group of persons for temporary overnight accommodations for a period of less than thirty (30) consecutive days. Over the past several years, the growth of the short-term vacation rental industry has exploded. With over eight million units available worldwide, it is estimated that 25% of travelers use a short-term vacation rental.

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## Staff Report

REPORT 19-0510

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These rentals have their benefits like providing additional capacity to accommodate tourists, allowing an owner to generate income from an under-utilized dwelling unit, and generation of transit occupancy tax revenue. However, they also come with potential problems, such as, loss of affordable housing, creation of “commercial party houses,” occupants creating a public nuisance through trash and noise, and changes to the neighborhood character. To avoid these impacts, it is critical for local jurisdictions to consider appropriate regulations if they will allow the operation of short-term vacation rentals.

In March 2016, the Planning Commission directed staff to: 1) set a public hearing to consider a text amendment to clarify the existing regulations that prohibited short-term vacation rentals in residential zones; and 2) analyze the feasibility of allowing short-term vacation rentals within non-conforming residential units within commercially zoned properties.

The Planning Commission, and later the City Council, conducted public hearings to consider the ban on short-term vacation rentals in residential zones. These hearings culminated with the City Council introducing Ordinance 16-1365, on May 10, 2016, which clarified the existing City regulations that prohibited short-term vacation rentals in all residential zones. Ordinance 16-1365 was subsequently adopted on May 24, 2016.

Staff initially presented the potential to allow short-term vacation rentals within non-conforming dwelling units on commercially zoned properties to the Planning Commission on June 21, 2016. The Commission conducted further discussions to consider a potential change to the municipal code on September 20, 2016, November 15, 2016, and December 12, 2016. A summary of the Planning Commissions concerns and action is discussed in below in the Discussion Section of this report.

On March 28, 2017, the City Council conducted a public hearing to consider a text amendment to the municipal code to establish a two-year pilot program to allow short-term vacation rentals in non-conforming residential dwelling units on properties that are commercially zoned. At the conclusion of the hearing, the City Council directed staff to:

1. Report back at a future public hearing with a draft text amendment ordinance to establish a 24-month pilot program to define, allow and regulate short-term vacation rentals;
2. Amend the proposed regulations to stipulate that more than three violations of any of the City’s quality of life ordinances (not just violations of the subject ordinance) within a 12-month period shall result in revocation of business license;
3. Provide options for Council consideration on the following as-yet-undecided elements that require further Council discussion, which include;

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- a. Management and Operations Plan provisions,
  - b. Posting of an identification plaque at all times and ensure visibility from public right-of-way,
  - c. Provide a 24-hour/day contact person to respond to calls within 45 minutes,
  - d. Require a private kitchen area in each unit,
  - e. Establishment a parking requirement, and
  - f. Should pilot program be allowed citywide or limited to specific area; and,
4. Provide written public notice to properties located within a 200-foot radius of each nonconforming residential dwelling unit on commercially zoned properties.

### **Discussion:**

Based on a windshield survey conducted by staff in 2016, which was later bolstered by two Planning Commissioners who volunteered to conduct additional research, there are 168 non-conforming dwelling units on 55 commercially zoned properties in the City. Of these dwelling units, 102 are located on 33 properties within the coastal zone. The reason so many of these uses exist in the commercial zones is prior to approximately 1980, the City allowed residential uses in commercial zones (under the prevailing practice at the time that any use of lower intensity than the primary permitted use was still allowed). Now, residential uses have been largely precluded in commercial zones with the exception of the allowance for mixed-use projects in the C-1 zone.

### **Coastal Act**

The Coastal Act does not specifically require the City allow short-term vacation rentals and the Coastal Commission has not taken formal action requiring jurisdictions to provide for them in the Coastal Zone. Nevertheless, the Coastal Commission has noted that the regulation of (including a ban) falls into the context of the local coastal program and has rejected amendments to Local Coastal Programs that include a complete ban on short-term vacation rentals. In December 2016, the City received a letter from Chair of the Coastal Commission (attached) that states, "...the Commission has not historically supported blanket vacation rental bans under the Coastal Act, and has found such programs in the past not to be consistent with the Coastal Act." While the Coastal Commission considers short-term vacation rentals as a lower-cost accommodation, there are no mechanisms available to the City or the Coastal Commission to regulate prices; however, the Coastal Commission believes that short-term rentals may be considered a low-cost visitor accommodation as they often:

- offer a greater range of accommodation types and sizes - making accommodations available to a more diverse range of groups or families;
- offer shared accommodations or room rentals - making smaller accommodations available to single travelers; and,

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- include facilities for cooking or meal preparation - reducing overall travel costs by allowing visitors to prepare their own meals.

While not all accommodations may be lower-cost, the factors noted above can help to enhance access to the coast to a broader group of potential visitors.

It is important to note that the City is in the process of trying to obtain Coastal Commission approval of our Local Coastal Program. Staff believes that program would help meet the Coastal Commission's desire to provide low-cost accommodations.

### Proposed Changes to Municipal Code

In order to accommodate some short-term vacation rentals in the City while protecting the City's very dense residential zones, staff has prepared an ordinance to amend various sections of Title 17 of the Hermosa Beach Municipal Code. These recommended changes will not alter the prohibition of short-term vacation rentals in the residential zones.

The recommended changes to the code have been derived from testimony and direction in the previous public hearings. The specific code language is in the attached ordinance; however, the following is a summary of staff's recommendations:

1. Short-term vacation rentals will be allowed only during the two-year pilot program period. The start of the pilot program will begin on the effective date of the ordinance (30-days after the second reading) and will cease automatically unless the City Council either deletes or extends the sunset date prior to the expiration of the pilot program.
2. The permitted use tables will be modified to allow short-term vacation rentals within the following zones: C-1, C-2, C-3, and Specific Plan Areas 7, 8, and 11.
3. Short-term vacation rentals will only be permitted in existing non-conforming residential units in the above-mentioned commercial zones. The establishment of new residential units in these areas is prohibited; as such, there will be no increase in the potential number of units that could be used for short-term vacation rentals.
4. Prior to establishing a short-term vacation rental, the operator shall obtain approval of an Administrative Permit from the City, which will be required to be renewed annually. As part of the permitting process, the Building Official will inspect the site to ensure compliance with the Building Codes. The applicant will be responsible to pay all required application and inspection fees.

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5. Prior to the City issuing an Administrative Permit, the applicant will be required to obtain approval of a Management and Operations Plan, which will be kept on file with the City. The plan will need to include the following:
- a. Identify reasonable and prudent business practices that will be employed to ensure the short-term vacation rental unit is used in a lawful manner.
  - b. Provide a legible identification plaque within plain view that contains pertinent information about the unit, such as, the property address, permit number, and telephone number for the Police Department Dispatch to allow complaints regarding condition, operation or conduct of occupants of the unit.
  - c. The name, address and telephone number of a local contact person who shall be available 24 hours per day, seven days per week for the purpose of responding within 45 minutes to City staff calls pertaining to complaints regarding the condition, operations, or conduct of occupants of the short term rental or their guests.
  - d. Identify reasonable and prudent business practices that will be employed to ensure that the occupants of the short-term vacation rental unit do not create unreasonable noise or disturbances, engage in disorderly conduct, or violate any applicable law, rule or regulation pertaining to the use and occupancy of the short-term vacation rental unit.
  - e. The owner or their authorized agent shall respond in a timely manner to any notification that the occupants of the short-term vacation rental are creating unreasonable noise, disturbances, engaging in disorderly conduct, or breaking any law to halt or prevent a recurrence of the conduct.
  - f. Identify reasonable and prudent business practices that will be employed to ensure the short-term vacation rental unit is used for overnight accommodations only. This shall include using all prudent business practices to prohibit the rental to commercial party businesses.
  - g. Prior to occupancy of a short-term vacation rental unit, the owner or their authorized agent shall do all of the following:
    - Obtain the contact information of the renter. This information shall be retained for three years and made available to the City upon request.
    - Provide a copy of the City's "Good Neighbor" brochure containing these requirements to the renter.

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- Require the renter to execute a formal acknowledgement that he or she is legally responsible for compliance by all occupants of the short-term vacation rental unit and their guests with all applicable laws, rules and regulations pertaining to the use and occupancy of the short-term vacation rental unit. This information shall be retained for three years and made available to the City upon request.
- h. Provide a plan to ensure the property shall be maintained free of litter and debris.
- i. Ensure that on-site parking will only be permitted on an approved driveway, parking space, garage and/or carport areas only.
- j. Ensure approved on-site parking space(s), including all enclosed garages, are kept free and clear to accommodate vehicular parking for renters/guests during all times the unit is in use as a short-term vacation rental.
- k. Limit the number of adult occupants allowed to occupy any given short-term vacation rental unit to two adults per bedroom/sleeping area.
- l. Require that all written publications or any website that promotes the availability or existence of the short-term vacation rental unit include the permit number and the number of approved parking spaces.
6. Require the operator of the short-term vacation rental to obtain a business license for the unit (s) and shall pay all applicable Transit Occupancy Taxes.
7. Establish a parking standard for short-term vacation rentals at a rate of one parking space per bedroom, with a maximum of two parking spaces required, and require all units to meet the on-site parking requirement. For mixed-use properties, the site will need to provide sufficient parking to accommodate all uses.
8. Require each unit to have a kitchen, a bathroom, and a designated sleeping area.
9. Subject the violation of any section of this short-term vacation rental ordinance to administrative citations and provide a provision that allows revocation of the administrative permit and business license with three or more violations of this ordinance or any other City quality of life ordinance within a 12-month period.
10. Require any short-term vacation rental that is in operation in the commercial zones at time of the adoption of the ordinance to obtain all required permits within 180 days or cease

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operation.

### Planning Commission

As previously noted, the Planning Commission conducted their final public hearing on the text amendment on December 12, 2016. During the hearing, the Commission made the following comments in support of allowing short-term vacation rentals:

- Providing short-term vacation rentals will enhance coastal access, which is consistent with the Coastal Act.
- This amendment would provide an opportunity to legalize and standardize these alternative modes of short-term accommodations.
- The City would collect Transient Occupancy Tax (TOT) from short-term vacation rentals.
- If violations continue to occur at a location, the City would have the ability to revoke a license.
- Various Commissioners clarified that short-term vacation rentals would be held to the same level of standards as hotels; therefore, many of the issues and concerns related to disturbances raised by the Commission and residents would both be alleviated and mitigated.

The following comments were made in opposition to allowing short-term vacation rentals:

- All Commissioners had concern about the timing of this discussion and necessary action with the City currently enforcing its active ban of STVRs in residential zones citywide.
- Preference from various Commissioners was to focus on residential ban and potentially revisit at a date unknown the discussion of the existing stock of nonconforming residential uses located within commercial zones.
- Belief that the proposed ordinance is a faulty land use decision because the ordinance may create an incentive to maintain and operate non-conforming residential units in commercial zones and that concerns expressed by the Commission and residents may be resolved if the use and structure were built and operated as a hotel with on-site management, cleaning services, etc.
- It was expressed that land use decisions should be done at a local level as opposed to state level.
- Concern that the City may be approving an ordinance based on speculation that the ordinance will solve a problem and that until the City receives a definitive answer from Coastal Commission or case law is established regarding affordable accommodations, this land use discussion should be put on hold.
- It was expressed that coastal access is not of concern as the City has existing hotel accommodations for visitors, Hermosa's beaches are open and accessible to residents and visitors, and parking accommodations are free or reasonably priced throughout the coastal zone.

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After considering all the oral and written testimony provided to them over the four meetings, the Planning Commission voted 3-2 not to adopt the resolution recommending the City Council adopt a text amendment to regulate short-term vacation rentals in existing nonconforming residential units located in commercial zoning districts.

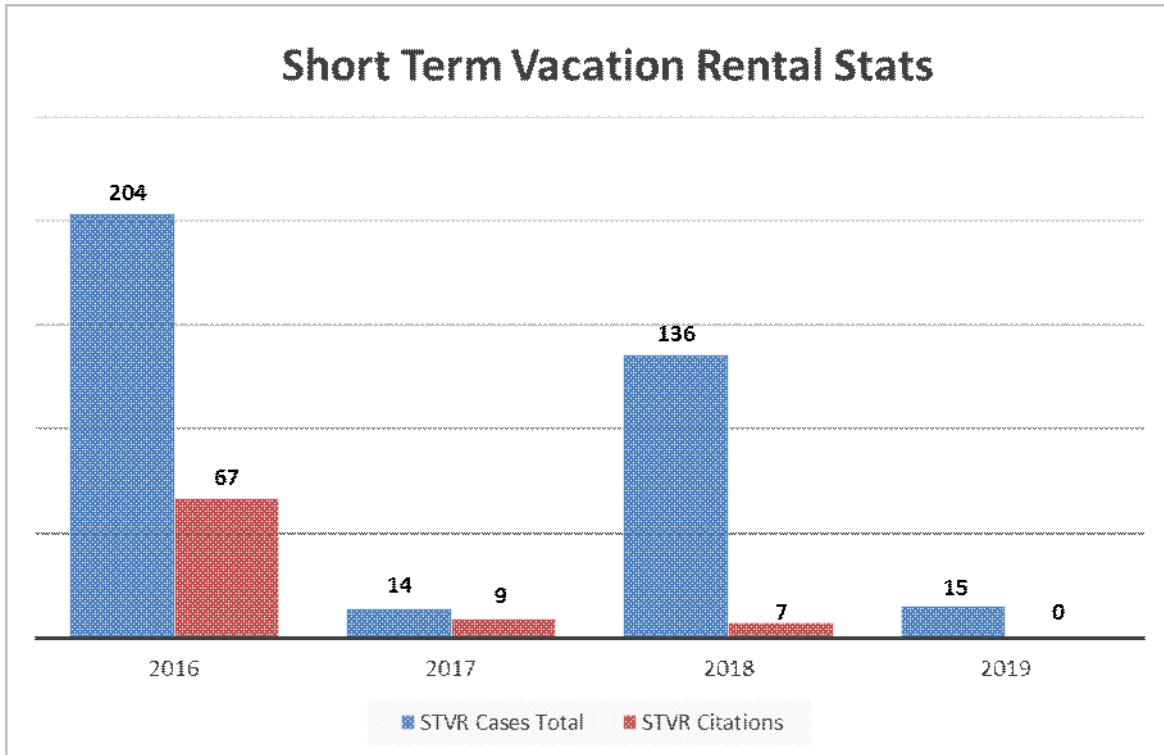
### Code Enforcement Actions

Since the initiation of the 2016 prohibition, the City's Code Enforcement staff has been actively pursuing compliance of illegal short-term vacation rentals operating in residential zones. To assist with this task, the City contracts with Host Compliance, who monitors the virtual plethora of websites that offer short-term vacation rental listings. Upon finding a new listing, Host Compliance issues a letter to the owner to notify them of the violation. If the owner fails to comply within 30 days, a second letter is issued by Host Compliance. Continual noncompliance will result in the City pursuing all legal remedies, including issuing citations and prosecution. This proactive approach has resulted in:

- Code Enforcement opening 369 cases for unpermitted short-term vacation rentals, of which resulted in 83 citations.
- As a result of the hard work of Code Enforcement staff, only three cases currently remain active.

It is important to note that the City is not currently enforcing against short-term vacation rentals in the commercial zones, pending the outcome of this request. Nevertheless, since implementation of the enforcement program, the number of short-term vacation rentals in the City has drastically decreased.

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With the recent addition of a second fulltime Code Enforcement Officer, the City will be able to enhance the proactive enforcement of short-term vacation rentals. This will also allow Code Enforcement staff to quickly respond to complaints.

#### City Council Direction

The City Council previously continued the public hearing and provided staff with four points of direction, which includes:

1. Report back at a future public hearing with a draft text amendment ordinance to establish a 24-month pilot program to define, allow and regulate short-term vacation rentals;

*Staff Comment: The ordinance language has been amended to include a sunset clause. It will automatically expire 24 months after the effective date, unless the City Council takes action to extend the time or make the regulations permanent.*

2. Amend the proposed regulations to stipulate that more than three violations of any of the City's quality of life ordinances (not just violations of the subject ordinance) within a 12-month period shall result in revocation of business license;

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*Staff Comment: The ordinance has been amended to require revocation of the business license and administrative permit upon three affirmed violations of this ordinance or any of the City's quality of life ordinances within a 12-month period. This includes text in the new short-term vacation rental section of the code to require revocation and new text in the administrative permit section of the code to give the City the ability to revoke the permit. Notwithstanding this, even a single violation will subject the property owner to enforcement action and administrative citation, as allowed by the Municipal Code, to ensure the City can obtain compliance with any violation.*

3. Provide options for Council consideration on the following as-yet-undecided elements that require further Council discussion, which include:

- a. Management and Operations Plan provisions,

*Staff Comment: It is prudent to include this requirement; as such, staff has included language in the proposed zoning text that requires approval of a management and operation plan. This plan will specify all reasonable business practices the owner will take to ensure the short-term vacation rental will not create an impact to the neighbors. This includes maintaining the property, preventing commercial party businesses from using the site, providing a copy of the City's "Good Neighbor" brochure to all renters, maintaining the records of renters for three years, providing a contact person, specifying the number of parking spaces, and setting a maximum number of occupants.*

- b. Posting of an identification plaque at all times and ensure visibility from public right-of-way,

*Staff Comment: The intent of the plaque is to allow the public an avenue to file a complaint. The standard size of the plaque will be six square feet; however, the Director of Community Development may alter the size to ensure it is visible and legible from the public right-of-way. The plaque will contain the property address, the permit number, and the Police dispatch number so a complaint can be filed. The Police Department will then determine if an immediate response is needed, if they should call the contact person to respond, or if the matter should be referred to Code Enforcement.*

- c. Provide a 24-hour/day contact person to respond to calls within 45 minutes,

*Staff Comment: Staff believes this is an important requirement to include in the management and operations plan. This will ensure a timely response to an issue, should the City receive a valid complaint about the operations.*

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- d. Require a private kitchen area in each unit,

*Staff Comment: In order to prevent a dwelling unit from being converted to multiple short-term vacation rentals and to encourage the use of the units as family accommodations, staff is recommending that each unit have a kitchen, a bathroom, and a designated sleeping area.*

- e. Establishment a parking requirement, and

*Staff Comment: To minimize impacts to the surrounding properties, ensuring the short-term vacation rental has on-site parking is a judicious measure. As part of the proposed ordinance, staff is recommending creating a parking standard at one parking space per bedroom, with a maximum of two parking spaces being required. As with any new use in the City, if an owner wishes to establish a new short-term vacation rental, they will need to have sufficient on-site parking to accommodate all uses.*

- f. Should pilot program be allowed citywide or limited to specific area;

*Staff Comment: As currently proposed, short-term vacation, rentals would be allowed in any non-conforming dwelling unit within a commercial zone (C-1, C-2, C-3, SPA 7, SPA8, and SPA 11) in the City. One matter the City Council should discuss is whether to limit to a specific area of the City, such as commercial properties in the coastal zone, or to allow citywide.*

- 4. Provide written public notice to properties located within a 200-foot radius of each nonconforming residential.

*Staff Comment: Staff mailed a public notice to all property owners within 200 feet of all the commercial zoned properties that have non-conforming residential dwelling unit and published the notice in the Easy Reader. As an added measure, notice of the Text Amendment was sent out on the City's social media accounts and posted to the City's website.*

### Fee Schedule

Staff has developed a fee schedule, which is designed to cover the cost of staff time estimated to be needed to process the applications: \$1,735 for an initial application and \$1,501 for a renewal application. This will cover time needed for staff to conduct various inspections of the premises, review and recommend modifications to the Manager & Operations Plan, review the identification plaque, research, review and consideration of any violations, etc.

### Environmental Determination

The project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA

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Guidelines Section 15061(b)(3), which states that CEQA only applies to projects that have the potential for causing a significant effect on the environment. Inasmuch as this is a pilot program that allows existing structures to change their use (from long term residential to more transient occupancy), and has strict operational requirements, it can be seen with certainty that there is no possibility that the activity in question will have a significant effect on the environment.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Text Amendment supports several PLAN Hermosa goals and policies that are listed below:

**Land Use Goal 8. A range of coastal-dependent and visitor-serving uses available to serve a variety of income ranges and amenity desires.** Provision of adequate accommodations and recreational uses can help to enhance both the visitor and resident experience when frequenting the beach and nearby coastal destinations.

**Land Use Policy 8.2 Coastal-related uses.** Accommodate coastal-related uses within reasonable proximity to the coastal-dependent uses they support.

Approval of the pilot program will allow a new source of accommodations that will not only serve the coastal dependent uses, but will provide visitor-serving uses throughout the city.

### **Fiscal Impact:**

The application fees are designed to cover the cost of staff time needed to process the applications. The City would also receive Business License taxes and Transient Occupancy Tax (TOT) from any short-term vacation rental approved to operate; however, no estimate of the potential revenue has been undertaken at this point.

### **Attachments:**

1. Draft Ordinance
2. Amendment to Master Fee Resolution
3. City Council Minute Excerpts, dated March 28, 2017
4. Letter from Coastal Commission, dated December 6, 2016
5. Map of known commercially zoned non-conforming residential properties
6. Written Communication

**Respectfully Submitted by:** David Blumenthal, AICP, Senior Planner

**Concur:** Ken Robertson, Community Development Director

**Noted for Fiscal Impact:** Charlotte Newkirk, Accounting Manager

**Legal Review:** Lauren Langer, Assistant City Attorney

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**Approved:** Suja Lowenthal, City Manager

## ORDINANCE NO. \_\_\_\_\_

AN ORDINANCE OF THE CITY OF CITY OF HERMOSA BEACH  
AMENDING VARIOUS SECTIONS OF THE HERMOSA BEACH  
MUNICIPAL CODE TO ESTABLISH A TWO YEAR PILOT  
PROGRAM TO REGULATE THE RENTAL OF EXISTING  
NONCONFORMING RESIDENTIAL PROPERTIES THAT ARE  
LOCATED IN COMMERCIAL ZONING DISTRICTS FOR FEWER  
THAN THIRTY DAYS

The City Council of the City of Hermosa Beach does ordain as follows:

Section 1. Section 17.04.040 of the Hermosa Beach Municipal Code is hereby amended by adding the following term to the alphabetical list of terms:

“Short-term vacation rental” shall mean the rental of a residential dwelling, a dwelling unit or a room in a dwelling for compensation by way of a rental agreement, lease, license or any other means, whether oral or written to a person or group of persons for temporary overnight accommodations for a period of less than thirty (30) consecutive days. Short-term vacation rentals are also known as, “short-term vacation rental” and “vacation rentals”

Section 2. Section 17.26.030 of the Hermosa Beach Municipal Code is hereby amended by adding the following use category to the alphabetical list of uses to read as follows:

USES	C-1	C-2	C-3	See section
Short-term vacation rental	P	P	P	17.40.230

Section 3. Section 17.40.230 is hereby added to Chapter 17.40 of Title 17 of the Hermosa Beach Municipal Code to read as follows:

17.40.230 Short-term vacation rentals.

This section sets forth requirements for the establishment and operation of short-term vacation rentals in nonconforming residential dwellings units in certain commercial zones.

A. Permit and Operational Requirements. The approval of operation of a short-term vacation rental shall be subject to the following requirements:

1. Administrative Permit Required. Short-term vacation rentals may be established and operated only after an Administrative Permit has been approved in compliance with Chapter 17.55 of this Code. The Administrative Permit for a short-term vacation rental shall be valid for one calendar year from the date of issuance and may be renewed annually thereafter, provided that this section remains in effect and has not expired.

- a. Prior to granting of an Administrative Permit for operation of a short-term vacation rental, the premises shall be inspected by the Building Official for compliance with all applicable Building and Safety codes. Renewal of said Administrative Permit is subject to inspection by the Building Official for compliance with all applicable Building and Safety codes, as well as compliance with the then applicable municipal code regulations regarding short-term vacation rental rentals. An inspection fee for third and subsequent inspections, as set by resolution of the City Council, may be charged for these additional inspections.
  - b. An application for a new or renewal of an Administrative Permit shall include payment of all required fees, as set by resolution of the City Council.
  - c. Short-term vacation rental rentals established under this section shall have no vested right to continued existence.
2. Location. Short-term vacation rental rentals shall only be permitted in nonconforming residential dwellings on properties zoned C-1, C-2, C-3 or SPA 11.
  - a. For purposes of this section, a nonconforming residential unit shall mean a residential dwelling unit that was lawfully established and maintained as a dwelling unit as of **[INSERT EFFECTIVE DATE OF ORDINANCE]**. If the unit is converted into a non-residential use, then it shall be deemed the termination of the existing nonconforming residential use, and thereby the unit loses any nonconforming status as a residential use and loses any right to operate as a short-term vacation rental.
3. Management and Operations Plan. In addition to any other requirements for an application for an Administrative Permit, or any conditions of approval contained therein, the application to establish and operate a short-term vacation rental shall be accompanied by a management plan, which shall establish, to the satisfaction of the Community Development Director, or his/her designee the following:
  - a. The reasonably prudent business practices that owner or owner's authorized agent will use to ensure that the short-term vacation rental unit is used in a manner that complies with all applicable laws, rules, regulations, and permits.
  - b. An identification plaque posted and maintained at all times, within plain view of and legible to the general public, not exceeding six square feet in size, and containing address of premises and permit number, and telephone number of Hermosa Beach Police Department Dispatch for complaints regarding condition, operation or conduct of occupants of the unit. The Director of Community Development may alter the size requirement to ensure the plaque is legible from the adjacent public right-of-way.

- c. The name, address and telephone number of a local contact person who shall be available 24 hours per day, seven days per week for the purpose of responding within 45 minutes to City staff calls pertaining to complaints regarding the condition, operations, or conduct of occupants of the short-term vacation rental or their guests.
- d. The owner or the owner's authorized agent, shall, upon notification that any occupant or guest of the short-term vacation rental unit has created unreasonable noise or disturbances, engaged in disorderly conduct, or committed violations of any applicable, law, rule or regulation pertaining to the use and occupancy of the short-term vacation rental unit, respond in a timely and appropriate manner to immediately halt or prevent a recurrence of such conduct. Failure of the owner or the owner's authorized agent to respond to such calls or complaints regarding the condition, operation, or conduct of the occupants and/or guests of the short-term vacation rental unit in a timely and appropriate manner shall subject the owner to all administrative, legal and equitable remedies available to the City.
- e. The owner and/or the owner's authorized agent shall use reasonably prudent business practices to ensure that the occupants and/or guests of the short-term vacation rental unit do not create unreasonable noise or disturbances, engage in disorderly conduct or illegal activity, or violate any applicable law, rule or regulation pertaining to the use and occupancy of the short-term vacation rental unit.
- f. The owner and/or the owner's authorized agent shall use reasonably prudent business practices to ensure that the short-term vacation rental unit is used for overnight accommodations purposes only. This shall include using all prudent business practices to prohibit the rental to commercial party businesses.
- g. Prior to occupancy of a short-term vacation rental unit, the owner or the owner's authorized agent shall:
  - i. Obtain the contact information of the renter.
  - ii. Provide a copy of the City's "Good Neighbor" brochure containing these requirements to the renter.
  - iii. Require the renter to execute a formal acknowledgement that he or she is legally responsible for compliance by all occupants of the short-term vacation rental unit and their guests with all applicable laws, rules and regulations pertaining to the use and occupancy of the short-term vacation rental unit.
  - iv. The information required in Paragraphs i and iii of this subsection shall be maintained by the owner or the owner's authorized agent for a period of three years and be made available upon request to any officer of the City responsible for the enforcement of any provision of the municipal code or any other applicable law, rule or regulation pertaining to the use and occupancy of the short-term vacation rental unit.
- h. The property shall be maintained free of litter and debris. Trash and refuse shall not be left or stored within public view, except in proper

containers for the purpose of collection by the City's authorized waste hauler on scheduled trash collection days. The size or number of containers and/or frequency of pick-up (if permitted by the City's authorized waste hauler) shall be increased if needed to accommodate the amount of trash generated by all uses on the site.

- i. On-site parking shall be allowed on approved driveway, garage and/or carport areas only. Parking of oversized vehicles must comply with the provisions of Chapter 10.32 of the Hermosa Beach Municipal Code.
- j. Approved on-site parking space(s), including all enclosed garages, shall be kept free and clear to accommodate vehicular parking for renters/guests during all times the unit is in use as a short-term vacation rental.
- k. The number of adult occupants allowed to occupy any given short-term vacation rental unit shall be limited to two per bedroom/sleeping area.
- l. The Community Development Director, or designee, shall have the authority to impose additional conditions on the use of any given short-term vacation rental to ensure that any potential secondary effects unique to the subject short-term vacation rental unit are avoided or adequately mitigated.
- m. The owner or owner's authorized agent shall post the current short-term vacation rental permit number, as well as the number of approved on-site parking spaces available, in any written publication or on any website that promotes the availability or existence of a short-term vacation rental unit.

- 4. The owner shall comply with all requirements related to a Business License under Chapter 5.04 of the Hermosa Beach Municipal Code, and related to the Transient Occupancy Tax under Chapter 3.32 of the Hermosa Beach Municipal Code for the operation of the short-term vacation rental.

B. Development Standards. Short-term vacation rentals shall conform to the following standards.

- 1. On-site parking shall be provided as required under Chapter 17.44.
- 2. A private kitchen area, shower and toilet facilities, and at least one room/area designated as a sleeping area shall be provided in each unit.

C. Amortization. Any short-term vacation rental that was in operation on **[INSERT EFFECTIVE DATE OF ORDINANCE]** shall cease operations no later than **[INSERT DATE THAT IS 180 DAYS AFTER EFFECTIVE DATE OF ORDINANCE]**, unless said short-term vacation rental complies with the requirements of this Section and obtains all required permits and licenses outlined in the section.

D. Violations. Violations of this ordinance are subject to the following standards.

- 1. Any violation of this Section shall result in issuance of an Administrative Citation

pursuant to Chapter 1.10 of the Hermosa Beach Municipal Code.

2. More than three (3) violations of this ordinance or any of the City's quality of life ordinances, such as noise violations, disturbing the peace, or creating a public nuisance, within a twelve (12) month period shall be grounds for revocation of the business license and Administrative Permit, in accordance with provisions of the code, provided the three (3) violations have been affirmed by a hearing officer in the event they are appealed.

E. Sunset Clause. The provisions in this ordinance shall become inoperative on **[INSERT DATE THAT IS 2 YEARS AFTER EFFECTIVE DATE OF ORDINANCE]** and shall be considered repealed on that date, unless the City Council of Hermosa Beach enacts a new ordinance that becomes effective on or before **[INSERT DATE THAT IS 2 YEARS AFTER EFFECTIVE DATE OF ORDINANCE]** and which deletes or extends that date. No new or renewals of Administrative Permits and/or business licenses for short-term vacation rentals shall be issued after **[INSERT DATE THAT IS 2 YEARS AFTER EFFECTIVE DATE OF ORDINANCE]** and no permitted short-term vacation rental shall have a right to operate beyond the term of the permit.

Section 4. Section 17.38.540 of the Hermosa Beach Municipal Code is hereby amended by adding the following use category to the alphabetical list of uses to read as follows

USES	P or U	See section
Short-term vacation rental	P	17.40.230

Section 5. Section 17.44.030 of the Hermosa Beach Municipal Code is amended by adding the following parking standard to the alphabetical list of parking requirements to read as follows:

- P. Short-term vacation rentals in commercial zones: one (1) space per bedroom, in no case less than one (1) space per unit and a maximum of two (2) spaces per unit being required.

Section 6. Section 17.52.050 of the Hermosa Beach Municipal Code is amended to read as follows:

With the exception of a short-term vacation rental use approved pursuant to Section 17.40.230, if an existing nonconforming manufacturing, commercial or residential use is vacated or removed and it is succeeded by another use, this shall be deemed the termination of the existing nonconforming use, and thereby immediately loses any vested right to continue. A nonconforming use may be succeeded by a use, which is itself nonconforming, provided the degree of nonconformity is less intensive (e.g., requires less parking or results in fewer dwelling units).

It is the intent of this section to allow for an improvement in the degree of

nonconformity of a use utilizing existing structures. It is not intended to allow the construction of new structures in violation of the provisions of this chapter.

The planning commission shall make determinations as to whether a use is less intensive upon request

Section 7. Section 17.55.070 of the Hermosa Beach Municipal Code is amended to read as follows:

Any administrative permit may be revoked by the director or the decision making body for any of the following causes:

- A. That any term or condition has not been complied with;
- B. That the property for administrative permit has been granted is used or maintained in violation of any statute, law, regulation or condition of approval;
- C. That the use for which the administrative permit was granted has not been exercised for at least twelve (12) consecutive months, or has ceased to exist, or has been abandoned;
- D. The administrative permit has been issued for a short-term vacation rental, which has received three affirmed violations of this ordinance or any of the City's quality of life ordinances, such as noise violations, disturbing the peace, or creating a public nuisance, within a 12-month period; or,
- E. That the use for which the administrative permit was granted has been so exercised as to be detrimental to the public health or safety or so as to constitute a nuisance.

A hearing to show cause why the permit should not be revoked shall be held by the issuing body prior to the revocation of any administrative permit. Written notice shall be provided the permit holder at least ten (10) days prior to the hearing stating the reasons therefor.

Section 8. CEQA. The City Council of the City of Hermosa Beach hereby finds, determines, and declares that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15061(b)(3), which states that CEQA only applies to projects that have the potential for causing a significant effect on the environment. Inasmuch as this is a pilot program that allows existing structures to change their use (from long term residential to more transient occupancy), and has strict operational requirements, it can be seen with certainty that there is no possibility that the activity in question will have a significant effect on the environment.

Section 9. Effective Date. This ordinance shall take effect thirty (30) days after its passage and adoption pursuant to California Government Code section 36937.

Section 10. Certification. The City Clerk is directed to certify the passage and adoption of this Ordinance; cause it to be entered into the City's book of original ordinances; make a note of the passage and adoption in the records of this

meeting; and, within fifteen (15) days after the passage and adoption of this Ordinance, cause it to be published or posted in accordance with California law. The City Clerk is further directed to fill in the appropriate dates as indicated in the ordinance above.

**PASSED, APPROVED, and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2019

\_\_\_\_\_  
**MAYOR** of the City of Hermosa Beach, California

**ATTEST:**

**APPROVED AS TO FORM:**

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
City Attorney

**RESOLUTION 19 – XXX**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH,  
CALIFORNIA, ESTABLISHING AN APPLICATION PERMIT FEE FOR SHORT-TERM  
VACATION RENTALS; AND TO ADD THIS FEE TO THE MASTER FEE  
RESOLUTION**

**SECTION 1.** Recitals – Short-Term Vacation Rental Ordinance.

1. Ordinance No. 19-xxxx was adopted by the City Council to establish a two-year pilot program to allow and regulate short-term vacation rentals in nonconforming dwelling units on commercially zoned properties.
2. Ordinance No. 19-xxxx establishes that an Administrative Permit to allow the operation of a short-term vacation rental shall be valid for one calendar year, after which it may be renewed. .

**NOW, THEREFORE THE CITY COUNCIL OF THE CITY OF HERMOSA  
BEACH, CALIFORNIA, DOES HEREBY RESOLVE AS FOLLOWS:**

**SECTION 2.**

That the following application fee be added to the City’s Master Fee Schedule for a short-term vacation rental permit:

Short-Term Vacation Rental	Application Fee
Initial Application	\$1,735.00
Annual Renewal	\$1,501.00

**SECTION 3.** The above fee shall become effective immediately.

**PASSED, APPROVED AND ADOPTED** this 27th day of August 2019.

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**PRESIDENT** of the City Council and **MAYOR** of the City of Hermosa Beach, California

ATTEST:

APPROVED AS TO FORM:

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City Clerk

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City Attorney

- k) **REPORT** **REQUEST FOR APPROVAL OF CLASSIFICATION SPECIFICATION**  
**17-0199** **FOR ACCOUNTANT; ESTABLISHING THE POSITION IN THE**  
**PROFESSIONAL & ADMINISTRATIVE EMPLOYEE GROUP;**  
**AND SETTING THE SALARY RANGE**  
*(Human Resources Manager Vanessa Godinez)*

Attachments: [ACCOUNTANT](#)

**Action:** To approve the staff recommendation to:

- 1) Approve the class specification for Accountant;
- 2) Determine the appropriate unit for this classification is the Professional & Administrative Employee Group; and
- 3) Establish the 5-step salary range for this position as \$5,721 to \$6,953 per month as approved in the 2016/2017 budget.

At 8 p.m., the order of the agenda moved to Municipal Matter Item 6(a).

### 3. **CONSENT ORDINANCES** – None

### 4. **ITEMS REMOVED FROM THE CONSENT CALENDAR FOR SEPARATE DISCUSSION**

Items 2(g) and (j) were heard at this time but are shown in order for clarity.

Public comments on items removed from the Consent Calendar are shown under the appropriate item.

At 11:41 p.m., the order of the agenda moved to Other Matters Item 8(a).

### 5. **PUBLIC HEARINGS**

- a) **REPORT** **CONSIDERATION OF MUNICIPAL CODE AMENDMENT**  
**17-0201** **TO ALLOW AND REGULATE SHORT TERM VACATION RENTALS**  
**IN EXISTING NONCONFORMING RESIDENTIAL UNITS LOCATED**  
**IN COMMERCIAL ZONING DISTRICTS**  
*(Community Development Director Ken Robertson)*

Attachments: [1. Exhibit A- Draft Ordinance](#)  
[2. Draft Ordinance Criteria](#)

Director Robertson presented the report, provided a map to each Councilmember, and responded to Council questions. City Attorney Jenkins and Interim City Manager Jalili also responded to Council questions.

The public hearing opened at 9:58 p.m. As no one came forward to address the Council on this item, the public hearing closed at 9:58 p.m.

**Action:** To direct staff to:

- (1) Report back at a future public hearing with a draft text amendment ordinance to establish a pilot program to define, allow and regulate short term vacation rentals in existing nonconforming residential units located in commercial zoning districts, which will automatically conclude 24 months after the adopted ordinance takes effect unless the Council takes action to either terminate the pilot program at an earlier date or extend it beyond the specified 24 months;
- (2) Amend Section 4.C.2. of the draft ordinance presented this evening with language to stipulate that more than three violations of any of the City's quality of life ordinances (not just violations of the subject ordinance) within a 12-month period shall ~~may~~ result in revocation of business license; and
- (3) Provide options for Council consideration on the following as-yet-undecided elements that require further Council discussion:
  - Management and Operations Plan provisions;
  - Posting of an identification plaque at all times – if required, the size/placement of ID plaque to ensure visibility from public right-of-way;
  - A 24-hour/day contact person to respond to calls within 45 minutes;
  - Requirement for a private kitchen area
  - Parking requirements; and
  - Pilot program to be citywide or limited to specific area.

Motion Duclos, second Fangary. The motion carried 3-2, noting the dissenting votes of Armato and Petty.

**Further Action:** To direct staff to provide written notice to properties located within a 200-foot radius of each nonconforming residential site prior to the next public hearing on this matter, in addition to posting the public notice on the City's website, providing an e-blast, and the usual newspaper publication.

Motion Petty, second Fangary. The motion carried by a unanimous vote.

**Additional Action:** To proceed with tonight's meeting until midnight.

Motion Fangary, second Armato. The motion carried 4-1, noting the dissenting vote of Petty.

At 11:04 p.m., the order of the agenda moved to Public Hearing item 5(c).

**CALIFORNIA COASTAL COMMISSION**

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE (415) 904-5200  
FAX (415) 904-5400  
TDD (415) 597-5885

**RECEIVED**

DEC 12 2016

COMMUNITY DEV. DEP.

**(Sent Individually via US Mail)**

December 6, 2016

TO: Coastal Planning/Community Development Directors

SUBJECT: Short-Term/Vacation Rentals in the California Coastal Zone

Dear Planning/Community Development Director:

Your community and others state and nationwide are grappling with the use of private residential areas for short-term overnight accommodations. This practice, commonly referred to as vacation rentals (or short-term rentals), has recently elicited significant controversy over the proper use of private residential stock within residential areas. Although vacation rentals have historically been part of our beach communities for many decades, the more recent introduction of online booking sites has resulted in a surge of vacation rental activity, and has led to an increased focus on how best to regulate these rentals.

The Commission has heard a variety of viewpoints on this topic. Some argue that private residences should remain solely for the exclusive use of those who reside there in order to foster neighborhood stability and residential character, as well as to ensure adequate housing stock in the community. Others argue that vacation rentals should be encouraged because they often provide more affordable options for families and other coastal visitors of a wide range of economic backgrounds to enjoy the California coastline. In addition, vacation rentals allow property owners an avenue to use their residence as a source of supplemental income. There are no easy answers to the vexing issues and questions of how best to regulate short-term/vacation rentals. The purpose of this letter is to provide guidance and direction on the appropriate regulatory approach to vacation rentals in your coastal zone areas moving forward.

First, please note that vacation rental regulation in the coastal zone must occur within the context of your local coastal program (LCP) and/or be authorized pursuant to a coastal development permit (CDP). The regulation of short-term/vacation rentals represents a change in the intensity of use and of access to the shoreline, and thus constitutes development to which the Coastal Act and LCPs must apply. We do not believe that regulation outside of that LCP/CDP context (e.g., outright vacation rental bans through other local processes) is legally enforceable in the coastal zone, and we strongly encourage your community to pursue vacation rental regulation through your LCP.

The Commission has experience in this arena, and has helped several communities develop successful LCP vacation rental rules and programs (e.g., certified programs in San Luis Obispo and Santa Cruz Counties going back over a decade; see a summary of such LCP ordinances on our

website at:

[https://documents.coastal.ca.gov/assets/la/Sample\\_of\\_Commission\\_Actions\\_on\\_Short\\_Term\\_Rentals.pdf](https://documents.coastal.ca.gov/assets/la/Sample_of_Commission_Actions_on_Short_Term_Rentals.pdf) ). We suggest that you pay particular attention to the extent to which any such regulations are susceptible to monitoring and enforcement since these programs present some challenges in those regards. I encourage you to contact your local district Coastal Commission office for help in such efforts.

Second, the Commission has not historically supported blanket vacation rental bans under the Coastal Act, and has found such programs in the past not to be consistent with the Coastal Act. In such cases the Commission has found that vacation rental prohibitions unduly limit public recreational access opportunities inconsistent with the Coastal Act. However, in situations where a community already provides an ample supply of vacation rentals and where further proliferation of vacation rentals would impair community character or other coastal resources, restrictions may be appropriate. In any case, we strongly support developing reasonable and balanced regulations that can be tailored to address the specific issues within your community to allow for vacation rentals, while providing appropriate regulation to ensure consistency with applicable laws. We believe that appropriate rules and regulations can address issues and avoid potential problems, and that the end result can be an appropriate balancing of various viewpoints and interests. For example, the Commission has historically supported vacation rental regulations that provide for all of the following:

- Limits on the total number of vacation rentals allowed within certain areas (e.g., by neighborhood, by communitywide ratio, etc.).
- Limits on the types of housing that can be used as a vacation rental (e.g., disallowing vacation rentals in affordable housing contexts, etc.).
- Limits on maximum vacation rental occupancies.
- Limits on the amount of time a residential unit can be used as a vacation rental during a given time period.
- Requirements for 24-hour management and/or response, whether onsite or within a certain distance of the vacation rental.
- Requirements regarding onsite parking, garbage, and noise.
- Signage requirements, including posting 24-hour contact information, posting requirements and restrictions within units, and incorporating operational requirements and violation consequences (e.g., forfeit of deposits, etc.) in rental agreements.
- Payment of transient occupancy tax (TOT).
- Enforcement protocols, including requirements for responding to complaints and enforcing against violations of vacation rental requirements, including providing for revocation of vacation rental permits in certain circumstances.

These and/or other provisions may be applicable in your community. We believe that vacation rentals provide an important source of visitor accommodations in the coastal zone, especially for larger families and groups and for people of a wide range of economic backgrounds. At the same time we

also recognize and understand legitimate community concerns associated with the potential adverse impacts associated with vacation rentals, including with respect to community character and noise and traffic impacts. We also recognize concerns regarding the impact of vacation rentals on local housing stock and affordability. Thus, in our view it is not an 'all or none' proposition. Rather, the Commission's obligation is to work with local governments to accommodate vacation rentals in a way that respects local context. Through application of reasonable enforceable LCP regulations on such rentals, Coastal Act provisions requiring that public recreational access opportunities be maximized can be achieved while also addressing potential concerns and issues.

We look forward to working with you and your community to regulate vacation rentals through your LCP in a balanced way that allows for them in a manner that is compatible with community character, including to avoid oversaturation of vacation rentals in any one neighborhood or locale, and that provides these important overnight options for visitors to our coastal areas. These types of LCP programs have proven successful in other communities, and we would suggest that their approach can serve as a model and starting place for your community moving forward. Please contact your local district Coastal Commission office for help in such efforts.

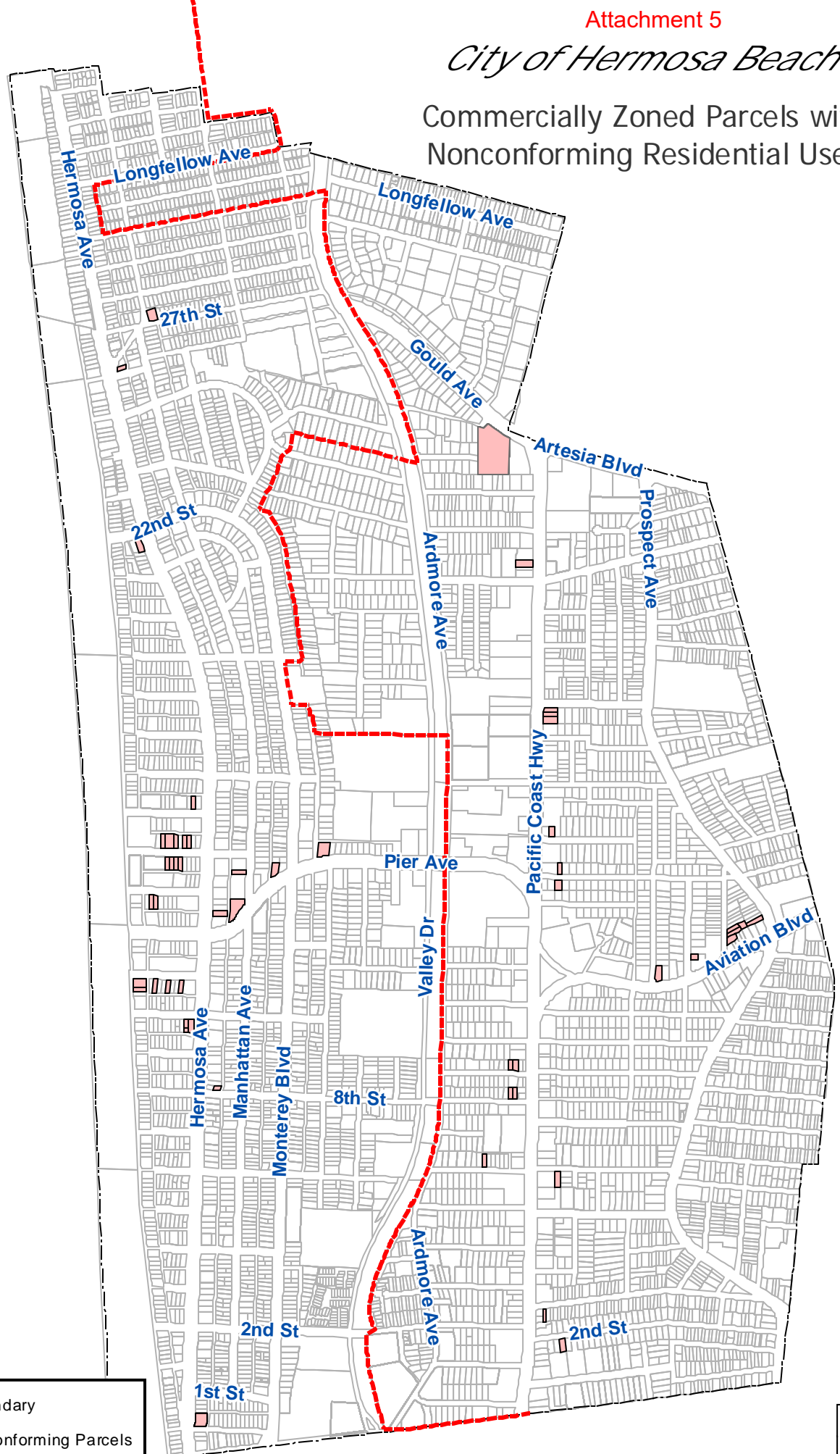
Sincerely,

A handwritten signature in black ink that reads "Steve Kinsey". The signature is written in a cursive, flowing style.

STEVE KINSEY, Chair  
California Coastal Commission

# City of Hermosa Beach

## Commercially Zoned Parcels with Nonconforming Residential Uses



Coastal Zone Boundary

Residential Non Conforming Parcels



**From:** John Vanhara <john@eastbiz.com>  
**Sent:** Saturday, August 17, 2019 1:06 PM  
**To:** Ann Yang <anny@hermosabch.org>  
**Subject:** short term vacation rental

Hello Anny,

I am the owner of 44 The Strand. I am not against allowing short term rentals if they are used for people on vacation. My main concern is that even now some units are rented for parties and celebrations. People get drunk. They are extremely loud. Do not respect private property (walking through our property at 44 The Strand to access beach). How are the super short rentals will be regulated specially due to the noise and nuisance issues?

John Vanhara  
Ofiplex.com

**From:** Debra Flaska <dfaska@aol.com>  
**Sent:** Sunday, August 18, 2019 2:10 PM  
**To:** Ann Yang <anny@hermosabch.org>  
**Cc:** Debbie Flaska <dfaska@aol.com>  
**Subject:** Short-term vacation rentals in comm zoned properties - comment

Hello,

My name is Debbie Flaska and I live at 735 8th St, Hermosa Beach. I received a courtesy notice in the mail that the HB City Council will be considering an ordinance that will establish a two-year pilot program to allow and regulate short-term vacation rentals in existing non-conforming dwelling units on commercially zoned properties, and that my property is within 200 feet of a property that could be eligible to contain a short-term rental.

The commercially zoned property within 200 feet of me is already operating as an Air BNB. The host name is Aaron, co host is Taylor. They advertise 2 properties on [AirBNB.com](https://www.airbnb.com) and change the name of the rooms frequently, but if you look on the map on AirBNB with a zip code of 90254 you will find it. Currently, one room is called "Private Room by the Beach" and advertised at \$80 per night. The other room is called "The Minimalist Room" and is advertised at \$58/night. Aaron is even designated a "superhost" on AirBNB.

I became aware of it because people were parking in my driveway, stating they were staying at an AirBNB and looking for Aaron or Taylor, the hosts. So I researched on AirBNB and found their advertised rooms. I see people coming and going constantly with their roller board luggage. They enter the glass door marked "777" on Eighth St. People have dumped their pizza boxes in my trash can on the way to the beach (I work from home, and my trash cans are right outside my "office" window facing the sidewalk, so I see it happen). There are constantly empty food wrappers, marijuana empty wrappers and small pieces of trash such as napkins, snack bags in my front yard and driveway that I clean up. I installed video cameras in my back yard a few weeks ago, and found that I have 2 rats and 1 opossum that frequent my yard almost nightly. I purchased a rat zapper, which caught one, but still working on the other. It has no effect on the opossum unfortunately. I also have a video camera on my driveway and front door, and see people either parking in my driveway, or walking up and down it with their luggage in tow. If I am home, I tell the people they can't park in my driveway.

I am not in favor of the proposed pilot program, but if it does pass and you are going to regulate short-term rentals, I would ask that you designate a minimum stay, such as one week, and require the host to provide adequate trash bins, maintain a certain standard of cleanliness, and provide parking. One night rentals at \$58/night should be in a regulated motel, not next door to houses in Hermosa Beach.

Unfortunately, I am unable to attend the public hearing on Tuesday but will read the staff report when it is posted online.

Thank you for the opportunity to voice my concerns via email.

Debbie Flaska  
735 8th St, Hermosa Beach  
310-363-2120 (mobile)

**From:** Matt Steiger <matt\_steiger@hotmail.com>  
**Sent:** Wednesday, August 21, 2019 4:31 PM  
**To:** Ann Yang <anny@hermosabch.org>  
**Subject:** Short-term vacation rentals - OPPOSED

Hi Ann,

I am a ten+ year resident of Hermosa Beach and am **OPPOSED** to the proposal to allow short term rentals.

As a renter in a secure building I have seen the impact of having short term rentals made available by one of the tenants. It was a disaster!

Although some of the short term renters respected the residents, many did not and it made living in the building a challenge.

Here are a few of the types of experiences that we tenants had to live through:

1. People did not respect that we are a secure building and propped open the security gate for their friends to enter.
2. Items were stolen from tenants while temporary 'guests' were in the building.
3. Random people would knock on my door 'looking for someone' ...it was scary!
4. Parties were a nightmare and it was difficult approaching intoxicated guests that would not respect our peace.
5. The constant influx of temporary tenants caused a long term tenant (and friend) to vacate their lease and leave the building.

This is not a comprehensive list of all the negative interactions that occurred due to one irresponsible tenant. Fortunately, the landlord found out about the unsanctioned short term rentals and stopped it (and the offending renter moved out!).

Let's keep Hermosa Hermosa and let hotels/motels/etc. accommodate vacationers.

Regards,

Matt Steiger  
720 21<sup>st</sup> Street, Apt. 10  
Hermosa Beach, CA 90254

City Council of Hermosa Beach California  
c/o City Clerk's Office  
1315 Valley Drive  
Hermosa Beach, CA 90254



August 21, 2019

Dear Honored City Council Members,

Hello! My name is Marylou Puckett. Thank you so much for notifying my husband, Kevan Puckett, and I of the City Council meeting scheduled for Tuesday, August 27, 2019, which is being held to consider an ordinance that will establish a two-year pilot program to allow and regulate short-term vacation rentals in commercially zoned, non-conforming dwelling units in Hermosa Beach. Since we reside at 832 4<sup>th</sup> St., in a residentially-zoned (R-1) single family dwelling unit on a majority residentially-zoned, R-1 dwelling unit street (located only 36', 2" from a commercially-zoned, non-conforming dwelling unit at 818 4<sup>th</sup> St.), we would like to go on record with our complete and total opposition to the establishment of such an ordinance. Our complete and total opposition is for the same reasons that short-term rentals are not permitted in residential areas, which includes all of the same problems that are incurred when a dwelling unit is designated as a permanent "party-house":

1. **Greatly Increased Noise Levels**--For example, the noise levels in the Pacific Coast Highway Corridor already exceed allowable limits for the businesses and residences on and near PCH, according to a study of the noise levels in the PCH Corridor, which was conducted prior to finalizing Plan Hermosa.
2. **Increased Alcohol Intensity**—Another example is that the commercially-zoned, non-conforming property, located 36', 2' from our home, is directly across the street from Hermosa Wine and Spirits and is in close proximity to Hermosa Saloon and St. Roche.
3. **Additional Criminal Activity from A Continual stream of Visiting strangers**—HBPD and HB Code Enforcement officers are already often being contacted by local residents and

businesses, in order to alleviate illegal and criminal activities on our street, especially in front of Pacific Coast Laundry, Hermosa Wine and Spirits and the adjoining alley.

4. **Additional Strains on Parking Facilities**—The parking spots and spaces on our block, for example, have already exceeded capacities, as employees and customers of at least 11 local businesses park on 4<sup>th</sup> St. and Ocean Dr. (both of which only allow parking on one side of the street), making for dangerously congested streets and leaving little, if any, parking for residents. As a matter-of-fact, as we stated on record at the City Planning Commission meeting on August 20, 2019, employees of Rosa's Mexican Restaurant arrive early and sleep in their cars, in order to have a parking spot. For some of the other local businesses, the City's metered parking lot is only considered as a "last resort" for employees who often speed around our neighborhood when they are late to work or customers who do the same, because they are late to gym classes at Poise Fitness and the other gyms in our area!!!
5. **The Extra Trash that Will Be Left by "Party House Visitors and Their Friends"**—Residents in residential areas bordering on commercially-zoned areas already have to contend with employees of local businesses and their customers illegally dumping trash, including hazardous waste, furniture, liquor bottles and junk all around their neighborhoods. In our case, these illegal activities are mostly conducted in the parking lots, which are in front of Hermosa Wine and Spirits, Pacific Coast Laundry, the City Parking Lot, and the adjoining alley.

The residents of our block, including the residentially-zoned 4<sup>th</sup> St. and Ocean Dr., are an integrated, residential community (which up-until-recently also included the family that were long-term renters at 828 4<sup>th</sup> St.), strive daily to work with each other as residents and with the employees and customers of local businesses through an extensive amount of give and take, and are serious about implementing **Plan Hermosa**. Please give the residents of these majority, residentially-zoned streets the "vital elements" to "live out" the goal of harmony between businesses and residents that was envisioned by the residents

and businesses of Hermosa Beach and the drafters of **"Plan Hermosa"** by **voting against any ordinance to consider allowing and regulating short-term rentals in existing commercially-zoned, non-conforming, dwelling units throughout Hermosa Beach, including at 818 4<sup>th</sup> St..**

Yours sincerely,

   
Kevan and Marylou Puckett

-----Original Message-----

From: Maximus Salon <419maximus@gmail.com>

Sent: Thursday, August 22, 2019 11:51 AM

To: Ann Yang <anny@hermosabch.org>

Subject: City Council(8-27-19)to allow short-term VR in C zone

From: A. Ed Hart

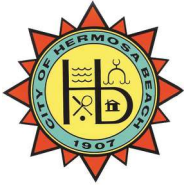
419-421 Pier Av, HB

To the distinguish city council members

Every HB Business owner and commercial property owner in SP11 and C zones that I talk to welcome's short term Vacation rental, for obvious reasons, that the renters will most likely use our restaurants and personal care Establishments and purchase from our retailers.

All the best

Ed Hart



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0520

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### WRITTEN COMMUNICATION

#### **Recommended Action:**

Staff recommends that the City Council receive and file the written communication.

#### **Attachments:**

1. Email from Joy Eliason dated July 17, 2019
2. Email from Geoff Hirsch dated July 25, 2019 and response from City staff

**From:** Joy Eliason Alden  
**Sent:** Wednesday, July 17, 2019 7:48 PM  
**To:** Ann Yang <anny@hermosabch.org>  
**Subject:** Pictures for CCM

Hi Ann,

*I have taken pics as once again the ball has been dropped. Yesterday, I called the non-emergency police re the attached pic of a Bobcat parked – to have someone from the City come out later, slowly park behind, not get out of the car...to then drive away without doing anything (well what appeared to be NO close up investigation). They sat there for about 10-15 minutes [in car] and then left. Yesterday there was no signage and just one orange post. At the end of today, not only have the construction peeps parked and dumped stuff there again, they have put up orange posts with one sign AND it clearly has the wrong dates (pictured). You can see the dates say 7-9 thru 7/12 (today is 7/17). The sign posts are from the actual site on Bayview from last week - and brought out here. THEN across the street (on 16<sup>th</sup> as well) one of the drivers of a white truck (who drives around with an orange post in his white truck and smokes (even though I asked him not to months ago, and mentioned the City was smoke-free) started putting the folded signs next to the monstrosity (pictured...what it is I do not know) but it is in between two orange posts [no signs]. What I do know is there is no appropriate signage on either of these! Bottom line: two spots for the residents are in use overnight again (and all day today) without proper documentation signage. I called non-emergency again over an hour ago and have yet to see anyone come out. And honestly in this heat, it is just downright rude for someone to smoke while they stroll back and forth to the site – not caring about the residents. I wish the City would be responsible – not only regarding this parking issue...but to tell the contractors in place about us being smoke-free (and to tell their workers) and to be mindful of the residents! This guy could be one of the contractors – I do not know...but he is constantly smoking and has been rude about it. So frustrating...*

*It appears that no one seems to care; yet when / if a resident is mis-parked, tickets go out right away...and that is if we can even get parking!*

*So I went out and took 7 pictures to help the City see what goes...and did all I could on my end.  
Please add this to the original email!  
Thank you...*



7w  
14-0447

T W  
A Y

NO  
PARKING

7/9/19 - 7/12/19  
Date

8 AM to 5 PM  
Time

By order of the H.B.P.D. 318-0360  
CVC 22658/HBMC 10.32.220 & 10.12.040













# Memorandum

Community Resources Department • 710 Pier Avenue • Hermosa Beach, CA • 90254 • 310.318.0280

To:	Hermosa Beach Mayor and City Council
From:	Kelly Orta, Community Resources Manager
Date:	August 20, 2019
RE:	Letter from Geoff Hirsch Regarding Accessibility Concerns at the AVP event

The AVP Hermosa Beach Open beach volleyball tournament was held on the north side of the Pier from July 26 - July 28, 2019. An event of this magnitude requires an extreme amount of logistical planning, coordination with many specialty teams, and successful implementation. With the event taking place on the soft sand, this alone creates challenges that the event producers and staff have worked through to ensure the event is accessible and meets the Americans with Disabilities Act (ADA) guidelines.

Mr. Hirsch outlines several concerns that he experienced while attending the event on Thursday, July 25, which is prior to the main matches for the tournament. The following details staff's efforts to remedy these concerns and the Event Producers commitment to ensuring their event is accessible.

- The entry mat at 13<sup>th</sup> Street, mistakenly, did not have the ramp connected to it, so there was an abrupt rise to enter the mat, which was difficult to navigate over. The production team quickly remedied this with the placement of a ramp, which remained throughout the event weekend.
- Due to the fact that people could navigate on and off of the mats easily, a lot of sand collected on the mats. Unfortunately, there is no way to prevent this from happening. AVP ensured that their team regularly swept the mats to eliminate sand buildup or collection.
- Pathways to each individual vendor are not required under ADA guidelines. Specific to the AVP Hermosa Beach Open event, its logistical design was thoughtfully done to allow the vendor area with enough space for the accessible pathway to run through the middle as well as easy navigation to the stadium court. Although direct access to each vendor tent on the beach is not required for special events, each vendor must provide additional assistance to those who are unable to access their tents such as walking items to the individuals and providing them with their service options in areas that are accessible. AVP event producers confirmed that their vendors would provide this service to anyone in need.

We will continue to work with event producers to ensure their events provide the highest level of access to allow everyone, regardless of mobility difficulties, to enjoy these activities.

From: Geoff Hi  
Sent: Thursday, July 25, 2019 6:45 PM  
To: City Council <citycouncil@hermosabch.org>  
Cc: Ann Yang <anny@hermosabch.org>; craigc@surfrider-southbay.org  
Subject: Accessibility Issues AVP event

Hello,

Despite the personal lobbying efforts of myself and the Access Hermosa working group over the past 3 years, this event has done little to improve accessibility for those persons with challenges, namely:

- the entrances to the event remain inaccessible.

Entry mats are covered with sand, making them inaccessible; in addition, there is a large bump at the entrance, making the entrance inaccessible.

- additionally, these mats are covered by several inches of sand in numerous places, again making them inaccessible; they should be swept several times a day.

- despite being assured by Andrew, (person in charge of setup), that all vendor booths would have a pathway in and out, none of these booths have been modified.

As I mentioned earlier, 3 years is entirely too long to wait to achieve compliance with ADA standards .

Last year, Councilman Massey and then City Manager Jalilli attended a meeting of Access Hermosa; at that time members were cautioned about taking legal action - sadly, that is perhaps the only avenue left to ensure compliance with ADA standards.

Respectfully,

Geoff



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 19-0500

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**CITY COUNCIL MEETING MINUTES**  
(Interim Deputy City Clerk Carol Cowley)

**Recommended Action:**

Staff recommends that the City Council approve the following minutes:

1. Adjourned Regular meeting of July 18, 2019
2. Regular meeting of July 23, 2019

**Attachments:**

The two sets of minutes listed above

**Submitted by:** Carol Cowley, Interim Deputy City Clerk

**Concur:** Elaine Doerfling, City Clerk

**Noted:** Suja Lowenthal, City Manager

**City of Hermosa Beach**

*City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254*



**Adjourned Regular Meeting Minutes**

**Tuesday, July 18, 2019**

**6:00 P.M.**

**Parks, Recreation and Community Services Commission Interviews**

**7:00 P.M.**

**Joint Meeting of the City Council with all Boards/Commissions**

-

**Council Chambers**

**City Council**

***Mayor  
Stacey Armato***

***Mayor Pro Tem  
Mary Campbell***

***Councilmembers  
Hany S. Fangary  
Justin Massey  
Jeff Duclos***

## **ROLL CALL**

**Present:** Councilmembers Duclos, Massey, Fangary (arrived at 6:08 pm), Mayor Pro Tem Campbell, Mayor Armato.

## **PUBLIC COMMENT**

Anthony Higgins addressed the City Council

## **INTERVIEWS**

The City Council interviewed the following candidates to fill two expired terms on the Parks, Recreation and Community Resources Advisory Commission:

Barbara Ellman  
Traci Horowitz  
Isabel Rodriguez  
James Scott

There being no further business to Come before the City Council, the meeting was adjourned at 6:55 pm and reconvened in the Council Chambers for the Adjourned Regular meeting at 7:20 pm.

**CALL TO ORDER:** The Joint meeting of the City Council, Planning Commission, Public Works Commission, Parks and Recreation Commission and Civil Service Commission was called to order at 7:20 pm.

**PLEDGE OF ALLEGIANCE:** The flag salute was led by Parks & Recreation Chairman Rosenfeld.

## **ROLL CALL**

### **Present:**

City Council: Councilmembers Duclos, Massey, Fangary, Mayor Pro Tem Campbell, Mayor Armato

Planning Commission: Commissioners Flaherty, Hoffman, Saeman, Pederson

Public Works Commission: Commissioners Brown, Dunbabin, Grethen, Giancoli arrived at 8:00 pm.

Parks & Recreation Commission: Commissioners Ellman, Lange, Rosenfeld, Pizer Mains, Guheen arrived at 7:26 pm

Civil Service Board: Commissioner Schweid

**Absent:** Planning Commissioner Rice; Public Works Commissioner Brittain; Civil Service Board Members Collins, Thompson, Warner

## **ANNOUNCEMENTS**

There were none.

## **PUBLIC PARTICIPATION:**

The following individuals addressed the City Council:

Dency Nelson

Trent Larson

Jessica Guheen

### **1. OPENING REMARKS FROM MAYOR STACEY ARMATO**

Mayor Armato introduced each of the commissioners, acknowledged their years of service as a volunteer with the City, and thanked them for their dedication and hard work. She also thanked Ann Yang, for all of her hard work in coordinating the meeting and hosting a wonderful meal.

### **2. INTERACTIVE DISCUSSION MODERATED BY CITY ATTORNEY MICHAEL JENKINS**

City Attorney Mike Jenkins reviewed the City's Mission Statement; and the email policy emphasizing that all City business should be conducted on City email addresses. Mr. Jenkins then discussed Commissioners roles, responsibilities, and duties and held open dialogue with the commissioners.

### **3. BOARD/COMMISSION REPORTS: FY 2018-19 ACTIVITIES & ACCOMPLISHMENTS**

*Reports were presented by:*

Planning Commission Chair *David Pedersen*

Public Works Commissioner *Kent Brown*

Parks, Recreation and Community Resources *Chair Robert Rosenfeld*

Civil Service *Board Member Mike Schweid*

### **4. CITY COUNCIL QUESTIONS/COMMENTS/DISCUSSION**

Thereafter followed discussion between the City Council and various members of the Commissions.

## **ADJOURNMENT**

There being no further business to come before the City Council and Commissions, the meeting was adjourned at 10:09 pm to the regular meeting of Tuesday, July 23, 2019.

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Elaine Doerfling, City Clerk

**City of Hermosa Beach**

**City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254**



**Regular Meeting Minutes**

**Tuesday, July 23, 2019**

**6:00 PM**

**Closed Session - 6:00 P.M.**

**Regular Meeting - 7:00 P.M.**

**Council Chambers**

**City Council**

**Mayor**

**Stacey Armato**

**Mayor Pro Tem**

**Mary Campbell**

**Councilmembers**

**Hany S. Fangary**

**Justin Massey**

**Jeff Duclos**

**6:00 P.M. - CLOSED SESSION**

**CALL TO ORDER IN COUNCIL CHAMBERS:** The meeting was called to order at 6:01 pm

**ROLL CALL**

**Present:** Councilmembers Duclos, Fangary, Massey, Mayor Armato  
**Absent:** Mayor Pro Tem Campbell

**PUBLIC COMMENT**

Anthony Higgins addressed the City Council.

City Attorney Jenkins advised the City Council that information came to the City Attorney's attention after the posting of the Agenda regarding a matter of potential initiation of litigation and he would like to add that matter to the closed session agenda under 54956.9(d)(4).

Moved by Councilmember Massey, and second by Councilmember Fangary, to add a closed session item to the agenda under 54956.9(d)(4) – potential initiation of litigation.

**AYES:** Councilmembers Duclos, Fangary, Massey, Mayor Armato  
**ABSENT:** Mayor Pro tem Campbell

**RECESS TO CLOSED SESSION IN SECOND FLOOR CONFERENCE ROOM** at 6:07 pm.

1. **MINUTES:** Approval of Minutes of Closed Session held on July 9, 2019.

2. **CONFERENCE WITH LEGAL COUNSEL:** Existing Litigation

Government Code Section 54956.9(d)(1)

The City finds, based on advice from legal counsel, that discussion in open session will prejudice the position of the City in the litigation.

Name of Case: City of Hermosa Beach v. Edward P. Zappia, The Zappia Law Firm  
Los Angeles County Superior Court, Case Number: BC709770

3. **CONFERENCE WITH LABOR NEGOTIATOR**

Government Code Section 54957.6

City Negotiator: City Manager

Employee

Organizations: Hermosa Beach Police Officers' Association  
Police Management Bargaining Group  
Teamsters Union, Local 911  
Professional and Administrative Employee Group  
Hermosa Beach Management Association  
Unrepresented Employees

## **ADJOURNMENT OF CLOSED SESSION**

The Closed Session meeting adjourned at 7:05 pm.

## **7:00 P.M. - REGULAR AGENDA**

### **CALL TO ORDER**

The Meeting was called to order at 7:12 pm.

### **PLEDGE OF ALLEGIANCE**

The pledge was led by Traci Horowitz.

### **ROLL CALL**

**Present:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**Absent:** Mayor Pro Tem: Campbell

### **CLOSED SESSION REPORT**

City Attorney Jenkins reported that the City Council held a closed session. There was one speaker under public comments and one item that came to the attention of the City Attorney's office after the posting of the agenda, pertaining to the matter of initiation of litigation under Section 54956.9(d)(4) which was added to the Closed Session Agenda by unanimous approval of the City Council. There was no reportable action taken.

### **ANNOUNCEMENTS**

Councilmember Fangary thanked the residents who attended the Community First meeting on Saturday in the Council Chambers at 2:00 pm.

Mayor Armato announced the following events:

- The AVP Hermosa Beach open, is July 24<sup>th</sup> through July 28<sup>th</sup>, north of the Pier; general admission is free.
- The International Surf Festival from August 2<sup>nd</sup> through August 4<sup>th</sup> from 7:30 am to 10:00 pm.
- The Summer Sidewalk Celebration, August 2<sup>nd</sup> through August 4<sup>th</sup> from 11:00 am to 6:00 pm.
- Beach Cities Free Fitness Series, Mindful Yoga dates August 5<sup>th</sup>, 12<sup>th</sup>, 19<sup>th</sup> and 26<sup>th</sup> at Valley Park
- National Night Out, August 6<sup>th</sup> from 7:00 pm to 10:00 pm
- Teen Choice Awards will be broadcast on Sunday, August 11<sup>th</sup>
- Hermosa Beach Summer Series August 17<sup>th</sup> and 18<sup>th</sup> and August 24<sup>th</sup> and 25<sup>th</sup>
- Taste at the Beach hosted by Hermosa Beach Kiwanis on Saturday, August 24<sup>th</sup> from 1:30 pm to 4:30 pm at the Hermosa Beach Community Center.

Councilmember Duclos announced that Wednesday, July 31<sup>st</sup> is the Medal of Valor Event at Seaside Lagoon.

## ***City of Hermosa Beach***

Councilmember Fangary announced that Southern California Association of Governments (SCAG) asked its members to remind Hermosa Beach Seniors who live alone to register with the Police Department in case of a disaster. He also mentioned (SCAG) prepared a demographic profile for Hermosa Beach, which is available on line.

### **APPROVAL OF AGENDA**

Councilmember Duclos moved, and second by Councilmember Massey, to approve the agenda.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

### **PROCLAMATIONS / PRESENTATIONS**

There were none.

### **MISCELLANEOUS ITEMS AND REPORTS - CITY MANAGER**

City Manager Lowenthal provided a status update on the West Coast Basin Barrier project and the private sewer overflow issue at 29<sup>th</sup> Street.

### **PUBLIC PARTICIPATION:**

The following individuals addressed the City Council:

- Elka Worner
- Micah Worner
- Mindy Minkus
- Michael Epstein
- Anthony Higgins
- Maggie Bove-LaMonica
- Trent Larson
- Sarah Harper
- Joleen Sundt
- Gary Clark
- Bill Hallett
- Marsha Mikulen
- David Grethen – requested Item 2C on Consent be pulled.

### **1. ORAL AND WRITTEN COMMUNICATIONS:**

#### **a) WRITTEN COMMUNICATION**

- Email From Joy Alden
- Email from Gary Clark
- Supplemental Email from Gary Clark
- Supplemental EComment from Anthony Higgins
- Supplemental Email from R. Bender

**Recommendation:** Staff recommends that the City Council receive and file the written

communications received.

Moved by Councilmember Massey, and second by Councilmember Duclos to receive and file the written communications.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

## **2. CONSENT CALENDAR:**

Moved by Councilmember Duclos, and second by Councilmember Fangary to pull Item 2(c) and approve the remainder of the Consent Calendar.

**AYES:** Councilmembers: Duclos, Fangary, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell and Councilmember Massey (stepped away from the dais)

### **a) CITY COUNCIL MEETING MINUTES**

Recommendation: Staff recommends that the City Council approve the minutes of the regular City Council meeting of July 9, 2019.

### **b) CHECK REGISTERS**

Recommendation: Staff recommends that the City Council ratify the check registers as presented.

Item 2(c) was pulled from the Consent Calendar and discussed under Items Pulled from Consent

### **d) ACCEPTANCE OF DONATIONS**

Recommendation: Staff recommends that the City Council accept the donations received by the City to be used for the purpose noted.

### **e) CITY TREASURER'S REPORT AND CASH BALANCE REPORT**

Recommendation: The City Treasurer recommends that the City Council receive and file the June 2019 City Treasurer's Report and Cash Balance Report.

### **f) CANCELLATION OF CERTAIN CHECKS**

Recommendation: The City Treasurer recommends that the City Council approve cancellation of certain checks.

### **g) ACTION SHEET OF THE PLANNING COMMISSION MEETING OF JULY 16, 2019**

Recommendation: Staff recommends that the City Council receive and file the action sheet of the Planning Commission meeting of July 16, 2019.

### **h) PLANNING COMMISSION TENTATIVE FUTURE AGENDA ITEMS**

Recommendation: Staff recommends that the City Council receive and file the August 20, 2019 Planning Commission tentative future agenda items.

- i) **SUBJECT: FINAL MAP NO. 74936 (C.U.P. CON NO. 17-5, PDP NO. 17-5)**  
**LOCATION: 1610 LOMA DRIVE**  
**APPLICANT(S): 537 H.S., LLC C/O ADAM BARSHAY**  
**REQUEST: TO ADOPT RESOLUTION NO. 19-7202 APPROVING FINAL**  
**PARCEL MAP FOR A TWO-UNIT RESIDENTIAL CONDOMINIUM PROJECT**

Recommendation: Staff recommends that the City Council:  
1. Approve Final Parcel Map No. 74936, which is consistent with the approved Vesting Tentative Parcel Map; and  
2. Request the City Clerk to endorse the certificate for said map.

- j) **PUBLIC WORKS PROJECT STATUS REPORT AS OF JUNE 30, 2019**

Recommendation: Staff recommends that the City Council receive and file the Public Works Project Status Report as of June 30, 2019.

- k) **ACTION MINUTES OF THE PUBLIC WORKS COMMISSION MEETING OF MAY 15, 2019**

Recommendation: Staff recommends that the City Council receive and file the action minutes of the Public Works Commission meeting of May 15, 2019.

- l) **ADOPT THE RESOLUTION OF INTENTION TO ESTABLISH UNDERGROUND UTILITIES ASSESSMENT DISTRICT ON HERMOSA AVE FROM 27TH STREET TO NORTH OF 34TH STREET (GREENWICH VILLAGE NORTH)**

Recommendation: Staff recommends that the City Council:  
1. Adopt Resolution No. 19-7203 of Intention to establish the City of Hermosa Beach Greenwich Village North Underground Utilities Assessment District; and  
2. Direct the Assessment Engineer to prepare the Preliminary Engineering Report.

- m) **ACTION MINUTES OF THE EMERGENCY PREPAREDNESS ADVISORY COMMISSION MEETINGS OF MAY 6, 2019 AND JULY 8, 2019**

Recommendation: Staff recommends that the City Council receive and file the action minutes of the Emergency Preparedness Advisory Commission meeting of May 6, 2019 and July 8, 2019.

- n) **RESOLUTION APPROVING THE 2019-2022 MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN THE CITY OF HERMOSA BEACH AND THE GENERAL AND SUPERVISORY EMPLOYEES' BARGAINING UNIT, CALIFORNIA TEAMSTERS UNION LOCAL 911**

Recommendation: Staff recommends that the City Council adopt Resolution No. 19-7204 approving the Memorandum of Understanding (MOU) between the City of Hermosa Beach and the General and Supervisory Employees' Bargaining Unit, California Teamsters Union Local 911 for the 2019-2022 fiscal years.

- o) **RESOLUTION AMENDING THE DISTRIBUTION POLICY OF TICKETS AND PASSES TO**

**CONFORM WITH REGULATIONS OF THE FAIR POLITICAL PRACTICES COMMISSION**

Recommendation: Staff recommends that the City Council review and approve Resolution No. 19-7205 adopting an amended Ticket Distribution Policy to conform the City's policy with the amended regulations of the Fair Political Practices Commission (FPPC).

**3. CONSENT ORDINANCES** There were none.

**4. ITEMS REMOVED FROM THE CONSENT CALENDAR FOR SEPARATE DISCUSSION \***  
**Public comments on items removed from the Consent Calendar.**

**c) REVENUE REPORT, EXPENDITURE REPORT, AND CIP REPORT BY PROJECT FOR JUNE 2019**

Recommendation: Staff recommends that the City Council receive and file the June 2019 Financial Reports.

David Grethen addressed the City Council.

Moved by Councilmember Fangary, and second by Councilmember Duclos, to receive and file the June 2019 Financial reports as presented.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

**5. PUBLIC HEARINGS - TO COMMENCE AT 7:30 P.M.**

**a) PUBLIC HEARING TO CONSIDER THE PARKS, RECREATION AND COMMUNITY RESOURCES ADVISORY COMMISSION'S RECOMMENDATION TO APPROVE THE ADDITION OF THE "CALIFORNIA GREAT SANTA RUN" TO THE 2019 SPECIAL EVENT CALENDAR ON SATURDAY, DECEMBER 14 ONst PIER PLAZA AND THE STRAND; AND CONSIDERATION OF FEE WAIVER REQUESTS**

Recommendation: Staff recommends that the City Council:

1. Hold a Public Hearing to consider the Parks, Recreation and Community Resources Advisory Commission's recommendation to approve the "California Great Santa Run" on Saturday, December 14, 2019 on Pier Plaza and the Strand north of the Pier; and
2. Consider Mychal's Learning Place's request for event fee waivers totaling \$5,374.

Mayor Armato opened the public hearing at 8:20 pm and received the following comments:

Ed Lynch and Mike Bell on behalf of Mychal's Learning Place  
Mike Collins

Mayor Armato closed the public hearing at 8:22 pm.

Moved by Councilmember Duclos, and second by Councilmember Fangary, to approve the addition of the "California Great Santa Run" to the 2019 Special Event Calendar on Saturday December 14<sup>th</sup> on Pier Plaza and the Strand and approve a fee waiver in the amount of \$1,627.

## 6. MUNICIPAL MATTERS

a) **ASSIGNMENT AGREEMENT BETWEEN THE CITY OF WEST HOLLYWOOD AND THE CITY OF HERMOSA BEACH FOR THE EXCHANGE OF PROPOSITION A LOCAL RETURN FUNDS (Continued from meeting of July 9, 2019)**

**Recommendation:** Staff recommends that the City Council:

1. Approve an Assignment Agreement for a Proposition A (Prop A) Local Return Fund Exchange with the City of West Hollywood for \$1,000,000 in City of Hermosa Beach Proposition A funds in exchange for \$700,000 of unrestricted funds from the City of West Hollywood; and
2. Authorize the City Manager to execute documents incident to the Agreement.

David Grethen addressed the City Council.

Moved by Councilmember Duclos, and second by Councilmember Massey, to approve staff's recommendations to approve the Assignment Agreement with the City of West Hollywood for \$1 million in City of Hermosa Beach Proposition A funds in exchange for \$700,000 of unrestricted funds from the City of West Hollywood.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

b) **CITY COUNCIL CONSIDERATION TO INITIATE A ZONING CODE AMENDMENT TO THE M-1 ZONE, TO CONSIDER ALLOWING CYPRESS DISTRICT BUSINESSES TO HOST OPENINGS OR EVENTS TO SHOWCASE AND OFFER PRODUCTS FOR SALE ON A LIMITED BASIS**

**Recommendation:** Staff recommends that the City Council direct the Planning Commission to study amending the M-1 Zone and the appropriate permitting process to allow Cypress District businesses to host openings or events with limited retail sales.

City Attorney Jenkins addressed the supplemental Email received from Jed Sanford regarding this item stating for the record that with respect to the action taken by the City Council with respect to Mr. Sanford's business in the immediate neighborhood. He believed the letter was being written in part as part of Mr. Sanford's litigation against the City, and in part, as a way of transmitting a certain kind of message to the community about the City's actions regarding Mr. Sanford's business. Because, he believed that Mr. Sanford's message is fundamentally false Mr. Jenkins felt it required a public response.

Mr. Jenkins explained the circumstances of the nuisance abatement proceedings taken by the City with regard to Mr. Sanford's business and the noise and disturbance complaints received from the neighbors resulting in the actions taken by the City. During the course of the proceedings being taken against Mr. Sanford's business, the City received complaints that Shockboxx Gallery was violating the City's Code by engaging in an activity for which they did not have a permit and/or which was not allowed by the code.

The City issued warning letters and a citation to Shockboxx and the owners came in and applied for, and obtained the necessary permits to have the activities they wanted to have. Shockboxx was not creating a nuisance; so when Mr. Sanford states in his letter that the City is selectively enforcing the laws is just not true. In the second paragraph where Mr. Sanford says there is unequal application of the laws and political favoritism that is again not true. At the conclusion of

the City's nuisance abatement hearing, the City Council ordered Mr. Sanford to modify his business operation so that it wouldn't cause a nuisance. The conditions imposed were imminently reasonable and were very similar to the promises that were made by Mr. Sanford and his partners to the City Council when the City Council allowed that business to operate.

The City Attorney noted the irony associated with Mr. Sanford's letter in which he complains that the City is trying to retroactively legitimize an illegal business when, in order to open Mr. Sanford's business, he requested the City Council for a zone text amendment to allow a gym in a zone where a gym was not allowed. Now he is complaining that these owners are doing the exact same thing, namely asking for a zone text amendment to allow for something they believe is also appropriate in the M-1 Zone.

Mr. Sanford was asked to simply take some measures to ameliorate the problems being caused in the neighborhood and in the end, he chose to shut his business down. The City didn't order it to be shut down. The City didn't ask him to shut it down. He is now accusing the City of shutting his business down and the public record needs to be clear that that assertion and message he keeps communicating in public ways, through social media and otherwise, is simply false

City Attorney Jenkins concluded by addressing the contention that the City Council can't take a legislative action because one of its members is married to the person who operates the business. He stated there is nothing in the law that penalizes a person from serving on the City Council or saying that they can't, or their spouse can't, operate a business in the community. What the law says is that where that situation arises, the Councilmember must recuse him/herself from participation in order to avoid a perception of impropriety. This idea that is repeated in his letter keeps referring to a current councilmember's spouse as though this is improper and wrong. It is not. A councilmember's spouse is allowed to have a business and is allowed to ask for a zone text amendment. In this instance, Councilmember Campbell has recused herself and is not a part of it. Tonight she is not here; she is out of town. Were she here at this meeting, she wouldn't be sitting here. She would be outside of the room because she has chosen to recuse herself on this matter. City Attorney Jenkins wanted this in the record.

The following individuals addressed the City Council:

- Mike Collins
- Kevin Sousa
- Sheryl Main
- David Grethen

Moved by Councilmember Massey, and second by Councilmember Duclos to direct the Planning Commission to study amending the M-1 Zone and the appropriate permitting process to allow Cypress District businesses to host openings or events with limited retail sales.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

**c) WEST COAST BASIN BARRIER PROJECT REPLACEMENT INJECTION WELLS**

Recommendation: Staff recommends that the City Council:

1. Receive and file the report on the proposed West Coast Basin Barrier Project Replacement Wells; and
2. Approve Los Angeles County Public Works' request to proceed with the project and coordinate with the City of Hermosa Beach Public Works Department regarding planning,

design, and construction.

David Grethen addressed the City Council.

Councilmember Duclos moved, and second by Councilmember Fangary to receive and file the report on the proposed West Coast Basin Barrier Project Replacement Wells and approve Los Angeles County Public Works' request to proceed with the project and coordinate with the City of Hermosa Beach Public Works Department regarding planning, design, and construction.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

**d) AWARD OF CONSTRUCTION CONTRACT FOR CIP 17-416 SEWER IMPROVEMENTS AT VARIOUS LOCATIONS - PHASE 2**

Recommendation: Staff recommends that the City Council:

1. Award the construction contract for CIP 17-416 Sewer Improvements at Various Locations - Phase 2 in the amount of \$1,747,575;
2. Authorize the Acting Director of Public Works to establish a 15% project contingency for a total construction budget of \$2,009,711;
3. Adopt Resolution No. 19-7206 entitled "A Resolution of The City Council of the City of Hermosa Beach Approving the Construction of CIP No. 17-416 Sewer Improvements at Various Locations - Phase 2 Pursuant to Government Code Section 830.6 and Establishing A Project Payment Account";
4. Authorize the Mayor to execute the construction contract and the City Clerk to attest, subject to approval by the City Attorney; and
5. Authorize the Acting Director of Public Works to file a Notice of Completion following final completion of the project.

David Grethen addressed the City Council.

Moved by Councilmember Massey, and second by Councilmember Fangary to approve staff's recommendations and adopt Resolution No. 19-7206

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

**7. MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS - CITY COUNCIL**

**a) APPOINTMENT OF COUNCILMEMBER TO SERVE AS ALTERNATE ON THE SOUTH BAY CITIES SANITATION DISTRICT BOARD OF DIRECTORS**

Recommendation: The City Clerk recommends that the City Council appoint a Councilmember to serve as alternate on the South Bay Cities Sanitation District Board of Directors.

Moved by Councilmember Fangary, and second by Councilmember Massey, to appoint Councilmember Duclos to serve as alternate on the South Bay Cities Sanitation District Board of Directors.

**AYES:** Councilmembers: Duclos, Fangary, Massey, Mayor Armato

**ABSENT:** Mayor Pro Tem Campbell

**b) MAYOR ARMATO AND COUNCILMEMBER DUCLOS REPORT ON THEIR ATTENDANCE AT THE INDEPENDENT CITIES ASSOCIATION (ICA) SUMMER SEMINAR FROM JULY 12-14, 2019 IN CARLSBAD, CALIFORNIA**

Councilmember Duclos and Mayor Armato reported on their attendance at the Independent Cities Association (ICA) Summer Seminar in Carlsbad from July 12<sup>th</sup> through July 14<sup>th</sup>, 2019.

Mayor Armato suggested re-joining ICA be placed on a future agenda for discussion. City Council concurred.

**c) UPDATES FROM CITY COUNCIL AD HOC SUBCOMMITTEES AND STANDING COMMITTEE DELEGATES/ALTERNATES**

Mayor Armato reported that the Downtown Subcommittee met recently to discuss the timeline of the lighting and the cleanliness of downtown.

Councilmember Massey added to the Downtown Subcommittee report that they discussed ensuring services are at a level commensurate with the special events.

The Mayor reported that she and Councilmember Massey met with Mayor Brand to get a better understanding of his thoughts on the letter that was written regarding the infiltration system.

**8. OTHER MATTERS - CITY COUNCIL**

**a) TENTATIVE FUTURE AGENDA ITEMS**

Recommendation: Staff recommends that the City Council receive and file the tentative future agenda items.

There were no comments.

**ADJOURNMENT**

The meeting was adjourned at 10:30 pm to the Regular Meeting of August 27, 2019 at 6:00 pm for closed session followed by the regular meeting at 7:00 pm.

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Elaine Doerfling  
City Clerk



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 19-0506

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **CHECK REGISTERS** (Finance Director Viki Copeland)

#### **Recommended Action:**

Staff recommends that the City Council ratify the following check registers.

#### **Attachments:**

1. Check Register 7/18/19
2. Check Register 7/23/19
3. Check Register 7/25/19
4. Check Register 8/1/19

**Respectfully Submitted by:** Viki Copeland, Finance Director

**Approved:** Suja Lowenthal, City Manager

**Check Register**  
**CITY OF HERMOSA BEACH**

Page: 1

07/18/2019 5:54:25PM

Bank code : boa

Voucher	Date	Vendor	Invoice	Description/Account	Amount
92420	7/18/2019	21086	ABSOLUTE INTERNATIONAL SECURIT	2019053767	DOWNTOWN/PIER PLAZA EXTRA SECURITY/JUN19
				001-2101-4201	9,183.21
			2019053768	SECURITY/ARSON ON STRAND 6/13/19~	
				001-2101-4201	1,225.25
		21086		<b>Total :</b>	<b>10,408.46</b>
92421	7/18/2019	14820	ADRIAN-GAUS ARCHITECTS, INC.	HB-PWF 02	YARD DESIGN/CONSTRUCT DOCS/APR19-JUN19
				301-8615-4201	33,705.00
		14820		<b>Total :</b>	<b>33,705.00</b>
92422	7/18/2019	15002	ART TO GROW ON, INC	PO 33702	INSTRUCTOR PAYMENT/CLASS NO. 8221
				001-4601-4221	546.00
			PO 33703	INSTRUCTOR PAYMENT/CLASS NO. 8221	
				001-4601-4221	819.00
		15002		<b>Total :</b>	<b>1,365.00</b>
92423	7/18/2019	00321	AT&T	248 134-9454 462 8	PD WHITE PAGES LISTING/JUL19
				001-2101-4304	13.98
			960 461-1985 555 7	PD COMPUTER CIRCUITS/JUL19	
				001-2101-4304	108.64
		00321		<b>Total :</b>	<b>122.62</b>
92424	7/18/2019	16660	ATHENS SERVICES	6606716	CITYWIDE PORTER SERVICES/APR19
				001-3301-4201	10,272.88
				001-6101-4201	1,509.31
				001-3104-4201	15,415.14
				001-3304-4201	1,415.48
			6606716-A	CITYWIDE PORTER SERVICES/APR19	
				001-3301-4201	6,195.68
				001-3304-4201	213.85
			6606716-B	CITYWIDE STEAM CLEANING/APR19	
				001-3301-4201	1,434.10
				001-3304-4201	764.74
			6746294	CITYWIDE PORTER SERVICES/MAY19	
				001-3301-4201	10,272.88
				001-3104-4201	15,415.14
				001-6101-4201	1,509.31
				001-3304-4201	1,415.48

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92424	7/18/2019	16660	ATHENS SERVICES	(Continued)	
			6746294-A	CITYWIDE STEAM CLEANING/MAY19	
				001-3301-4201	2,612.54
				001-3304-4201	213.85
			6746294-B	CITYWIDE STEAM CLEANING/MAY19	
				001-3301-4201	2,198.84
			6798766 (PO 14581)	PD SHREDDING/JUN19	
				001-2101-4309	44.44
			PO 33666	REFUSE LIEN FEES FY 17/18	
				001-6860	15,480.36
		16660		<b>Total :</b>	<b>86,384.02</b>
92425	7/18/2019	21407	AUNTIE M CREATIVE CONSULTANTS	19-1134	
				LIGHTHOUSE EVENT/MUSIC EQUIP RENTAL	
				001-1101-4319	740.00
		21407		<b>Total :</b>	<b>740.00</b>
92426	7/18/2019	21419	BARAN'S 2239	PO 33711	
				COUNCIL/BOARDS/COMMISS JOINT MEET/CATER	
				001-1101-4319	2,000.00
		21419		<b>Total :</b>	<b>2,000.00</b>
92427	7/18/2019	07725	BEAUMEL, ELLEN J.	Parcel 4186-020-006	
				STREET LIGHT & SEWER TAX REBATE	
				001-6871	121.69
				105-3105	24.61
		07725		<b>Total :</b>	<b>146.30</b>
92428	7/18/2019	20705	BEECASSO LIVE BEE REMOVAL INC	988	
				FIRE DEPT ROOF BEE REMOVAL	
				715-4204-4201	450.00
		20705		<b>Total :</b>	<b>450.00</b>
92429	7/18/2019	14647	BELL, MICHAEL	6450	
				LIGHTHOUSE EVENT/EQUIP/STAGE/CHAIR RENT	
				001-1101-4319	5,500.00
		14647		<b>Total :</b>	<b>5,500.00</b>
92430	7/18/2019	20942	BEST BEST & KRIEGER LLP	850709	
				LEGAL/GREENWICH UNDERGROUNDING/MAY19	
				001-2133	897.60
		20942		<b>Total :</b>	<b>897.60</b>
92431	7/18/2019	00163	BRAUN LINEN SERVICE	1545609 to 1548571	
				PRISONER LAUNDRY/JUN19	
				001-2101-4306	162.21

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92431	7/18/2019	00163	BRAUN LINEN SERVICE	(Continued)	<b>Total : 162.21</b>
92432	7/18/2019	00016	CALIFORNIA WATER SERVICE	Account 4286211111	WATER USAGE/MAY19
				105-2601-4303	5,931.12
				001-6101-4303	36,633.31
				001-4204-4303	1,276.00
				001-3304-4303	291.53
		00016		<b>Total :</b>	<b>44,131.96</b>
92433	7/18/2019	14850	CORDOVA, JOHN	PO 33705	EDUCATION REIMB/SUMMER 2019
		14850		001-4202-4317	1,927.00
				<b>Total :</b>	<b>1,927.00</b>
92434	7/18/2019	00364	DEPARTMENT OF JUSTICE	388036	MAT REQ 768287/FINGERPRINTING/JUN19
		00364		001-1203-4251	192.00
				<b>Total :</b>	<b>192.00</b>
92435	7/18/2019	20262	DESIGNPOLE INTERNATIONAL	DPIN190627001	22 LIGHT POLES FOR PIER PLAZA
				301-8609-4201	24,640.00
				301-8609-4201	2,340.80
		20262		<b>Total :</b>	<b>26,980.80</b>
92436	7/18/2019	13611	DUCLOS, JEFF	PO 33676/TR 787	REIMB/CCCA ANNUAL MUNICIPAL SEMINAR
		13611		001-1101-4317	156.60
				<b>Total :</b>	<b>156.60</b>
92437	7/18/2019	20668	DUNCAN SOLUTIONS, INC.	DS0000003254	AUTOCITE PARKING CITATION FEES/JUN19~
		20668		001-1204-4201	5,523.68
				<b>Total :</b>	<b>5,523.68</b>
92438	7/18/2019	09303	DVORAK, THOMAS	Parcel 4188-017-025	STREET LIGHT & SEWER TAX REBATE
				001-6871	121.69
				105-3105	24.61
		09303		<b>Total :</b>	<b>146.30</b>
92439	7/18/2019	00181	EASY READER	ER19053004	AD FOR SAFETY FAIR ON 6/1/19
				001-3302-4201	200.00
			Statement No. 4733	MAT REQ 868976/LEGAL ADS/JUN19	
				001-1121-4305	2,606.40

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92439	7/18/2019	00181	EASY READER	(Continued)	<b>Total : 2,806.40</b>
92440	7/18/2019	07853	EMPIRE PIPE CLEANING AND EQUIP	11640 (PO 14845)	CLEAN & VIDEO INSPECT SEWERS/JUN19
		07853		160-3102-4201	7,604.49
				<b>Total :</b>	<b>7,604.49</b>
92441	7/18/2019	21217	FJR PACIFIC, INC.	21196	SHOOTING RANGE AC REPAIR
		21217		001-4204-4201	950.00
				<b>Total :</b>	<b>950.00</b>
92442	7/18/2019	13498	FLOOR COVERING UNLIMITED, INC.	8425-3116	SENIOR CENTER FLOORING
		13498		001-8650-4201	5,153.00
				<b>Total :</b>	<b>5,153.00</b>
92443	7/18/2019	21402	FLYING LION, INC.	1072	4TH OF JULY SECURITY/DRONE AIR SUPPORT
		21402		001-2101-4251	1,800.00
				<b>Total :</b>	<b>1,800.00</b>
92444	7/18/2019	19884	FRONTIER	209-188-4669-0714985	LANDLINES/COMPUTER LINKS/JUL19
				001-3302-4304	74.41
				001-2101-4304	709.31
				001-4204-4321	223.10
				001-4202-4304	57.08
				001-4201-4304	164.61
				001-3304-4304	61.19
				001-1204-4304	55.71
			209-190-0013-1206175	PD COMPUTER CIRCUITS/JUL19	
				001-2101-4304	889.06
			310-318-9210-0827185	DUI BREATHALYZER/JUL19	
				001-2101-4304	68.62
			310-318-9800-1204155	CHAMBERS EOC ANALOG LINES/JUL19	
				715-1206-4304	1,437.96
			310-372-6373-0311045	PERSONNEL FAX LINE/JUL19	
				001-1203-4304	55.71
			323-159-2268-0924145	EOC CABLE & INTERNET/JUL19	
				001-1201-4304	291.19
		19884		<b>Total :</b>	<b>4,087.95</b>
92445	7/18/2019	10306	GAGLIA, MICK	TR 799	PER DIEM/SHERMAN BLOCK SUPERVISORY ~
				001-2101-4312	150.00

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92445	7/18/2019	10306	GAGLIA, MICK	(Continued)	<b>Total : 150.00</b>
92446	7/18/2019	21403	GLOBAL JAZZ, INC.	PO 33653	LIGHTHOUSE CAFE ANNIVERSARY RADIO BROADC 001-1101-4319
		21403			2,000.00
					<b>Total : 2,000.00</b>
92447	7/18/2019	20627	GOLDEN TOUCH CLEANING, INC.	66331 (PO 14468)	JANITORIAL/CITY-OWNED BLDGS/JUN19 001-4204-4201
		20627			9,111.00
					<b>Total : 9,111.00</b>
92448	7/18/2019	21414	HERMOSA BEACH POLICE OFFICERS	PO 33681	REIMB/BULLETPROOF SHIELD 001-2101-4350
		21414			599.00
					<b>Total : 599.00</b>
92449	7/18/2019	12162	JOL DESIGN	PO 33684	VIP SHIRT CUSTOM IMPRINT 001-3302-4201
		12162			51.46
					<b>Total : 51.46</b>
92450	7/18/2019	12190	LANDSCAPE STRUCTURES, INC.	INV-074842	SPRING FOR SEAVIEW PARK TOY 001-3104-4309
		12190			312.20
					26.81
					<b>Total : 339.01</b>
92451	7/18/2019	20347	LAURA MECOY COMMUNICATIONS LLC	6-2019 (PO 14465)	PUBLIC INFORMATION OFFICER/JUN19 001-1201-4201
		20347			6,000.00
					<b>Total : 6,000.00</b>
92452	7/18/2019	20732	LEWIS, ANNIE G.	PO 33688	INSTRUCTOR PAYMENT/CLASSES 7991/3 001-4601-4221
				PO 33707	INSTRUCTOR PAYMENT/CLASSES 7991/3 001-4601-4221
		20732			376.82
					753.68
					<b>Total : 1,130.50</b>
92453	7/18/2019	21426	LINDSEY, LINDA J	Parcel 4188-014-073	STREET LIGHT & SEWER TAX REBATE 001-6871
		21426			121.69
					24.61
					<b>Total : 146.30</b>
92454	7/18/2019	07847	LUIKS, LUDOVICA	Parcel 4187-013-011	STREET LIGHT & SEWER TAX REBATE 001-6871
					121.69

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92454	7/18/2019	07847	LUIKS, LUDOVICA	(Continued)	
		07847		105-3105	24.61
				<b>Total :</b>	<b>146.30</b>
92455	7/18/2019	18595	MADANI, MIKE	Mat Req 768039	
				CAR WASHES/APR19-JUN19	
				715-3302-4311	84.00
				715-2101-4311	312.00
		18595		<b>Total :</b>	<b>396.00</b>
92456	7/18/2019	18312	MANIACI INSURANCE SERVICES	921 (PO 14354)	
				BENEFITS CONNECT ADMINISTRATION/JUN19	
				001-1203-4201	575.28
		18312		<b>Total :</b>	<b>575.28</b>
92457	7/18/2019	20898	MCCORMICK AMBULANCE	232121 (PO 14429)	
				AMBULANCE TRANSPORT SERVICES/JUN19	
				001-1201-4201	25,920.00
		20898		<b>Total :</b>	<b>25,920.00</b>
92458	7/18/2019	16931	MOVIES BY KIDS	PO 33723	
				INSTRUCTOR PAYMENT/CLASS NO. 8027	
				001-4601-4221	1,155.00
		16931		<b>Total :</b>	<b>1,155.00</b>
92459	7/18/2019	19485	OPENGOV INC	INV-001767	
				FINANCIAL TRANSPARENCY SOFTWARE	
				001-1202-4201	7,000.00
				INV-002043	
				FINANCIAL TRANSPARENCY SOFTWARE	
				001-1202-4201	2,692.00
		19485		<b>Total :</b>	<b>9,692.00</b>
92460	7/18/2019	19611	PAZ, ALEJANDRO J	September 2018	
				COMM CTR FOUNTAIN MAINT/JUL19-OCT19	
				001-4204-4201	905.00
		19611		<b>Total :</b>	<b>905.00</b>
92461	7/18/2019	13608	PSOMAS	151353 (PO 14107)	
				SEWER IMPROVEMENT DESIGN/APR19	
				160-8416-4201	3,317.50
		13608		<b>Total :</b>	<b>3,317.50</b>
92462	7/18/2019	04800	RAY, JAY VINCENT	PO 33725	
				INSTRUCTOR PMT/8077/6/7/89-92	
				001-4601-4221	8,384.90
		04800		<b>Total :</b>	<b>8,384.90</b>
92463	7/18/2019	20547	SADOWSKI, MARGARET A	Parcel 4184-015-044	
				STREET LIGHT & SEWER TAX REBATE	

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92463	7/18/2019	20547	SADOWSKI, MARGARET A	(Continued)	
				001-6871	121.69
				105-3105	24.61
		20547		<b>Total :</b>	<b>146.30</b>
92464	7/18/2019	10764	SOUTH BAY CENTER FOR	PO 14676	
				DISPUTE RESOLUTION/APR19-JUN19	
				001-1132-4201	1,700.00
		10764		<b>Total :</b>	<b>1,700.00</b>
92465	7/18/2019	00159	SOUTHERN CALIFORNIA EDISON CO	2-00-989-6911	
				ELECTRICITY/JUN19	
				105-2601-4303	71.00
			2-00-989-7315	ELECTRICITY/DEC18/MAY19/JUN19	
				105-2601-4303	15,581.32
				001-4204-4303	1,568.47
			2-01-414-3994	ELECTRICITY/JUL19	
				001-3301-4303	43.15
			2-01-836-7458	ELECTRICITY/JUN19	
				105-2601-4303	13.20
			2-02-274-0542	ELECTRICITY/JUN19	
				001-6101-4303	10.83
			2-08-629-3669	ELECTRICITY/JUN19	
				001-4204-4303	75.25
			2-09-076-5850	ELECTRICITY/JUN19	
				105-2601-4303	39.53
			2-19-024-1604	ELECTRICITY/MAR19 & JUN19	
				001-4204-4303	2,473.50
			2-20-128-4825	ELECTRICITY/MAR19 & JUN19	
				001-3304-4303	2,653.82
			2-20-128-5475	ELECTRICITY/JUN19	
				001-4204-4303	297.66
			2-20-984-6369	ELECTRICITY/JUN19	
				105-2601-4303	44.53
			2-21-400-7684	ELECTRICITY/JUN19	
				105-2601-4303	17.81
			2-23-687-8021	ELECTRICITY/JUN19	
				001-3104-4303	47.73
			2-26-686-5930	ELECTRICITY/JUN19	
				105-2601-4303	267.49
			2-31-250-3303	ELECTRICITY/JUN19	

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92465	7/18/2019	00159	SOUTHERN CALIFORNIA EDISON CO	(Continued)	
				001-4204-4303	12.93
			2-37-909-1838	ELECTRICITY/JUN19	
				001-4204-4303	919.86
		00159		<b>Total :</b>	<b>24,138.08</b>
92466	7/18/2019	10098	SPRINT	269424317-211	PD TRUNK MODEM NO. 11/JUN19
				153-2106-4201	35.00
			551834312-211	COMM RES/CELL PHONES/JUN19	
				001-4601-4304	162.59
		10098		<b>Total :</b>	<b>197.59</b>
92467	7/18/2019	17973	STATEWIDE TRAFFIC SAFETY	02018489	SOLAR PANEL FOR FLASHING STOP SIGN
				001-3104-4309	308.75
				001-3104-4309	29.34
		17973		<b>Total :</b>	<b>338.09</b>
92468	7/18/2019	18156	STUDIO 637	1246	LIGHTHOUSE EVENT/VIDEO/STREAMING
				001-1101-4319	1,000.00
		18156		<b>Total :</b>	<b>1,000.00</b>
92469	7/18/2019	14019	SUNSTATE EQUIPMENT COMPANY	8054448-001	4TH OF JULY LIGHT TOWER RENTAL
				001-3301-4201	512.56
			8054452-001	4TH OF JULY LIGHT TOWER RENTAL	
				001-3301-4201	212.56
			8054454-001	4TH OF JULY LIGHT TOWER RENTAL	
				001-3301-4201	212.56
		14019		<b>Total :</b>	<b>937.68</b>
92470	7/18/2019	21411	SUTTON, DOREEN	Parcel 4188-020-037	STREET LIGHT & SEWER TAX REBATE
				001-6871	121.69
				105-3105	24.61
		21411		<b>Total :</b>	<b>146.30</b>
92471	7/18/2019	20081	SWANK MOTION PICTURES, INC.	Order RG 1632384	MOVIE LICENSE FOR NATIONAL NIGHT OUT
				001-3302-4201	693.00
		20081		<b>Total :</b>	<b>693.00</b>
92472	7/18/2019	20749	TUMBLEWEED TRANSPORTATION	0012798-IN	AFTERSCHOOL TRANSPORTATION/JUN19~
				145-3411-4201	2,450.00

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92472	7/18/2019	20749	TUMBLEWEED TRANSPORTATION	(Continued)	Total : 2,450.00
92473	7/18/2019	05626	TYLER TECHNOLOGIES, INC	045-264097 EDEN ANNUAL SOFTWARE MAINT & SUPPORT 715-1206-4201	38,503.71
		05626			Total : 38,503.71
92474	7/18/2019	21162	URBAN INSIGHT, INC.	201900386 GEN PLAN E-PLAN WEBSITE HOST JUL19-JUN20 001-4104-4201	2,400.00
		21162			Total : 2,400.00
92475	7/18/2019	21063	VLASICH, DENNIS	STS-000057 RFP SERVICES FOR IT SRVC PROVIDERS/JUN19 715-1206-4201	369.78
		21063			Total : 369.78
220030819	5/2/2019	15230	CALPERS FISCAL SERVICES DIV	100000015629728 REPLACEMENT BENEFIT CONTRIBUTION 2019~ 001-2101-4184	1,377.18
		15230			Total : 1,377.18
770054420	6/26/2019	01397	EMPLOYMENT DEVELOPMENT DEPT	LetterID L0578281056 UNEMPLOYMENT/JAN-MAR19/PENALTY/INT 705-1215-4186	137.31
		01397			Total : 137.31
900150346	7/10/2019	13838	PITNEY BOWES INC	7/18/19 Check Run POSTAGE METER REFILL/JUL19 001-1208-4305	1,000.00
		13838			Total : 1,000.00
1973300051	7/16/2019	14691	ADMINSURE AS AGENT FOR THE	7/18/19 Check Run WORK COMP CLAIMS REIMB/JUL19 705-1217-4324	5,936.08
		14691			Total : 5,936.08
1974830710	7/16/2019	14691	ADMINSURE AS AGENT FOR THE	7/18/19 Check Run WORK COMP CLAIMS REIMB/JUL19 705-1217-4324	5,049.06
		14691			Total : 5,049.06
61 Vouchers for bank code : boa					Bank total : 399,880.80
61 Vouchers in this report					Total vouchers : 399,880.80

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
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"I hereby certify that the demands or claims covered by the checks listed on pages 1 to 10 inclusive, of the check register for 7/18/19 are accurate funds are available for payment, and are in conformance to the budget."

By 

Finance Director

Date 7/18/19

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92476	7/23/2019	15212 SPLASH WATERPARK	Receipt 13389138	VALLEY PARK DAY CAMP EXCURSION	
		15212		001-4601-4201	1,301.00
					<b>Total : 1,301.00</b>
1 Vouchers for bank code : boa					<b>Bank total : 1,301.00</b>
1 Vouchers in this report					<b>Total vouchers : 1,301.00</b>

"I hereby certify that the demands or claims covered by the checks listed on pages 1 to 1 inclusive, of the check register for 7/23/19 are accurate funds are available for payment, and are in conformance to the budget."

By 

Finance Director

Date 7/23/19

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92477	7/25/2019	05817 ACCELA INC	INV-ACC46441/PO 4386	TRAVEL EXPENSE REIMBURSEMENT/MAR19 715-4201-4201	1,380.93
			INV-ACC46442/PO 4386	PROFESSIONAL SERVICES FIXED FEE 715-4201-4201	16,709.39
			INV-ACC46443/PO 4386	PROFESSIONAL SERVICES FIXED FEE 715-4201-4201	16,709.33
			INV-ACC46659	CITIZEN ACCESS/AUTOMATION/MOBILE ADD-ON 715-4201-4201	31,200.12
			INV-ACC46714/PO 4386	PROFESSIONAL SERVICES FIXED FEE 715-4201-4201	16,709.33
			INV-ACC46812/PO 4386	TRAVEL EXPENSE REIMBURSEMENT/MAY19 715-4201-4201	1,034.34
		05817		<b>Total :</b>	<b>83,743.44</b>
92478	7/25/2019	17442 ALMANZA, EDWARD P	11	CEQA IMPLEMENT PROCEDURES/MAR19-MAY19 001-4101-4201	1,470.00
			12	CEQA CONSULT/MAY19-JUN19 001-4101-4201	6,190.00
			2	TRANSPACIFIC FIBER OPTIC EIR/MAR-MAY19 001-2108	6,430.24
			3	TRANSPACIFIC FIBER OPTIC EIR/MAY19-JUL19 001-2108	3,960.00
			4	CEQA/70 10TH ST/JUL18-MAY19 001-2103	3,156.43
			7	STRAND PIER HOTEL EIR/MAR19-JUL19 001-2105	2,660.00
		17442		<b>Total :</b>	<b>23,866.67</b>
92479	7/25/2019	00321 AT&T	310 796-6526 991 3	PD COMPUTER CIRCUITS/JUL19 001-2101-4304	122.65
		00321		<b>Total :</b>	<b>122.65</b>
92480	7/25/2019	13361 AT&T MOBILITY	287016141723X0714201	PW/FANGARY/CELL PHONES/JUN19 001-4202-4304	153.27
				001-1101-4304	23.77
		13361		<b>Total :</b>	<b>177.04</b>
92481	7/25/2019	16660 ATHENS SERVICES	6879411 (PO 14490)	CITYWIDE PORTER SERVICES/JUN19	

2b (3)

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92481	7/25/2019	16660	ATHENS SERVICES	(Continued)	
				001-3301-4201	10,272.88
				001-3104-4201	15,415.14
				001-3304-4201	1,415.49
				001-6101-4201	1,509.30
			6879411A (PO 14490)	CITYWIDE PORTER SERVICES/JUN19	
				001-3301-4201	3,040.84
				001-3304-4201	213.85
				001-3104-4201	1,097.50
			6879411B (PO 14490)	CITYWIDE STEAM CLEANING/JUN19	
				001-3301-4201	6,500.32
		16660		<b>Total :</b>	<b>39,465.32</b>
92482	7/25/2019	21424	BARANI, LOUIS A	PO 33673	
				DISMISSED CITATION NO. 33000687	
				001-3302	38.00
		21424		<b>Total :</b>	<b>38.00</b>
92483	7/25/2019	14952	BAY CITIES RADIATOR	25470678	
				MAT REQ 586532/RADIATOR/VEHICLE HB5	
				715-2101-4311	175.20
		14952		<b>Total :</b>	<b>175.20</b>
92484	7/25/2019	20942	BEST BEST & KRIEGER LLP	853218	
				GENERAL CITY ATTORNEY SERVICES/JUN19	
				001-1131-4201	18,972.00
			853219	CITY ATTORNEY/NORTH SCHOOL MOU/JUN19	
				001-1131-4201	542.30
			853220	CITY ATTORNEY/INFILTRATION PROJECT/JUN19	
				001-1131-4201	149.60
			853221	ATTORNEY/GREENWICH UNDERGROUND/JUN19	
				001-2133	2,131.80
			853222	ATTORNEY/PUBLIC RECORDS REQUESTS/JUN19	
				001-1131-4201	6,920.70
			853223	CITY ATTORNEY SERVICES/LAND USE/JUN19	
				001-1131-4201	4,862.00
			853224	CITY ATTORNEY SERVICES/CROSSFIT/JUN19	
				001-1133-4201	2,087.48
			853225	CITY ATTORNEY SERVICES/ROTH V TRAN/JUN19	
				001-1133-4201	914.40
			853226	CITY ATTORNEY SERVICES/RTI/JUN19	
				001-2108	236.06

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92484	7/25/2019	20942	BEST BEST & KRIEGER LLP	(Continued)	
			853227	ATTORNEY/PIER STRAND HOTEL EIR/JUN19 001-2105	2,575.00
			853228	CITY ATTORNEY SERVICES/PERSONNEL/JUN19 001-1203-4201	5,978.70
		20942		<b>Total :</b>	<b>45,370.04</b>
92485	7/25/2019	21421	BLUE, BRITTNEY ARIELE	PO 33674	
				DISMISSED CITATION NO. 31011421 001-3302	53.00
		21421		<b>Total :</b>	<b>53.00</b>
92486	7/25/2019	09694	CLEAN ENERGY	CE12208761	
				COMPRESSED NATURAL GAS/VEHICLES/JUN19 715-3109-4310	31.38
				715-4601-4310	108.80
		09694		<b>Total :</b>	<b>140.18</b>
92487	7/25/2019	20379	CONTROLTEK	3498621	
				1,250 PARKING METER COLLECTION BAGS 001-3302-4201	849.56
				001-3302-4201	69.83
		20379		<b>Total :</b>	<b>919.39</b>
92488	7/25/2019	21398	CULVER CITY, CITY OF	610480	
				JULY 4TH/SUPPLEMENTAL LAW ENFORCEMENT 001-2101-4251	7,460.71
		21398		<b>Total :</b>	<b>7,460.71</b>
92489	7/25/2019	21034	DOWNSTREAM SERVICES, INC.	103257 (PO 14372)	
				STORM DRAIN CATCH BASIN MAINT/JUN19 161-3109-4201	4,328.00
		21034		<b>Total :</b>	<b>4,328.00</b>
92490	7/25/2019	21337	EBS GENERAL ENGINEERING INC	54472	
				PCH/AVIATION ADA CURBS/SIDEWALK/MAY19 150-8185-4201	29,388.25
		21337		<b>Total :</b>	<b>29,388.25</b>
92491	7/25/2019	21096	FILE KEEPERS, LLC	INV000155 (PO 12873)	
				SCANNING/FINANCE/CASHIER/CD/JUN19 715-1201-4201	4,826.46
				SCANNING PROJECT/FORMS CONFIG/JUN19 715-1201-4201	1,125.00
		21096		<b>Total :</b>	<b>5,951.46</b>
92492	7/25/2019	21217	FJR PACIFIC, INC.	21412 & 21407	
				2ND FLOOR CITY HALL A/C CONDENSER COIL	

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92492	7/25/2019	21217	FJR PACIFIC, INC.	(Continued)	
		21217		715-4204-4201	5,813.66
				<b>Total :</b>	<b>5,813.66</b>
92493	7/25/2019	15469	FORENSIC NURSE SPECIALISTS INC	4406	SART EXAM/JUN19
		15469		001-2101-4201	800.00
				<b>Total :</b>	<b>800.00</b>
92494	7/25/2019	19884	FRONTIER	310-372-6186-0831895	2ND FL CITY HALL CANON FAX 7/16-8/15/19
				001-1121-4304	11.75
				001-1141-4304	11.75
				001-1201-4304	11.75
				001-1202-4304	11.75
				001-1203-4304	11.73
			323-155-6779-0822065	FIBER OPTIC LINE/JUL19	
				715-1206-4201	215.98
		19884		<b>Total :</b>	<b>274.71</b>
92495	7/25/2019	16934	GOLD COAST TOURS	385020 & 385021	CAMP EXCURSION TRANSPORT/PIRATE DINNER
				145-3409-4201	1,726.80
			385022 & 385023	CAMP EXCURSION TRANSPORT/WATERPARK	
				145-3409-4201	1,606.90
			385024 & 385025	CAMP EXCURSION TRANSPORT/SCOOTER'S	
				145-3409-4201	1,487.00
			385026 & 385027	CAMP EXCURSION TRANSPORT/AQUARIUM	
				145-3409-4201	1,726.80
			385028 & 385029	DAY CAMP EXCURSION TRANSPORT/SAILING	
				145-3409-4201	1,966.60
			385030 & 385031	CAMP EXCURSION TRANSPORT/SOAK CITY	
				145-3409-4201	1,726.80
		16934		<b>Total :</b>	<b>10,240.90</b>
92496	7/25/2019	02102	HARRIS & ASSOCIATES	41632 (PO 7144)	8TH ST IMPROVE DESIGN/ENGINEER/JUN19
		02102		122-8173-4201	3,995.00
				<b>Total :</b>	<b>3,995.00</b>
92497	7/25/2019	00715	HERM BCH YOUTH BASKETBALL	Receipt 10012780.002	GYM SECURITY DEPOSIT REFUND
		00715		001-2111	107.00
				<b>Total :</b>	<b>107.00</b>

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92498	7/25/2019	03432	HOME DEPOT CREDIT SERVICES	110267	MAT REQ 668204/FLOWERS & PLANTS
				001-6101-4309	116.64
			113667	REQ 586555/PALLET OF DECOMPOSED GRANITE	
				001-6101-4309	332.65
			3593984	MAT REQ 686775/PARTS FOR SWEEPER	
				001-3104-4309	30.41
			5012791	REQ 686874/FLOOR SCRAPER/LIGHTNING CABLE	
				001-4204-4309	57.26
		03432		<b>Total :</b>	<b>536.96</b>
92499	7/25/2019	19141	HUB INTERNATIONAL SERVICES	PO 33715	SPECIAL EVENT INSURANCE/JUN19
				001-3897	575.04
		19141		<b>Total :</b>	<b>575.04</b>
92500	7/25/2019	20488	IAIA, SALVATORE	Parcel 4184-024-033	STREET LIGHT & SEWER TAX REBATE
				001-6871	121.69
				105-3105	24.61
		20488		<b>Total :</b>	<b>146.30</b>
92501	7/25/2019	00151	LA CO SHERIFFS DEPARTMENT	194454BL	MAT REQ 773308/PRISONER MEALS/JUN19
				001-2101-4306	156.30
		00151		<b>Total :</b>	<b>156.30</b>
92502	7/25/2019	21422	LOUCA, ANDREAS	PO 33689	DISMISSED CITATION NO. 34006275
				001-3302	48.00
		21422		<b>Total :</b>	<b>48.00</b>
92503	7/25/2019	18071	MERCHANTS LANDSCAPE SERVICES	54367	NOBLE PARK NEW PLANTERS/ADD PLANTS
				001-6101-4309	1,280.00
			54368	NOBLE PARK PLANTERS/NEW PLANTS	
				001-6101-4309	3,716.00
		18071		<b>Total :</b>	<b>4,996.00</b>
92504	7/25/2019	15589	MONKEY STYLE INC	PO 33055	DAY CAMP EXCURSION/SCOOTER'S/BAL DUE
				001-4601-4201	480.00
		15589		<b>Total :</b>	<b>480.00</b>
92505	7/25/2019	16931	MOVIES BY KIDS	PO 33724	INSTRUCTOR PAYMENT/CLASS NO. 8029
				001-4601-4221	1,155.00

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92505	7/25/2019	16931	MOVIES BY KIDS	(Continued)	<b>Total : 1,155.00</b>
92506	7/25/2019	21425	NEALON, GAIL DAWN	PO 33692	DISMISSED CITATION NO. 36005208
		21425		001-3302	38.00
				<b>Total :</b>	<b>38.00</b>
92507	7/25/2019	21420	OSORIO, SERGIO A	PO 33693	DISMISSED CITATION NO. 31014570
		21420		001-3302	7.00
				<b>Total :</b>	<b>7.00</b>
92508	7/25/2019	14693	PARS	43376	PARS ARS FEES/MAY19
				001-1101-4185	15.08
				001-1204-4185	1.42
				001-3302-4185	6.99
				001-4204-4185	13.09
				001-4101-4185	14.61
				001-4201-4185	14.61
				001-4601-4185	234.20
		14693		<b>Total :</b>	<b>300.00</b>
92509	7/25/2019	01911	PROVIDENCE MEDICAL	GuarantorID600000285	PRE-EMPLOYMENT PHYSICALS/JUN19~
		01911		001-1203-4320	689.00
				<b>Total :</b>	<b>689.00</b>
92510	7/25/2019	08914	QUICK CRETE PRODUCTS CORP.	0111176-IN	15 BUS STOP BENCHES & 52 TRASH CANS
				145-3414-5405	67,736.10
				145-3414-5405	6,434.93
		08914		<b>Total :</b>	<b>74,171.03</b>
92511	7/25/2019	21300	RODRIGUEZ, NATALIA	PO 33495/TR 781	MILEAGE/ADULT CORRECTIONS CORE COURSE
		21300		001-2101-4313	382.10
				<b>Total :</b>	<b>382.10</b>
92512	7/25/2019	03353	SBCU VISA	0007 CC	SMITH/JOHNSON/TRANSITION TO NIBRS
				001-2101-4317	20.00
			09E0034513168 CC	WATER DELIVERY/COOLER/APR19	
				001-2101-4305	175.02
				001-2101-4305	99.99
			09F0034513168 CC	PO 14505/WATER DELIVERY 5/13-6/12/19	
				001-2101-4305	223.08

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92512	7/25/2019	03353	SBCU VISA	(Continued)	
			23662811 CC	PERSONNEL/JOB ADS/JUN19	
				001-1203-4201	28.07
			931792 CC	EMPLOYEE APPRECIATION DINNER FLOWERS	
				001-1203-4201	71.67
			9775689 CC	PAPER	
				001-1203-4305	83.14
			Account 1815184 CC	FASTRAK ACCOUNT AUTO REPLENISH/JUN19	
				001-2101-4305	40.00
			Confirm# 6514298 CC	500 DAY CAMP EXCURSION WRISTBANDS	
				001-4601-4308	108.95
			Email CC	SENIOR CENTER MUSIC SUBSCRIPTION/JUL19	
				001-4601-4328	9.99
			Email CC	EMPLOY APP DINNER/FLOWER MARKET PARKING	
				001-1203-4201	5.00
			IC30411-0519 CC	PO 14338/CONFERENCE LINE/MAY19	
				001-1201-4304	107.51
			Memo CC	PRIME MEMBERSHIP TO BE REFUNDED BY ANN	
				001-1201-4305	130.31
			Order 366672495 CC	LIGHTHOUSE ANNIVERSARY/PRINTS	
				001-1101-4319	8.80
			Order 57883 CC	ZUBER/TASER INSTRUCTOR COURSE	
				001-2101-4317	495.00
			Order 696687583 CC	COMMUNITY MOVIE NIGHT GOODY BAGS	
				001-4601-4308	79.90
				001-4601-4308	7.59
			PO 32769 CC	RETURNED CONCRETE/MASONRY TOOLS	
				001-3104-4309	-38.44
			PO 33423 CC	PARTS FOR CLOCK ON PIER PLAZA	
				001-3301-4309	133.90
			PO 33459 CC	CSO SUPERVISOR OFC/SECURE CAM MONITOR~	
				001-3302-4305	364.35
			PO 33467 CC	SUBSTATION/TV FOR SECURITY CAM	
				001-2101-4305	66.50
				001-2101-4305	699.99
				001-2101-4305	7.00
			PO 33483 CC	COMPUTER MOUNT FOR CSO MINI DESKTOP	
				001-2101-4305	-39.59
				001-2101-4305	43.99

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92512	7/25/2019	03353	SBCU VISA	(Continued)	
				001-2101-4305	43.99
			PO 33487 CC	DAY CAMP EXCURSION/EL CAPITAN THEATRE	
				001-4601-4201	680.00
			PO 33505 CC	500 HOMELESS RESOURCE CARDS	
				001-1201-4201	68.99
				001-1201-4201	6.55
			PO 33527 CC	PIER AVE PALM TREES/STRING LIGHT SAMPLES	
				301-8609-4201	107.24
			PO 33592 CC	SENIOR CENTER MOVIE RENTAL/JUN19	
				001-4601-4328	1.75
				001-4601-4328	0.17
			PO 33675 CC	SIBBALD/ADVANCED TRAIN/EXPO REGISTR	
				001-2101-4317	350.00
			PO 33696 CC	FLORES/MEXICAN CARTELS/US GANG TRAIN	
				001-2101-4313	135.00
			Quote 26438 CC	SAFETY FAIR/TABLE/CHAIRS/LINEN/CANOPY	
				001-3302-4201	720.00
			Receipt 22410 CC	LIGHTHOUSE EVENT/KEY TO CITY PLAQUE	
				001-1101-4319	125.00
				001-1101-4319	11.88
			Receipt 22414 CC	NAPOLITANO PLAQUE RUSH FEE	
				001-1101-4319	10.00
			Receipt CC	ORAL BOARD REFRESHMENTS/JUN19	
				001-1203-4201	28.91
			Receipt CC	ORAL BOARD LUNCH	
				001-1203-4201	108.53
			Receipt CC	EMPLOYEE APPRECIATE DINNER/FOOD/BAL DUE	
				001-1203-4201	428.13
			Receipt CC	EMPLOYEE APPRECIATION DINNER GIFTCARDS	
				001-1203-4201	50.00
			Receipt CC	EMPLOYEE APPRECIATION DINNER GIFTCARDS	
				001-1203-4201	50.00
			Receipt CC	EMPLOYEE APPRECIATION DINNER GIFTCARDS	
				001-1203-4201	50.00
			Receipt CC	APPRECIATE DIN GIFTCARDS/TRAINING FOOD	
				001-1203-4317	115.54
				001-1203-4201	191.92
			Receipt CC	CUSTOMER SERVICE TRAINING COFFEE	

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92512	7/25/2019	03353	SBCU VISA	(Continued)	
				001-1203-4317	35.90
			Receipt CC	EMPLOYEE APPRECIATION DINNER GIFTCARDS	
				001-1203-4201	50.00
			Receipt CC	JULIAN KATZ MEMORIAL EVENT COOKIES	
				001-1201-4201	108.00
			Receipt CC	STAFF APPRECIATION COMMITTEE LUNCH	
				001-1203-4201	184.05
			Receipt CC	COUNCIL DINNER	
				001-1101-4305	243.50
			Receipt CC	FOOD FOR STATE OF THE CITY ADDRESS	
				001-1101-4319	361.47
			Receipt CC	FLOWERS FOR CITY CLERK	
				001-1101-4319	43.79
			Receipt CC	LIGHTHOUSE ANNIVERSARY EVENT SUPPLIES	
				001-1101-4319	78.94
			Receipt# CS414757 CC	U.S., CA, POW FLAGS	
				001-4204-4309	899.44
				001-4204-4309	82.15
			Refund CC	REFUND OF FRAUDULENT CREDIT CARD CHARGES	
				001-4202-4305	-11.97
			Sales Order 3904 CC	ELECTRIC MOTORCYCLE KICKSTAND REPAIR	
				715-2101-4311	312.50
				715-2101-4311	71.12
			TR 790 CC	TRANBARGER/CIVILIAN POLICE LEADERSHIP	
				001-2101-4313	396.80
			TR 791 CC	MCKINNON/EXECUTIVE DEVELOP COURSE 2	
				001-2101-4312	763.15
			TR 794 CC	ZUBER/FBI FIREARMS INSTRUCTOR COURSE	
				001-2101-4317	571.95
			TR 795 CC	GAGLIA/MGMT'S RIGHTS/PERFORM IMPROVE	
				001-2101-4317	190.13
			TR 797 CC	LOWENTHAL/ANNUAL CONFERENCE REGISTRATION	
				001-1201-4317	745.00
			TR 803 CC	DUCLOS/SUMMER SEMINAR REGISTRATION	
				001-1101-4317	750.00
			TransIDEnding8145 CC	CITY-RELATED EVENT ADS 5/12/19-6/11/19	
				001-1201-4201	65.78

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92512	7/25/2019	03353	SBCU VISA	(Continued)	<b>Total : 12,157.02</b>
92513	7/25/2019	20545	SCOTT, JAMES E	Parcel 4184-023-019	SEWER & STREET LIGHT TAX REBATE
				105-3105	24.61
				001-6871	121.69
		20545		<b>Total :</b>	<b>146.30</b>
92514	7/25/2019	21441	SHARIDEN DESIGN ASPHALT	Progress Payment 1	DURATHERM CROSSWALK INSTALLATION
				147-8174-4201	228,943.92
		21441		<b>Total :</b>	<b>228,943.92</b>
92515	7/25/2019	20539	SHOETERIA	0143233-IN	MAT REQ 686975/MOLINA/BOOTS
				001-4202-4314	125.00
		20539		<b>Total :</b>	<b>125.00</b>
92516	7/25/2019	19829	SITEONE LANDSCAPE SUPPLY	90070275 to 92506878	LANDSCAPING SUPPLIES/APR19-JUN19
				125-8546-4201	1,698.33
				001-3104-4309	145.75
				001-6101-4309	572.30
		19829		<b>Total :</b>	<b>2,416.38</b>
92517	7/25/2019	00159	SOUTHERN CALIFORNIA EDISON CO	2-01-414-3994	ELECTRICITY/SEP18
				160-3102-4201	47.80
				2-01-414-3994	ELECTRICITY/NOV18
				160-3102-4201	48.65
				2-01-414-3994	ELECTRICITY/OCT18
				160-3102-4201	48.01
				2-01-414-3994	ELECTRICITY/AUG18
				160-3102-4201	43.15
		00159		<b>Total :</b>	<b>187.61</b>
92518	7/25/2019	20236	SPECTRUM BUSINESS	0049969071119	PD CABLE/JUL19
				001-2101-4201	72.09
				0088884071719	PW YARD/CABLE/JUL19
				001-4202-4201	127.22
				0241699071719	CITY HALL BACKUP INTERNET/JUL19
				715-1206-4201	84.99
				0402150071719	1301 HERMOSA/540 PIER CONNECTION/JUL19
				001-2101-4304	1,542.22

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92518	7/25/2019	20236	SPECTRUM BUSINESS	(Continued)	<b>Total : 1,826.52</b>
92519	7/25/2019	14019	SUNSTATE EQUIPMENT COMPANY	8023550-002	SCISSOR LIFT/PLAZA SECURITY LIGHTS~ 301-8609-4201 350.10
			8060743-001	35TH ST PUMP STATION/GENERATOR RENTAL 160-3102-4201 662.95	<b>Total : 1,013.05</b>
		14019			
92520	7/25/2019	15745	TRACY, LEE D	Parcel 4182-023-013	STREET LIGHT & SEWER TAX REBATE 001-6871 121.69 105-3105 24.61
		15745			<b>Total : 146.30</b>
92521	7/25/2019	09672	VCA COAST ANIMAL HOSPITAL	401434704	60 CARDBOARD PET CARRIERS 001-3302-4305 13.53 001-3302-4305 142.47
		09672			<b>Total : 156.00</b>
92522	7/25/2019	03209	VERIZON WIRELESS LA	9833878989	COMM DEV/CELL PHONES/JUN19 001-4201-4304 160.31
				9833926353	EMERGENCY MANAGER CELL PHONE/JUN19 001-1201-4304 54.20
		03209			<b>Total : 214.51</b>
92523	7/25/2019	21393	ZUBER, BRENT	TR 794	PER DIEM/FBI FIREARMS INSTRUCTOR COURSE 001-2101-4317 100.00
		21393			<b>Total : 100.00</b>
47 Vouchers for bank code : boa					<b>Bank total : 593,543.96</b>
47 Vouchers in this report					<b>Total vouchers : 593,543.96</b>

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
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"I hereby certify that the demands or claims covered by the checks listed on pages 1 to 12 inclusive, of the check register for 7/25/19 are accurate funds are available for payment, and are in conformance to the budget."

By



Finance Director

Date 7/25/19

**Check Register**  
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Bank code : boa

Voucher	Date	Vendor	Invoice	Description/Account	Amount
92524	8/1/2019	17339	3V SIGNS AND GRAPHICS LLC	10323	NO SCOOTER/BIKE/SKATEBOARD SIGNS
				001-2101-4201	591.30
				001-2101-4201	56.17
		17339		<b>Total :</b>	<b>647.47</b>
92525	8/1/2019	04715	ADMINSURE, INC.	12144	GENERAL/AUTO LIABILITY CLAIM ADMIN/AUG19
		04715		705-1209-4201	1,400.00
				<b>Total :</b>	<b>1,400.00</b>
92526	8/1/2019	14820	ADRIAN-GAUS ARCHITECTS, INC.	HB-RR-04 (PO 12480)	ZERO ENERGY RESTROOM DESIGN/MAY19
		14820		301-8669-4201	4,380.00
				<b>Total :</b>	<b>4,380.00</b>
92527	8/1/2019	12143	ALTEC INDUSTRIES INC	50435905	ANNUAL LIFT TRUCK INSPECTION & REPAIRS.
		12143		715-2601-4201	3,073.17
				<b>Total :</b>	<b>3,073.17</b>
92528	8/1/2019	08836	AQUARIUM OF THE PACIFIC	PO 33270	SUMMER DAY CAMP EXCURSION
		08836		001-4601-4201	820.90
				<b>Total :</b>	<b>820.90</b>
92529	8/1/2019	17291	ARTHUR J GALLAGHER & CO INS	3076517	DIFFERENCE IN CONDITIONS INSURANCE
		17291		705-1209-4201	23,756.64
				<b>Total :</b>	<b>23,756.64</b>
92530	8/1/2019	18891	ASCENT ELEVATOR SERVICES, INC	16208	ELEVATOR MAINTENANCE/JUL19
		18891		001-4204-4201	288.00
				<b>Total :</b>	<b>288.00</b>
92531	8/1/2019	08614	ASPEN ENVIRONMENTAL GROUP	3465.001-01	TRANSPACIFIC FIBER OPTIC/EIR/JAN-MAR19
				001-2108	7,241.65
				3465.001-02	TRANSPACIFIC FIBER OPTIC CABLE/EIR/APR19
				001-2108	6,512.50
		08614		<b>Total :</b>	<b>13,754.15</b>
92532	8/1/2019	16660	ATHENS SERVICES	6973420	PD SHREDDING/JUL19
		16660		001-2101-4201	44.44
				<b>Total :</b>	<b>44.44</b>

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92533	8/1/2019	17271	BARROWS, PATRICK	PO 33748	INSTRUCTOR PAYMENT/CLASSES 8061/8204/10/ 001-4601-4221
		17271			3,185.00
				<b>Total :</b>	<b>3,185.00</b>
92534	8/1/2019	17562	BOWEN, TIMOTHY D	PO 33749	INSTRUCTOR PAYMENT/CLASS NO. 8024 001-4601-4221
		17562			2,720.90
				<b>Total :</b>	<b>2,720.90</b>
92535	8/1/2019	16089	BROWN, GARY W	Parcel 4182-012-002	STREET LIGHT & SEWER TAX REBATE
				001-6871	73.01
				105-3105	24.61
		16089		<b>Total :</b>	<b>97.62</b>
92536	8/1/2019	19166	CALIFORNIA CONTRACT CITIES	2729	ANNUAL MEMBERSHIP DUES FOR 2019-2020 001-1101-4315
		19166			2,700.00
				<b>Total :</b>	<b>2,700.00</b>
92537	8/1/2019	21427	CALIFORNIA GREEN BUSINESS NETW	1242	ANNUAL MEMBERSHIP CA GREEN BUSINESS NETW 001-1201-4201
		21427			4,717.00
				<b>Total :</b>	<b>4,717.00</b>
92538	8/1/2019	08909	CARPET SPECTRUM, INC.	PO 33114	DETECTIVES/NEW FLOOR AFTER PLUMB PROB 301-8614-4201
				PO 33115	EOC HALLWAY/NEW FLOORING 001-8650-4201
		08909			1,944.00
				<b>Total :</b>	<b>3,412.00</b>
92539	8/1/2019	09632	CDWG	SSR8532	MAT REQ 768404/PRINTER TONER/INK 715-1206-4305
				TBC0482	MAT REQ 768405/PRINTER TONER/INK 715-1206-4305
		09632			432.66
				<b>Total :</b>	<b>1,268.16</b>
92540	8/1/2019	18570	CODE PUBLISHING INC	63792 (PO 14466)	MUNICIPAL CODE ELECTRONIC UPDATE/JUN19 001-1121-4201
				64081 (PO 14466)	MUNICIPAL CODE ELECTRONIC UPDATE/JUN19 001-1121-4201
		18570			277.50
				<b>Total :</b>	<b>229.50</b>
92541	8/1/2019	05970	COLLINS, DENNIS L.	PO 33752	INSTRUCTOR PAYMENT/CLASSES 8010-8012

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92541	8/1/2019	05970	COLLINS, DENNIS L.	(Continued)	
		05970		001-4601-4221	1,303.46
				<b>Total :</b>	<b>1,303.46</b>
92542	8/1/2019	20398	CONTINENTAL MAPPING SERVICE	060619 (PO 14208)	
		20398		PUBLIC NOTICES/JUN19	4,550.00
				001-4101-4201	
				<b>Total :</b>	<b>4,550.00</b>
92543	8/1/2019	20781	COUNTY OF LOS ANGELES	C0009058	
				FIRE PROTECTION SERVICES/AUG19	
				001-2202-4251	448,689.00
				180-2202-4251	3,589.00
				001-2202-5601	30,306.00
				001-2202-4111	10,630.00
		20781		<b>Total :</b>	<b>493,214.00</b>
92544	8/1/2019	16829	DPN SYSTEMS	19-003-A	
		16829		CAMP COUNSELOR CPR/AED CERTIFICATIONS	
				001-4601-4317	800.00
				<b>Total :</b>	<b>800.00</b>
92545	8/1/2019	00181	EASY READER	ER19071101	
		00181		GREEN BUSINESS PROGRAM AD	
				001-1201-4201	475.00
				<b>Total :</b>	<b>475.00</b>
92546	8/1/2019	21337	EBS GENERAL ENGINEERING INC	54535	
		21337		ADA CURBS/SIDEWALKS/JUN19	
				150-8185-4201	38,475.00
				<b>Total :</b>	<b>38,475.00</b>
92547	8/1/2019	01962	FEDERAL EXPRESS CORP	6-624-98019	
		01962		SHIPPING SERVICES/JUL19	
				001-1203-4305	114.73
				715-2101-4311	19.59
				<b>Total :</b>	<b>134.32</b>
92548	8/1/2019	06344	FIRST CALL STAFFING, INC.	00709-164822	
				PW MGMT ANALYST TEMP W/E 6/30/19	
				001-4202-4112	1,664.00
				00709-164886	
				PW MGMT ANALYST TEMP W/E 7/7/19	
				001-4202-4112	1,248.00
		06344		<b>Total :</b>	<b>2,912.00</b>
92549	8/1/2019	20550	FRANCIS, ASTRID E.	Parcel 4160-029-022	
				STREET LIGHT & SEWER TAX REBATE	
				001-6871	121.61

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92549	8/1/2019	20550	FRANCIS, ASTRID E.	(Continued)	
		20550		105-3105	24.69
				<b>Total :</b>	<b>146.30</b>
92550	8/1/2019	10836	GRAINGER	9191822874	JUMPER LEADS/CIRCUIT TESTER/MAGNET LIGHT
				715-4206-4309	56.00
				9195733598	JUMPER LEAD/HEAT SHRK/CRIMPER~
				715-4206-4309	85.65
				9241877761	MAT REQ 686979/HAND SOAP FOR YARD
				001-4204-4309	142.89
		10836		<b>Total :</b>	<b>284.54</b>
92551	8/1/2019	11001	ICRMA	4159	LIABILITY PROGRAM ASSESS/YEAR 3 OF 10
		11001		705-1209-4201	163,276.83
				<b>Total :</b>	<b>163,276.83</b>
92552	8/1/2019	16742	INDEPENDENT STATIONERS	SI00357136	MAT REQ 863474/SCOTCH TAPE DISPENSER
				001-1204-4305	2.96
				SI00358971	MAT REQ 863477/REAM OF CANARY PAPER
				001-1204-4305	7.27
		16742		<b>Total :</b>	<b>10.23</b>
92553	8/1/2019	20872	IRRIGATOR TECHNICAL TRAINING	238	RODRIGUEZ/MOLINA/ANNUAL MEMBERSHIP
				001-4202-4317	200.00
				5585	RODRIGUEZ/MOLINA/CERTIFICATION RENEWAL
				001-4202-4317	50.00
		20872		<b>Total :</b>	<b>250.00</b>
92554	8/1/2019	19775	JAMS, INC.	0004875862-220	MEDIATION/CITY VS ZAPPIA
		19775		001-1201-4201	5,450.00
				<b>Total :</b>	<b>5,450.00</b>
92555	8/1/2019	13840	JOHN M CRUIKSHANK, INC.	000015963 (PO 12581)	PIER ASSESSMENT/MAY19
		13840		123-8629-4201	595.00
				<b>Total :</b>	<b>595.00</b>
92556	8/1/2019	21428	KRISTIN MULLER TRANSCRIPTION S	713KM	TRANSCRIPTION/INTERNAL AFFAIRS INVESTIGA
		21428		001-2101-4201	66.00
				<b>Total :</b>	<b>66.00</b>

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92557	8/1/2019	04186	LEAGUE OF CA CITIES	3744	ANNUAL DUES JUL19-JUN20
		04186		001-1101-4315	1,281.00
				<b>Total :</b>	<b>1,281.00</b>
92558	8/1/2019	00842	LEAGUE OF CALIFORNIA CITIES	105055	LOCAL STREETS/ROADS NEEDS ASSESSMENT
		00842		001-1101-4315	300.00
				<b>Total :</b>	<b>300.00</b>
92559	8/1/2019	02175	LIEBERT CASSIDY WHITMORE	1481591	LEGAL SERVICES/PERSONNEL/JUN19
		02175		001-1203-4201	59.00
				<b>Total :</b>	<b>59.00</b>
92560	8/1/2019	13066	LOS ANGELES, CITY OF	48H-50-3811-20-006	MEMBERSHIP FOR FY 2019-2020
		13066		117-5301-4315	1,850.14
				<b>Total :</b>	<b>1,850.14</b>
92561	8/1/2019	19487	M6 CONSULTING INC	1135-19 (PO 9142)	ENCROACHMENT PERMIT REVIEW/MAY19
		19487		001-4202-4201	6,187.50
				<b>Total :</b>	<b>6,187.50</b>
92562	8/1/2019	14041	MCGOWAN CONSULTING LLC	HB-MS4-1819-10	STORM WATER MGMT/NPDES PERMITS/JUN19~
		14041		161-3109-4201	6,601.60
				<b>Total :</b>	<b>6,601.60</b>
92563	8/1/2019	21450	MEISLIN, NED	Receipt 001-00716935	WITNESS FEE REFUND
		21450		001-3818	275.00
				<b>Total :</b>	<b>275.00</b>
92564	8/1/2019	21442	MONTERO, JAMES P.	Parcel 4186-028-030	STREET LIGHT TAX REBATE
		21442		105-3105	24.61
				<b>Total :</b>	<b>24.61</b>
92565	8/1/2019	13114	OFFICE DEPOT	330974908001	MAT REQ 868966/LETTER-SIZED FOLDERS
				001-1121-4305	51.78
				330975457001	MAT REQ 868966/PLANNER
				001-1121-4305	20.79
				335231633001	MAT REQ 868969/OFFICE SUPPLIES
				001-1121-4305	98.29
				335700022001	MAT REQ 768290/KEYBOARD/RUBBER BANDS
				001-1203-4305	55.65

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92565	8/1/2019	13114	OFFICE DEPOT	(Continued)	
			335707304001	MAT REQ 773807/OFFICE SUPPLIES	
				001-4601-4305	88.43
			338008418001	MAT REQ 868972/OFFICE SUPPLIES	
				001-1121-4305	92.21
			348356321001	MAT REQ 773309/OFFICE SUPPLIES	
				001-2101-4305	84.73
		13114		<b>Total :</b>	<b>491.88</b>
92566	8/1/2019	00608	PEP BOYS	8141069522 to 528	
				AUTO SUPPLIES 6/28/19	
				715-2101-4310	96.91
				715-2601-4310	25.62
				715-3104-4310	38.76
				715-3302-4310	53.21
				715-4201-4310	12.81
				715-4601-4310	12.81
				715-6101-4310	25.62
			8141070140 to 156	AUTO SUPPLIES/JUL19	
				715-2101-4311	59.79
				715-2601-4311	79.31
		00608		<b>Total :</b>	<b>404.84</b>
92567	8/1/2019	11539	PROSUM TECHNOLOGY SERVICES	SIN021066	
				IT SUPPORT SERVICES/JUL19	
				715-1206-4201	15,046.00
			SIN021238 (PO 13752)	SERVER MIGRATION PHASE 2/JUN19	
				715-1206-4201	2,531.25
		11539		<b>Total :</b>	<b>17,577.25</b>
92568	8/1/2019	04800	RAY, JAY VINCENT	PO 33793	
				INSTRUCTOR PAYMENT/CLASSES 8078/9/93-6	
				001-4601-4221	6,607.00
		04800		<b>Total :</b>	<b>6,607.00</b>
92569	8/1/2019	03282	REDONDO BEACH, CITY OF	568072 (PO 14493)	
				CITY PROSECUTOR SERVICES/JUN19	
				001-1132-4201	16,667.00
		03282		<b>Total :</b>	<b>16,667.00</b>
92570	8/1/2019	21408	RUTENBERG, MISCHA OR VIRGINIA	PO 33700	
				CITATION NO. 39007506 OVERPAYMENT	
				001-3302	28.00
		21408		<b>Total :</b>	<b>28.00</b>

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92571	8/1/2019	16425	SAFEWAY INC VONS	802215 thru 803428	SUMMER CAMP SNACKS/STAFF TRAINING PRIZE
				001-4601-4308	89.67
				001-4601-4317	10.00
		16425		<b>Total :</b>	<b>99.67</b>
92572	8/1/2019	21449	SARACHILD, LANI	Class No. 8226	SUMMER DAY CAMP REFUND
				001-2111	39.00
		21449		<b>Total :</b>	<b>39.00</b>
92573	8/1/2019	20608	SINGLETON, LEEANNE	PO 33770/TR 800	REIMB/COASTAL COMMISSION MEETING
				001-1201-4317	582.08
		20608		<b>Total :</b>	<b>582.08</b>
92574	8/1/2019	00343	SO CAL ASSOCIATION OF GOVTS	PO 33717	ANNUAL MEMBERSHIP DUES FOR 2019-2020
				001-1101-4315	2,115.00
		00343		<b>Total :</b>	<b>2,115.00</b>
92575	8/1/2019	00170	SOCAL GAS	011 004 5767 8	YARD/GAS FOR BUILDING/JUN19
				001-4204-4303	22.70
				011 004 5767 8	YARD/GAS FOR BUILDING/MAY19
				001-4204-4303	23.49
				011 004 5767 8	YARD/GAS FOR BUILDING/APR19
				001-4204-4303	18.76
				011 004 5767 8	YARD/GAS FOR BUILDING/MAR19
				001-4204-4303	45.87
				011 004 5767 8	YARD/GAS FOR BUILDING/FEB19
				001-4204-4303	23.67
		00170		<b>Total :</b>	<b>134.49</b>
92576	8/1/2019	00341	SOUTH BAY CITIES COUNCIL OF	PO 33718	ANNUAL MEMBERSHIP DUES FOR 2019-2020
				001-1101-4315	12,067.00
		00341		<b>Total :</b>	<b>12,067.00</b>
92577	8/1/2019	00159	SOUTHERN CALIFORNIA EDISON CO	2-01-414-3994	ELECTRICITY/FEB19
				160-3102-4201	48.28
				2-01-414-3994	ELECTRICITY/JAN19
				160-3102-4201	48.35
				2-01-414-3994	ELECTRICITY/DEC18
				160-3102-4201	48.35
				2-29-332-0750	ELECTRICITY/JUL19

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92577	8/1/2019	00159	SOUTHERN CALIFORNIA EDISON CO	(Continued)	
		00159		105-2601-4303	89.75
				<b>Total :</b>	<b>234.73</b>
92578	8/1/2019	00146	SPARKLETTS	4472788 071819	
		00146		COMM RES/DRINKING WATER/JUL19	230.36
				001-4601-4305	
				<b>Total :</b>	<b>230.36</b>
92579	8/1/2019	18821	SPCALA	2019-0630 (PO 14433)	
		18821		ANIMAL SERVICES/JUN19	400.00
				001-3302-4201	
				<b>Total :</b>	<b>400.00</b>
92580	8/1/2019	20236	SPECTRUM BUSINESS	0046247072419	
				CITY HALL/CABLE/AUG19	
				715-4204-4201	103.63
				0350359072119	
				1301 HERMOSA/RCC CONNECTION/AUG19	
				001-2101-4304	139.99
				0352413072219	
				PD COMPUTER CIRCUITS/AUG19	
				001-2101-4304	271.46
		20236		<b>Total :</b>	<b>515.08</b>
92581	8/1/2019	13270	THE BANK OF NEW YORK MELLON	252-2211120	
		13270		INVESTMENT SAFEKEEPING/APR19-JUN19	875.00
				001-1141-4201	
				<b>Total :</b>	<b>875.00</b>
92582	8/1/2019	19082	T-MOBILE	9360065743	
		19082		GPS PHONE TRACKING FOR INVESTIGATION	
				001-2101-4201	1,377.00
				<b>Total :</b>	<b>1,377.00</b>
92583	8/1/2019	20198	TRANBARGER, KELLY	PO 33771/TR 790	
		20198		MILEAGE/CIVILIAN POLICE LEADERSHIP	47.56
				001-2101-4313	
				<b>Total :</b>	<b>47.56</b>
92584	8/1/2019	21437	TREJO, LAURO	PO 33772	
		21437		CASH KEY NO. 165313 REFUND	
				001-3851	21.00
				001-2117	21.00
				<b>Total :</b>	<b>42.00</b>
92585	8/1/2019	00123	TRIANGLE HARDWARE	028358	
				CNC SIGN-MAKING MACHINE	
				001-2022	-61.35
				001-3301-5402	2,538.18

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Voucher	Date	Vendor	Invoice	Description/Account	Amount
92585	8/1/2019	00123	TRIANGLE HARDWARE	(Continued)	
			July Statement	001-2021	61.35
				MAINTENANCE SUPPLIES/JUL19	
				001-3104-4309	1,815.52
				001-4204-4309	1,229.40
				001-4204-5401	481.14
				001-6101-4309	460.50
				301-8609-4201	1,794.95
				715-4206-4309	31.57
				001-2021	140.24
				001-2022	-140.24
		00123		<b>Total :</b>	<b>8,351.26</b>
92586	8/1/2019	08207	UNDERGROUND SERVICE ALERT	18dsbfee229	
				UNDERGROUND ALERTS/STATE FEES/FEB19	
				160-3102-4201	38.69
		08207		<b>Total :</b>	<b>38.69</b>
92587	8/1/2019	14148	UPS	000023R146309	
				SHIPPING SERVICES/JUL19	
				001-2101-4305	25.55
		14148		<b>Total :</b>	<b>25.55</b>
92588	8/1/2019	05939	WEBER, TRAUDL	Parcel 4181-020-036	
				STREET LIGHT & SEWER TAX REBATE	
				001-6871	121.69
				105-3105	24.61
		05939		<b>Total :</b>	<b>146.30</b>
92589	8/1/2019	15188	WILLDAN FINANCIAL SERVICES	010-41725	
				DISTRICT ADMIN/APR19-JUN19	
				139-1219-4201	353.62
				135-1219-4201	380.33
		15188		<b>Total :</b>	<b>733.95</b>
92590	8/1/2019	01206	ZUMAR INDUSTRIES INC	84059/Mat Req 773626	
				15 A-FRAME BARRICADES	
				001-3104-4309	853.33
			84255	REQ 773615/PASSENGER LOADING SIGNS	
				001-3104-4309	217.44
			84359/Mat Req 773628	25 PENETRATOR ANCHORS FOR STREET SIGNS	
				001-3104-4309	574.27
			84417/Mat Req 773630	30 PLASTIC A-FRAMES FOR 8 FOOT I-BEAMS	
				001-3104-4309	898.75

**Check Register**  
**CITY OF HERMOSA BEACH**

Page: 10

08/01/2019 6:16:55PM

Bank code : boa

Voucher	Date	Vendor	Invoice	Description/Account	Amount
92590	8/1/2019	01206	ZUMAR INDUSTRIES INC	(Continued)	
			84514/Mat Req 773625	2 YIELD TO PEDESTRIANS SIGNS 001-3104-4309	835.75
			84547/Mat Req 773627	10 ELECTRIC VEHICLE CHARGING SIGNS 001-3104-4309	241.46
		01206		<b>Total :</b>	<b>3,621.00</b>
100222939	7/30/2019	13838	PITNEY BOWES INC	8/1/19 Check Run	
				POSTAGE METER REFILL/JUL19 001-1208-4305	1,000.00
		13838		<b>Total :</b>	<b>1,000.00</b>
197202771	7/25/2019	14691	ADMINSURE AS AGENT FOR THE	8/1/19 Check Run	
				WORK COMP CLAIMS REIMB/JUL19 705-1217-4324	12,104.50
		14691		<b>Total :</b>	<b>12,104.50</b>
197371100	7/29/2019	14691	ADMINSURE AS AGENT FOR THE	8/1/19 Check Run	
				WORK COMP CLAIMS REIMB/JUL19 705-1217-4324	3,301.52
		14691		<b>Total :</b>	<b>3,301.52</b>
700023429	9/27/2018	15230	CALPERS FISCAL SERVICES DIV	100000015402839	
				FEES FOR GASB-68 REPORTS & SCHEDULES 001-1202-4201	3,150.00
		15230		<b>Total :</b>	<b>3,150.00</b>
<b>71 Vouchers for bank code : boa</b>					<b>Bank total : 888,734.35</b>
<b>71 Vouchers in this report</b>					<b>Total vouchers : 888,734.35</b>

08/01/2019 6:16:55PM

Check Register  
CITY OF HERMOSA BEACH

Page: 11

Bank code : boa

Voucher	Date	Vendor	Invoice	Description/Account	Amount
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"I hereby certify that the demands or claims covered by the checks listed on pages 1 to 11 inclusive, of the check register for 8/1/19 are accurate funds are available for payment, and are in conformance to the budget."

By 

Finance Director

Date 8/1/19



## Staff Report

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### Staff Report

REPORT 19-0553

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2018

**MEMORANDUM REGARDING  
REVENUE AND EXPENDITURE REPORTS  
CIP REPORT BY PROJECT  
CITY TREASURER'S AND CASH BALANCE REPORT  
FOR JULY 2019  
(Finance Director Viki Copeland)**

**Recommended Action:**

Staff recommends that the City Council receive and file the memorandum regarding financial reports.

**Summary:**

The July 2019 Revenue and Expenditure Reports, the CIP Report by Project, the City Treasurer's and Cash Balance Reports are not available at this time; the reports will be provided as soon as they are available.

**Respectfully Submitted by:** Viki Copeland, Finance Director  
Karen Nowicki, City Treasurer

**Approved:** Suja Lowenthal, City Manager



## Staff Report

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### Staff Report

REPORT 19-0528

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**PUBLIC WORKS PROJECT STATUS REPORT  
AS OF AUGUST 12, 2019**  
(Acting Public Works Director Lucho Rodriguez)

**Recommended Action:**

Staff recommends that the City Council receive and file the Public Works Project Status Report as of August 12, 2019.

Attached is the first project status report for Fiscal Year 2019-20. This report shows projects continued from the previous fiscal year as well as new projects for this fiscal year. Projects completed have been removed from the report.

No shading for projects, with the exception of projects on hold, was used for this first report, as all projects shown in this first report of the fiscal year should be considered as updated. Future project status reports will have more information in the TBD cells, as more projects are assigned to staff.

Key statistics for the FY 19-20 CIP projects are provided below.

Number of Projects/Studies by Phase	# of Projects/Studies
Study/Conceptual Planning	12
Preliminary Design	15
Final Engineering Design	6
Project Approvals/ Bidding	0
Construction	4
Closeout	0
<i>Total Projects</i>	<i>31</i>
<i>Total Studies</i>	<i>6</i>

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## Staff Report

REPORT 19-0528

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Number of Projects/Studies by Completion Timeline	# of Projects/Studies
1 - Complete by end of FY 19–20	17
2 - Complete in FY 20–21	2
3 - 3 years to completion	0
4 - 5 years to completion	0
5 - TBD	18
Projects/Studies Complete	0
<i>Total Projects</i>	<i>31</i>
<i>Total Studies</i>	<i>6</i>

Number of Projects/Studies by Category	# of Projects/Studies
Street & Highway Improvements	10
Sewer & Storm Drain Improvements	5
Park Improvements	5
Public Building & Ground Improvements	17
<i>Total Projects</i>	<i>31</i>
<i>Total Studies</i>	<i>6</i>

Number of Projects by Manager	# of Projects/Studies		
	<i>Lead</i>	<i>Support</i>	<i>Total</i>
Lucho Rodriguez	6	4	10
Reed Salan	4	1	5
Romany Basilyous	3	0	3
Fabio Macias	3	0	3
Andrew Nguyen	3	2	5
Leeanne Singleton	1	1	2
Kelly Orta	2	1	3
TBD	15	0	15
<i>Total Projects/Studies</i>	<i>37</i>		

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## Staff Report

REPORT 19-0528

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### Projects Completed in FY 18 –19

14-168 Bike Friendly Street Improvements	
16-174 Annual Street Improvements- Hermosa Avenue	
16-184 Pacific Coast Highway Sidewalk improvements	
17-187 Stamped Concrete Replacement on the Strand	
17-416 Annual Sewer Improvements- Phase 1 - Hermosa Avenue	
12-609 Downtown Strategic Plan Implementation- Phase 1- Security Lights Downtown and Pier Plaza	
15-650 Community Center General Improvements	
15-670 Tree Well Grates	
15-675 Pier Plaza Lamp Post Replacement	
17-687 ADA Improvements at Various Locations	
18-691 ADA Improvements at Various Locations	
17-546 Citywide Park Improvements	
16-673 Breakroom Improvements City Hall/Yard	
16-674 Police Department Substation Facility Improvement	
16-683 Bard Street Closure	
<i>Total Projects Completed</i>	<i>15</i>

### Attachments:

Project Status Report as of August 12, 2019

**Respectfully Submitted by:** Lucho Rodriguez, Acting Public Works Director

**Approved:** Suja Lowenthal, City Manager

Project Category	CIP No.	Project Name	Project Budget	Project Manager	StudyConceptual Planning	Preliminary Design	Final Engineering Design	Project Approvals/ Bidding	Construction	Closeout	Tentative Date to Next Milestone/ Update	Estimated Project Completion Date	Current Project Status	Project Description
SH	102	Bus Stops Improvements (NEW)	\$ 330,875	TBD		X					Project Initiation	Project Initiation	Preliminary Design. Secure design services to prepare plans and specifications.	This project will improve bus stops along: Hermosa Avenue from Herondo Street to 10th Street; Manhattan Avenue from 26th Street to Longfellow Avenue; and Pier Avenue PCH to Valley Drive. These improvements will include Americans with Disabilities Act (ADA) accessible curb ramps, concrete bus pads, crosswalk and striping improvements, and other general improvements within direct vicinity of the bus stops.
SH	143	PCH Mobility Improvement Project	\$ 636,134	Lucho Rodriguez	X						TBD	TBD	Study/Conceptual Planning. Staff in conversation with Cal Trans, Metro and Council of Governments for funding possibilities.	This project would retain the existing number of lanes including north and south bound flex lanes and maintain lane widths of ten (10) feet, and flex lanes of twelve (12) feet with zero (0) feet shoulders. Collectively, the improvements will address existing, near-term, and long-range future traffic conditions along this corridor by improving intersection operations, reducing instances of unsafe turning movements, create a safe and more comfortable environment for pedestrians and transit riders, and improving the efficient movement of vehicles along the corridor.
SH	160	PCH Traffic Improvements	\$ 399,922	Reed Salan					X		Complete Construction - 11/30/19	12/30/19	Construction. Awaiting traffic signal poles delivery for installation and completion of project	The purpose of this project is to improve operational mobility along State Route 1 (Pacific Coast Highway). The project also includes improvements including but not restricted to truck turning radius, Americans with Disabilities Act curb ramps, striping and pedestrian signal improvements of the segment on PCH at Aviation Blvd and Pier Ave.
SH	164	Hermosa Avenue Green Street	\$ 250,000	TBD		X					Project Initiation	Project Initiation	Preliminary Design. Secure design services to prepare plans and specifications.	The project will design and implement Low Impact Development (LID) and green infrastructure on Hermosa Ave from 4th St to Herondo Ave. Two key intersections on Hermosa Avenue will be reconstructed to create pedestrian- friendly curb extensions with subsurface infiltration units landscaped with drought tolerant species. Parking lanes along Hermosa Avenue, between the City's south border and 4th Street, will be replaced with permeable pavement. Tree-box biofilters will be installed to provide supplemental infiltration.
SH	173	8th Street Improvements	\$ 988,717	Reed Salan					X		Complete Construction - 9/30/19	10/30/19	Construction. Completed construcion of sidewalk on south side of 8th St.	The project consists of improvements that will improve walkability and provide safe pedestrian access on 8th Street from Valley Drive to Hermosa Avenue. Improvements include continuous sidewalk; ADA curb access ramps on 8th Street; drainage improvements; installing crosswalks on both sides of 8th Street at intersections of: Manhattan Avenue, Monterey Blvd, Loma Drive, Cypress Avenue, Bard Street and Valley Drive.
SH	185	ADA Improvements on PCH between 2nd Street and 21st Street	\$ 287,260	Reed Salan					X		Complete Construction - 11/30/19	12/30/19	Construction. Awaiting traffic signal poles delivery for installation and completion of project	This project proposes ADA Curb Ramp improvements along PCH to comply with ADA requirements. The project will involve construction and reconstruction of ADA curb ramps at various intersections. The funding for this project is provided by Caltrans.
SH	186	Street Improvements - Various Locations	\$ 900,000	Romany Basilyous		X					Complete Preliminary Design - 10/30/19	6/30/20	Preliminary Design. Secure design services from on call design firm to prepare plans and specifications.	This project provides for pavement rehabilitation of streets at various locations. The project will also repair/replace deteriorated portions of sidewalk, curb & gutter and curb ramps.This project also includes the resurfacing of 24th Street between Valley Drive and Park Avenue. The scope of work includes the construction of curb and gutter as needed to correct street drainage deficiencies as well as lowering of public utilities (by util. companies) to standard depth to permit the proper street construction.This work will be performed following the sewer and storm drain repairs identified in the Sewer and Drainage Master Plans.
SH	188	Strand Bikeway and Walkway Improvements at 35th Street	\$ 115,000	Lucho Rodriguez	X						Grant Contracting with Caltrans - 8/30/19	TBD	Pending grant award.	This project would provide for improved accessibility & connectivity for bicyclists travelling between the Cities of Hermosa Beach and Manhattan Beach via The Strand at 35th Street. The project will also consider the addition of a dedicated ADA path to provide greater ADA accessibility to The Strand.
SH	190	Annual Street Improvements	\$ 200,000	Romany Basilyous		X					Complete Preliminary Design - 12/30/19	6/30/20	Preliminary Design. Secure design services from on call design firm to prepare plans and specifications.	This project provides for pavement rehabilitation of streets at various locations. The project will also repair/replace deteriorated portions of sidewalk, curb & gutter and curb ramps. This work will be performed following the sewer and storm drain repairs identified in the Sewer and Drainage Master Plans.
SSD	416	Annual Sewer Improvements - Various Locations	\$ 2,200,000	Andrew Nguyen					X		Begin Construction - 9/30/19	6/30/20	Construction. Preconstruction meeting set for August.	This project includes design and construction of sewer improvements and repairs based on new Sewer Master Plan.

Categories:  
SH = Street/Highway  
SSD = Sewer/Storm Drain  
PI = Parks  
PBG = Public Building and Ground

Project Category	CIP No.	Project Name	Project Budget	Project Manager	Study/Conceptual Planning	Preliminary Design	Final Engineering Design	Project Approvals/ Bidding	Construction	Closeout	Tentative Date to Next Milestone/ Update	Estimated Project Completion Date	Current Project Status	Project Description
SSD	417	Annual Storm Drain Improvements - Various Locations	\$ 1,080,000	Romany Basilyous			X				Complete Final Engineering Design - 3/30/20	11/30/20	Final Engineering Design. On-call design firm to prepare plans and specifications.	Storm drain improvements throughout the City. Locations will be identified and prioritized per the recently adopted Storm Drain Master Plan. Projects will address deficiencies, ponding, and repairs as well as locations for new storm drains.
SSD	419	16th Street Storm Drain Trash Capture Box (NEW)	\$ 100,000	Andrew Nguyen		X					Project Initiation	Project Initiation	Preliminary Design. Secure design services from on call design firm to prepare plans and specifications.	The City will install a certified centralized full capture trash system on the 16th Street Storm Drain at Hermosa Valley School which was one of the optimal locations identified by the Storm Drain Master Plan. The Debris Separating Baffle Box will remove 100% of the trash from 16th Street Storm Drain, in place of installing connector pipe screens on all upstream catch basins, and reduce the long-term maintenance requirements and cost.
SSD	421	Annual Sewer Improvements	\$ 250,000	Andrew Nguyen		X					Complete Preliminary Design - 12/30/19	12/30/20	Preliminary Design. On-call design firm to prepare plans and specifications.	This project includes design and construction of sewer improvements and repairs based on the Sewer Master Plan.
SSD	422	Annual Storm Drain Improvements	\$ 200,000	TBD		X					TBD	TBD	Preliminary Design. Pending staff availability.	Storm drain improvements throughout the City. Locations will be as identified & and prioritized per the Storm Drain Master Plan. Projects will address deficiencies, ponding, and repairs as well as where new storm drains are needed Citywide. This project will also address operational deficiencies at the outfall structures at various locations. Improvements include for design & construction activities on an annual basis
PI	542	Herondo Drain Stormwater/Urban Run-off Diversion Project	\$ 4,563,313	TBD	X						TBD	TBD	Study/Conceptual Planning. Council directed staff to dissolve the MOU between the Beach Cities Watershed Management Group for cost-sharing for the design of the project. The Hermosa Beach Mayor sent letters to partner agencies requesting to dissolve the MOU and staff are awaiting notification of actions. The Beach Cities agency staff discussed a desire to continue working together to revise the EWMP and projects through additional modelling.	The Herondo Storm Drain Infiltration Project is the highest priority project identified in the Beach Cities Enhanced Watershed Management Program (EWMP). The Project was awarded \$3,099,400 Prop 1 grant funding from the SWRCB to be accompanied by \$3,785,988 in matching funds to engineer, plan, design and construct a stormwater infiltration system to divert and treat stormwater from the Herondo Drain. This is a joint project between the Beach Cities Watershed Management Group member agencies.
PI	545	Clark Stadium Bleachers	\$ 50,000	TBD	X						TBD	TBD	On Hold. Study/Conceptual Planning. Pending staff availability.	This project will improve the bleachers at Clark Field. Improvements includes providing ADA access to the bleachers; this project will look at different solutions to resolve the issue. One possible solution is the installation of aluminum bleachers.
PI	547	Fort Lots-Of-Fun Park Improvements	\$ 50,000	TBD	X						TBD	TBD	Study/Conceptual Planning. Pending staff availability.	Design park improvements to include playground equipment, landscaping, and assessing the feasibility of incorporating the old Prospect school building as part of the park.
PBG	608	Downtown Lighting Improvements (NEW)	\$ 60,000	TBD		X					Project Initiation	Project Initiation	Preliminary Design. Secure design services to prepare plans and specifications.	This project will improve safety, security and ambiance in the downtown area through lighting improvements as determined by the Downtown Security Assessment Report. Areas for lighting improvements are: Corner of Manhattan Ave and Pier Ave; 14th Ct.; Palm Dr.; Hermosa Ave. Center Median (aesthetic lighting components)
PBG	609	Downtown Strategic Plan Implementation	\$ 662,665	TBD	X						TBD	TBD	Study/Conceptual Planning.	The purpose of this project is to develop a strategic plan for the Downtown and Plaza areas to assess the lighting elements, mitigate safety concerns and develop those improvements for the City's downtown area. The Downtown Core Revitalization Strategy (Roma Design Group, 2014) provided a conceptual plan. Concepts from this strategy will be reviewed for potential application into future phases as they develop.
PBG	615	New Corporate Yard Facilities	\$ 1,356,151	Lucho Rodriguez		X					Complete Preliminary Design - 12/30/19	6/30/21	Preliminary Design. Architect preparing construction plans. Remedial plan sent to LA county for review.	This project is for the design and construction of a new city yard. Construction will be done in two phases. Phase 1 to include one metal prefabricated building to house a new mechanic, paint/sign shop and contracted services. New wash down station area. Phase 2 to include demolition of existing buildings. Construction of new administration building. General yard improvements (fencing, landscaping, drainage).
PBG	629	Municipal Pier Structural Assessment and Repairs	\$ 417,380	Fabio Macias			X				Pending approval from Coastal Commission Permit - 10/30/19	6/30/20	Final Engineering Design. Obtaining coastal commission permit.	Repairs of the municipal pier structural elements including the piles, pile caps, deck and the lifeguard storage room.

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Project Category	CIP No.	Project Name	Project Budget	Project Manager	Study	Conceptual Planning	Preliminary Design	Final Engineering Design	Project Approvals/ Bidding	Construction	Closeout	Tentative Date to Next Milestone/ Update	Estimated Project Completion Date	Current Project Status	Project Description
PBG	660	Municipal Pier Electrical Repairs	\$ 535,184	Fabio Macias				X				Pending approval from Coastal Commission Permit - 10/30/19	6/30/20	Final Engineering Design. Obtaining coastal commission permit.	The pier electrical repairs will involve the replacement of existing conduit, junction boxes, connections and wiring so that the lights can be functional. The project will also eliminate the service box towards the end of the pier and create a new service connection point for the foghorn at the end of the pier. This project will also include the replacement of the bollard lighting at the pier with new LED lighting fixtures.
PBG	669	City Park Restrooms and Renovation	\$ 1,055,994	Lucho Rodriguez				X				Complete Final Engineering Design - 9/30/19	6/30/20	Complete needs assessment.	This project consists of construction of ADA compliant restroom at Forts Lot-Of-Fun, Seaview Parkette, South Park, and Clark Field.
PBG	672	Council Chamber Audiovisual Improvements	\$ 305,024	Lucho Rodriguez				X				Advertise RFP for consultant services - 10/30/19	3/30/20	Final Engineering Design. Secure design services to prepare plans and specifications.	Project will replace audio visual equipment in the Council Chambers including additional enhancements such as Video Wall Solution (110" seamless sidewall display) and 55" lobby overflow display
PBG	682	Parking Lot D Improvements	\$ 210,163	Reed Salan				X				TBD	8/30/20	Final Engineering Design. Pending possible award of grant for construction.	The project will install a rapid electric vehicle charging station, expand bicycle parking and capture and treat storm water run-off from road and parking surfaces.
PBG	684	Emergency Operations Center Renovations - Phase 1	\$ 193,500	TBD			X					Selection of architect for design services - 10/30/19	12/30/20	Preliminary Design. Phase 1. Secure architectural services. RFP is currently being advertised.	This project will add restrooms to the EOC and renovate the adjacent room for future EOC uses. The EOC is located within a building designated as a historical building, which will require a Certificate of Appropriateness to complete the repairs. This project will be completed in two phases. Phase 1 includes restroom construction including flooring, lighting, wall and ceiling repairs, painting, new plumbing, and installing fixtures. Phase 2 includes complete room renovation including new flooring, ceiling, lighting, furnishings, and relocation of Emergency System IT equipment, including a new switch, 2 UPC batteries, and firewall to support the EOC. Security Improvements to include new key fob locking systems.
PBG	689	Clark Building Renovations	\$ 475,100	TBD			X					Selection of architect for design services - 10/30/19	12/30/20	Preliminary Design. Phase 1. Secure architectural services. RFP is currently being advertised.	The project consist of: 1. Design, Operational Review 2. Kitchen Remodel - including new commercial appliances, sinks, countertops, lighting, tile, flooring, doors and ADA upgrades. 3. Restrooms Remodel - including new flooring, fixtures, stalls, sinks, toilets, lighting, and ADA upgrades. Electrical, plumbing, sewer line upgrades. 4. Install new Heating, ventilation, and air conditioning. 5. Acoustic panels and new lighting throughout ballroom area. 6. ADA upgrades to entrance building entrance points.
PBG	692	14th Street Beach Restroom Rehabilitation	\$ 110,000	TBD			X					Selection of architect for design services - 10/30/19	12/30/20	Preliminary Design. Secure architectural services. RFP is currently being advertised.	This project will construct a new restroom facility which includes replacement of the entire building; restrooms; appurtenant plumbing; ADA improvements for compliance. This project will also include the replacement of the existing sewer lift station components which includes 2 submersible pumps; motor control panel; associated plumbing; addition of telemetry for condition/outage notifications.
PBG	695	Parking Lot A Improvements (NEW)	\$ 632,260	Lucho Rodriguez			X					Project Initiation	Project Initiation	Preliminary Design. Secure design services to prepare plans and specifications.	This project will consist of upgrading Parking Lot A to meet ADA standards, with improvements including: • New layout to maximize parking capacity and improve circulation. • Consideration of the layout of parking spaces on 11th Street and explore incorporating 11th Street parking spaces into the Lot A pay station system. • New surfacing and lighting. • New trash enclosures adjacent to commercial buildings and removal of the trash enclosure and joint compactor. • Low impact development elements including permeable pavers and landscaping. Coastal Commission permits will be required.
PBG	696	Police Station Basement Restroom Improvements (NEW)	\$ 33,000	TBD			X					Project Initiation	Project Initiation	Preliminary Design. Secure design services to prepare plans and specifications. RFP is currently being advertised.	The restrooms in the basement of the Police Station are in need of improvements. This project will remodel the restrooms in the basement of the Police Station.

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Project Category	CIP No.	Project Name	Project Budget	Project Manager	Study/Conceptual Planning	Preliminary Design	Final Engineering Design	Project Approvals/ Bidding	Construction	Closeout	Tentative Date to Next Milestone/ Update	Estimated Project Completion Date	Current Project Status	Project Description
PBG	698	ADA improvements (CDBG) (NEW)	\$120,000	Fabio Macias		X					Complete Preliminary Design - 12/30/19	6/30/20	Preliminary Design. Prepare plans and specifications	Improvements and relocation of sidewalks, curb ramps and obstructions along Prospect Avenue in order to follow the Americans with Disabilities Act (ADA) and meet the latest Federal Standards.
SH	101	Hermosa Avenue Greenwich Village Street Realignment (STUDY)	\$40,000	TBD	X						Grant Contracting with Caltrans - 8/30/19	TBD	Pending grant award.	This study will evaluate potential improvements at the intersections of: • Hermosa Avenue and Greenwich Village; and • Manhattan Avenue and Greenwich Village/27th Street The study will evaluate opportunities improve the flow and visibility for pedestrian, bikes, and vehicles at the two intersections.
PI	538	Citywide Park Master Plan (STUDY)	\$215,475	Leeanne Singleton	X						TBD	TBD	On Hold. RFP currently on hold to allow for coordination with LA County Parks Measure A funding and allocation plan criteria.	The City is seeking to prepare a Parks Master Plan to provide a comprehensive strategy to maintain, rehabilitate and improve the City's network of parks, facilities, and open space assets, including current unfunded park and recreational opportunities.
PI	544	Greenbelt Accessible Path Assessment (STUDY)	\$10,000	TBD	X						TBD	TBD	On Hold. Secure design services to prepare a conceptual design/feasibility of a path on the Green Belt.	Determine the feasibility of installing an ADA surface path on the Greenbelt to provide a firm, natural looking and permeable path that increases accessibility for the disabled and boosts accessibility for all.
PBG	668	Library Community Needs Assessment (STUDY)	\$42,522	Kelly Orta	X						TBD	TBD	On Hold. On hold until funding opportunities become available for a new or renovated library facility.	This needs assessment includes two phases: Phase I addresses the needs assessment to provide a report for library facility needs, space planning and daily services. Phase II will address the preparation of a conceptual design for remodeling the existing facility, reconstruction, or new construction at a new location.
PBG	693	Community Theater Needs Assessment (STUDY)	\$30,000	Kelly Orta	X						Award of Contract Recommendation - 10/30/19	12/31/19	Study/Conceptual Planning. Review of proposals to select consultant to prepare report.	This needs assessment will include an analysis and conceptual cost estimates of two scenarios: a. A major renovation of the Community Theatre to transform it into a regional performing arts center; and b. A conservative renovation to upgrade the Community Theatre, taking into consideration its current users and maintaining the community focus of the facility. Market trends for similar and/or other theaters will also be included.
PBG	694	Parking Structure (Lot C) Structural Assessment (NEW) (STUDY)	\$40,000	TBD	X						Study Initiation	Study Initiation	RFP for civil engineering services to be advertised by 10/30/19	Prepare a structural assessment report for the parking structure, to analyze cracks in walls and decks.

Categories:  
SH = Street/Highway  
SSD = Sewer/Storm Drain  
PI = Parks  
PBG = Public Building and Ground



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 19-0556

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **ACTION SHEET OF THE PLANNING COMMISSION MEETING OF AUGUST 20, 2019**

#### **Recommended Action:**

Staff recommends that the City Council receive and file the action sheet of the Planning Commission meeting of August 20, 2019.

#### **Attachments:**

Action Sheet of the August 20, 2019 Planning Commission meeting

**Approved:** Ken Robertson, Community Development Director

**Noted:** Suja Lowenthal, City Manager



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA  
90254

## Action Minutes - Draft

### Planning Commission

*Chair*  
**David Pedersen**

*Vice Chair*  
**Peter Hoffman**

*Commissioners*  
**Michael Flaherty**  
**Rob Saemann**  
**Marie Rice**

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Tuesday, August 20, 2019

7:00 PM

Council Chambers

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Note: No Smoking Is Allowed in The City Hall Council Chambers

### **THE PUBLIC COMMENT IS LIMITED TO THREE MINUTES PER SPEAKER**

Planning Commission agendas and staff reports are available for review on the City's web site at [www.hermosabch.org](http://www.hermosabch.org). Wireless access is available in the City Council Chambers for mobile devices:  
Network ID: CHB-Guest, Password: chbguest

Written materials distributed to the Planning Commission within 72 hours of the Planning Commission meeting are available for public inspection immediately upon distribution in the Community Development Department during normal business hours from Monday through Thursday, 7:00 a.m. - 6:00 p.m. and on the City's website.

Final determinations of the Planning Commission may be appealed to the City Council within 10 days of the next regular City Council meeting date. If the 10th day falls on a Friday or City holiday, the appeal deadline is extended to the next City business day. Appeals shall be in written form and filed with the City Clerk's office, accompanied by an appeal fee. The City Clerk will set the appeal for public hearing before the City of Hermosa Beach City Council at the earliest date possible.

If you challenge any City of Hermosa Beach decision in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on this agenda, or in a written correspondence delivered to the Planning Commission at, or prior to, the public hearing.

To comply with the Americans with Disabilities Act (ADA) of 1990, Assistive Listening Devices will be available for check out at the meeting. If you need special assistance to participate in this meeting, please call or submit your request in writing to the Community Development Department at (310) 318-0242 at least 48 hours (two working days) prior to the meeting time to inform us of your needs and to determine if/how accommodation is feasible.

**Submit your comments via eComment in three easy steps:**

Note: Your comments will become part of the official meeting record. You must provide your full name, but please do not provide any other personal information (i.e. phone numbers, addresses, etc) that you do not want to be published.

1. Go to the Agendas/Minutes/Video webpage and find the meeting you'd like to submit comments on. Click on the eComment button for your selected meeting.
2. Find the agenda item for which you would like to provide a comment. You can select a specific agenda item/project or provide general comments under the Oral/Written Communications item.
3. Sign in to your SpeakUp Hermosa Account or as a guest, enter your comment in the field provided, provide your name, and if applicable, attach files before submitting your comment.

eComments can be submitted as soon as the meeting materials are published, but will only be accepted until 12:00 pm on the date of the meeting to ensure Planning Commission and staff have the ability to review comments prior to the meeting.

1. **Call to Order**
2. **Pledge of Allegiance**
3. **Roll Call**

**Present 5** – Commissioner Michael Flaherty, Vice Chair Peter Hoffman, Commissioner Marie Rice, Commissioner Rob Saemann, and Chair Pedersen

**Absent 0**

**Also Present:**      **Ken Robertson, Community Development Director**  
                             **Patrick Donegan, Assistant City Attorney**  
                             **Nicole Ellis, Associate Planner**  
                             **Kathy Khang, Assistant Planner**

4. **Oral / Written Communications**

**Coming forward to speak: Tony Higgins and Jim Hamilton**

5. **REPORT**  
**19-0541**      Information Only: Public Hearing Notices and Projects Zoning Map

**Attachments:**

1. [Easy Reader Notices](#)
2. [Public Hearing Notification Radius Maps](#)
3. [Projects Zoning Map](#)
4. [SUPPLEMENTAL eComment from Frank Patton \(submitted 08-17-19 at 10:50am\).pdf](#)
5. [SUPPLEMENTAL eComment from Tony Higgins \(submitted 08-20-19 at 3:14pm\).pdf](#)

**Section I****CONSENT CALENDAR**

6.      **REPORT**      Approval of the July 16, 2019 Planning Commission Action Minutes  
         **19-0540**

Attachments:    1. [July 16, 2019 Planning Commission Action Minutes.](#)

**Action: Motion by Commissioner Rice and seconded by Commissioner Hoffman to approve the July 16, 2019 action minutes.**

**Aye:**                5 – Commissioner Flaherty, Vice Chair Hoffman, Commissioner Rice,  
                                 Commissioner Saemann, and Chair Pedersen

**No:**                0

7.      **Resolution(s) for Consideration - None**

**Section II****HEARING**

8.      **REPORT**      SIGN REVIEW - S4 #38 Determination on whether a proposed 616 square  
         **19-0524**      foot display on the west wall of the building at 22 Pier Avenue is a mural,  
                                 and determination that the proposed display is not a project under the  
                                 California Environmental Quality Act.

Attachments:    1. [Proposed Resolution](#)  
                                 2. [Applicant Submittal](#)  
                                 3. [Notice Poster Verification.pdf](#)

**Coming forward to speak: Steve Izant and George Schmeltzer**

**Action: Motion by Commissioner Saemann and seconded by Commissioner Rice to approve the mural at 22 Pier Avenue. The motion carried by the following vote.**

**Aye:**                3 - Commissioner Saemann, Commissioner Rice, and Commissioner Pedersen

**Abstain:**           2 - Commissioner Flaherty, and Vice Chair Hoffman

**This final action is subject to potential review by the City Council pursuant to Chapter 2.52 of the Municipal Code.**

**Section III****PUBLIC HEARING**

9.       **REPORT**  
          **19-0535**
- PDP 19-2 and PARK 19-2 -- Precise Development Plan and Parking Plan to allow a six-unit motel project by constructing a new three-story, detached 2,744 square foot commercial building containing five units, to be constructed behind the existing 1,841 square foot single-family residence which will be converted to an additional unit and a Parking Plan to allow the 6-space parking requirement to be met with 4 on-site spaces (including 1 tandem space) plus fees in lieu for 2 spaces, on a 4,023 square foot lot in the C-2 (Restricted Commercial) zoning district at 70 10th Street; and adoption of a Mitigated Negative Declaration.

- Attachments:**
- 1. [Applicant Letter.pdf](#)
  - 2. [Exhibit of Site Parking and Vehicle Access Constraints.pdf](#)
  - 3. [Link to the June 18, 2019 Staff Report and Attachments including plans](#)
  - 4. [Draft Resolution of Approval for Proposed Precise Development Plan.pdf](#)
  - 5. [Draft Resolution of Approval for Proposed Parking Plan.pdf](#)
  - 6. [Draft Denial Resolution for Proposed PDP and Parking Plan.pdf](#)
  - 7. [PC Reso 18-23 Denying Prior 70 10th Street Project.pdf](#)
  - 8. [Public Notification 500 Foot Radius Map.pdf](#)
  - 9. [Public Notification Legal Posters.pdf](#)
  - 10. [Public Comment Letter- Carol James.pdf](#)
  - 11. [SUPPLEMENTAL Letters from Mary and Bill Peddle \(submitted 08-15-19 and 08-16-19\).pdf](#)
  - 12. [SUPPLEMENTAL eComment from Dennis Toomey \(submitted 08-20-19 at 6:26pm\).pdf](#)
  - 13. [SUPPLEMENTAL eComment from Charles Shehadi \(submitted 08-20-19 at 3:27pm\).pdf](#)
  - 14. [SUPPLEMENTAL eComment from Scott Hayes \(submitted 08-20-19 at 3:51pm\).pdf](#)
  - 15. [SUPPLEMENTAL Presentation \(added 8-20-19 at 5:30pm\).pptx](#)

**Coming forward to speak: Dean Thomas and Cindy Thorin, Albro Lundy, Dan Jensen, Walter Franco, Sandra Franco, Jonathan Webb, Carol James, Chris Wachter, Daniel Simon**

**Action: Motion by Commissioner Rice and seconded by Commissioner Flaherty to deny the Precise Development Plan and Parking Plan at 70 10<sup>th</sup> Street. The motion carried by the following vote.**

**Aye:** 4 - Commissioner Flaherty, Commissioner Rice, Commissioner Saemann, Chair Pedersen

**No:** 1 - Vice Chair Hoffman

**This final action is subject to potential review by the City Council pursuant to Chapter 2.52 of the Municipal Code.**

- 10. REPORT** CUP 18-9 and PARK 19-4- Conditional Use Permit and Parking Plan  
**19-0539** Amendment request for a gymnasium/health and fitness center, limited (assembly hall) at 307 Pacific Coast Highway (Game Ready Performance), and determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

**Attachments:**

1. [Proposed Approval Resolution for CUP](#)
2. [Proposed Approval Resolution for PARK Parking Plan](#)
3. [Applicant Submittal and Business Narrative, Site Photos and Plans](#)
4. [Zoning Map and Aerial Photo](#)
5. [Legal Poster and Radius Map](#)
6. [Planning Commission Minutes, Report and Request Letter 11-18-97](#)
7. [Planning Commission Resolution 93-52](#)
8. [Letter from Carol Vernon and Dwight Glasscock dated 8-13-19](#)
9. [SUPPLEMENTAL 17 Letters \(added 8-19-19 at 6pm\).pdf](#)
10. [SUPPLEMENTAL eComment from Cameron Paulson \(submitted 8-19-19 at 10:52pm\).pdf](#)
11. [SUPPLEMENTAL Timeline submitted by Community Development \(added 8-20-19 at 4pm\).pdf](#)
12. [SUPPLEMENTAL Instagram posts submitted by Community Development \(added 8-20-19 at 4pm\).pdf](#)
13. [SUPPLEMENTAL eComment from Giovanni Partida \(submitted 8-20-19 at 12:48pm\).pdf](#)

**Coming forward to speak: Kenya Parham, Jackie Guerra, Ben James, Dwight Glasscock, Carol Vernon, Egan Forino, Marylou Packett, Heather Ijams, Matthew Ritchey, and Cameron Paulson**

**Action: Motion by Commissioner Saemann and seconded by Commissioner Flaherty to approve the Conditional Use Permit and Parking Plan Amendment at 307 Pacific Coast Hwy. The motion carried by the following vote.**

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**Aye:** 5 - Commissioner Flaherty, Vice Chair Hoffman, Commissioner Rice, Commissioner Saemann, and Chair Pedersen

**No:** 0

**This final action is subject to potential review by the City Council pursuant to Chapter 2.52 of the Municipal Code.**

- 11. REPORT 19-0542** A-14#63- Planning Commission consideration of a small lot exception to open space and lot coverage requirements otherwise required in the Single-Family Residential (R-1) zone for a new single-family residence at 3411 The Strand, and determination that the project is categorically exempt from the California Environmental Quality Act (CEQA).

**Attachments:**

- 1. [Proposed Resolution](#)
- 2. [Site Photographs](#)
- 3. [Project Plans](#)
- 4. [Applicant's Living Area Square Footages in the Immediate Neighborhood Exhibit of Small Lot Considerations](#)
- 5. [Applicant's Discussion](#)
- 6. [Public Notice](#)
- 7. [Posters Radius Map](#)
- 8. [Supplemental eComment from Jim Hamilton \(submitted 8-20-19 at 4:43pm\).pdf](#)

**Coming forward to speak: Brandon Straus, Louie Tomaro, and Frank Palusi**

**Action: Motion by Commissioner Saemann and seconded by Commissioner Hoffman to approve the small lot exceptions at 3411 The Strand with an amendment to remove section 5 of the resolution. The motion carried by the following vote.**

**Aye:** 4 - Commissioner Flaherty, Vice Chair Hoffman, Commissioner Rice, Commissioner, Saemann

**No:** 1 - Chair Pedersen

**This final action is subject to potential review by the City Council pursuant to Chapter 2.52 of the Municipal Code.**

- 12. REPORT 19-0523** CUP 19-3- Conditional Use Permit Amendment request to modify an existing non-conforming rooftop wireless telecommunication facility by removing and relocating antennas within new screening boxes below the existing building height and upgrading equipment (AT&T Mobility) at 2447

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Pacific Coast Highway, and determination that the project is categorically exempt from the California Environmental Quality Act (CEQA). (continued from the July 16, 2019 meeting)

**Attachments:** [1. Applicant Letter \(Pausing Shot Clock\).pdf](#)  
[2. Public Notification Radius and Notice Posters](#)

**Coming forward to speak: None**

**The Planning Commission consensus was to continue subject requests to the October 15, 2019 Planning Commission public hearing as requested by the applicant.**

## **Section IV**

### **13. Staff Items**

- a. **REPORT  
19-0536** Potential Municipal Code text amendment to the M-1 Light Manufacturing Zone to consider allowing Cypress District businesses to host openings or events to showcase and offer products for sale on a limited basis.

**Attachments:** [1. Link to 7-23-19 City Council Meeting \(p. 9 of Agenda\)](#)  
[2. Excerpt of Zoning Code Chapter 17.28 M-1 Light Manufacturing Zone](#)  
[3. Excerpt of Zoning Code Chapter 17.42.150 Temporary Minor Special Event Permit](#)  
[4. Letter from Mike Collins dated July 2, 2019](#)  
[5. Article Artists Ask Hermosa Beach for Zoning Modifications in Cypress District by Michael Hixon printed in The Beach Reporter on July 24, 2019](#)  
[6. Email received from Gary Clark dated July 25, 2019](#)  
[7. SUPPLEMENTAL Letter #1 from Jed Sanford \(submitted 8-20-19 at 3:45pm\).pdf](#)  
[8. SUPPLEMENTAL Letter #2 from Jed Sanford \(submitted 8-20-19 at 3:45pm\).pdf](#)

**Coming forward to speak: Sharol Mane, Kevin Souza, Kevin Yamada**

**The Planning Commission consensus was to direct staff to further analyze the M1 Zone, engage in public outreach, and to hold a study session.**

- b. **19-0544** Verbal Report on City Council Actions
- c. **19-0545** Verbal Status Report on Major Planning Projects
- d. **REPORT  
19-0543** September 17, 2019 Planning Commission Tentative Future Agenda Items

**Attachments:** [1. Planning Commission September 17, 2019 Tentative Future Agenda](#)

**The Planning Commission consensus was to receive and file the September 17, 2019 tentative future agenda.**

**14. Commissioner Items**

Commission Flaherty requested to schedule an agenda item to discuss historic resources and the Commission agreed.

**15. Adjournment**

The meeting was adjourned at 12:11 am by Chair Pedersen. The next scheduled meeting of the Planning Commission meeting is September 17, 2019.



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 19-0555

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **PLANNING COMMISSION TENTATIVE FUTURE AGENDA ITEMS**

(Community Development Director Ken Robertson)

#### **Recommended Action:**

Staff recommends that the City Council receive and file the September 17, 2019 Planning Commission tentative future agenda items.

#### **Attachments:**

Planning Commission September 17, 2109 Tentative Future Agenda

**Respectfully submitted by:** Ken Robertson, Community Development Director

**Approved:** Suja Lowenthal, City Manager

## Tentative Future Agenda

PLANNING COMMISSION  
City of Hermosa Beach

**September 17, 2019**

**Regular Meeting**

**7:00 P.M.**

Project Title	Public Notice	Meeting Date
⇒ 421 Monterey Avenue- Conditional Use Permit Precise Development Plan & Vesting Tentative Parcel Map for a 2-unit condominium.	9/5/19	9/17/19
⇒ 720 24 <sup>th</sup> Place- Lot Line Adjustment	9/5/19	9/17/19
⇒ 40 Hermosa Avenue- Amendment to Planning Entitlement to expand an existing roof deck from 238 square feet to 748 square feet for one of the condominium units of a mixed use building.	9/5/19	9/17/19
⇒ 101 Hermosa Avenue, Mickeys Italian Deli- S4 #37 Determination on whether a display proposed on the south wall of the building at 101 Hermosa Avenue is a mural, and the proposed display is not a project under the California Environmental Quality Act.	9/5/19	9/17/19

f:\b95\cd\pc\future items\tent. future agendas\planning commission tentative agenda 9-17-19 (revised 8/14/19)



## Staff Report

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### Staff Report

REPORT 19-0516

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**ACTION MINUTES OF THE PARKS, RECREATION AND  
COMMUNITY RESOURCES ADVISORY COMMISSION  
MEETING OF JULY 2, 2019**

**Recommended Action:**

Staff recommends that the City Council receive and file the action minutes of the Parks, Recreation and Community Resources Advisory Commission meeting of July 2, 2019.

**Attachments:**

Minutes of July 2, 2019

**Approved:** Kelly Orta, Community Resources Manager



## **MINUTES**

### **REGULAR MEETING of the PARKS, RECREATION AND COMMUNITY RESOURCES ADVISORY COMMISSION**

Tuesday, July 2, 2019 – Council Chambers, City Hall  
1315 Valley Drive – 7:00 P.M.

#### **Parks, Recreation and Community Resources Advisory Commission**

Robert Rosenfeld  
Jani Lange  
Lauren Pizer Mains  
Jessica Guheen  
Barbara Ellman

Parks, Recreation and Community Resources Advisory Commission agendas and staff reports are available for review on the City's web site at [www.hermosabch.org](http://www.hermosabch.org). Written materials distributed to the Parks, Recreation and Community Resources Advisory Commission within 72 hours of the meeting are available for public inspection immediately upon distribution in the Community Resources Department during normal business hours from Monday through Thursday, 7:00 a.m. - 6:00 p.m.

- 1. Call to Order**
- 2. Pledge of Allegiance**
- 3. Roll Call**

Present: Commissioners Rosenfeld, Lange, Pizer Mains, Guheen, and Ellman. Community Resources Manager Kelly Orta and Recreation Coordinator Lisa Nichols.

- 4. Announcements**
- 5. Presentations**

A. None

- 6. Public Comment**

Anyone wishing to address the Commission on items pertaining to parks and recreation that are not listed on the agenda may do so at this time. The Brown Act generally prohibits the Commission from taking action on any matter not listed on the posted agenda. Comments from the public are limited to three minutes per speaker. Please sign your name on the sign-in sheet at the conclusion of your comments.

Coming forward to address the Commission at this time: (00:04:11)  
Ed Solt, Hermosa Beach Hotdogger Championships Representative  
John Horger, Hermosa Beach resident  
Tony Crutchfield, Hermosa Beach Lawn Bowling Club President

- 7. Correspondence**

A. None

- 8. Consent Calendar**

- A. Approval of the Regular Meeting Action Minutes of June 10, 2019
- B. Receive and File Updates Regarding City Council Items Previously on the Commission's Agenda
- C. Approval of the addition of the "Glow Ride for Cystic Fibrosis" to the 2019 Special Event Calendar to be held on Saturday, September 7 on the Strand north of the Pier.
- D. Approval of the addition of the "Hermosa Beach Hotdogger Championships" to the 2019 Special Event Calendar to be held on Sunday, October 6 on the beach south of the Pier.

Commissioner Ellman pulled Item D.

**Motion** by Commissioner Guheen to approve Items A, B and C. Commissioner Pizer Mains seconded the motion. Motion passed with a 5-0 vote.

#### **9. Items Removed from the Consent Calendar for Separate Discussion**

Coming forward to address the Commission at this time: (00:18:39)  
Traci Horowitz, Hermosa Beach resident

**Motion** by Commissioner Lange to approve the addition of the "Hermosa Beach Hotdogger Championships" to the 2019 Special Event Calendar to be held on Saturday, October 5 on the beach south of the Pier, instead of the originally proposed date of Sunday, October 6. Commissioner Ellman seconded the motion. Motion passed with a 5-0 vote.

#### **10. Public Hearings**

- A. Consideration of the addition of the "Great Santa Run" to the 2019 Special Event Calendar on Saturday, December 14 on Pier Plaza and the Strand

Recommendation: That the Commission hold a Public Hearing to provide a recommendation to approve the "Great Santa Run" on Saturday, December 14 on Pier Plaza and the Strand.

Coming forward to address the Commission at this time: (00:22:22)  
Edward Lynch, Executive Director/Founder of Mychal's Learning Place  
Traci Horowitz, Hermosa Beach resident and board member of Mychal's Learning Place  
Michael Bell, Bell Event Services  
Steve Francis, Hermosa Beach resident

**Motion** by Commissioner Lange to recommended for approval the addition of the "Great Santa Run" to the 2019 Special Event Calendar on Saturday, December 14 on Pier Plaza and the Strand. Commissioner Guheen seconded the motion. Motion passed with a 5-0 vote.

#### **11. Matters for Commission Consideration**

- A. Municipal Lease Policy

Recommendation: Staff recommends that the Parks, Recreation and Community Resources Advisory Commission review and provide input on the proposed Municipal Lease Policy including input on the discounted scale rates for the various types of organizations.

Coming forward to address the Commission at this time: (00:48:44)  
John Horger, Hermosa Beach resident and Hermosa Beach Historical Society representative  
Tony Crutchfield, Hermosa Beach Lawn Bowling Club President  
Cathy McCurdy, Hermosa Beach Kiwanis Club President  
Steve Peterson, Hermosa Beach Rotary Club President

David Grethen, Hermosa Beach resident  
Richard McCurdy, Hermosa Beach Kiwanis Club representative  
Greg McNally, Hermosa Beach resident and Hermosa Beach Historical Society President  
Michael Bell, Bell Event Services and Hermosa Beach Kiwanis Club representative

**Motion** by Commissioner Ellman for staff to incorporate the input received from the Commission into a revised Municipal Lease Policy to be reviewed at a future meeting. Commissioner Lange seconded the motion. Motion passed with a 5-0 vote.

**B. Special Event Fee Waiver Policy**

Recommendation: Staff recommends that the Parks, Recreation and Community Resources Advisory Commission review and provide input on the proposed updates to the Special Event Fee Waiver Policy.

Coming forward to address the Commission at this time: (02:50:11)

Janice Brittan, Hermosa Beach resident

David Grethen, Hermosa Beach resident

**Motion** by Commissioner Lange for staff to incorporate the input received from the Commission into a revised Special Event Fee Waiver Policy to be reviewed at a future meeting. Commissioner Guheen seconded the motion. Motion passed with a 5-0 vote.

**12. Commissioner's Reports**

**A. Subcommittees**

- i. Special Event (Lange and Ellman)
- ii. Community Theatre (Lange and Pizer Mains)
- iii. Municipal Leases (Rosenfeld and Pizer Mains)
- iv. Community Resources Department Use Policies (Ellman and Guheen)

**B. Commission Liaison Roles**

- i. Surfers Walk of Fame
- ii. Access Hermosa

**13. Items Requested by Commissioners**

**14. Other Matters**

**A. Staff Items**

- i. July is Parks and Rec. Month
- ii. Community Theater Needs Assessment RFP Update
- iii. Teen Choice Awards and Summer Series Presentations
- iv. Park Restroom Upgrades Update
- v. Slackline Item Update

**B. Commissioner Items**

Commissioners Ellman and Guheen shared concern over the current condition of South Park and requested a walk through with Public Works to discuss the concerns and ongoing maintenance.

**15. Adjournment**

**Motion** by Commissioner Ellman to adjourn the meeting to the adjourned regular meeting on July 15, 2019. Commissioner Lange seconded the motion. Motion passed with a 5-0 vote.



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

REPORT 19-0530

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **SOUTH BAY WORKFORCE INVESTMENT BOARD QUARTERLY SUMMARY**

#### **Recommended Action:**

Staff recommends that the City Council receive and file the Quarterly Summary from the South Bay Workforce Investment Board (SBWIB).

#### **Attachments:**

SBWIB 4<sup>th</sup> Quarter Report for Program Year 2018-2019

**Submitted by:** Chris Cagle, SBWIB Regional Affairs Manager

**SOUTH BAY WORKFORCE INVESTMENT BOARD**  
11539 Hawthorne Blvd., Suite 500, Hawthorne, CA 90250  
Office 310-970-7700; Fax 310-970-7712

Quarterly Summary of the  
July 18, 2019 South Bay Workforce Investment Board of Directors  
Meeting  
Hermosa Beach

This report summarizes the July 18, 2019, South Bay Workforce Investment Board (SBWIB) meeting activities and program accomplishments during the 4<sup>th</sup> Quarter of Program Year 2018-2019. As you are aware, the South Bay WIB is comprised of representatives from the eleven participating cities of Hermosa Beach, Redondo Beach, Lawndale, El Segundo, Inglewood, Carson, Manhattan Beach, Torrance, Hawthorne, Lomita and Gardena for the delivery of employment and training services through its One-Stop Business and Career Centers.

\*The SBWIB's 19<sup>th</sup> Annual Blueprint for Workplace Success Youth and Young Adults Job Fair was held on Thursday, May 2, 2019. The Job Fair was open to Young Adults between the ages of 16-24. There were over 80 employers with job openings in attendance. In preparation for the Job Fair, SBWIB staff conducted various Blueprint for Workplace Success workshops at SBWIB One-Stops and Teen Centers. There was more than 800 youth in attendance, 148 were offered employment that day, and 211 were scheduled for second interviews.

\*Last quarter, the South Bay Workforce Investment Board was awarded \$488,000 by the State of California Employment Development Department through the Veterans' Employment-Related Assistance Program (VEAP). The funding will be utilized to assist unemployed and underemployed veterans with securing rewarding civilian jobs through employment assistance that will include job readiness workshops, on-the-job training, paid work experience, direct job placement, and vocational training that will result in industry recognized certificates.

\*40 Cadets including one Hermosa Beach resident, were honored last quarter during the SBWIB's 16th Annual Fit for Gold Tutoring and Fitness Academy. During the ceremony the cadets received certificates and medals for their participation and growth. Through the Fit for Gold program, youth had the opportunity to earn \$1,600 by engaging 3rd-8th grade students in enrichment, mentoring and college-readiness activities

after completing 36 hours of training on mentoring, nutrition, playground activities, as well as homework assistance.

\*The SBWIB was awarded a \$1 million grant by EDD to provide job training and employment services to displaced workers who lost their jobs in industries affected by new trade, automation or technological advances. Affected workers will be provided with career counseling, skills assessments, occupational training, paid on-the-job training and other employment services to help them develop the job skills necessary to compete for current and sustainable careers in high-growth and in-demand industries. During the 4<sup>th</sup> quarter 6 displaced workers were enrolled making the year-end total 15.

\*The Torrance One-Stop Business & Career Center held 8 recruitment fairs during the 4<sup>th</sup> quarter for Hermosa Beach, Redondo Beach, Manhattan Beach, Torrance and Lomita residents. 357 job seekers attended the recruitment fairs. Some of the employers in attendance included First Transit, Hiring Cleaners, Silverado Personal Care, Terranea Resort, DFS and Nordstrom's.

\*The Torrance Business and Career Center exited 6 Hermosa Beach residents with employment during the 4<sup>th</sup> quarter.

\*In the last quarter, the Torrance One-Stop was successfully able to enroll a total of 7 Hermosa Beach residents in the adult and dislocated worker programs, making the year-end total 14.

\*Last quarter, 6 additional soon to graduate disabled individuals were enrolled in the Disability Employment Accelerator (DEA) program making the year-end total 17. Those enrolled will receive 100 hours of paid work experience and assistance transitioning into employment. In partnership with the Uniquely Aabled Project an additional training in CNC Machining will be provided in the Fall at El Camino College for 18 individuals with high-functioning autism.

\*2 Hermosa Beach youth were enrolled in the WIOA year-round Youth Program this quarter which makes the year end total 3; these individuals received pre-employment Blueprint for Workplace Success training and access to free occupational training based on their career interest. Other services included paid work experience at a worksite in the City of Hermosa Beach.

\*Last quarter, the U.S. Department of Labor awarded a \$12 million grant to the West Los Angeles College/SBWIB led collaborative to prepare and place 5,000 individuals into pre-apprenticeship and apprenticeship roles in advanced manufacturing with a focus on the Aerospace and Bioscience industries over the next four years nationally under the Growing Advanced Manufacturing Apprenticeships Across America (GAMAAA) program. This grant was the only one awarded to a California applicant and will support training of new hires and incumbent workers. Locally the collaborative will be tasked with placing 1,500 apprentices and pre-apprenticeships. The SBWIB's role will be to generate awareness of the GAMAAA program locally as well as with workforce and employment development organizations in other parts of the nation such as South Carolina and Florida. Companies and participants interested in this opportunity may contact the SBWIB at (310) 970-7700 for additional information.

\*As part of the Youth at Work Jobs Program, Hermosa Beach students are being recruited for an opportunity to receive paid pre-employment training and 120 hours of paid work experience. Youth have a chance to earn up to \$1,590.

\*The SBWIB has officially begun the implementation of the Bio-Flex initiative, which is a new innovative project to develop pre-apprenticeship and registered apprenticeship career pathways for the Bioscience industry. Bio-Flex is one component of the Los Angeles County Bioscience Initiative championed by Supervisor Mark Ridley-Thomas. In fact, Supervisor Ridley-Thomas has provided the SBWIB with \$200,000 in funding to develop apprenticeships and implement the program. Additionally, the Los Angeles County Workforce Development, Aging, and Community Services Department along with the California Workforce Development Board both provided \$150,000 to support apprenticeship training, develop additional apprenticeship occupations, and attract participants. Bio-Flex is a cooperative partnership between the SBWIB, the County of Los Angeles, educational institutions, associations, and Bioscience employers that include Bachem, Polypeptide, Protomer Technologies, Sakura, Thermo Fisher Scientific, Takeda, and Freudenberg Medical, to name a few.

\*During the 4<sup>th</sup> quarter, South Bay Business and Career Center staff coordinated skills upgrade training for 5 employees assigned to the

Hermosa Beach Massage Envy location. The employees completed a 20-hour massages technique course.

\*On June 21<sup>st</sup>, 14 Local South Bay youth were honored during the SBWIB YouthBuild commencement ceremony for gaining their high school diplomas. SBWIB YouthBuild, is a second chance program designed to assist youth and young adults with obtaining a high school diploma while receiving vocational training in the field of construction.

\*Our year-end totals reflect 116,102 visits to our South Bay One-Stop Business and Career Centers of which 26,020 visited the Torrance One-Stop.

\*Rapid Response services were provided to 23 South Bay companies that employ 3,351 individuals who were affected by layoffs/closures during the 4<sup>th</sup> Quarter of Program Year 2018-2019. Staff completed orientations to One-Stop services in addition to information regarding unemployment insurance benefits.

\*Last quarter, the SBWIB facilitated for 15 South Bay middle and high school students to partake in a 2-week program with the National Summer Transportation Institute (NSTI), offered by California State University of Los Angeles' College of Engineering, Computer Science, and Technology. The NSTI program offered instruction related to STEM and the transportation industry, including three days at Flabob Airport. Of the 15 students, 7 were extended the opportunity to attend a 1-week program at the National Flight Academy (NFA) in Pensacola, Florida. Only 32 students from California and around 200 in the Country are selected to participate in the NFA.

\*During the fourth quarter, the South Bay One-Stop Business & Career Center reached out to 37 Hermosa Beach-based employers that included Taco Bell and Brothers Burrito. The South Bay One-Stop Business & Career Center will continuously conduct monthly outreach to Hermosa Beach businesses to market SBWIB services available to meet their hiring and business needs.

\*16 middle school students participated in the South Bay Workforce Investment Board's 6<sup>th</sup> Annual "A Day in the Life of a College Student" field trip which was held at California State University of Dominguez Hills in July. During the field trip students were provided with a campus tour,

informational workshops and also allowed to stay overnight in the dormitories.

\*In July, the South Bay WIB once again joined forces with the California Department of Corrections and Rehabilitation's Parole Department and the Employment Development Department to conduct a weeklong Career Pathways 180 Job Preparation Academy, for thirty-seven recently paroled men and women. During the Academy the parolees were provided with intensive pre-employment instruction through the SBWIB's Blueprint for Workplace Success curriculum with an emphasis on overcoming their barriers and preparing for job interviews. The participants also received information on the labor market, housing and child support services and donations of suits and business attire to help prepare them for job interviews. The Academy culminated with a graduation ceremony and a mini job fair with employers that included LA Apparel, Terranea Resort First Transit, CONNEXX Cleaning Services, Aerotek, Los Angeles World Airports, Blue Crew, Rotex and Blue Crew.

\*The Torrance One Stop offers Youth Job Club every Thursday from 4pm-6pm to Hermosa Beach youth and young adults between the ages of 16-24. During Job Club participants receive assistance with resume preparation, filling out applications and job leads.

A written summary, along with a report of Program Year 2018-2019's 4<sup>th</sup> quarter activities and accomplishments is being provided for your personal review. Thank you.

**Committees Activity Report**  
**(Based upon the July 18, 2019, South Bay Workforce Investment Board Meeting)**

**\*Rapid Response Summary of Activity from July 2018 – June 2019:**

Number of Companies Affected	Number of Employees Affected	Number of companies utilizing services	Number of companies not receiving service
23	3,351	23	0

City	Number of Companies Affected	Number of Employees Affected
Inglewood	2	172
Hawthorne	2	603
Lawndale		
El Segundo	6	447
Gardena	1	72
Carson	2	213
Redondo Beach	1	7
Hermosa Beach		
Manhattan Beach		
Torrance	6	304
Lomita		
Los Angeles	3	1,553

**Youth Development Council (YDC) Committee Meeting, May 7, 2019:**

The May 7, 2019, Youth Development Council meeting was called to order at 9:06 a.m. The following information was discussed or acted upon:

The Committee took action to approve the February 5, 2019 Meeting Minutes and the Youth Activity and Performance Report.

Ms. Leni Boorstin provided the Committee with a presentation on the LA Philharmonic YOLA Project and announced that the new facility located in the City of Inglewood should be complete by the Fall of 2020.

The Committee also received a brief presentation regarding the April Army Educator Tour in San Antonio, Texas which was attended by 5 educators representing the South Bay Region.

During the meeting, SBWIB staff members provided updates on activities conducted at the Hawthorne and Inglewood Teen Centers, both Bridge to Work Programs, the Fit for Gold Program, the YouthBuild Program, the LAP3 Initiative and the South Bay Promise Program.

Mr. Robert Chavez shared a slideshow with the Committee that displayed photos taken during the Annual Blueprint for Workplace Success Youth and Young Adults Job Fair held on May 2, 2019 at the Carson Community Center. There was more than 800 youth in attendance, 148 were offered employment that day, and 211 were scheduled for second interviews.

In regards to the Fit for Gold Program, Ms. Elizabeth Belden reported that 45 cadets across the SBWIB 11-city consortium have completed the Tutoring and Fitness Academy and received certificates and medals for their participation and growth during the May 30th Closing Ceremony.

Presidents, Superintendents and Representatives from CSU, Dominguez Hills, El Camino College, West Los Angeles College, Los Angeles Southwest College, the Southern California Regional Occupation Center, Marymount California University, El Segundo, Hawthorne, Centinela Valley, Lennox, and Wiseburn school districts provided the Committee with brief updates on things happening in their districts.

The meeting was adjourned at 10:36 a.m.

**One Stop Policy Committee Meeting, May 28, 2019:**

The May 28, 2019, One Stop Policy Committee meeting was called to order at 9:03 a.m. The following items were discussed or acted upon.

The February 20, 2019 meeting minutes and the 3rd Quarter Summary for Classroom Training Providers Activity reports were approved.

The 4th Quarter Self-Service Activity Report through April 30, 2019 was presented by Mr. Jan Vogel and approved by the Committee as well.

Mr. Michael Trogan provided the disability services update by informing the Committee that a total of 12 individuals out of the enrollment goal of 60 have been enrolled in the Disability Employment Accelerator (DEA) Program. Mr. Trogan stated that enrollments have been difficult due to the strict eligibility requirements so the SBWIB has expanded outreach efforts to post-secondary partners in the area that include El Camino College, Harbor College, LA South West College, West LA College and CSU, Dominguez Hills to ensure that the enrollment goals are met. Under the DEA grant, those enrolled must have a disability and either be a college graduate or on track to graduate. Mr. Trogan also informed the Committee that SBWIB staff meet with the Director of the Westside Regional Center last month to discuss referring clients and merging the DEA program with their paid internship program which will result in the participants being able to earn 800 hours of paid work experience.

The Committee was presented with the SBWIB affiliate sites One-Stop/America's Job Center of California (AJCC) Certification results and recommendations. The certification team consisted of board members, SBWIB staff, and the SBWIB One-Stop Operator. The process included reviewing the affiliate AJCC site applications and performance reports and an on-site review to ensure that the Centers are meeting the Hallmarks of Excellence criteria. Being that the South Bay One-Stop Business and Career Centers achieved the minimum standard of at least a 3 in each of the Hallmarks of Excellence categories, the Committee unanimously approved the AJCC Certification results and recommendations for the affiliate sites.

The South Bay Workforce Investment Board (SBWIB) released a Request for Proposal (RFP) on April 25, 2019, to solicit competitive and qualified proposals to provide Dislocated Worker services, which include Rapid Response & Lay-Off Aversion activities. The SBWIB received one proposal to provide these services from ProPath, Inc./Regenerate California Innovation (RCI) which met the minimum criteria and scored an overall proposal rating of 98%. Being that only one response to the RFP was submitted to the SBWIB, it is considered to be a sole source procurement. Based upon rating results, organizational capacity, and demonstrated performance history, SBWIB staff recommended pursuing the respondent ProPath, Inc./Regenerate California Innovation (RCI) as the selected provider for Dislocated Worker, Rapid Response,

and Layoff Aversion services and activities. After review and discussion, the Committee unanimously approved staff recommendations regarding the Dislocated Worker, Rapid Response, and Layoff Aversion services and activities RFP.

Ms. Justina Munoz provided the Committee with an update on the progress and submission of the amended One-Stop/AJCC Partner Memorandums of Understanding (MOUs).

SBWIB One-Stop Operator Mr. Don Nakamoto provided a brief report on his role as the Operator and the Comprehensive One-Stop partner meetings.

The meeting was adjourned at 9:52 a.m.

**Performance & Evaluation Committee Meeting, May 14, 2019:**

The May 14, 2019, Performance & Evaluation Committee meeting was called to order at 9:00 a.m. The following items were discussed or acted upon:

The February 26, 2019, meeting minutes were reviewed and approved by the Committee.

The WIOA FY 2018/19 3rd quarter expenditure report through March 31, 2019 was approved unanimously, as well as the PY 2018/19 Self-Service and Activity report through March 31st.

Staff member Justina Munoz presented the 3rd Quarter One-Stop Service Providers Report. Ms. Munoz informed the Committee that a Letter of Concern will be issued to the Gardena One-Stop Business and Career Center for low performance outcomes attained under the Adult and Dislocated Worker Programs. After review and discussion, the 3rd Quarter Service Provider and Operating Cities Report was approved unanimously by the Committee.

Ms. Catherine Blaylock presented the 3rd Quarter Vendor Performance Report. Staff recommendations were to place 36 training providers on probation and to place 26 training course on hold. SBWIB staff will send an inquiry letter to the training providers who have demonstrated a placement rate less than 50% in order to allow them an opportunity to work out any discrepancies. Providers that are placed on hold will not receive any more referrals until their placement numbers have improved. After a discussion the 3rd Quarter Vendor Performance Report was approved unanimously by the Committee.

The meeting was adjourned at 9:36 a.m.

**Business & Economic Development Committee Meeting, July 3, 2019:**

The July 3, 2019, Business, Technology and Economic Development Committee meeting was called to order at 9:05 a.m.

The Committee approved the April 3, 2019, Meeting Minutes.

Staff member Catherine Blaylock presented the PY 18-19 4th quarter Rapid Response Activity Report. 23 companies received Rapid Response services through June 30, 2019, with a total of 3,351 employees

affected by layoffs/closures. After review and discussion, the report was approved unanimously by the Committee.

During the meeting the Committee was provided with updates on the Aero-Flex and Bio-Flex Pre-Apprenticeship and Apprenticeship Programs, the Employment Training Panel (ETP) Multiple Employer Contract (MEC), updates made to the Local and Regional Plans, the Blockchain study, and the Broadband initiative.

South Bay Workforce Investment Board (SBWIB) staff also provided the Committee with a brief update on the P3 initiative, the SBWIB will be working on in partnership with 6 other Workforce Development Boards in the region under the Los Angeles Basin Regional Planning Unit (LARPU).

The latest Construction and Utilities Preparation Program (CUPP) report was reviewed by the Committee and reflected that over 875 individuals were hired to work on a construction site or enrolled in an apprenticeship program since the program began in January of 2017.

The meeting was adjourned at 9:58 a.m.

#### **Executive Committee Meetings:**

The following are highlights of the May 16, 2019, June 13, 2019, and July 11, 2019, Executive Committee Meetings:

The Executive Committee approved all committee reports and meeting minutes this quarter.

During the May 16th meeting the Executive Committee authorized for staff to reengage with Paylocity, Inc. regarding contract negotiations for payroll services and possibly engaging with ADP, LLC if the Paylocity, Inc. contract negotiations were unsuccessful.

Last quarter, the Executive Committee ratified the One Stop Policy Committee's decision to pursue the respondent ProPath, Inc./Regenerate California Innovation (RCI) as the selected provider for Dislocated Worker, Rapid Response, and Layoff Aversion services and activities,

During the June 13th meeting the Committee approved the AJCC Certification results and recommendations for the affiliate sites.

Last quarter, the Executive Committee unanimously voted to change the Executive Committee meeting time from 10:00 a.m. to 9:30 a.m.

The Executive Committee approved the South Bay Workforce Investment Board July 18, 2019, Meeting Agenda during the July 11th meeting.

During the June 25th Inglewood City Council meeting the Mayor and City Council ratified the following appointments/re-appointments to the Board: Mohammad Naser, Mr. Jamin Gallman, Mr. Muhamad Awadallah, Mr. Tod Sword, Ms. Melissa Jean, Mr. Faisal Hashmi, Ms. Tami Lorenzen-Fanselow, Ms. Tamala Lewis, Ms. Janice Jimenez, Mr. Gregg McClain, Mr. Glenn Grindstaff, Ms. Ellenmary Michel, Ms. Fran Fulton, Michael Brenk, Chris Hannan, Mr. Walter Ahhaitty, and Mr. Wayne Diulio.

This concludes the Executive Committee Report.

## **SOUTH BAY WORKFORCE INVESTMENT BOARD**

**PY 2018-2019**

### **NUMBER OF INDIVIDUALS SERVED - INFORMATIONAL/SELF SERVICE ONLY**

	<b>PREVIOUS CUMULATIVE REPORT</b>	<b>PREVIOUS MONTH</b>	<b>MONTH OF JUNE</b>	<b>CUMULATIVE PY 18/19</b>
<b>INGLEWOOD, HAWTHORNE, LAWDALE, EL SEGUNDO ONE-STOP BUSINESS AND CAREER CENTER</b>	62682	4406	4344	67026
<b>GARDENA ONE-STOP BUSINESS AND CAREER CENTER</b>	16666	1413	1323	17989
<b>TORRANCE ONE-STOP BUSINESS AND CAREER CENTER</b>	23931	2487	2089	26020
<b>CARSON BUSINESS AND CAREER CENTER</b>	4438	541	629	5067
<b>TOTAL</b>	<b>107717</b>	<b>8847</b>	<b>8385</b>	<b>116102</b>

**ADULT PROGRAM (G201)**

	Gardena					Inglewood					Torrance					Carson					SBWIB				
		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%	TOTAL	Qtr.	%	Year-End	%
		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan
I. TOTAL CLIENTS	45	46	98%	46	98%	327	222	147%	222	147%	79	60	132%	60	132%	79	79	100%	79	100%	530	407	130%	407	130%
A. CARRIED IN	21	21		21		94	94		94		16	16		16		23	23		23		154	154		154	
B. NEW	24	25	96%	25	96%	233	128	182%	128	182%	63	44	143%	44	143%	56	56	100%	56	100%	376	253	149%	253	149%
II. TOTAL EXITS	16					119					45					28					208				
A. UNSUBSIDIZED EMPLOYMENT	13					94					40					26					173				
B. ALSO ATTAINED CREDENTIAL	0					60					8					0					68				
C. % OF PLACEMENT	81%					79%					89%					93%					83%				
D. AVERAGE PLACEMENT WAGE	\$18.37					\$19.64					\$23.55					\$16.86					\$19.61				

Grant (201)

Serving economically disadvantaged adults 18 years and over in the nine cities that comprise the South Bay Workforce Investment Area.

**YOUTH PROGRAM (G301)**

	Gardena					Inglewood					Torrance					Carson					SBWIB				
		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%	TOTAL	Qtr.	%	Year-End	%
		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan
I. TOTAL CLIENTS	25	25	100%	25	100%	159	156	102%	156	102%	51	49	104%	49	104%	73	77	95%	77	95%	308	307	100%	307	100%
A. CARRIED IN	11	11		11		73	73		73		25	25		25		44	44		44		153	153		153	
B. NEW ENROLLEES	14	14	100%	14	100%	86	83	104%	83	104%	26	24	108%	24	108%	29	33	88%	33	88%	155	154	101%	154	101%
II. TOTAL EXITS	11					84					20					7					122				
A. UNSUBSIDIZED EMPLOYMENT	4					45					14					7					70				
B. ENT. TRAINING/POST-SECONDARY	7					32					5					0					44				
C. ATTAINED RECOGNIZED DEGREE	3					20					2					0					25				
D. AVERAGE PLACEMENT WAGE	\$12.24					\$14.18					\$15.19					\$12.46					\$13.52				
YOUTH POSITIVE EXIT RATE	100%					92%					95%					100%					93%				

Grant (301)

Serving low income, in school and out of school youth between the ages of 14 and no more than 21 years of age in the nine cities that comprise the South Bay Workforce Investment Area.

**DISLOCATED WORKER (G501)**

	Gardena					Inglewood					Torrance					Carson					SBWIB				
		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%		Qtr.	%	Yr.	%	TOTAL	Qtr.	%	Year-End	%
		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan		Plan	Plan	Plan	Plan
I. TOTAL CLIENTS	40	40	100%	40	100%	172	167	103%	167	103%	279	191	146%	191	146%	57	53	108%	53	108%	548	451	122%	451	122%
A. CARRIED IN	20	20		20		84	84		84		103	103		103		22	22		22		229	229		229	
B. NEW	20	20	100%	20	100%	88	83	106%	83	106%	176	88	200%	88	200%	35	31	113%	31	113%	319	222	144%	222	144%
II. TOTAL EXITS	9					53					109					38					209				
III. TOTAL UNSUBSIDIZED EMPLOYMENT	7					42					88					30					167				
A. RETRAINING	0					18					43					15					76				
ALSO ATTAINED CREDENTIAL	0					19					43					15					77				
B. CALLED BACK WITH EMPLOYER	0					0					0					0					0				
IV. % PLACEMENT (INCL. CALL BACKS)	78%					79%					81%					79%					80%				
V. % PLACEMENT (EXCL. CALL BACKS)	78%					79%					81%					79%					80%				
AVERAGE PLACEMENT WAGE	\$22.00					\$30.73					\$39.18					\$23.54					\$28.86				

Grant (501)

Serving laid off workers; with priority given to those individuals that have been laid-off from employers located in the nine cities that comprise the South Bay Workforce Investment Area.

## ADULT PROGRAM (G201)

	Gardena	Year Plan	Inglewood	Year Plan	Hawthorne	Year Plan	Lawndale	Year Plan	El Segundo	Year Plan	Redondo	Year Plan	Hermosa	Year Plan	Manhattan	Year Plan	Torrance	Year Plan	Lomita	Year Plan	Carson	Year Plan	TOTAL SBWIB	Year Plan
I. TOTAL CLIENTS	45	46	282	155	34	47	9	19	2	1	10	12	1	1	3	2	57	37	8	8	79	79	530	407
A. CARRIED IN	21	21	71	71	16	16	7	7	0	0	3	3	0	0	1	1	11	11	1	1	23	23	154	154
B. NEW	24	25	211	84	18	31	2	12	2	1	7	9	1	1	2	1	46	26	7	7	56	56	376	253
II. TOTAL EXITS	16	16	92	92	18	18	8	8	1	1	4	4	0	0	2	2	35	35	4	4	28	28	208	208
A. UNSUBSIDIZED EMPLOYMENT	13	13	75	75	12	12	6	6	1	1	3	3	0	0	2	2	33	33	2	2	26	26	173	173
ALSO ATTAINED CREDENTIAL	0		51		7		2		0		1		0		0		7		0		0		68	
B. OTHER TERMINATION	3		17		6		2		0		1		0		0		2		2		2		35	

## YOUTH PROGRAM (G301)

	Gardena	Year Plan	Inglewood	Year Plan	Hawthorne	Year Plan	Lawndale	Year Plan	El Segundo	Year Plan	Redondo	Year Plan	Hermosa	Year Plan	Manhattan	Year Plan	Torrance	Year Plan	Lomita	Year Plan	Carson	Year Plan	TOTAL SBWIB	Year Plan
I. TOTAL CLIENTS	25	25	76	76	58	55	21	21	4	4	8	8	3	2	1	2	35	33	4	4	73	77	308	307
A. CARRIED IN	11	11	23	23	33	33	14	14	3	3	4	4	1	1	1	1	18	18	1	1	44	44	153	153
B. NEW	14	14	53	53	25	22	7	7	1	1	4	4	2	1	0	1	17	15	3	3	29	33	155	154
II. TOTAL EXITS	11	11	48	48	24	24	9	9	3	3	7	7	0	0	1	1	10	10	2	2	7	7	122	122
A. UNSUBSIDIZED EMPLOYMENT	4		27		13		3		2		5		0		0		7		2		7		70	
ALSO ATTAINED CREDENTIAL	3		11		8		0		1		0		0		0		2		0		0		25	
B. ENT. TRAINING/POST-SECONDARY	7		17		10		5		0		2		0		1		2		0		0		44	
C. ATTAINED RECOGNIZED DEGREE	0		3		1		1		0		0		0		0		0		0		0		5	
D. RETURNED TO SCHOOL	0		0		0		0		0		0		0		0		0		0		0		0	
E. OTHER EXITS	0		1		0		0		1		0		0		0		1		0		0		3	

## DISLOCATED WORKER (G501)

	Gardena	Year Plan	Inglewood	Year Plan	Hawthorne	Year Plan	Lawndale	Year Plan	El Segundo	Year Plan	Redondo	Year Plan	Hermosa	Year Plan	Manhattan	Year Plan	Torrance	Year Plan	Lomita	Year Plan	Carson	Year Plan	TOTAL SBWIB	Year Plan
I. TOTAL CLIENTS	40	40	103	90	48	53	13	14	8	10	57	57	13	14	21	20	168	80	20	20	57	53	548	451
A. CARRY IN	20	20	50	50	24	24	5	5	5	5	33	33	7	7	10	10	41	41	12	12	22	22	229	229
B. NEW	20	20	53	40	24	29	8	9	3	5	24	24	6	7	11	10	127	39	8	8	35	31	319	222
II. TOTAL EXITS	9	9	29	29	18	18	5	5	1	1	27	27	6	6	7	7	62	62	7	7	38	38	209	209
III. TOTAL UNSUBSIDIZED EMPLOYMENT	7	7	20	20	16	16	5	5	1	1	23	23	6	6	5	5	49	49	5	5	30	30	167	167
A. RETRAINING	0		12		6		0		0		8		2		2		28		3		15		76	
ALSO ATTAINED CREDENTIAL	0		12		6		1		0		8		2		2		28		3		15		77	
B. READJUSTMENT SERVICES	0		0		0		0		0		0		0		0		0		0		0		0	
C. CALLED BACK WITH EMPLOYER	0		0		0		0		0		0		0		0		0		0		0		0	
IV. ALL OTHER TERMINATIONS	2		9		2		0		0		4		0		2		13		2		8		42	

I. TOTAL CLIENTS	45	183	103	114	49					56	31	26
A. CARRIED IN	0	0	0	0	0					0	0	0
B. NEW	45	183	103	114	49					56	31	26
II. TOTAL EXITS	0	0	0	0	0					0	0	0
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0							
OTHER TERMINATIONS	0	0	0	0	0							
I. TOTAL CLIENTS	63	32	0	31	25	0	0	33	26	62	67	108
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0
B. NEW	63	32	0	31	25	0	0	33	26	62	67	108
II. TOTAL EXITS	0	0	0	0	0	0	0	0	0	0	0	0
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0	0	0	0	0	0
OTHER TERMINATIONS	0	0	0	0	0	0	0	0	0	0	0	0
I. TOTAL CLIENTS	0	48	94	48	66							
A. CARRIED IN	0	0	0	0	0							
B. NEW	0	48	94	48	66							
II. TOTAL EXITS	0	0	0	0	0							
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0							
OTHER TERMINATIONS	0	0	0	0	0							
I. TOTAL CLIENTS	26	87	0	0	5	0						
A. CARRIED IN	0	0	0	0	0	0						
B. NEW	26	87	0	0	5	0						
II. TOTAL EXITS	0	0	0	0	0	0						
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0						
OTHER TERMINATIONS	0	0	0	0	0	0						
I. TOTAL CLIENTS	494	56	31	26	703	118		1428				
A. CARRIED IN	0	0	0	0	0	0		0				
B. NEW	494	56	31	26	703	118		1428				
II. TOTAL EXITS	0	0	0	0	0	0		0				
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0		0				
OTHER TERMINATIONS	0	0	0	0	0	0		0				
% OF PLACEMENT												
AVERAGE PLACEMENT WAGE	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00		\$0.00				
										PLANNED ENROLLMENT	PERCENT OF PLAN	
										1,496	95%	

Targets Temporary Assistance to Needy Families, TANF participants; and places them into Paid Work Experience activity. Participants are placed at worksites that are either Public or Non-Profit in an effort to obtain unsubsidized employment and long term self-sufficiency.

I. TOTAL CLIENTS	20	73	5	2	12					11	8	
A. CARRIED IN	0	0	0	0	0					0	0	
B. NEW	20	73	5	2	12					11	8	
II. TOTAL EXITS	3	1	3	0	0					5	0	
UNSUBSIDIZED EMPLOYMENT	1	1	3	0	0					3	0	
OTHER TERMINATIONS	2	0	0	0	0					2	0	
	GARDENA	INGLEWOOD	INGLEWOOD (POMONA)	CARSON	TORRANCE					FOOTHILL	SELACO	VERDUGO
I. TOTAL CLIENTS	8	10	0	3	0	17	0	5	0	0	6	2
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0
B. NEW	8	10	0	3	0	17	0	5	0	0	6	2
II. TOTAL EXITS	2	7	0	0	0	0	0	1	0	0	2	0
UNSUBSIDIZED EMPLOYMENT	2	2	0	0	0	0	0	1	0	0	2	0
OTHER TERMINATIONS	0	5	0	0	0	0	0	0	0	0	0	0
	HOLLYWOOD WORKSOURCE CTR	CENTRAL SAN GABRIEL VALLEY GOODWILL	SOUTH VALLEY WORKSOURCE GOODWILL	CANOGA PARK WEST HILLS	MCS ROSEMEAD	MCS WEST COVINA	MCS POMONA	JVS PALMDALE	JVS CULVER CITY	JVS PACOIMA	PACIFIC GATEWAY	EL PROYECTO DEL BARRIO
I. TOTAL CLIENTS	0	4	16	11	10	19						
A. CARRIED IN	0	0	0	0	0	0						
B. NEW	0	4	16	11	10	19						
II. TOTAL EXITS	0	1	0	0	0	0						
UNSUBSIDIZED EMPLOYMENT	0	1	0	0	0	0						
OTHER TERMINATIONS	0	0	0	0	0	0						
	SASSFA PARAMOUNT	SELA AREA SOCIAL SERVICES	PACE	WILSHIRE METRO WORKSOURCE CENTER	HUB CITIES CONSORTIUM	JVS ANTELOPE VALLEY						
I. TOTAL CLIENTS	0	3	0	0	0	0						
A. CARRIED IN	0	0	0	0	0	0						
B. NEW	0	3	0	0	0	0						
II. TOTAL EXITS	0	2	0	0	0	0						
UNSUBSIDIZED EMPLOYMENT	0	1	0	0	0	0						
OTHER TERMINATIONS	0	1	0	0	0	0						
	International Inst. of L.A.	Catholic Charities of Los Angeles	Catholic Charities New Central Cdv	ResCare Boyle Heights	Youth Policy Institute	Housing Authority						
I. TOTAL CLIENTS	112	11	8	1	111	3		246		PLANNED	PERCENT	
A. CARRIED IN	0	0	0	0	0	0		0		ENROLLMENT	OF PLAN	
B. NEW	112	11	8	1	111	3		246		499	49%	
II. TOTAL EXITS	7	5	0	3	11	2		28				
UNSUBSIDIZED EMPLOYMENT	5	3	0	1	8	1		18				
OTHER TERMINATIONS	2	2	0	2	5	1		12				
% OF PLACEMENT	71%	60%		33%	73%	50%		64%				
AVERAGE PLACEMENT WAGE	\$15.69	\$12.42	\$0.00	\$16.00	\$13.18	\$16.00		\$14.66				
	SUBTOTALS	FOOTNOTES	SELECTIONS	VERDUGO	LACTOALS	PROVIDES		PAGE TOTALS				

Targets Temporary Assistance to Needy Families, TANF participants; and places them into Paid Work Experience activity. Participants are placed at worksites that are either Public or Non-Profit in an effort to obtain unsubsidized employment and long term self-sufficiency.

I. TOTAL CLIENTS	0	21	21	12						8		
A. CARRIED IN	0	0	0	0						0		
B. NEW	0	21	21	12						8		
II. TOTAL EXITS	0	0	0	0						0		
UNSUBSIDIZED EMPLOYMENT	0	0	0	0						0		
OTHER TERMINATIONS	0	0	0	0						0		
I. TOTAL CLIENTS	4	0	10	0	0	5	20					
A. CARRIED IN	0	0	0	0	0	0	0					
B. NEW	4	0	10	0	0	5	20					
II. TOTAL EXITS	0	0	0	0	0	0	0					
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0					
OTHER TERMINATIONS	0	0	0	0	0	0	0					
I. TOTAL CLIENTS												
A. CARRIED IN												
B. NEW												
II. TOTAL EXITS												
UNSUBSIDIZED EMPLOYMENT												
OTHER TERMINATIONS												
I. TOTAL CLIENTS	0											
A. CARRIED IN	0											
B. NEW	0											
II. TOTAL EXITS	0											
UNSUBSIDIZED EMPLOYMENT	0											
OTHER TERMINATIONS	0											
I. TOTAL CLIENTS	54	8			39	0		101	50	202%		
A. CARRIED IN	0	0			0	0		0				
B. NEW	54	8			39	0		101				
II. TOTAL EXITS	0	0			0	0		0				
UNSUBSIDIZED EMPLOYMENT	0	0			0	0		0				
OTHER TERMINATIONS	0	0			0	0		0				
% OF PLACEMENT												
AVERAGE PLACEMENT WAGE	\$0.00	\$0.00			\$0.00	\$0.00		\$0.00				

GRANT PERIOD: 07/01/2018 TO 06/30/19

REPORT PERIOD: 07/01/18 TO 6/30/2019

## HOMELESS INITIATIVE

I. TOTAL CLIENTS	METRO NORTH WORKSOURCE CTR	102	UNION STATION HOMELESS SRVS	38	LAI/SOUTHEAST LA CRENSHAW	65	JVS ANTELOPE VALLEY	21	JVS PALMDALE	6	PAGE TOTALS	232	PLANNED ENROLLMENT	200	PERCENT OF PLAN	116%
A. CARRIED IN		0		0		0		0		0		0				
B. NEW		102		38		65		21		6		232				
II. TOTAL EXITS		7		3		26		0		0		36				
UNSUBSIDIZED EMPLOYMENT		2		3		2		0		0		7				
OTHER TERMINATIONS		5				24		0		0		5				
% OF PLACEMENT		29%		100%		8%						19%				
AVERAGE PLACEMENT WAGE		\$ 16.63		\$ 13.00		\$ 16.60						\$ 11.08				

The program is part of a countywide homeless initiative to target eligible CalWORKs families to participate in the Transitional Subsidized Employment (TSE) programs to improve their ability to become self-sufficient and retain housing. Program services will include paid work experience, specialized work experience, on-the-job training and classroom training.

GRANT PERIOD: 07/01/2018 TO 06/30/19

REPORT PERIOD: 07/01/18 TO 6/30/2019

## SHORT TERM VOCATIONAL TRAINING SPECIAL (TECHNICAL)

I. TOTAL CLIENTS	GARDENA	0	INGLEWOOD	14	CARSON	18	CENTRAL SAN GABRIEL VALLEY GOODWILL	9	FOOTHILL	10	HUB CITIES CONSORTIUM	26					PAGE TOTALS	77	PLANNED ENROLLMENT	50	PERCENT OF PLAN	154%
A. CARRIED IN		0		0		0		0		0		0						0				
B. NEW		0		14		18		9		10		26						77				
II. TOTAL EXITS		0		0		0		0		0		0						0				
UNSUBSIDIZED EMPLOYMENT		0		0		0		0		0		0						0				
OTHER TERMINATIONS		0		0		0		0		0		0						0				
% OF PLACEMENT																						
AVERAGE PLACEMENT WAGE																		\$ -				

Targets Temporary Assistance to Needy Families, TANF participants; and places them into short-term vocational training programs in an effort to obtain employment and long term self-sufficiency. Planned Enrollments are based on individual need and available funds.

I. TOTAL CLIENTS	L.A. CITY COLLEGE	54	EAST L.A. COLLEGE	45	EL CAMINO /COMPTON	17	L.A. MISSION COLLEGE	20	L.A. PIERCE COLLEGE	27	L.A. SOUTHWEST COLLEGE	11	LONG BEACH CITY COLLEGE	19	WEST L.A. COLLEGE	17	0	0	0	0
A. CARRIED IN		0		0		0		0		0		0		0		0	0	0	0	
B. NEW		54		45		17		20		27		11		19		17	0	0	0	
II. TOTAL EXITS		0		0		0		0		0		0		0		0	0	0	0	
UNSUBSIDIZED EMPLOYMENT		0		0		0		0		0		0		0		0	0	0	0	
OTHER TERMINATIONS		0		0		0		0		0		0		0		0	0	0	0	

I. TOTAL CLIENTS	0	0	0
A. CARRIED IN	0	0	0
B. NEW	0	0	0
II. TOTAL EXITS	0	0	0
OTHER TERMINATIONS	0	0	0

I. TOTAL CLIENTS	210	PLANNED ENROLLMENT	PERCENT OF PLAN
A. CARRIED IN	0		
B. NEW	210	75	280%
II. TOTAL EXITS	0		
UNSUBSIDIZED EMPLOYMENT	0		
OTHER TERMINATIONS	0		
% OF PLACEMENT	0%		
AVERAGE PLACEMENT WAGE	\$0.00		

Targets Calworks participants/Individuals whose families are on Public Assistance; enrolled in Community Colleges; and places them into a Paid Work Experience activity. Participants are placed at worksites that are either Public or Non-Profit in an effort to obtain unsubsidized employment and long term self-sufficiency.

GRANT PERIOD: 07/01/2018 TO 06/30/19

REPORT PERIOD: 07/01/18 TO 6/30/2019

## DPSS PROBATION PROGRAM (950H TIER I)

I. TOTAL CLIENTS	0	9	0	1	0	0	0	0	0	0	0	0	0	0	0	10	PLANNED ENROLLMENT	PERCENT OF PLAN
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	11	91%
B. NEW	0	9	0	1	0	0	0	0	0	0	0	0	0	0	0	10		
II. TOTAL EXITS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
OTHER TERMINATIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
% OF PLACEMENT																0%		
AVERAGE PLACEMENT WAGE																\$ -		

Serving Youth on probation, between 16-17 years of age, throughout Los Angeles County.

GRANT PERIOD: 07/01/2018 TO 06/30/19

REPORT PERIOD: 07/01/18 TO 6/30/2019

## DPSS PROBATION PROGRAM (951H TIER I)

I. TOTAL CLIENTS	4	16	1	4	0	0	1	0	0	0	0	0	0	0	0	26	PLANNED ENROLLMENT	PERCENT OF PLAN
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	44	59%
B. NEW	4	16	1	4	0	0	1	0	0	0	0	0	0	0	0	26		
II. TOTAL EXITS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
OTHER TERMINATIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
% OF PLACEMENT																0%		
AVERAGE PLACEMENT WAGE																\$ -		

Serving Youth on probation, between 18-21 years of age, throughout Los Angeles County.

GRANT PERIOD: 07/01/2018 TO 06/30/19

REPORT PERIOD: 07/01/18 TO 6/30/2019

## DCFS ILP PROGRAM (006H TIER I)

I. TOTAL CLIENTS	3	2	4	3	2	1	2	0	0	1	2	0	0	2	0	2	24	PLANNED ENROLLMENT	PERCENT OF PLAN
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
B. NEW	3	2	4	3	2	1	2	0	0	1	2	0	0	2	0	2	24	24	100%
II. TOTAL EXITS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
OTHER TERMINATIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
% OF PLACEMENT																	0%		
AVERAGE PLACEMENT WAGE																	\$ -		
I. TOTAL CLIENTS	2	0	0																
A. CARRIED IN	0	0	0																
B. NEW	2	0	0																
II. TOTAL EXITS	0	0	0																
UNSUBSIDIZED EMPLOYMENT	0	0	0																
TRANSFER TO OTHER AGENCY	0	0	0																
OTHER TERMINATIONS	0	0	0																
% OF PLACEMENT																			
AVERAGE PLACEMENT WAGE																			

Serving Youth in the Foster Care Independent Living Program, between 16-17 years of age, throughout Los Angeles County.

GRANT PERIOD: 07/01/2018 TO 06/30/2019

REPORT PERIOD: 07/01/18 TO 6/30/2019

## DCFS ILP PROGRAM (007H TIER II)

I. TOTAL CLIENTS	11	16	17	12	2	5	3	1	15	6	9	2	0	4	113	PLANNED ENROLLMENT	PERCENT OF PLAN
A. CARRIED IN	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
B. NEW	11	16	17	12	2	5	3	1	15	6	9	2	0	4	113		
II. TOTAL EXITS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
UNSUBSIDIZED EMPLOYMENT	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
OTHER TERMINATIONS	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0		
% OF PLACEMENT															0%		
AVERAGE PLACEMENT WAGE															\$ -		
I. TOTAL CLIENTS	5	0	5														
A. CARRIED IN	0	0	0														
B. NEW	5	0	5														
II. TOTAL EXITS	0	0	0														
UNSUBSIDIZED EMPLOYMENT	0	0	0														
TRANSFER TO OTHER AGENCY	0	0	0														
OTHER TERMINATIONS	0	0	0														
% OF PLACEMENT																	
AVERAGE PLACEMENT WAGE																	

Serving Youth in the Foster Care Independent Living Program, between 18-21 years of age, throughout Los Angeles County.

**LA COUNTY PROBATION EMPLOYMENT SERVICES - GRANT 962**

REPORT PERIOD: 07/01/18 TO 6/30/2019

GRANT TERM: 07/01/18 TO 6/30/2019

ENROLLMENTS/ASSESSMENTS  
BLUEPRINT/EMPLOYMENT  
RETENTION MONTHS

CLUSTER 2/AREA1 INGLEWOOD/LOS ANGELES	Enrolled	Qrt Plan	% Plan	Year Plan	% of Plan
	23	36	64%	48	48%
	4	23	17%	31	13%
	7	40	18%	55	13%

Serving Probation Youth, 16-18 years of age, in Area 1 (Inglewood/Culver City/Florence) and Area 2 (Gardena/Carson/Compton/Lynwood).

**YOUTHBUILD**

REPORT PERIOD: 08/01/17 TO 6/30/2019

GRANT TERM: 09/01/2017 TO 12/31/2020

ENROLLMENTS  
EDUCATION & EMPLOYMENT  
-Education (Obtained High School Diploma)  
-Entered Employment  
ATTAINMENT OF DEGREE/CERTIFICATE  
LITERACY & NUMERACY ATTAINMENT  
RETENTION  
RECIDIVISM

YOUTHBUILD	Enrolled	Planned Services	% of Plan
	60	62	97%
	27	43	62%
	19		
	8		
	29	47	62%
	18	36	50%

Effective 9/1/18, the South Bay WIB, Inc., is both the administration/fiscal agent and program operator to the YouthBuild Programs and Partnerships. The program partnerships include the Century Center for Economic Opportunity, Inc. (CCEO) which has now merged under the SBWIB, Inc. and Habitat for Humanity of Greater Los Angeles as the housing partner. The SBWIB YouthBuild program will provide educational, occupational skills training in construction and leadership skills to disadvantaged youth ages 16-24 years residing in targeted

**CONSTRUCTION WORKFORCE PILOT (CALTRANS)****GRANT TERM: 9/1/2018 TO 8/31/2019****REPORT PERIOD: 09/01/2018 - 6/30/2019**

Enrollment into Construction Pre-Apprentice Program Training  
 Completion of Construction Pre-Apprentice Program Training  
 Placements

CALTRANS	Enrolled	Year Plan	% of Plan
	52	50	104%
	52	40	130%
	38	37	103%

Pilot project with Caltrans to connect classroom training in construction, supportive services and job development activities; co-enrollment with WIOA programs to maximize services and outcomes.

**CAI #2 – WEST LA COLLEGE (pre apprenticeship)****GRANT TERM: 01/18/2018 TO 01/31/2020****REPORT PERIOD: 07/18/2018 - 6/30/2019**

ENROLLMENTS (100%)  
 ENROLLED INTO EDUCATION OR TRAINING  
 ATTAINMENT OF CREDENTIAL/CERTIFICATE  
 PENDING COMPLETION

CAI - WLA PA	Enrolled	Year Plan	% of Plan
	86	100	86%
	86	100	86%
	32	100	32%
	54	100	54%

To design, develop and implement the Aero-Flex Apprenticeship Program and to enroll 100 pre apprentices.

## YEAR-ROUND YOUTH EMPLOYMENT PROGRAM

GRANT TERM: 7/1/2018 TO 6/30/2019

REPORT PERIOD: 7/01/18 TO 6/30/2019

## TOTAL ENROLLMENTS

## CALWORKS

## NCC (Low Income)

## FOSTER YOUTH

## PROBATION YOUTH

## SYSTEM INVOLVED YOUTH (New)

TOTAL	Enrolled	Plan	% of Grant Plan
	297	325	91%
	95	135	
	103	95	
	23	16	
	7	15	
	69	64	

The Youth Employment Program (also referred to as the Summer Jobs Programs) provides eligible youth ages 14-21 with paid work experience and education support year-round and during school breaks.

## FAMILIES FIRST

GRANT TERM: 7/1/2018 TO 6/30/2019

REPORT PERIOD: 7/01/2018 TO 6/30/2019

## ORIENTATIONS/WORKSHOPS (GROUP)

## INDIVIDUAL MEETINGS

## JOB REFERRALS / INTERVIEWS

## JOB READINESS / RESUME COMPLETION

PY18-19	Enrolled	Year Plan	% of Plan
	10	10	100%
	20	20	100%
	22	15	147%
	16	20	80%

The South Bay WIB, Inc., will provide job development staff support and services to Family First Charter School students at the Century Regional Detention Facility. Job Development services will include job readiness workshops, one-on-one interviewing and counseling, job match and referrals to employment and worksites, progress monitoring and follow-up.

## DISABILITY EMPLOYMENT ACCELERATOR (DEA)

GRANT TERM: 4/01/2018 TO 12/31/2019

REPORT PERIOD: 04/01/2018 TO 6/30/2019

	Enrolled	Year Plan	% of Plan
REFERRALS (100%)	24	24	100%
PENDING INTAKE/ASSESSMENT (100%)	3	3	100%
ENROLLMENTS (100%)	11	60	18%
ENROLLED INTO EDUCATION OR TRAINING	11	42	26%
ATTAINMENT OF CREDENTIAL/CERTIFICATE	0	30	0%
ENTERED EMPLOYMENT RATE	0	30	0%
AVERAGE WAGE AT EMPLOYMENT	0	\$ 12.00	0

In partnership with El Camino College (ECC) and Los Angeles Harbor College (LAHC), the project will target individuals with disabilities including, but not limited to, the following: mobility impaired, developmentally delayed learner, learning disabled, and other disabilities including Autism, Attention Deficit Hyperactivity Disorder, Tourette's Syndrome, and others. From the target population a total of 60 Persons with Disabilities (PWD) will be enrolled and receive a pre and registered apprenticeship, PWEX, OJT or training as a CNC (Computer Numerical Control) Machine Operator.

## CALIFORNIA VIOLENCE INTERVENTION &amp; PREVENTION (CaVIP)

GRANT TERM: 5/01/2018 TO 4/30/2020

REPORT PERIOD: 05/01/2018 TO 6/30/2019

	Enrolled	Year Plan	% of Plan
REFERRALS (100%)	83	83	100%
RISK ASSESSMENT (100%)	35	35	100%
PENDING INTAKE/PARENT APPT. (100%)	0	0	#DIV/0!
ENROLLMENTS (100%)	35	100	35%
INTEVENTION WORKSHOPS/WORK READINESS PREPARATION	28	50	56%
PAID WORK EXPERIENCE, INTERNSHIP OR OJT	14	50	28%
FOLLOW-UP SERVICES FOR 12 MONTHS	2	80	3%

This project will provide services to Inglewood youth that are disproportionately affected by violence and will receive evidence-based services for diversion, restorative justice, and employment opportunities through the Inglewood Community and Regional Engagement Violence Intervention and Prevention (I-CARE VIP) collaboration. The project will serve 100 youth ages 14-18 and provide preventive and diversion activities, case management along with paid pre-employment training, paid work experience and job search assistance.

## CALIFORNIA CAREER PATHWAYS GRANTS

GRANT TERM: 09/01/2018 TO 6/30/2019

REPORT PERIOD: 09/01/2018 TO 6/30/2019

OPPORTUNITIES OFFERED  
COMPANY TOURS  
GUEST SPEAKERS  
INTERNSHIP  
EVENT VENDORS

Centinela Valley Union High School District (CVUHSD)	Activities	Qrt. Plan	% Plan	Year Plan	% of Plan
	103	85	121%	85	121%
	11	4	275%	24	46%
	16	4	400%	39	41%
	3	15	20%	20	15%
	134	85	158%	85	158%

SBWIB will provide work-based learning support to Centinela Valley Union High School District's nine academies and two career pathways. SBWIB will outreach to employers, engage in work based learning activities, which include guest speaking, providing opportunities for job shadowing, company tours, hosting interns, or serving as an advisory board member. Other activities will include participation in activities such as Career Day and Maker Faire.

## HOMELESS LA RISE (REGIONAL)

GRANT TERM: 07/01/2018 TO 6/30/2019

REPORT PERIOD: 07/01/2018 TO 6/30/2019

ENROLLMENTS  
EMPLOYMENT  
EMPLOYMENT RATE - 2ND QRT AFTER EXIT  
EMPLOYMENT RATE - 4TH QRT AFTER EXIT

Homeless LA Rise	Activities	Qrt. Plan	% Plan	Year Plan	% of Plan
	34	27	126%	27	126%
	6	6	100%	6	100%
	0	10	0%	20	0%
	0	3	0%	12	0%

Effective 10/01/18, SBWIB will serve 18 and over Homeless Individuals through a Transitional Subsidized Employment Program leading towards Unsubsidized employment in the competitive marketplace that is along an articulated career pathway.

## ETP - MEC

GRANT TERM: 08/01/2018 TO 07/31/2020

REPORT PERIOD: 08/01/2018 TO 6/30/2019

EMPLOYER PARTNERS  
ENROLLMENTS (100%)  
RETENTION IN EMPLOYMENT  
AVERAGE WAGE AFTER EMPLOYMENT

ETP - MEC	Enrolled	Year Plan	% of Plan
	15	15	100%
	486	216	225%
	91	97	94%

To reimburse training costs to employers from the Employment Training Panel Fund.

## LA County WDACS (Bio-Flex)

GRANT TERM: 09/14/2018 TO 12/31/2019

REPORT PERIOD: 09/14/2018 TO 6/30/2019

PRE APPRENTICE ENROLLMENTS  
ENROLLED INTO EDUCATION OR TRAINING  
ATTAINMENT OF CREDENTIAL/CERTIFICATE

WDACS BIO- FLEX	Enrolled	Year Plan	% of Plan
	0	30	0%
	0	30	0%
	0	30	0%

For training and On the Job Training (OJT) services to support participants involved in the Bio-Flex Pre Apprenticeship Pilot

## BOS Mark Ridley Thomas (Bio-Flex)

GRANT TERM: 10/01/2018 TO 12/31/2019

REPORT PERIOD: 10/01/2018 TO 5/31/2019

ENROLLMENTS (100%)  
ENROLLED INTO EDUCATION OR TRAINING  
ATTAINMENT OF CREDENTIAL/CERTIFICATE

MRT BIO-FLEX	Enrolled	Year Plan	% of Plan
	42	10	420%
	42	10	420%
	1	10	10%

Grant funds received from the District Supervisor Mark Ridley-Thomas to develop Bio-Flex Apprenticeship career pathways

**25% WIOA DISLOCATED WORKER ADDITIONAL ASSISTANCE GRANT****GRANT TERM: 10/01/18 TO 4/30/20****REPORT PERIOD: 10/01/2018 TO 6/30/2019**

	Grant Plan	
I. TOTAL CLIENTS	181	
A. ENROLLED	72	40%
B. NEW	0	
C. TRAINING	45	
D. OJT	3	
E. Pre-Apprenticeship/Apprenticeship	0	
II. TOTAL EXITS	6	
III. TOTAL UNSUBSIDIZED EMPLOYMENT	3	
A. RETRAINING	0	
ALSO ATTAINED CREDENTIAL	0	
B. CALLED BACK WITH EMPLOYER	0	
IV. % PLACEMENT (INCL. CALL BACKS)	50%	
V. % PLACEMENT (EXCL. CALL BACKS)	50%	
AVERAGE PLACEMENT WAGE	\$ 28.75	

The South Bay Rapid Reemployment project has been approved to assist 181 dislocated workers and veterans who have been laid off or separated from military to receive employment and job training services. Dislocated workers have been identified from selected employers faced with substantial layoffs or closure.

**TRADE & ECONOMIC TRANSITION NDWG (TET)****GRANT TERM: 10/01/18 TO 9/30/20****REPORT PERIOD: 10/01/2018 TO 6/30/2019**

	Grant Plan	
I. TOTAL CLIENTS	130	
A. ENROLLED	90	69%
B. NEW	0	
C. TRAINING	49	
D. OJT	3	
E. Pre-Apprenticeship/Apprenticeship	0	
II. TOTAL EXITS	3	
III. TOTAL UNSUBSIDIZED EMPLOYMENT	3	
A. RETRAINING	0	
ALSO ATTAINED CREDENTIAL	0	
B. CALLED BACK WITH EMPLOYER	0	
IV. % PLACEMENT (INCL. CALL BACKS)	100%	
V. % PLACEMENT (EXCL. CALL BACKS)	100%	
AVERAGE PLACEMENT WAGE	\$ 49.49	

The South Bay TET project has been approved to assist 130 dislocated workers that have been laid off due to economic conditions to receive employment and job training services.

## Teen Center Attendance Report -4th Quarter

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### April 1, 2019- April 30, 2019

Inglewood Teen Center	New	Returning	Total
Inglewood	1	111	112
Hawthorne	0	0	0
Lawndale	0	0	0
Gardena	0	0	0
<b>TOTAL</b>	<b>1</b>	<b>111</b>	<b>112</b>

Hawthorne Teen Center	New	Returning	Total
Inglewood	0	1	1
Hawthorne	0	60	60
Lawndale	0	2	2
Gardena	0	2	2
Torrance	0	1	1
<b>TOTAL</b>	<b>0</b>	<b>66</b>	<b>66</b>

### May 1, 2019- May 31, 2019

Inglewood Teen Center	New	Returning	Total
Inglewood	0	100	100
Hawthorne	0	0	0
Lawndale	0	0	0
Gardena	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>100</b>	<b>100</b>

Hawthorne Teen Center	New	Returning	Total
Inglewood	0	0	0
Hawthorne	0	84	84
Lawndale	0	3	3
Gardena	0	5	5
Torrance	0	0	0
<b>TOTAL</b>	<b>0</b>	<b>92</b>	<b>92</b>

### June 1, 2019- June 30, 2019

Inglewood Teen Center	New	Returning	Total
Inglewood	3	67	70
Hawthorne	0	0	0
Lawndale	0	0	0
Gardena	0	0	0
<b>TOTAL</b>	<b>3</b>	<b>67</b>	<b>70</b>

Hawthorne Teen Center	New	Returning	Total
Inglewood	0	68	68
Hawthorne	1	0	1
Lawndale	0	2	2
Gardena	0	1	1
Torrance	0	0	0
<b>TOTAL</b>	<b>1</b>	<b>71</b>	<b>72</b>

<b>QUARTER TOTAL VISITS</b>	<b>Quarter 1</b>	<b>Quarter 2</b>	<b>Quarter 3</b>	<b>Quarter 4</b>	<b>Total</b>
Inglewood Teen Center	243	342	348	282	1045
Hawthorne Teen Center	172	206	186	230	630

# DAILY BREEZE

## Local News

### **South Bay students soar high for National Summer Transportation Institute program**



South Bay students fly airplanes as part of their program in the National Summer Transportation Institute after learning about the transportation industry. Program concluded with graduation dinner Monday, July 15, 2019. (Courtesy of National Summer Transportation Institute)

By [Staff report](#) |

PUBLISHED: July 23, 2019 at 11:18 am | UPDATED: July 25, 2019 at 8:59 am

A select group of South Bay middle and high school students took to the skies at the Flabob Airport in Riverside earlier this month during a two-week program with the National Summer Transportation Institute.

The program — put on by Cal State Los Angeles' College of Engineering, Computer Science, and Technology from June 27 to July 15 — offered instructional classes on STEM and the transportation industry to students from the Inglewood Unified and Centinela Valley Union High school districts, in partnership with the South Bay Workforce Investment Board.

The program included a three-day visit to Flabob Airport.

STEM stands for science, technology, engineering and math.

Students learned about the necessary forces for flight, such as wind adjustments, plane components and understanding flight instruments. Demonstrating what they've learned, students joined with an instructor to fly an airplane around the airport's adjacent mountain.

SBWIB's Executive Director, Jan Vogel said, "Their experience doesn't end here, eight of these students will be going to Pensacola, Florida for the National Flight Academy. They were selected among 200 other students in the Country, that's really big!"

The program ended with a graduation dinner July 15 to congratulate students for their efforts and to present them with certificates for completing the program.

*Editor's note: The name of the airport is Flabob Airport. An earlier version of this story incorrectly spelled the airport's name. The story has been updated.*

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**Daily Breeze link:** <https://www.dailybreeze.com/2019/07/23/south-bay-students-soar-high-for-national-summer-transportation-institute-program/>

# EMPLOYMENT PROGRAMS FOR VETERANS

*\*Call for eligibility criteria*

Providing career services, industry based training and employment programs to those who have served in the military in need of employment and transition support into high growth well paid careers.

**SERVICES ARE  
AT NO COST!**

## SERVICES FOR VETERANS LOOKING FOR CIVILIAN EMPLOYMENT

- Transition Assistance
- Job Search Assistance
- Interview Techniques
- Access to computers
- Resume Preparation
- Job Placement
- Computer Training
- Career Counseling
- Hands-on work experience
- Workshops
- Recruitments
- Assessments

*\*Additional services for the homeless and Spouses*



Inglewood One Stop  
110 S. La Brea Ave.  
Inglewood, CA 90301  
(310) 680-3700

Torrance One Stop  
1220 Engracia Ave.  
Torrance, CA 90501  
(310) 680-3830

Gardena One Stop  
16801 S. Western Ave.  
Gardena, CA 90247  
(310) 538-7070

Carson One Stop  
801 E. Carson St.  
Carson, CA 90745  
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This WIOA Title I financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities by calling in advance to CRS 1-800-735-2922 or 310-680-3700.

# South Bay One-Stop Business & Career Centers



## No Cost Services

## Be Our Next Success Story

### Business Services

- Hiring Support
- Recruitment Services
- Customized Training
- Rapid Response
- Layoff Aversions
- Apprenticeships

### Adult Services

- Job Placement
- On-the-Job Training
- Veteran Transition
- Apprenticeship
- Career Pathways 180
- Dislocated Worker

### Youth Services

- Summer Jobs Program
- Teen Centers
- Pre-Apprenticeship
- College Preparation
- Blueprint for Workplace Success Training



**A WORKFORCE  
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#### Inglewood One-Stop

110 S. La Brea Ave.  
Inglewood, CA 90301  
(310) 680-3700

#### Gardena One-Stop

16801 S. Western Ave.  
Gardena, CA 90247  
(310) 538-7070

#### Torrance One-Stop

1220 Engracia Ave.  
Torrance, CA 90501  
(310) 680-3830

#### Carson One-Stop

801 E. Carson St.  
Carson, CA 90745  
(310) 680-3870



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of California™**



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Phone: (310) 225-3060; 5021 Lennox Blvd. Lennox, CA 90304

Are you between the **ages of 16 and 24 years old** and need a high school diploma?

### Are you interested in:

- 🔹 Learning the skills necessary to enter the workforce and go to college?
- 🔹 Continuing your education after high school and completing college?
- 🔹 Pre-Apprenticeship Opportunities

### Receive:

- 🔹 Job readiness and training in construction
- 🔹 College readiness skills
- 🔹 Leadership development/life skills training
- 🔹 Job placement and college placement



**South Bay One-Stop Business & Career Centers**

Email: [info@sbwib.org](mailto:info@sbwib.org)



**A WORKFORCE  
DEVELOPMENT BOARD**



**America's JobCenter  
of California™**

This project is funded in part (75%) by a \$1,100,000 grant awarded under the U.S Department of Labor-Employment & Training Administration's YouthBuild programs. This program is an equal opportunity employer. Auxiliary aids and services available upon request by calling in advance to CRS 1-800-735-2922.



**Gana \$\$  
Mientras  
Aprendes**

## **Empodérate y Construye Una Comunidad Más Fuerte** **Para Aplicar**

Visita: [sbwib.org/youthbuild](http://sbwib.org/youthbuild)

Teléfono: (310) 225-3060; 5021 Lennox Blvd. Lennox, CA 90304

¿Tienes entre **16 y 24 años** y necesitas un diploma de escuela secundaria?

### **Te interesa:**

- 🔸 ¿Aprender las habilidades necesarias para ingresar a la fuerza laboral e ir a la universidad?
- 🔸 Continuar tu educación después de la secundaria y completando la universidad?
- 🔸 Oportunidades de Pre-aprendizajes

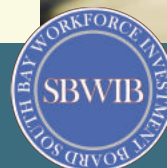
### **Recibe:**

- 🔸 Preparación laboral y capacitación en construcción
- 🔸 Habilidades de preparación universitaria
- 🔸 Desarrollo de liderazgo / capacitación en habilidades para la vida
- 🔸 Colocación laboral y colocación universitaria



**South Bay One-Stop Business & Career Centers**

Correo electrónico: [info@sbwib.org](mailto:info@sbwib.org)



**A WORKFORCE  
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Este proyecto está financiado en parte (75%) por una subvención de \$ 1,100,000 otorgada bajo los programas YouthBuild de la Administración del Departamento de Trabajo-Empleo y Capacitación de EE. UU. Este programa es un empleador que ofrece igualdad de oportunidades. Ayudas y servicios auxiliares disponibles a pedido llamando por adelantado al CRS 1-800-735-2922.

## An Employer-Centric Earn and Learn Model for Engineering

### Aero-Flex Pre-Apprenticeship

- Learn about exciting careers!
- Connect with top employers ready to hire
- Gain real world experience exploring career tracks
- Industry-recognized, stackable credentials
- Continue to college, a registered apprenticeship, and/or employment

### Aerospace Engineering Apprenticeship

- Gain on-the-job training
- Get **paid employment**
- Obtain technical education in Aerospace Engineering
- Complete a baccalaureate degree
- Opportunity to graduate employed

**First in the Nation!**

### Employers

- Build your workforce pipeline of engineers
- Flex curriculum to your needs
- Build a flexible, dynamic workforce with common skill base
- A Nationwide Program
- Access to pool of candidates with work-readiness and entry-level technical skills
- Employer-defined training plan
- Obtain funding to support training
- Scale program throughout the organization

### Aero-Flex Employers & Partners



**Contact us:** [info@sbwib.org](mailto:info@sbwib.org); (310) 970-7700 • **Visit:** [www.sbwib.org/aero-flex](http://www.sbwib.org/aero-flex)

This WIOA Title 1 financially assisted program or activity is an equal opportunity employer/program. Auxiliary aids and services are available upon request to individuals with disabilities by calling in advance to CRS 1-800-735-2922 or 310-680-3700.

# PAID CAREER PREP + WORK EXPERIENCE

## Priority services for:

- ★ Four year college juniors, seniors and recent college graduates
- ★ Community college students and recent AA graduates

## Eligibility Requirements:

- ★ Have the right to work in the U.S.
- ★ Persons with disabilities, seen or unseen

## Program Design:

- ★ Paid work readiness training
- ★ Up to 100 hours of paid work experience
- ★ Resume assistance and job placement

SKILLS

OPPORTUNITY

GOAL

MENTOR

EXPERIENCE

TRAINING

DEVELOPMENT

PRACTICE

**Earn Over  
\$1,500!**



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## For more information contact

**Shanna Frappier**

South Bay Workforce Investment Board

Email: [sfrappier@sbwib.org](mailto:sfrappier@sbwib.org)

Phone: (310) 970-7700



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# South Bay Watch

Summer 2019

A quarterly bulletin to inform local leaders of subregional progress and alert them to emerging issues

Published by the South Bay Cities Council of Governments

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[www.sbesc.com](http://www.sbesc.com)

## SBCCOG PROUDLY ANNOUNCES THE CREATION OF THE SOUTH BAY FIBER NETWORK

For the last three years and with the help of funding from the South Bay Workforce Investment Board and Supervisor Mark Ridley-Thomas' office, the SBCCOG has led an initiative to bring a fiber network to the South Bay that would allow cities to get faster internet access at lower prices. With the technical assistance of Magellan Advisors, a feasibility study was conducted and a request for proposals (RFP) was issued in June 2018.

Four (4) firms responded to the RFP. With the involvement of the city Information Technology Directors, the American Dark Fiber team (ADF) was unanimously selected. They proposed providing a ring passing all of the South Bay City Halls as well as laterals connecting each site to the ring. ADF surveyed 52 sites based on city interest in order to develop a cost for the ring and laterals.

Two costs were identified, including a monthly recurring cost for internet service, and a capital cost to assemble the fiber-optic ring from wholesale providers, close fiber-optic gaps with new construction, and build laterals for cities/agencies.

The SBCCOG did not believe that, as interested as the cities were in this project, they would have the funding to cover the capital cost. Since a fiber network will be required for real-time traffic

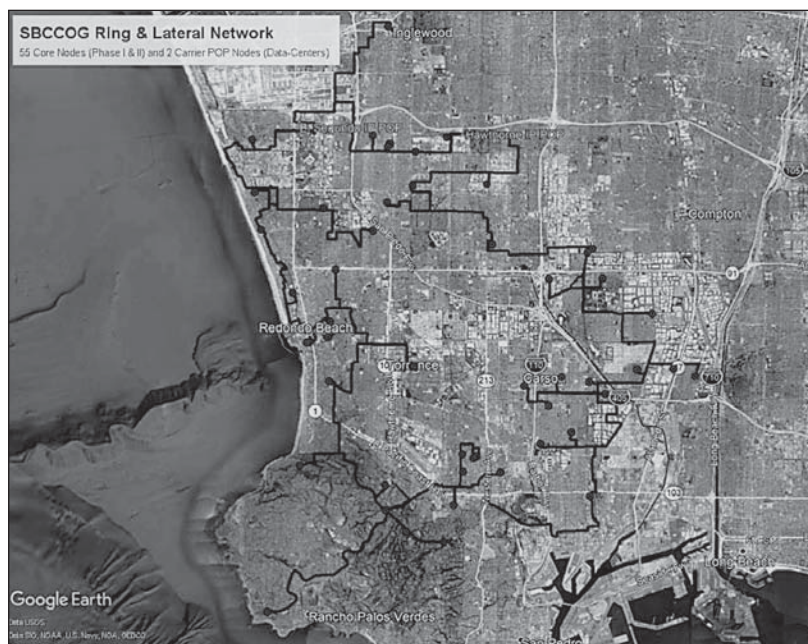
management, a range of road sensors, connected vehicles and many other important transportation applications, SBCCOG applied to Metro for Measure M Sub-regional funds to cover all of the capital costs for agencies participating in the initial "Phase 1" part of the project. SBCCOG has been allocated approximately \$250 million in Measure M Sub-regional funds for the next 5 years and after the cities made their requests for projects, there was still approximately \$125 million available

for the network. The SBCCOG request for the capital construction of the fiber network was for \$4.4 million, which included additional funding for legal services and program management. After several months of negotiating with Metro, SBCCOG's request was approved at the April Metro Board meeting. Additionally, Metro has asked that our fiber ring network be connected to the regional traffic network so that agencies on the ring will be able to have real-time traffic data as soon as the project is implemented – an additional bonus!

The monthly cost for the SBCCOG network is the same or lower than cities are currently paying for less service. A minimum of 1 gigabit of service will cost \$1000/month but this price will go down if more than 55 sites participate. Service is also available for 2, 5 and 10 gigabits. A minimum of 35 sites are required for the project to move forward.

SBCCOG is now confirming the final sites and addresses with each city and several outside agencies – the South Bay Workforce Investment Board, Beach Cities Health District, LA BioMed, West Basin Municipal Water District, LA Metro and the County Department of Public Works.

**Continued on Page 2**



# Food for Thought

## THE IMPACTS OF BLOCKCHAIN ON THE SOUTH BAY ECONOMY

By Chris Cagle – Regional Affairs Manager, South Bay Workforce Investment Board

**M**ost people have heard of Bitcoin and maybe even own some cryptocurrency themselves. Few, however, know much about the underlying technology called Blockchain.

Not only is Blockchain the underlying technology behind cryptocurrencies, it also provides solutions for many other applications that are having global impacts. Blockchain is basically software that keeps track of things. Keeping track of information is a primary function of business and because Blockchain can accomplish this in a way that can be transparent, immutable and secure, the technology offers many powerful solutions for business and society.

Recently the South Bay Workforce Investment Board (SBWIB) with Cal State University - Dominguez Hills, did a study of Blockchain and potential impacts on the South Bay Economy. The report outlined many uses of the technology and highlighted several areas that governments could potentially use it, from managing voting records, to accepting tax payments with cryptocurrencies, to emergency management. Blockchain technology has the potential to reduce the cost and increase the accuracy, speed, and safety of recordkeeping at all levels of government, while providing transparency to the public. South Bay governments have the opportunity to be early adopters of this technology and hence benefit, while other regions lag behind.

Some interesting use cases are emerging now that may offer additional advantages to the South Bay region and are worth considering. In Europe for example at Jaguar Land Rover, they are working on a solution that would offer crypto tokens as rewards to drivers who participate in a transportation traffic calming program. Drivers earn cryptocurrency tokens while they drive. Cars are outfitted with a device that monitors their driving habits, it also detects road hazards and provides information about traffic jams, potholes and other details. The data is transmitted to a location where it can be analyzed to provide statistics for transportation planning or used in real time to synchronize signals to improve traffic flow. Drivers earn rewards for participation in the form of crypto tokens that can be redeemed to pay for various things such as toll road expenses, parking fees, car pool lane costs or possibly a train ticket or a bus pass or even to pay for charging fees for their electric vehicle.

It is usually a challenge to get the public at large to cooperate with new traffic calming initiatives and various other things such as telecommuting and ride sharing, but a system providing incentives to participate may produce positive results. Earning tokens and paying for tolls happens automatically and consumers can track their reward earnings and debits with an app on their phone. Using Blockchain to create a crypto token to transfer value in the form of a reward may be one of the more interesting and practical uses of the technology that could be used by local governments and regional agencies.

A system like the above is possible because Blockchain and token technology allow transfers in small micro payments at little to no cost. Cryptocurrencies make this possible. The system above also ties into the idea of Smart Cities and includes the vehicle itself playing a role in the gathering of traffic data. The South Bay Fiber Network (SBFN) project the SBCCOG is developing could provide the infrastructure the system would run on. SBFN aims to ensure the South Bay region has the Broadband infrastructure needed to stay globally competitive and to facilitate Smart-City services.

To ensure the South Bay region remains at the forefront of innovation, it is important that we understand the dynamics of Blockchain and prepare for the future happening now.

To view the SBWIB Blockchain report and find links to information referenced above please visit [www.sbwib.org/blockchain](http://www.sbwib.org/blockchain)

## CALENDAR

All meetings are open to the public

### August

- 6 GIS Working Group
- 12 Transportation Committee Steering Committee
- 14 Infrastructure Working Group
- 22 **Board of Directors\***

### September

- 3 GIS Working Group
- 4 Homeless Services Task Force
- 9 Transportation Committee Steering Committee
- 11 Infrastructure Working Group
- 24 Seniors Services Working Group
- 26 **Board of Directors\***  
Energy Management Working Group

### October

- 1 GIS Working Group
- 9 Infrastructure Working Group
- 10 Legislative Briefing
- 14 Transportation Committee Steering Committee
- 24 **Board of Directors\***  
Energy Management Working Group

Contact [Jacki@southbaycities.org](mailto:Jacki@southbaycities.org) for further information.

\*For Board meeting location see SBCCOG website:  
<http://southbaycities.org/committees>  
(Board of Directors)

Published 7/25/19

**The quarterly South Bay Watch  
is available electronically  
by email or at  
[www.southbaycities.org](http://www.southbaycities.org).**

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## West L.A. College Part of \$12 Million Grant for Apprentice Program

POSTED BY CONTRIBUTING EDITOR ON JULY 15, 2019 IN BUSINESS | 56 VIEWS | [LEAVE A RESPONSE](#)

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West Los Angeles College in Culver City and the South Bay Workforce Investment Board in Hawthorne have received a \$12 million grant from the U.S. Department of Labor for a program to prepare and place nearly 1,500 workers into apprenticeship roles in advanced manufacturing with a focus on the Aerospace and Bioscience industries, it was announced Monday.

The grant was the only one awarded to a California applicant, and is part of a national effort under the Growing Advanced Manufacturing Apprentices Across America program, which aims to place a total of about 5,000 workers into apprenticeship roles.

"This very significant grant award reflects the effectiveness of the apprenticeship programs we have collectively created here in the greater South Bay area," SBWIB Executive Director Jan Vogel said. "Our Aero-Flex and Bio-Flex pre-apprentice and apprenticeship models are now being looked at and implemented nationally."

Included among the local collaborative partners are El Camino College, College of the Canyons, Los Angeles Workforce Development Board, Los Angeles Economic Development Corporation, Project Lead the Way, Training Funding Partners, Goodwill of Southern California and the Aero-Flex Unilateral Apprenticeship Committee.

Companies and participants interested in this opportunity were asked to contact Deborah Shepard at 310-970-7700 for more information on how to participate.

The SBWIB operates four One Stop Business & Career Center in the South Bay, plus two Teen Centers in Inglewood and Hawthorne. All employment services

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**PRESS RELEASE**

May 02, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact: 310-970-7700

**South Bay Workforce Investment Board Hosts the 19<sup>th</sup> Annual Blueprint for Success Job Fair in Partnership with the City of Carson for the South Bay Region**

**HAWTHORNE** – The 19<sup>th</sup> Annual Blueprint for Workplace Success Youth & Young Adults Job Fair drew hundreds of students from high schools, colleges, charter schools and adult schools throughout the South Bay. The job fair was hosted by the City of Carson, presented by the South Bay Workforce Investment Board (SBWIB) and took place at the Congresswoman Juanita Millender McDonald Community Center in Carson on May 02, 2019.

Students gathered for Carson Mayor Albert Robles' welcoming speech as he shared stories of distinguished authors who've never given up, he stated "you too, whether it's your first time or third time, don't give up" and he added "don't get discouraged, remember to be respectful and confident." The mayor wished everyone good luck in their job search.

The job fair brought in many dignitaries including Carson Councilmember Jim Dear and Centinela Valley Union High School District Superintendent Gregory O'Brien. Amongst the attendees were 84 employers from private and public sectors who interviewed students; 148 students were hired on-the-spot and 211 were invited back for second interviews. It is expected many more will be hired and called in for interviews in the coming days.

"This remarkable event attracts students, and job seekers every year looking to get started on their career and to gain valuable work experience, that is why we continue it," stated Jan Vogel, SBWIB Executive Director.

The SBWIB operates four One-Stop Business and Career Centers that provide no cost job search and educational services for youth, adults and business services in 11 South Bay communities. It also operates two Teen Centers in Inglewood and Hawthorne. For more information visit [www.sbwib.org](http://www.sbwib.org) or telephone 310-970-7700.

# # #



[www.sbwib.org](http://www.sbwib.org)

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

## 19<sup>th</sup> Annual Blueprint for Success Job Fair



The 19<sup>th</sup> Annual Blueprint for Workplace Success Youth & Young Adults Job Fair drew more than 800 students from the South Bay to the Congresswoman Juanita Millender McDonald Community Center in Carson on May 02, 2019. 148 students were hired on-the-spot and 211 were invited back for second interviews.

# # #



**PRESS RELEASE**

May 31, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact Jan Vogel: 310-970-7700

**South Bay Workforce Investment Board Receives Veterans Grant**

**HAWTHORNE** – The South Bay Workforce Investment Board (SBWIB) was awarded nearly \$500,000 to assist unemployed and underemployed veterans find rewarding civilian jobs through employment assistance programs. Funding was awarded through the Veterans’ Employment-Related Assistance Program (VEAP) offered by the State of California Employment Development Department (EDD) under the Workforce Innovation Opportunity Act (WIOA).

“The grant will be utilized for vocational programming for at least 100 veterans, mostly in the fields of advanced manufacturing and construction,” said Executive Director, Jan Vogel. For veteran job seekers that may not fit within the manufacturing and construction sector, the SBWIB will assist them to find jobs in other industries.

Training will include pre-employment and job-readiness workshops, on-the-job training, paid work experience and industry recognized, certified vocational training leading to credentials, certificates and direct job placement. Outreach and recruitment will be supported by existing, proven partnerships with local area employers, military installations and community partners. Training will be provided by local training agencies, community colleges, and employers.

The SBWIB previously served 115 veterans with a prior grant from the state and has been certified by the Department of Labor for its aerospace engineering apprenticeship program. This new South Bay VEAP program fits perfectly to open the doors and serve as many veterans to succeed in the fields of advanced manufacturing and construction.

The SBWIB operates four One Stop Business & Career Centers within the South Bay service area plus two Teen Centers in Inglewood and Hawthorne. All employment services provided are offered at no cost to the public. For further information, call 310-970-7700 or go to SBWIB.org.

# # #



**FOR IMMEDIATE RELEASE**

May 31, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact: Jan Vogel 310-970-7700

**South Bay Workforce Investment Board Honors 40 Cadet Graduates  
During 16<sup>th</sup> Annual Fit For Gold Tutoring & Fitness Academy Award Ceremony**

**HAWTHORNE** – Forty high school students were honored May 30<sup>th</sup> during the 16<sup>th</sup> Annual Fit For Gold Tutoring & Fitness Academy Graduation Ceremony held at Rogers Park in Inglewood. The program is presented by the South Bay Workforce Investment Board (SBWIB).

Family members, training partners, educators and local elected officials attended the ceremony including: Inglewood Mayor James T. Butts Jr and Councilman Alex Padilla; Gardena Mayor Tasha Cerda and Councilman Dan Medina; Hawthorne Councilmembers Olivia Valentine and Alex Monteiro; Lawndale Mayor Robert Pullen Miles and Councilman Pat Kearney. Dr. Nicole Robertson represented Congresswoman Maxine Waters. Centinela Valley Union High School District Superintendent Dr. Greg O'Brien also participated in the awards presentations, as well as Linal Harada who represented the El Segundo School District, and Dr. Michael Romero from the Los Angeles Unified School District.

SBWIB Executive Director Jan Vogel opened the ceremony and thanked the training and business partners who annually provide financial support and tutoring. "The effectiveness of this program is shown in the fact that of the 98 percent of the students who complete the program, 90 percent of them go onto post - secondary education," he said.

Mayor Butts joined with Mr. Vogel in presenting two \$500 scholarships provided by West Basin Water District and the SBWIB to Cadets Ledeya Tesfaye, from the Hawthorne Math and Science Academy, and Jayla Williams of Inglewood.

The Fit For Gold Tutoring & Fitness Academy is an after-school program that trains high school seniors to provide homework assistance, nutrition information and physical fitness activities to students, grades 3 - 8, while participating in 36 hours of enrichment and mentoring training and college – readiness activities.

Fit For Gold was established in 2003 as an intervention program to help raise declining student test scores and reduce the rate of cardio vascular disease among elementary and high school age students living in the SBWIB's service area that includes the cities of Carson, Gardena, El Segundo, Hawthorne, Hermosa Beach, Inglewood, Lawndale, Lomita, Manhattan Beach, Redondo Beach and Torrance.

SBWIB Fit For Gold Photo Caption



Fit For Gold Cadets were honored by educators and civic leaders May 30th during graduation ceremony conducted by the South Bay Workforce Investment Board at Rogers Park in Inglewood.

# # #



www.sbwib.org

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

## **PRESS RELEASE**

June 25, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact: 310-970-7700

### **Fourteen Local Youth Gain Their High School Diplomas Through South Bay Workforce Investment Board's Second Chance YouthBuild Program**

**HAWTHORNE** – The first class of students to graduate from the South Bay Workforce Investment Board (SBWIB) YouthBuild Program were honored during their commencement ceremony June 21st at the Centinela Valley Center for the Arts on the campus of Lawndale High School. The YouthBuild Program enables those who did not finish high school, ages 16-24, to have a second chance to earn their diploma or G.E.D. and gain occupational skills training in construction as well as leadership development.

Family members and friends of the graduates attended the ceremony along with YouthBuild faculty members and representatives from partnering organizations including AmeriCorps, YouthBuild Charter School of California and California STEAM.

"We are extremely proud of these young adults who set aside their fears and overcame some very tough obstacles to complete this program," said SBWIB Jan Vogel. "Many of them have already set their sights even higher and enrolled in local community colleges and trade schools this Fall."

The SBWIB had been a partner with the program's founding organization, Century Center for Economic Opportunity (CCEO) based in Lennox, for more than 30 years before merging it into the Youth Services offerings of the SBWIB in the Fall of 2018. CCEO established one of the first YouthBuild Programs in the country, which was the result of a YouthBuild Grant made possible by the U.S. Department of Labor.

The SBWIB operates four One Stop Business & Career Centers within its South Bay service area plus two Teen Centers in Inglewood and Hawthorne providing no cost adult, youth and business services. For further information, please call (310) 970-7700 or visit sbwib.org.

# # #



[www.sbwib.org](http://www.sbwib.org)

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

### YouthBuild Photo Caption



Some of the graduates of the South Bay Workforce Investment Board YouthBuild Program wait for commencement ceremony to begin June 21st at the Centinela Valley Center for the Arts at Lawndale High School.

# # #



**PRESS RELEASE**

July 15, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact Jan Vogel: 310-970-7700

**South Bay Teen Centers Youth Participate in “A Day in the Life of a College Student” Tour and Overnight Stay at California State University, Dominguez Hills**

**HAWTHORNE, CA** – Sixteen South Bay Area seventh to ninth graders participated in the 6th Annual “A Day in the Life of a College Student” field trip at California State University, Dominguez Hills (CSUDH). Students got a tour of the campus, attended workshops and experienced an overnight stay at the dorms from July 9th to July 10th, 2019. This ongoing event is part of the South Bay Promise, made possible through the partnerships of the Hawthorne and Inglewood Teen Centers, the South Bay Workforce Investment Board (SBWIB) and CSUDH.

The event started at the Hawthorne Teen Center as students gathered, received mock college packets with acceptance letters and participated in activities to get to know one another. Some activities included questionnaires for college housing and a game of power rock paper scissors where students were taught the importance of cheering for others despite challenges in life. This year, participating students were from three South Bay area school districts (Hawthorne School District, Torrance Unified School District and Inglewood Unified School District).

Participating student, Kayla, expressed her expectations, “I’ve been to a few campuses, but none like this and I haven’t spent the night. I’m looking forward to learning more about what college is like and asking different questions,” she stated.

The South Bay Promise, aims to help area students with college preparation. Developed by leaders from California State University, Dominguez Hills (CSUDH), El Camino College (ECC), Inglewood Unified School District (IUSD), Centinela Valley Union High School District (CVUHSD) and the SBWIB, the South Bay Promise is now open to students from all school districts. This program enables students to have access to higher education and services such as tutoring, counseling and other support programs they need to be successful and transfer or graduate and enter the workforce. “More students are learning and experiencing the college path by getting the opportunity to visit campuses, we want to continue showing them the opportunities and support they have from their communities,” stated SBWIB’s Executive Director, Jan Vogel.

The SBWIB operates four One Stop Business & Career Centers within its South Bay service area plus two Teen Centers in Inglewood and Hawthorne providing no cost adult, youth and business services. For further information, please call (310) 970-7700 or visit sbwib.org.

# # #



[www.sbwib.org](http://www.sbwib.org)

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

**Photo caption:** South Bay Area students participate in 6<sup>th</sup> Annual “A Day in the Life of a College Student” at California State University, Dominguez Hills with an overnight stay from July 9<sup>th</sup> to July 10<sup>th</sup>, 2019.





**PRESS RELEASE**

July 15, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact: 310-970-7700

**U.S. Department of Labor Awards \$12 Million Grant to West LA College/  
South Bay Workforce Investment Board (SBWIB) Led Collaborative to Prepare  
Apprentices for Advanced Manufacturing & Bioscience Careers**

**HAWTHORNE** – The U.S. Department of Labor (DOL) has awarded a \$12 million grant to a West Los Angeles College/SBWIB collaborative that will be part of a national effort under its Growing Advanced Manufacturing Apprentices Across America (GAMAAA) program to prepare and place 5,000 workers into pre-apprenticeship and apprenticeship roles in advanced manufacturing with a focus on the Aerospace and Bioscience industries over the next four years. The grant was the only one awarded to a California applicant and will support training of new hires and incumbent workers.

While the local program will focus on placing nearly 1,500 apprentices and pre-apprentices around the Southland, the collaborative will be participating nationally in Employment & Training apprenticeship conferences to strengthen working relationships between local and national professional trade associations, educators, employers and elected officials that can help determine emerging skill sets and employer needs.

The SBWIB will be directly responsible for generating an awareness of the GAMAAA objectives locally as well as with workforce and employment development organizations in other parts of the nation such as South Carolina and Florida, where partnerships are being formed.

“This very significant grant award reflects the effectiveness of the apprenticeship programs we have collectively created here in the greater South Bay area,” said SBWIB Executive Director Jan Vogel. “Our Aero-Flex and Bio-Flex pre-apprentice and apprenticeship models are now being looked at and implemented nationally.”

Included among the local collaborative partners are El Camino College, College of the Canyons, Los Angeles Workforce Development Board, Los Angeles Economic Development Corporation, Project Lead the Way, Training Funding Partners, Goodwill of Southern California and the Aero-Flex Unilateral Apprenticeship Committee.

Companies and participants interested in this opportunity may contact Deborah Shepard at (310) 970-7700 for more information and details on how to participate.

The SBWIB operates four One Stop Business & Career Centers within the South Bay service area plus two Teen Centers in Inglewood and Hawthorne. All employment services provided are offered at no cost to the public, visit [www.SBWIB.org](http://www.SBWIB.org) to learn more about available programs.

# # #



## **PRESS RELEASE**

July 15, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact: 310-970-7700

### **South Bay Workforce Investment Board Implements Bio-Flex Apprenticeship Initiative for the Bioscience Industry**

**HAWTHORNE** - The South Bay Workforce Investment Board (SBWIB) has implemented the Bio-Flex Initiative, a new innovative project to develop pre-apprenticeship and registered apprenticeship career pathways for the Bioscience industry and job seekers looking for careers in Bioscience. Bio-Flex is a cooperative partnership between SBWIB, the County of Los Angeles, educational institutions, associations and many Bioscience employers.

Supervisor Mark Ridley Thomas, who has led the effort to create BioLA (Bioscience Los Angeles County) and signal that the County is committed to becoming a global leader in Bioscience, provided the SBWIB with \$200,000 in grants to develop apprenticeships and implement the program. The Los Angeles County Workforce Development, Aging and Community Services Department provided an additional \$150,000 for apprentice training. And, more recently the California Workforce Development Board and Economic Development Department awarded the SBWIB a \$150,000 from the Workforce Accelerator Fund to attract participants into the new Bio-Flex apprenticeship program and to develop additional apprenticeship occupations.

"We are very excited to partner with the supervisor in his effort to make L.A. County a significant hub for Bioscience. We are prepared to do our part in preparing the local workforce to take advantage of these exciting employment opportunities," said Jan Vogel, SBWIB Executive Director.

The SBWIB will develop an employer driven apprenticeship model that will meet the workforce development needs common to Bioscience industry partners, while providing a framework to allow each employer to design and "flex" their own program. Employers will be able to tailor the curriculum to meet their individual training needs around a specific occupation or department.

Bio-Flex is modeled after the SBWIB's successful Aero-Flex Initiative, which brought together various industry partners in advanced manufacturing to provide career development and apprenticeship opportunities in the aerospace industry.

Apprenticeship is a proven way to connect employers to a diverse future workforce. This collaboration with employers and other stakeholders aims to create a flexible yet structured career pathway for high school and college level students, veterans, underserved populations, new hires, and incumbent workers who might otherwise have challenges accessing opportunities within this industry. Bio-Flex will support a regional network of partners that will ensure employment opportunities in Bioscience are widely available to all.

The local Bioscience industry currently generates more than \$40 billion in economic activity annually and supports 70,000 direct jobs and 160,000 indirect jobs, but has the potential to create even more, at all skill levels. Resilient against economic downturns, Bioscience was the only industry sector that continued to grow during the Great Recession.



www.sbwib.org

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

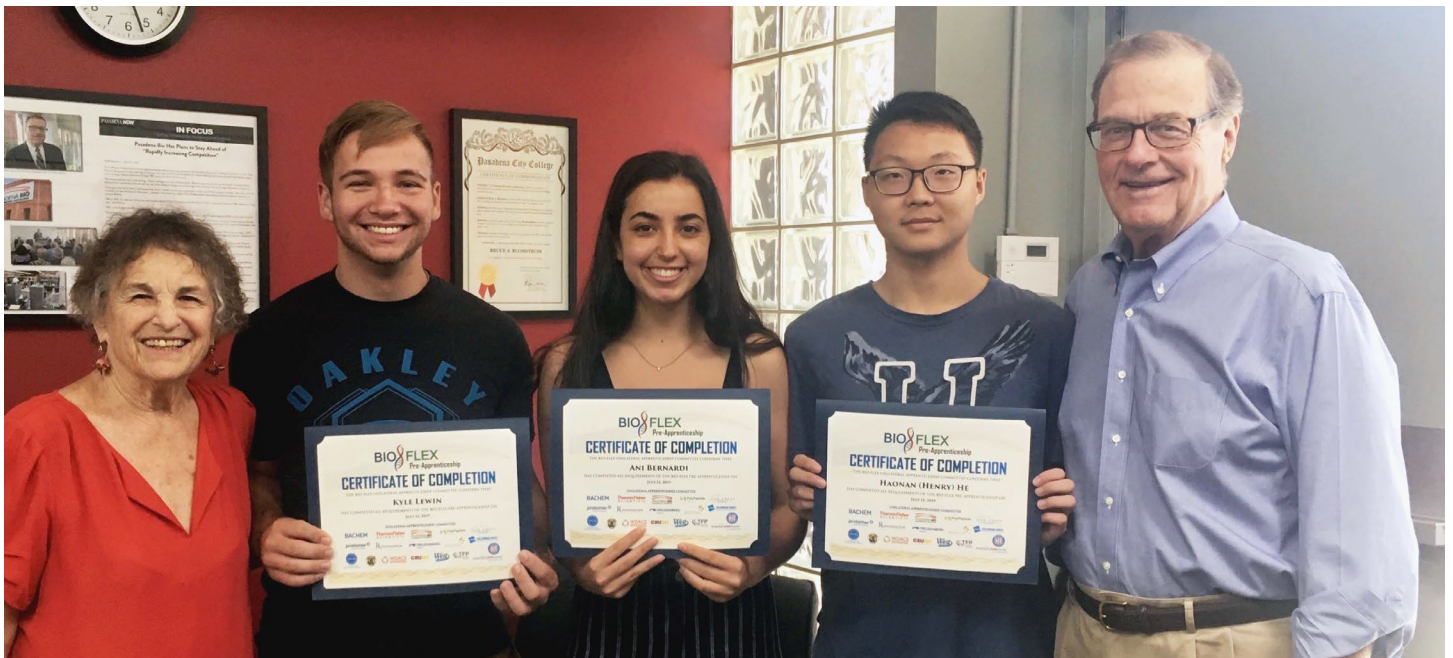
A number of Southland Bioscience employers are involved in Bio-Flex including Bachem, Polypeptide, Protomer Technologies, Sakura, Pasadena Bio, Thermo Fisher Scientific, Takeda, Oak Crest Institute of Science, and Freudenberg Medical, to name a few. Other partners include BioCom, Los Angeles Economic Development Corporation, Training Funding Partners, Rx Foundation, West LA College and Cal State University Dominguez Hills.

The vision for Bio-Flex is to deliver an effective and proven employer-directed career development tool, which can be used to attract new talent to the Bioscience industry. The program will provide an important resource to employers and increase job seekers' access to well-paid careers within this exciting industry.

Companies and participants interested in this opportunity may contact Deborah Shepard at (310) 970-7700 for more information and details on how to participate.

The SBWIB operates four One Stop Business & Career Centers within the South Bay service area plus two Teen Centers in Inglewood and Hawthorne. All employment services provided are offered at no cost to the public, visit SBWIB.org to learn more about available programs.

# # #



**Photo caption:** Recent Bio-Flex Pre-Apprentices pose for photo after receiving their certificates. Pictured from left to right; Dr. Wendie Johnston, Lab Director, Pasadena Bio Collaborative incubator, Kyle Lewin, Ani Bernardi, Haonan (Henry) He and Robert C. Bishop, Ph.D., President, Pasadena Bio Collaborative incubator.



**PRESS RELEASE**

July 31, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact Jan Vogel: 310-970-7700

**Twenty-three Hawthorne High School Manufacturing & Engineering Students Graduate from South Bay Workforce Investment Board's Aero-Flex Pre-Apprenticeship Program**

**HAWTHORNE, CA** – Twenty-three students from Hawthorne High School Manufacturing & Engineering graduated from the South Bay Workforce Investment Board's (SBWIB) Aero-Flex Pre-Apprenticeship program on Friday, July 26, 2019. Students and parents/guardians were celebrated during graduation held at the SBWIB offices in Hawthorne.

Present to congratulate the pre-apprentices were; Dr. Gregory O'Brien, Centinela Valley Union High School District (CVUHSD) Superintendent; Mrs. Mejia, Associate Principal, Hawthorne H.S.; Dr. Pamela Brown, Principal, Hawthorne H.S.; Mr. Lucas Pacheco, Hawthorne H.S. Manufacturing & Engineering Coordinator; Hatha Parrish, Director of Federal and State Programs, CVUHSD and Kacie Yoshida, Career Technical Education Pathway Specialist, Hawthorne H.S. Dr. O'Brien commended the students for finishing the program during their summer. "Take pride in what you are doing and be grateful for the SBWIB and all those individuals that took their time to recruit you for this experience," Dr. O'Brien expressed. "Always be grateful to those individuals because they have helped to provide you with opportunities for your future careers and lives," he added.

As part of the three track Aero-Flex Pre-Apprenticeship program requirements, students successfully completed and earned certificates for Track I - work readiness training called, "Blueprint for Workplace Success", Track II - SME ToolingU occupational skills training and Track III - work experience training. "We are proud of the dedication of these students; 23 enrolled and all of them completed the requirements," stated SBWIB Executive Director, Jan Vogel. Students also received a \$500 stipend at graduation for their successful work.

The Aero-Flex program is an employer directed earn and learn model for engineering, allowing each individual employer to design and "flex" the program's curriculum. Program participants gain career knowledge in manufacturing, obtain valuable training and work experience, gain industry association membership and more.

The SBWIB operates four One Stop Business & Career Centers within the South Bay service area plus two Teen Centers in Inglewood and Hawthorne, and provides adult, youth and business services. Companies and students interested in being a part of the program or for more information on the Aero-Flex Pre-Apprenticeship, please contact Deborah Shepard at [dshepard@sbwib.org](mailto:dshepard@sbwib.org) or call (310) 970-7700.

# # #



[www.sbwib.org](http://www.sbwib.org)

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

**Photo caption:** Hawthorne High School Manufacturing & Engineering students graduate from South Bay Workforce Investment Board Aero-Flex Pre-Apprenticeship program on July 26<sup>th</sup>, 2019 at the SBWIB.





## **PRESS RELEASE**

July 22, 2019

South Bay Workforce Investment Board  
11539 Hawthorne Blvd., Suite 500  
Hawthorne, CA 90250  
Contact Jan Vogel: 310-970-7700

### **South Bay Students Graduate Take Flight Through Summer Transportation Program**

**HAWTHORNE, CA** – Selected South Bay middle and high school students from the Inglewood Unified School District (IUSD) and Centinela Valley Union High School District (CVUHSD), partook in a 2-week program with the National Summer Transportation Institute (NSTI), offered by the College of Engineering, Computer Science, and Technology at Cal State LA from June 27th through July 15<sup>th</sup>. Students visited Flabob Airport in Riverside, CA on Saturday, July 13, 2019, where they each got to fly an airplane with an instructor for 20-30 minutes. The program concluded with a graduation dinner on Monday, July 15, 2019.

The NSTI program offered classroom instruction related to S.T.E.M. and the transportation industry, including three days at Flabob Airport. During their time at the airport, students learned about the forces needed for planes to fly, the adjustment to winds, different airplane parts, and how to read the different instruments meters in order to fly. Students practiced what they learned by flying an airplane with an instructor over and around a mountain adjacent to the airport.

To end the program, students were congratulated with certificates during a graduation dinner. Present were NSTI director, Dr. Hashemian, students and teachers. Participating student Ruth Hamilton from City Honors College Preparatory Academy spoke about her experience during the ceremony.

SBWIB's Executive Director, Jan Vogel said, "Their experience doesn't end here, eight of these students will be going to Pensacola, Florida for the National Flight Academy. They were selected among 200 other students in the Country, that's really big!"

The NSTI program is provided at no cost to students and is a transportation-focused, career awareness initiative designed to introduce disadvantaged secondary school students to all modes of transportation-related careers. The program provides academic enhancement activities and encourages students to pursue transportation-related courses of study at the college/university level.

The National Flight Academy is the world's largest virtual aircraft carrier and the nations #1 themed learning adventure that allows students to experience the sound, smell and feel of a real aircraft carrier. Students live for 6 days in a multi-story facility experiencing theme-park style thrills surrounded by advanced technology, flight simulators, and virtual reality games that ignite imagination and encourage learning.

The SBWIB operates four One Stop Business & Career Centers within its South Bay service area plus two Teen Centers in Inglewood and Hawthorne providing no cost adult, youth and business services. For further information, please call (310) 970-7700 or visit [www.sbwib.org](http://www.sbwib.org).

# # #

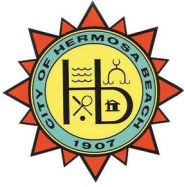


[www.sbwib.org](http://www.sbwib.org)

SOUTH BAY WORKFORCE INVESTMENT BOARD  
**SBWIB**

**Photo caption:** South Bay students fly airplanes as part of their program in the National Summer Transportation Institute after learning about the transportation industry. Program concluded with graduation dinner Monday, July 15, 2019.





## Staff Report

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### Staff Report

REPORT 19-0532

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**AWARD OF CONTRACT WITH TUMBLEWEED TRANSPORTATION FOR THE DAILY BUS  
TRANSPORTATION FOR THE STAR EDUCATION KINDERGARTEN PROGRAM**

(Community Resources Manager Kelly Orta)

### **Recommended Action:**

Staff recommends that the City Council:

1. Award a two-year contract with an option to extend one additional year with Tumbleweed Transportation for daily bus transportation for the STAR Education Kindergarten program, commencing with the 2019-2020 school year, in the amount of \$36,000;
2. Appropriate an additional \$4,500 in Proposition A Transportation Funds to the Community Resources Star Education Program Shuttle Account; and
3. Authorize the Mayor to execute the contract and the City Clerk to attest, subject to approval by the City Attorney.

### **Executive Summary:**

In July 2015, the City entered into a lease agreement with STAR Education to provide daily daycare services and enrichment programming for children attending kindergarten in the Hermosa Beach City School District (HBCSD). Because this program takes place at the Community Center, there is a need to transport participants from the Community Center to View School, and back. In July, the City issued a Request for Proposal (RFP) for this daily transportation service and received a proposal from Tumbleweed Transportation, which is the service provider that provided these transportation services in the 2018-2019 school year. Staff recommends the award of contract to Tumbleweed Transportation for a two-year term, commencing with the 2019-2020 HBCSD school year, with an option to extend one additional year at the discretion of the City.

### **Background:**

In July 2015, the City entered into a lease agreement with STAR Education, a Los Angeles-based non-profit organization, to utilize Classroom 7 of the Community Center to provide daycare services and enrichment programming for children attending kindergarten in the HBCSD, specifically at View School. Due to impacted enrollment, HBCSD transitioned its kindergarten program from full-day to half-day. Therefore, the STAR Education program was needed to fill the gap in care opposite of when

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## Staff Report

REPORT 19-0532

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children are attending the district's kindergarten program. The offering of this program has been highly beneficial for a number of families, with approximately 30 children enrolled in each session-morning and afternoon. The current lease agreement that supports this program is scheduled to expire in July 2020.

Because the STAR Education program takes place at the Community Center, there is a need to transport participants from the Community Center to View School, and back. Since its inception in Hermosa Beach, the City has provided this daily bus transportation with a variety of transportation service providers. Beginning in the 2017-2018 school year, Tumbleweed Transportation provided bus transportation services for the STAR Education program on a month-to-month basis. Following a formal Request for Proposal (RFP) process, the City entered into a one-year agreement with Tumbleweed Transportation to provide this transportation service for the program commencing with the 2018-2019 school year. Tumbleweed has provided this service in a professional and satisfactory manner and has provided safe buses, professional drivers, and punctuality on a daily basis. This agreement expired on June 21, 2019; it is not needed during summer vacation months.

In July 2019, staff issued an RFP for this daily transportation service commencing with the 2019-2020 school year, sharing the RFP directly with at least four bus transportation companies. Tumbleweed Transportation provided the only response to the RFP. Considering last year's satisfactory service as well as qualified and positive reference checks, staff recommends the award of contract to Tumbleweed Transportation for the upcoming 2019-2020 school year.

### **Discussion:**

#### **STAR Education Program**

The STAR Education program runs daily from 7:00am-3:00pm on all days when View School is in session. It is a state-licensed childcare program that includes highly trained and CPR certified staff. The program includes a theme-based curriculum that incorporates S.T.E.A.M. (Science, Technology, Engineering, Art, and Math), music, dance, storytime, fitness, and a variety of additional enrichment opportunities. Registration for the program is processed independent of the City and is directly between program participants and STAR Education.

#### **Tumbleweed Transportation**

Tumbleweed Transportation provides transportation services for a variety of school districts and independent schools including ongoing services for:

- Torrance Unified School District for field trips and transportation for athletic trips.
- Beverly Hills Unified School District for field trips and transportation for athletic trips.
- Brentwood School in Los Angeles.

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## Staff Report

REPORT 19-0532

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As previously stated, the City of Hermosa Beach has been utilizing the services of Tumbleweed Transportation throughout the last two school years and remains confident in its ability to continue providing an acceptable level of service for STAR Education program participants.

### Term Length

Due to the satisfactory relationship with Tumbleweed Transportation, staff recommends a two-year term, commencing with the 2019-2020 HBCSD school year, with an option to extend one additional year at the discretion of the City.

### Cost

The daily cost for this service is proposed at \$200. For the upcoming 2019-2020 school year, the total annual cost will be \$36,000. The daily cost for years two and three of the agreement would not increase by more than seven percent annually due to fuel costs; and increases to insurance rates and personnel costs. The 2019-20 Adopted Budget includes \$31,500 for this program shuttle; therefore, an appropriation of \$4,500 in Proposition A Transportation Funds is necessary.

### General Plan Consistency:

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

- Mobility Goal 3. Public rights-of-way supporting a multimodal and people-oriented transportation system that provides diversity and flexibility on how users choose to be mobile.
  - *3.5 Incentivize other modes* - Incentivizing local shuttle/trolley services, rideshare and car share programs, and developing infrastructure that support low carbon (e.g. electric) vehicles.
- Mobility Goal 7. A Transportation system that results in zero transportation-related fatalities and which minimizes injuries.
  - *7.4 Traffic safety programs* - Prioritize traffic safety programs oriented towards safe access to schools and community facilities that focus on walking, biking and driving in school zones.

### Fiscal Impact:

The total cost for this service for the upcoming 2019-2020 school year is \$36,000, charged at \$200 per day. Annual rates for years two and three of this contract will not increase by more than seven percent. The 2019-20 Adopted Budget includes \$31,500 for this program shuttle; therefore, an appropriation of \$4,500 in Proposition A Transportation Funds is necessary.

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## Staff Report

REPORT 19-0532

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### **Attachments:**

1. Tumbleweed Transportation Proposal
2. Draft Agreement

**Respectfully Submitted by:** Kelly Orta, Community Resources Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

### 3.2.2 Firm Profile

- Name and Address:
  - Tumbleweed Transportation
  - P.O. Box 49291
  - Los Angeles, CA 90049
  - 310-444-3232
- Name and Contact of Primary Point of Contact
  - Tumbleweed Transportation-Dispatch office
  - P.O. Box 49291
  - Los Angeles, CA 90049
  - 310-444-3232
- Tumbleweed Transportation is a Corporation
- FED ID #95-4404632
- Contact Number and Fax
  - P.O. Box 49291
  - Los Angeles, CA 90049
  - 310-444-3232; Fax 310-444-3230
- Owned 100% by one individual
- Been in business for 26 years
- Tumbleweed Transportation has provided equivalent services for 26 years.
- Tumbleweed Transportation has not had failures or refusals to complete a Contract.

### 3.2.3 Statement of Project Understanding

- Tumbleweed Transportation understands the project is to include daily transportation for students in the STAR program as dictated by the City of Hermosa Beach in a school bus that seats up to 50 kindergarten age students. As a school bus provider Tumbleweed Transportation understands that all work must be completed in school buses meeting all Local, State and Federal standards for student transportation.
- The Organizational Chart is below for Tumbleweed Transportation.

- Tumbleweed Transportation shall approach the work commitment to the City of Hermosa Beach with professionalism and organization to make sure students are picked up safely and on time.
- The Summary of Deliverables shall include monthly connection with Mr. Shattuck for the upcoming school calendar so that the bus is present on the days needed by the STAR program.
- Tumbleweed Transportation does not foresee any additional roles for the City Staff other than those already outlined in this RFP.

### 3.2.4 Project Management Plan

- On a monthly basis the City of Hermosa Beach shall deliver via e-mail or fax a schedule for the upcoming month's bus needs based on the school calendar.
- The City of Hermosa Beach may fax their monthly schedule to 310-444-3230 or they may email it to [Dispatch@tumbleweedtransportation.com](mailto:Dispatch@tumbleweedtransportation.com).
- If ever a disruption in service caused solely by the Contractor's error then the bus shall not be charged for that day. All service related issues must be relayed to Dispatch at 310-444-3232.

### 3.2.5 Experience and Qualifications

- Summary of Relevant Projects: Brentwood School daily home to school transportation including 17 total routes with a Contract value over a 3 year period of \$4,450,000; Beverly Hills Unified School District field trip and athletic trip transportation with a 3 year value of \$375,000; Torrance Unified School District field trip and athletic trip transportation with a 1 year value of \$10,000

References: Torrance USD  
Teresa Ollom  
310-972-6500

Beverly Hills USD  
Dianne Richard  
310-551-5100

Brentwood School  
310-476-9633  
Elizabeth Stocks

- Tumbleweed Transportation does not have a resume for the driver assigned to this project. However, the driver, Shirley Kennedy, has been a school bus driver for 9 years and has worked for Tumbleweed Transportation for 5 years. Ms. Kennedy possesses a valid Commercial Driver's License, a School Bus Certificate, valid DMV Medical Card and a First Aid card which are all required by the State of California.
- Assignment of Key Personnel shall be provided by Tumbleweed Transportation for the term of this Contract. Any Dispatcher at 310-444-3232 or [dispatch@tumbleweedtransportation.com](mailto:dispatch@tumbleweedtransportation.com) may assist or the President, Erin Borda, may be contacted at 310-444-3232 or [erin@tumbleweedtransportation.com](mailto:erin@tumbleweedtransportation.com). All vehicles in Tumbleweed Transportation's fleet are certified School Buses inspected by the California Highway Patrol. All vehicles have "A" inspections performed every 45 days or 3000 miles. Every 7,000 miles an outside vendor performs a 200 point inspection and oil and filter changes occur. This is done so that an outside set of eyes inspects our buses and adds a layer of assurance that the buses are in safe order. All other major repairs are performed by our shop mechanics or sent to a dealer if necessary.
- All Tumbleweed Transportation drivers are Certified School Bus Drivers holding a Commercial Class B license with a Passenger Endorsement. In addition, each driver carries a valid First Aid Card. Each driver will have a uniform shirt with the Tumbleweed Transportation logo. Drivers may wear a blue or black pant with closed toe shoes. On a monthly basis, each driver is required to attend in service training. The training pertains to many topics but they may include passenger loading, proper space distance and many other topics to promote safe driving.



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-07

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:



Printed Name and Title:

Erin Borda - President

6.3.2 Non-Collusion Affidavit

RFP #: \_\_\_\_\_

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in black ink, appearing to read "Erin Border", written over a horizontal line.

Printed Name and Title:

Erin Border President

6.3.3 Compliance with Insurance RequirementsRFP #: 19-07

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in black ink, appearing to be 'Erin Border', written over a horizontal line.

Printed Name and Title:

Erin Border President

6.3.4 Acknowledgement of Professional Services AgreementRFP #: 19-07

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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Signature of Authorized Representative:

A handwritten signature in black ink, appearing to read 'Erin Borden', written over a horizontal line.

Printed Name and Title:

Erin Borden - President

**AGREEMENT BETWEEN THE CITY OF HERMOSA BEACH AND TUMBLEWEED  
TRANSPORTATION FOR DAILY TRANSPORTATION FROM THE COMMUNITY CENTER  
TO VIEW ELEMENTARY SCHOOL AND BACK**

This Transportation Service Agreement ("Agreement") is entered into as of the \_\_\_\_\_ day of August, 2019, by and between TUMBLEWEED TRANSPORTATION, with offices located at 3025 E. Dominguez Street, Carson, CA 90810 (hereinafter referred to as "CONTRACTOR") and the City of Hermosa Beach, a California municipal corporation, having its principal office located at 1315 Valley Drive, Hermosa Beach, California 90254 (hereinafter referred to as "CITY").

**RECITALS**

- A. CITY desires to contract with a qualified bus transportation vendor to transport students from the Community Center to View Elementary School, and back for the STAR kindergarten enrichment program; and
- B. CONTRACTOR represents and warrants that it possesses the necessary qualifications, equipment and expertise to provide this service in a safe and reliable manner.

NOW THEREFORE, in consideration of the mutual covenants and conditions set forth herein, the parties hereby agree as follows:

- 1. **SCOPE OF AGREEMENT:** CONTRACTOR will furnish, operate and maintain CALIFORNIA certified school buses or SPAB to transport students and other persons from the Hermosa Beach Community Center to Hermosa View Elementary School and back.
- 2. **TERM OF AGREEMENT:** This agreement shall commence September 5, 2019 and continue through the end of the regular 2020/2021 school year. This agreement may be extended an additional one-year term, commencing at the end of the 2021/2022 school year, in the exclusive discretion of the City. The Agreement may be canceled by either party at any time, with or without cause, upon thirty (30) days written notice. In the event of such cancellation, CONTRACTOR shall be compensated for services performed through the effective date of cancellation.

3. COMPENSATION FOR SERVICES: CITY shall compensate CONTRACTOR monthly in arrears for services provided under this Agreement according to the following rate schedule:

**COMMUNITY CENTER TO HERMOSA VIEW AND BACK SERVICE**

<b>CAPACITY</b>	<b>DAILY RATE</b>
82 passenger bus or SPAB	\$200

4. INVOICES: CONTRACTOR shall submit an invoice to the CITY monthly for the services provided in the previous monthly period. CITY shall pay each invoice no later than thirty (30) days from the invoice date.
5. ROUTE AND ROUTE CHANGES: Prior to commencement of services under this Agreement, CONTRACTOR and CITY will jointly establish routes and schedules conforming to the CITY'S requirements. If at any time during the term of this Agreement it is determined that service may be improved by revisions to routing, scheduling or bus assignment, CITY and CONTRACTOR shall plan and institute such changes as necessary. Increased bus capacity or services necessitated by program or population changes may occur only when agreed to in writing by the parties.
6. TRAVEL TIME: No student shall be transported in excess of one (1) hour each day or more than one (1) hour each afternoon without prior approval of the CITY.
7. EMERGENCY TRANSPORTATION: No provision of the Agreement shall be construed in any manner to place CONTRACTOR under any obligation to perform emergency, ambulance or specialized medical transportation of any person.
8. EQUIPMENT REQUIREMENTS: All vehicles utilized under this Agreement shall be California Certified School Buses or SPAB, licensed and inspected as required by the California Highway Patrol and State Law. Buses shall be maintained in good operating condition. CITY reserves the right to inspect CONTRACTOR'S buses or SPAB upon request. In the event the CITY finds CONTRATOR buses unsafe or not in compliance with all applicable statutes, CONTRACTOR shall immediately cease using the vehicle for services under this Agreement and will provide an acceptable and fully certified replacement vehicle until it has made necessary repairs.

9. IMDEMNIFICATION: CONTRACTOR shall indemnify, defend and hold harmless CITY, its officers, officials and employees from and against all liability, loss, damage, expense, cost of every nature, including attorney fees, expert fees and costs of suit, arising out of or in connection with CONTRACTOR'S performance of services hereunder or its failure to comply with any of its obligations contained in this Agreement, excepting such liability, loss, damage, expense, or cost which arises out of or is connected with the negligence or willful misconduct of the CITY, its officer, officials, employees or other persons or entities acting on behalf of CITY. CONTRACTOR shall promptly pay any final judgment rendered against the CITY (and its officers, officials and employees) covered by the terms of this indemnity obligation. It is expressly understood and agreed that the foregoing provisions will survive termination of this Agreement.

#### 10. INSURANCE

- A. Without limiting CONTRACTOR's obligations arising under Section 11 – Indemnification, CONTRACTOR shall not begin work under this Agreement until it obtains policies of insurance required under this section. The insurance shall cover CONTRACTOR, its agents, representatives and employees in connection with the performance of work under this Agreement and shall be maintained throughout the term of this Agreement. Insurance coverage shall be as follows:
- i. Automobile Liability Insurance with \$5,000,000 combined single limit.
  - ii. Public Liability and Property Damage Insurance, insuring CITY, its elected and appointed officers, agents and employees from claims for damages for personal injury, including death, as well as from claims for property damage which may arise from CONTRACTOR's actions under this Agreement. Such insurance shall have a combined single limit of not less than \$2,000,000.
  - iii. Worker's Compensation Insurance for all CONTRACTOR's employees to the extent required by the State of California.
- B. Deductibility Limits for policies referred to in subparagraphs A (i) (ii) and (iii) shall not exceed \$5,000 per occurrence
- C. Additional Insured. City, its elected and appointed officers, agents and employees shall be named as additionally insureds for claims arising under the Agreement on policies referred to in subparagraphs A (i) and (ii).

- D. Primary Insurance. The insurance requires in paragraphs A (i) (ii) and (iii) shall be primary and not excess coverage.
- E. Evidence of Insurance. Consultant shall furnish CITY, prior to the execution of this Agreement, satisfactory evidence of the insurance requires, issued by an insurer authorized to do business in California, and an endorsement to each such policy of insurance evidencing that each carrier is requires to give CITY at least 30 days prior written notice of the cancellation of any policy during the effective period of the Agreement. All required insurance policies are subject to approval of the City Attorney, which approval shall not be unreasonably withheld or delayed. Failure on the part of CONTRACTOR to procure or maintain said insurance in full force and effect shall constitute a material breach of this Agreement.

11. NOTICES: Notices shall be given pursuant to the Agreement by facsimile, email or first-class mail of the United States Postal Service addressed as follows:

CITY:                      Attention: City Clerk  
                                 City of Hermosa Beach  
                                 1315 Valley Drive, Hermosa Beach, CA 90254

CONTRACTOR:      TUMBLEWEED TRANSPORTATION  
                                 P.O. BOX 49291  
                                 Los Angeles, CA 90049

- A. The notices shall be deemed to have been given as of the date of facsimile or email, or three days after deposit of the same in the custody of the United States Postal Service. Either party may change its address, facsimile number or email address with notice to the other party.

12. DRIVER REQUIREMENTS: All drivers utilized under this Agreement shall be licensed and certified required by California law. Drivers shall be neat in appearance, fit for duty and meet or exceed the applicant legal standards for bus drivers. Drivers must at all times be in uniform (official company shirt) and in possession of all documents required to operate a school bus under California Law. CITY has the right to reject any driver for cause and shall notify CONTRACTOR in writing of any such rejection.

13. SAFETY PROGRAM: CONTRACTOR shall provide regular and continuous formal safety instruction for all operations personnel assigned to provide service under this Agreement.
14. FORCE MAJEURE: CONTRACTOR shall be excused from performance, without penalty, during such time and to the extent prevented from performing by Acts of Nature, Fire Earthquake, Strike, Lockout, Civil Disorder, War or Commandeering by the government or any other circumstance beyond CONTRACTOR's control or any other force majeure act as defined by state law.
15. ASSIGNMENT OF AGREEMENT: CONTRACTOR shall not assign any portion of its responsibility under the terms of this Agreement without the prior written consent of CITY.
16. INDEPENDENT CONTRACTOR: While engaged in and carrying out this Agreement, CONTRACTOR is an independent contractor and not an officer, agent or employee of the CITY.
17. GOVERNING LAW: The rights and obligations of the parties hereunder shall be governed by, construed and enforced in accordance with the laws of the State of California.
18. DISPUTES: The parties shall attempt in good faith to resolve any dispute arising out of or relating to this Agreement promptly by negotiations between the Parties' authorized representatives. If the matter has not been resolved within thirty (30) days of the first meeting, either party may initiate a mediation of the dispute. The mediation shall be facilitated by a mediator that is acceptable to both parties and shall conclude within sixty (60) days of its commencement, unless the parties agree to extend the mediation process beyond such deadline. Upon agreeing on a mediator, the parties shall enter into a written agreement for the mediation services with each party paying a pro rata share of the mediator's fee, if any. In the event mediation fails, the parties may exercise available judicial remedies, in which event the prevailing party shall be entitled to reasonable attorney's fees and costs.
19. ENTIRE AGREEMENT: This agreement contains the full and entire agreement between and among the parties with respect to the entire subject matter hereof and supersedes any and all prior or contemporaneous agreements and discussions, whether written or oral. Any and

all prior or contemporaneous discussions, negotiations, writings, commitments, and/or undertakings are merged herein, and no representations by any party not embodied herein shall be valid or binding.

20. AUTHORITY TO EXECUTE: Each person signing this Agreement warrants and represents that, to the extent he or she is executing this Agreement for an on behalf of an entity, he or she has been fully empowered and properly authorized to execute this Agreement for and behalf of said entity, and instructed by those having the requisite authority to cause said entity to make and enter into this Agreement.

EXECUTED ON THE DATE FIRST WRITTEN, BY:

CITY OF HERMOSA BEACH

\_\_\_\_\_  
Mayor

\_\_\_\_\_  
Date

ATTEST

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
Date

APPROVED AS TO FORM

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Date

CONTRACTOR

\_\_\_\_\_  
Contractor

\_\_\_\_\_  
Date



## Staff Report

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### Staff Report

REPORT 19-0508

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**TOWING AND STORAGE SERVICES CONTRACT**  
(Acting Police Chief Milton McKinnon)

**Recommended Action:**

Staff recommends that the City Council:

1. Approve the proposal for towing and storage services from Bruffy's Tow for a one (1) year contract with the option to extend for two additional one (1) year terms; and
2. Authorize the City Manager to execute the contract and the City Clerk to attest.

**Executive Summary:**

The City's contract for towing and storage services has expired and there are no additional available extensions. The City needs to establish a new contract for towing and storage services. Staff published a Request for Proposals (RFP) for these services and received four proposals. The four proposals were evaluated and three were determined to meet requirements. Staff met with the three remaining bidders, conducted site visits, and contacted references to determine each company's ability to meet the City's needs. Based on this evaluation, Staff recommends that the towing and storage services contract be awarded to Bruffy's Tow due to their extensive experience and positive reviews by other municipal clients.

**Background:**

The City had a one-year contract with Frank Scotto Towing for towing and storage services which started in September 2014. The contract with Frank Scotto Towing had the option for two, one-year extensions. The last contract extension with Frank Scotto Towing expired in September 2017. To establish a new contract for towing and storage services and to explore other companies that may be able to provide improved services, staff published a Request for Proposal (RFP) on April 15, 2019. Notice of the RFP was published in the Easy Reader newspaper on April 4, 2019 and April 11, 2019. The RFP included the minimum requirements to be considered for this contract. Staff also established an RFP review committee, which included the Police Department Operations Division Commander Lt. Dorothy Scheid, Investigative and Administrative Services Division Commander Lt. Landon Phillips, and the Community Services Division Manager Peter Ahlstrom.

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## Staff Report

REPORT 19-0508

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### Analysis:

In response to the RFP, staff received four proposals from local towing companies by the May 6, 2019 deadline. The RFP review committee evaluated each of the proposals and determined that three companies met the minimum requirements.

The table below shows the proposed rates for the top three companies:

	<b>Bruffy's Tow</b>	<b>US Tow</b>	<b>Hishams</b>
Flat charge – Standard vehicle	\$133/hour	\$130	\$130
Standard vehicle after hours	\$133/hour	\$130	\$130
Flat charge – Oversize vehicle	\$255	\$249.50	\$245
Oversize vehicle after hours	\$255	\$249.50	\$245
Hourly charge for additional labor	\$133	\$55.50	\$65
Flat charge – Vehicle lockout	\$70	\$64.50	\$65
Hourly charge for dolly or trailer	\$133	\$64.50	\$65
Flat charge for after-hours release	\$0	\$50	\$65
Daily storage fee - Motorcycle	\$11	\$11	\$11
Daily storage fee – Standard	\$41.50	\$40.50	\$40
Daily storage fee – Oversize	\$45.50	\$71	\$57
Field release fee	\$133 + City admin	\$130	\$65
City vehicle tow within HB to City	\$85	\$130.09	\$0
City vehicle tow outside HB to City	\$7.50/mile	\$5.00/mile	\$65 plus \$1.00/mile

The RFP review committee met with management of the three companies to discuss their ability to meet the City's needs. After meeting with each company, the RFP review committee narrowed the proposals to two finalists, US Towing in Hawthorne, and Bruffy's Tow in Los Angeles.

The RFP review committee conducted site visits at US Tow and Bruffy's Tow. Both companies demonstrated impressive facilities, which included available indoor storage, 24/7 security and video surveillance, evidence storage, and adequate trucks and equipment.

US Tow has been in business for 13 years and has been the towing contractor for the City of Hawthorne for the last 12 years. US Tow started a new contract with the City of Gardena on July 1, 2019. The staff of US Tow is very professional and knowledgeable about laws pertaining to towing and storage of vehicles. Staff contacted references for US Tow at the Hawthorne Police Department and Gardena Police Department. Because their contract with Gardena just started, references at Gardena PD could not comment on the company's ability to meet their needs. The reference at Hawthorne PD stated that US Tow provides excellent service and they have been very pleased with

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## Staff Report

REPORT 19-0508

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them. Since US Tow started their contract with Gardena, Hawthorne has noticed that they have had some minor delays in their services. Despite the recent changes to US Tow, Hawthorne PD recommends them for towing and storage services.

Bruffy's Tow has been in business for 36 years and currently contracts with the Los Angeles County Sheriff's Department (LASD), Los Angeles Police Department (LAPD) and several other agencies in the area. Bruffy's Tow operates 24/7 and does not charge vehicle owners any additional fees for after-hours business. Bruffy's Tow received the highest rating from the RFP review committee during the initial review of their proposal. The staff at Bruffy's Tow is very professional with a long history with the company and extensive knowledge of the towing business. As an Official Police Garage of LAPD, Bruffy's Tow is subject to several requirements by the City of Los Angeles, which meet or exceed the needs of Hermosa Beach. Staff contacted references for Bruffy's Tow at LAPD and LA County Sheriff's Department. References at LAPD recommended Bruffy's Tow. A reference at LASD Marina Del Rey Station stated that they had no issues with Bruffy's Tow and recommended them. Another reference from the LA County Sheriff's Department stated that he had been in charge of the administration of their contract with LASD, which includes unannounced inspections, for 15 years. In that time, LASD had not had any complaints with Bruffy's Tow and considers them one of their "better yards". Staff contacted references at LAPD and reviewed their file for all complaints received about Bruffy's Tow since 2010. In nine years, Bruffy's Tow received very few complaints, most of which were categorized as "Not Sustained." Bruffy's Tow did have a few "Sustained" complaints related to their response time but the file indicated that the delays were due to unavoidable circumstances and were immediately corrected. References at LAPD recommended Bruffy's Tow.

Both US Tow and Bruffy's Tow demonstrated that they are very professional and capable of meeting the needs of Hermosa Beach. Considering that US Tow recently started a new contract with Gardena, which may have affected their response times in Hawthorne, it may be too much for them to start another city contract at this time. Bruffy's Tow has not started any new contracts recently and may be in a better position to absorb the additional workload. Due to their more extensive experience, and their apparent ability to better manage an additional city contract, Staff recommends that the towing and storage services contract be awarded to Bruffy's Tow. Staff requests that the City Council authorize the City Manager to enter into a contract with Bruffy's Tow for towing and storage services for one (1) year, with the option to extend the contract for two (2) additional years.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. PLAN Hermosa was divided into seven elements, each with multiple goals. The acceptance of the contract with Bruffy's Tow for towing and storage services will help accomplish several goals of the Mobility and Public Safety Elements.

### **Mobility Element**

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## Staff Report

REPORT 19-0508

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Goal 2 - A public realm that is safe, comfortable, and convenient for travel via foot, bicycle, public transit, and automobile and creates vibrant, people oriented public spaces that encourage active living.

- **2.2 Encourage traffic calming.** Encourage traffic calming policies and techniques to improve the safety and efficient movement of people and vehicles along residential areas and highly trafficked corridors.

Goal 7 - A transportation system that results in zero transportation-related fatalities and which minimizes injuries.

- **7.1 Safe public right-of-ways.** Encourage that all public right-of-ways are safe for all users at all times of day where users of all ages and ability feel comfortable participating in both motorized and non-motorized travel.

### Public Safety Element

Goal 5 - High quality police and fire protection services provided to residents and visitors.

- **5.2 High level of response.** Achieve optimal utilization of allocated public safety resources and provide desired levels of response, staffing, and protection within the community.

### Fiscal Impact:

There is a positive fiscal impact by awarding a new towing and storage contract to Bruffy's Tow through the collection of vehicle impound fees. The City's current vehicle impound release fee is \$219 per vehicle. The City impound release fees will be collected by the tow company, which will then be paid to the City on a monthly basis.

### Attachments:

1. Request for Proposals for Towing and Storage Services
2. Towing and Storage Services contract with Bruffy's Tow

**Respectfully Submitted by:** Landon Phillips, Lieutenant

**Concur:** Milton McKinnon, Acting Chief of Police

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

**City of Hermosa Beach**

**Request for Proposals for  
Towing and Storage Services**



**April 2019**

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## **1. INTRODUCTION**

### **1.1. Introduction**

The City of Hermosa Beach, hereinafter referred to as "City," is soliciting proposals from qualified towing service companies to provide contract services for vehicle towing and storage services. The City desires to contract with a qualified established company, herein after referred to as "Contractor", for a period of one (1) year, with the option, at the City's sole discretion, to extend two (2) additional years upon successful demonstration of exemplary contract performance. The required services and performance requirements are described in the Scope of Services & Requirements (Section 2)

### **1.2. Background**

The City provides a wide range of services to its residents, businesses and visitors, including police; fire protection (through the Los Angeles County Fire District); animal control; building safety regulation and inspection; street lighting; land use planning and zoning; community development; maintenance and improvement of streets and related structures; traffic safety maintenance and improvements.

With a population of over 19,000 and encompassing only 1.4 square miles, Hermosa Beach is a dense, urban community surrounded by the cities of Manhattan Beach and Redondo Beach. Hermosa Beach attracts visitors from throughout Los Angeles County for its beach, shops, restaurants, and in particular for its Downtown/Pier Plaza area. The City is within a few minutes commute of many of the largest and best known names in corporate America in such fields as aerospace, high tech, industrial, service and financial. It is also minutes away from the Los Angeles International Airport.

The successful Contractor shall have at least three years of prior experience on similar types of services. All companies responding to this Request for Proposal (RFP) will be evaluated on the basis of their expertise, prior experience on similar projects, demonstrated competence, ability to meet the requested services, adequate staffing, reference check, and understanding of services, cost and responsiveness to the needs and concerns of the City of Hermosa Beach.

## **2. SCOPE OF SERVICES & REQUIREMENTS**

### **2.1 *Towing and Storage***

The Contractor's primary duty will be: responding, on a first priority basis, to requests for towing services initiated by the City's police officers and parking enforcement personnel. The Contractor must also respond to towing requests from other City employees who are duly authorized to remove vehicles for storage, or investigation, or both.

Typical towing situations will include, but will not be limited to: removing illegally parked vehicles, towing inoperative vehicles as a result of traffic accidents and mechanical breakdowns, and impounding vehicles for investigation, evidence, or a violation of the law. The Contractor must provide towing and storage services all hours of a day, every day of the year.

The Contractor must maintain adequate personnel, equipment, and facilities at all times to perform the required towing services, within the time frame(s) outlined in the Contract. While the Contractor has custody of vehicles, it will be responsible for their safekeeping, including their contents, until they have been released to the owner or owner's agent, or disposed of in the manner the law permits.

Until the Contractor receives the Police Department's written authorization, it must not release a vehicle to an owner or the owner's agent when the Police Department is:

- (A) Holding that vehicle for investigation, examination, or evidence, or requesting its special handling or protection (collectively, "police hold vehicles"); or
- (B) Impounding that vehicle for unpaid parking citations, lack of current registration, or a violation of the law.

To prevent damage to police hold vehicles or spoliation of any evidence in or upon those vehicles, such as fingerprints or stains, the Contractor must store police hold vehicles in a secure area protected against the elements, sources of contamination, and entry by unauthorized persons.

### **2.2 *Definitions***

**Impound:** Vehicle or equipment taken into custody by order of Police Department. Prior to release by contractor, certain requirements must be satisfied between the owner of the vehicle and the Police Department. Contractor is to release vehicle only upon written order from Police Department.

**Storage:** Vehicle can be released directly to the owner without an official written release from Police Department. The matter is considered a civil arrangement between contractor and vehicle owner.

**Owner's Authorized Agent:** A person having legal authorization by the owner of a vehicle to act on behalf of the owner in his/her absence. Person must have original or certified documentation from the owner indicating such authorization

### **2.3 Experience**

All proposers shall furnish satisfactory evidence to the City that they have operated or are presently operating a towing and storage company. If they do not currently provide similar services as described herein, they must show that they have had sufficient experience in comparable fields or employ qualified personnel to comply with the requirements of this agreement.

### **2.4 Administrative Fee**

The City, through the tow contractor, charges each vehicle owner a Vehicle Release Fee. The successful contractor will be required to collect and account for the fee, and report on a monthly basis all vehicles released and the fee collected.

### **2.5 Record Keeping and Reporting**

Contractor shall keep records on all vehicles handled as a result of this contract. Reports shall be submitted in written form as well as by email or on a disc utilizing a spreadsheet program acceptable to the City such as Microsoft Excel.

Reports are due no later than 15 days after the last day of the previous month. A late charge equal to 1-1/2% per month will be levied on all past due payments. Periodic audits by the City on the contractor's records in relation to the towing contract will be scheduled.

### **2.6 Legal Requirements**

The Contractor shall at all times abide by the rules and regulations set forth in the California Vehicle Code regarding the handling of vehicles, lien sales with outstanding parking penalties, owner notification, etc. Further, all of Contractor's vehicles shall also conform to and be maintained in accordance with the latest edition of the California Vehicle Code. All impound procedures shall be in accordance with California Highway Patrol procedures.

### **2.7 Indemnity and Insurance Requirements**

All insurance policies used to satisfy the requirements imposed hereunder shall be issued by insurers authorized to do business in the State of California. Insurers shall have a current A.M. Best's Rating of not less than A+ unless otherwise approved by the City.

1. The Contractor shall indemnify and hold harmless the City of Hermosa Beach, including its elected officials, officers, agents and employees against any and all

claims, liability, judgment, costs or expense resulting from the wrongful or negligent acts or omissions of the towing contractor or other parties acting on its behalf in the performance of the contract.

2. Said hold harmless assumption on the part of the Contractor shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters and other reasonable costs of investigation and defense.
3. The Contractor shall maintain in force: General Liability Insurance with minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured. In addition to a certificate of insurance providing evidence of the required insurance, the contractor must provide a properly executed City of Hermosa Beach Insurance Endorsement Form #1A (Garage Liability) executed by a duly authorized representative of the Contractor's insurance carrier.
4. The Contractor shall maintain in force: Automobile Liability Insurance with minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured. In addition to a certificate of insurance providing evidence of the required insurance, the contractor must provide a properly executed City of Hermosa Beach Insurance Endorsement Form #2 executed by a duly authorized representative of the Contractor's insurance carrier.
5. The Contractor shall maintain in force: Workers' Compensation and Employer's Liability Insurance as required by the California Labor Code. Evidence of current insurance shall be filed with the City Clerk and shall be approved by the City's Risk Manager.
6. Evidence of coverage shall take the form of a certificate of insurance or a California Certificate to Self-Insure. Acceptable minimum limits for this coverage are:

<b><u>Workers' Compensation:</u></b>	Statutory in California
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<b><u>Employer's Liability:</u></b>	\$1,000,000
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7. The Contractor shall maintain in force: Garage Keeper's Liability Insurance with minimum limits of \$1,000,000 combined single limit coverage and shall provide evidence of such insurance in the form of a certificate of insurance.
8. Failure to comply with the insurance requirements shall be grounds for immediate suspension of the contract.
9. The Contractor shall maintain in force On-Hook insurance with minimum limits of \$25,000/\$50,000/\$100,000.

Contractor is expected to maintain a current City of Hermosa Beach business license. The cost of such insurance shall be borne by the Contractor. Specific insurance provisions will be delineated in the contract between Contractor and City. The Contractor must also provide an endorsement to their liability insurance naming the city as an additional insured.

## **2.8 Force Majeure**

The Contractor will be excused from the performance of the contract, in whole or in part, only by reason of the following causes:

- a) When such performance is prevented by operation of law.
- b) When such performance is prevented by an act of God.
- c) When such performance is prevented by an act of the public enemies of the United States of America, or the State of California, or by strike, mob violence, fire, delay in transportation beyond the control of the vendor, or unavoidable casualty.
- d) When such performance is prevented by the inability of the vendor to secure necessary materials, supplies, or equipment by reason of:
  - a. Appropriation of use thereof by the Federal Government or,
  - b. Regulations imposed by the Federal Government.

No other Force Majeure clauses or conditions may be inserted in this proposal and any changes in the conditions stated herein will cause the proposal to be rejected.

## **2.9 Default**

If the Contractor fails in any manner to fully perform and carry out each and all of the terms, covenants, and conditions of the award, then the Contractor is in default of the contract. The Contractor shall be notified in writing of the default status, and will be given a time frame in which to comply. If the Contractor fails to comply within the time frame given, the city, at its option, may terminate or cancel the contract, and at the expense of the contractor, complete the contract with an alternate contractor. Such termination shall not affect or terminate any of the rights of the City against the vendor, or which may thereafter accrue because of such default. The foregoing provision shall be in addition to all other rights and remedies available to the city under law. The waiver of a breach of any term, covenant, or a condition hereof shall not operate as a waiver of any subsequent breach of the same or any other term, covenant, or condition hereof.

## **2.10 Response Time Requirements**

The Contractor shall respond to the location requested by the City within 20 minutes of receipt of the call. If the response time is not attainable for a particular call, the Contractor

shall notify the City immediately, advising the City of the expected time of arrival (ETA). If the ETA is not acceptable to the City, the City reserves the right to contact an alternate towing contractor to satisfy the need.

### **2.11 Location of Contractor's Storage Facility**

The Contractor's storage/impound facility shall be located within a 10 mile radius of the City of Hermosa Beach City Hall. Transfer of business location may affect the contract and therefore, the City must be consulted prior to such a move.

### **2.12 Storage Facility Requirements**

Storage facilities utilized in the performance of a contract shall comply with the all of the following conditions:

- a) All vehicles shall be stored in a building or in an area that is, in the opinion of the City, secure and enclosed by a substantial wall or walls or other City-approved enclosure.
- b) Storage facilities must be existing structures, not a building to be constructed as the result of a contract award.
- c) The entire storage facility must be illuminated to such a degree that clear visual observation of the area may be made during the hours of darkness.
- d) Storage facilities must be capable of holding a minimum of 50 cars, parked in such a manner as to provide accessibility and to prevent damage.
- e) The Contractor shall, at his/her own expense, maintain separate and enclosed garage facilities for a minimum of three (3) vehicles ordered impounded by the Police Department for involvement in commission of crimes or as evidence. The enclosed garage shall be lockable with possession of the key to the garage given to the Police Department.
- f) Contractor will maintain a secure facility or facilities which have 24 hour surveillance utilizing closed circuit television, personnel, or some other City-approved means of security.
- g) Contractor shall provide sufficient lighting in public access areas for hours of darkness.

### **2.13 Contractor's Personnel**

All of the Tow Contractor's personnel shall be subject to the following terms and conditions:

- a) All operations engaged in under the provisions of the contract shall be at the direction of the City representative (Police Officer, Parking Enforcement Officer, etc.) at the scene.

- b) All personnel must possess a valid and proper State of California Driver License required to operate all vehicles and equipment required to be used in the performance of the contract.
- c) All personnel shall be thoroughly trained in the proper and safe use of all equipment used in performing the necessary work.
- d) All personnel shall be uniformed with the name of the towing company and the individual's name clearly visible. Personnel shall be neatly groomed.
- e) The Contractor agrees to perform offender background checks on all personnel performing under the City, to include DOJ Live scan and Clearance through Megan's law.
- f) All personnel shall be fluent in the English language.

#### **2.14 Hours of Operation**

- a) Contractor shall have tow service available 24 hours per day, 7 days per week, 365 days per year.
- b) Vehicles must be available for release from impound and storage 24 hours a day, 7 days a week, 365 days a year. Contractor must have his/her facility clearly marked with telephone number to call if release is requested after normal working hours.
- c) Contractor shall have at least two tow trucks stationed in the City of Hermosa Beach during the hours of 6:00 AM to 8:30 AM and 2:30 PM to 6:30 PM Monday through Friday (excluding holidays) for the purpose of expedient towing during maximum enforcement times.
- d) Contractor may be requested periodically to provide deployment of trucks for special events (e.g., the Hermosa Beach Open volleyball tournament, etc.). Such events will be coordinated with Contractor at least 24 hours in advance.

#### **2.15 Equipment Requirements**

- a) The Contractor must have (either through a subcontractor or as owner of the equipment) a minimum of three standard tow vehicles (1 ton rating or greater, dual rear wheels), one flat bed tow vehicle and one heavy duty truck capable of towing tractor-type trucks (semi's), available at all times.
- b) None of the vehicles shall be converted pickup trucks or vehicles not specifically built by the manufacturer for the purpose of towing other vehicles.
- c) All vehicles shall have all necessary communications equipment for radio transmission and reception and shall comply with FCC regulations and requirements. City frequencies shall not be used. Equipment shall be purchased and maintained at Contractor expense.

- d) All vehicles shall be well maintained and neat in appearance.
- e) Each tow vehicle shall have a cable winch of sufficient size and capacity to retrieve vehicles that may have gone over embankments, or off of traveled portions of roadways into inaccessible locations.
- f) All tow vehicles shall have the means by which to tow a trailered boat or other trailered item.
- g) Contractor shall possess a dolly.
- h) Contractor is expected to possess the standard tools of the trade such as slim jims, floor jacks, shovels, brooms, sand and absorbent materials for auto fluids.
- i) All tow vehicles shall pass California Highway Patrol inspection and display a window tag indicating so.

#### **2.16 Site Clean-up**

The contractor shall carry the appropriate equipment (brooms, buckets, absorbent, etc.) and shall be responsible for proper clean-up of a tow site, including, but not limited to, broken glass, automobile fluids or other debris. The clean-up shall be performed automatically and without request by the City officer or official on-site.

#### **2.17 Non-exclusive Contract**

The Contractors selected will be considered the primary tow Contractors for the City of Hermosa Beach, but will not be considered as the exclusive tow Contractors. Other contractors may be used on an as-needed basis.

#### **2.18 Advertising**

Contractor shall not display or use any signs, advertising materials, logos, etc. which indicate that the towing service is an official towing service for the City of Hermosa Beach without the prior written authorization of the City. Designation of "Official Police Tow" or similar verbiage is acceptable.

#### **2.19 Removal of Vehicles**

Except for private impounds, the Contractor shall not remove any vehicle without first being instructed to do so by an authorized officer of the City (e.g., Police Officer, Police Services Officer, Community Services Officer, or Public Works employee).

#### **2.20 Field Release of Vehicles**

Vehicles shall be considered in the possession of the tow contractor at the point in which

the vehicle is on-hook and raised from the ground. Field release of vehicles shall be at the direction of a Police Officer or Community Services Officer. A field release fee may be charged as indicated in the proposal from the contractor.

### **2.21 Release of Impounded/Stored Vehicles**

- a) A vehicle impounded (see definitions above) by order of the Police Department must have a written release and official stamp from the Department to be presented by the registered owner (or R.O.'s authorized agent) to the Contractor at the time of release.
- b) No repair work shall be performed on any impounded vehicle unless authorized by the registered owner.
- c) Vehicles ordered towed and stored (see definitions above) by the Police Department or Parking Enforcement do not require release from the Police Department or City. The registered owner of the vehicle may request release directly with the Contractor. Contractor shall require proof of ownership.
- d) The Contractor will, at the request of an authorized City representative (e.g., Police Watch Commander, Traffic Sergeant or Police Chief), release any vehicle whether in the field or from storage/impound, at no cost to the registered owner or the City.

### **2.22 Stolen Vehicle Release Policy**

Upon receipt of a recovered stolen vehicle the tow contractor will ascertain from the recovering agency whether any holds are placed on the vehicle. A notation on the impound form shall be made as to whether a hold is placed on the vehicle. The notation shall include the name of the officer, date and time of hold. If the recovering agency does not place a hold on the recovered vehicle the tow contractor shall contact the agency within the jurisdiction from which the vehicle was stolen to determine if a hold will be placed on the vehicle. If a hold is placed on the vehicle, the name of the officer, date and time will be noted by the contractor on the impound form. If no holds are placed on the vehicle the owner will obtain a release form from the recovering agency at which point the owner may then take possession of the vehicle.

### **2.23 Compliance with Laws**

Contractor shall keep fully informed of and comply with all state and federal laws and all ordinances and regulations of the City which in any manner affect the Contractor or those engaged or employed by the Contractor in performing the services to be rendered pursuant to a contract. Contractor shall maintain all permits and licenses, pay all charges and fees, and give all notices required by City ordinances or other laws relating to the performance of the service relevant to a contract.

### **3. INSTRUCTIONS**

#### **3.1. Purpose**

The purpose of this Request for Proposal (RFP) is to provide interested, qualified Contractors with sufficient information to enable them to submit proposals for towing and storage services.

#### **3.2. Proposal Submission**

- By submitting a proposal the Contractor affirms that the Company is familiar with all the terms and conditions of this RFP and is sufficiently informed in all matters affecting the performance of the work and provisions of labor, supplies, material, equipment and facilities called for in this RFP. Additionally, the Contractor affirms that the Proposal has been checked for errors and omissions and that all information provided is correct and complete.
- All proposals shall be signed in ink by the President, Chief Executive Officer, or individual authorized to act on behalf of the Company, with current Power of Attorney if applicable. The name and mailing address of the individual making the proposal must be provided.
- Proposals shall be submitted in person or by mail as follows: Four (4) sealed copies [one (1) original and three (3) photocopies] of the completed proposals.
- No oral, telephonic or telegraphic proposal or modification of Proposal will be considered.

#### **3.3. Disclosure of Contents of Proposal**

All proposals accepted by the City of Hermosa Beach shall become the exclusive property of the City. Upon conclusion of negotiations with the selected proposer, all proposals accepted by the City shall become a matter of public record and shall be regarded as public, with the exception of those elements of each proposal which are identified by the Contractor as business or trade secrets and plainly marked as "Trade Secret", "Confidential" or "Proprietary". Each element of a proposal which the Contractor desires not to be considered a public record must be clearly marked as set forth above. If disclosure is required under the California Public Records Act or otherwise by law, the City will make an independent determination and retain the confidentiality to the extent permitted by the Public Records Act.

### **3.4. *Proposal Due Date***

Proposals will be accepted up to the hour of 5:00 PM on Monday, May 6, 2019.

Proposals must be submitted addressed as follows:

Hermosa Beach Police Department  
Attn: Lt. Phillips  
540 Pier Ave.  
Hermosa Beach, CA 90254

Proposals must be submitted in sealed envelopes plainly marked with:

Proposal: Towing and Storage Services

### **3.5. *Schedule of Events***

This RFP has been developed in order to provide adequate information for potential vendors to prepare proposals and to permit the City to fully consider the various factors that will affect its decision. The tentative schedule for release, submittal, evaluation and selection is:

Request for Proposal Release	April 15, 2019
Final Date for Submitting Questions	April 22, 2019
Final Date for Submitting Proposal	May 6, 2019
Proposal Evaluation by City	Week of May 6, 2019
Negotiations begin with finalist(s)	Week of May 13, 2019
Council Considers Staff Recommendation	June 2019
Contract Begins	July 2019

### **3.6. *Questions and Inquiries Related to RFP***

In order to avoid any potential confusion, and to minimize burden on City staff, the City is requiring that all procedural questions relating to this RFP be directed to:

Lt. Landon Phillips  
Hermosa Beach Police Department  
540 Pier Ave.  
Hermosa Beach, CA 90254  
Phone: (310) 318-0336  
lphillips@hermosapolice.org

Specific questions relating to the content of this RFP should be submitted on or before April 22, 2019

Any vendors found to be soliciting other members of City staff, or City Council members during this RFP process may be disqualified.

### **3.7. Common Questions and Answers**

Q: *Is there a pre-proposal conference?*

A: No. Questions about the RFP should be submitted prior to April 22, 2019 as detailed above.

Q: *Is the RFP available as a Word document?*

A: The RFP is available electronically only as a PDF document.

### **3.8. Vendor Proposal Format**

Please note: All proposals, inquiries, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the Vendor will become the property of the City when received and are subject to public records requests upon the conclusion of the selection process.

To assist in the evaluation of the submitted proposal to this RFP, each proposal must conform to the following format:

- A letter of transmittal.
- An executive summary.
- A brief history of the Vendor's background and experience, including: company size, length of time in business, and other related information.
- All vendors must submit a detailed and realistic implementation plan which identifies all resources that will be provided by vendor as required to fully implement vendor's proposal. In addition, vendors are to identify any sub-contractors used, and all resources which are to be provided by City.
- Detail and discuss any exceptions to this RFP

### **3.9. Evaluation Factors**

The City may award two contracts for towing services: one primary towing contractor and one secondary (backup) contractor. The contractors will be ranked and selected on the following criteria:

- Facilities
- Equipment condition and appearance
- Ability to adequately service the City's needs

- Cost of services offered
- Ability to meet other specifications as outlined in the RFP.
- Security of facilities
- Experience of contractor
- Experience of drivers
- Customer Service Orientation
- Employee Training
- Staffing

The City Council, in its sole and absolute discretion retains the right to select a contractor or contractors that best meets its needs and offers the best overall solution to the City.

#### **4. CONDITIONS**

##### **4.1. Rates and Charges**

Charges for towing, storage and other services required of contract holder shall not exceed those approved by the City of Hermosa Beach City Council as a result of Contractor's proposal. The towing charges shall be inclusive of equipment and personnel charges, tow site debris clean-up, etc. Cost data offered by the Contractor shall be listed on the City-provided form attached to this Request for Proposal.

Additional conditions include:

- a) All rates and charges shall be conspicuously posted in the Contractor's office or other area viewable by the Public.
- b) Each customer shall be issued an itemized invoice indicating the services rendered, the unit cost of each service, and the total cost of all services.
- c) The City shall not be liable to pay Contractor or any other party any charge or other fee for a call which does not result in a chargeable service being rendered by Contractor.
- d) In the event any vehicle is towed or impounded, or both, through any error of the Contractor or City, neither the vehicle owner nor the City shall be liable to pay any tow or storage charges, or any other fees.
- e) In the event of a dispute concerning any charge(s), the Chief of Police or his/her designee shall make a determination of the validity of the charges, pursuant to the California Vehicle Code Section 22852. The decision shall be binding on all parties involved.
- f) Contractor shall not make any demand on the vehicle owner or driver for a sum in excess of the amount established by the City of Hermosa Beach City Council.
- g) Contractor shall accept valid bank credit cards (in the field as well as in the office). Personal checks shall also be accepted.

- h) Rates quoted shall be valid for 1 year from the date of commencement of the contract and shall be subject to renegotiation on an annual basis. At no time will any negotiated rate changes exceed the change in the Consumer Price Index for Los Angeles County over the previous 12 month period. The rates may never exceed the Los Angeles Police Commission's Tow & Storage rates. All requests for increase must be substantiated to the City's satisfaction prior to approval.
- i) At no time will charges exceed the fees set by the Los Angeles Police Commission.
- j) Any hourly charges shall be prorated on a quarter hour basis (i.e., if the task takes 10 minutes, the billing will be one quarter of the hourly rate).

#### **4.2. *Right to Purchase From Any Source***

The City reserves the right to purchase services from any source. This RFP does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in preparation and submission of proposals or in anticipation of a contract

#### **4.3. *Right to Reject Any or All Proposals***

The City reserves the right to reject any or all proposals, to waive technicalities or formalities, and to accept any proposal deemed to be in the best interest of the City. Where two or more vendors are deemed equal, the City reserves the right to make the award to one of the two Vendors. Proposers shall be solely responsible for the cost incurred in preparing and submitting proposals.

#### **4.4. *Contracts***

The Proposer to whom the award is made will be required to enter into a written contract containing the basic specifications set forth in this Request for Proposal. All materials, supplies, equipment, and services supplied by the vendor shall conform to the applicable requirements of State and Federal Laws covering Labor and Wages, as well as conforming to the specifications herein. In case of default by the vendor, the City reserves the right to procure the services from other sources and to hold the vendor responsible for any excess costs incurred by the City.

The contract may be canceled by the City without cause with 30 days written notice to the Contractor. The contract may be canceled without cause by the Contractor with 90 days written notice to the City.

#### **4.5. *Delivery Date***

It is anticipated that the agreement resulting from this solicitation, if awarded, will have a tentative start date of July 1, 2019 and continue to June 30, 2020 inclusive of both dates. The contract may be extended by mutual agreement of both parties for up to two (2) additional one-year periods.

#### **4.6. *Rights to Submitted Materials***

All proposals, inquiries, responses, or correspondence related to or in reference to this request for proposals, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the Vendor will become the property of the City when received.

#### **4.7. *Non-Discrimination***

The City maintains various policies related to contractual service providers. Among these is an anti-discrimination policy which requires that our contractors not discriminate in hiring on the basis of gender, race, religion, sexual orientation, or medical condition. Upon acceptance of a proposal, the City may request that the selected firm sign a statement affirming its compliance with this policy.

## APPENDIX A

I, the undersigned, have read and understand the attached specifications for the Towing & Storage Request for Proposal. I am able to perform the contract in accordance with the City's specifications and offer the following costs of rendering services (please state bid amounts in words and figures):

- A. Flat charge for City-ordered tow charges for passenger type vehicles and pickup trucks up to and including 1 ton capacity during the hours of 7:00 a.m. and 7:00 p.m. 7 days per week, 365 days per year. \$ \_\_\_\_\_
- B. Same as "A", except during the hours of 7:00 PM to 7:00 AM \$ \_\_\_\_\_
- C. Flat charge for City-ordered tow charges for trucks (1 ton and over), and heavy equipment during the hours of 7:00 AM and 7:00 PM 7 days per week, 365 days per year. \$ \_\_\_\_\_
- D. Same as "C", except during the hours of 7:00 PM to 7:00 AM \$ \_\_\_\_\_
- E. Hourly charge for additional labor to facilitate the movement of the vehicle (including dropping the drive shaft, use of dollies, etc. This does not include using a "slim jim" to open the vehicle - that should be included in base towing cost, except as requested below) \$ \_\_\_\_\_
- F. Flat charge to "slim jim" a vehicle without performing towing services. \$ \_\_\_\_\_
- G. Hourly charge for use of a dolly or motorcycle trailer if required. \$ \_\_\_\_\_
- H. Flat charge for a vehicle release during non-business hours/days. \$ \_\_\_\_\_  
Define non-business hours: \_\_\_\_\_  
Define non-business days: \_\_\_\_\_
- I. Storage of vehicles shall be charged at the following rates:  
(In all cases where a vehicle has been stored for less than two (2) hours, no daily storage will be assessed. Any portion after two (2) hours shall constitute one full day).
1. Motorcycles \$ \_\_\_\_\_ /Day
2. Passenger type cars and trucks (1 ton or less) \$ \_\_\_\_\_ /Day
3. Trucks over 1 ton and heavy equipment \$ \_\_\_\_\_ /Day
- J. Field Release Fee \$ \_\_\_\_\_
- K. Cost to tow City-owned vehicles:
1. Within Hermosa Beach to City Yard \$ \_\_\_\_\_ /Tow

APPENDIX A

2. Outside Hermosa Beach to City Yard

\_\_\_\_\_  
\$ /Mile

CITY OF HERMOSA BEACH TOWING & STORAGE CONTRACT QUESTIONNAIRE

Please complete the following questions on a separate sheet of paper if necessary.

1. Name of Contractor: \_\_\_\_\_
2. Number of years in towing business?
3. Number of years in storage business? \_\_\_\_\_
4. Number of years in business under current ownership? \_\_\_\_\_
5. List of all storage facilities, addresses, and if owned or leased.
6. Total number of employees? Provide a hierarchy chart. \_\_\_\_\_
7. Out of total, how many are drivers? What is their average tenure?  
How are they compensated?
8. Out of total, how many are dispatchers? Provide the dispatching protocol.
9. Provide a copy of your training manual for both positions.
10. How many supervisors per shift? Where are they located during the shift?  
Who do they supervise?
11. What are the shift days and times?
12. How long have you been at your present location? \_\_
13. Has your firm been sued in the past 3 years?  
If so, what was the nature of the litigation?
14. Do you currently have an FCC license? \_\_\_\_\_
15. Are you currently licensed to do business in Hermosa Beach? \_\_\_\_\_
16. Attach a complete list of your fleet of vehicles including their capacity.
17. How do you track the vehicles?

## APPENDIX A

18. List all current contracts with public agencies. Include contact person, phone number, contract term dates, and how many trucks & types are deployed for each agency.

The undersigned has checked carefully the entire Towing and Storage Services Request for Proposal (RFP). By signing this document, I attest that I am authorized to contractually bind the company listed, and will meet the Proposal requirements if awarded a contract.

Dated this \_\_\_\_\_ day of \_\_\_\_\_

\_\_\_\_\_  
Print Name

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Title

\_\_\_\_\_  
Name of Company

\_\_\_\_\_  
Business Address

\_\_\_\_\_  
City, State, Zip Code

\_\_\_\_\_  
Telephone Number

\_\_\_\_\_  
FAX

\_\_\_\_\_  
E-mail

\_\_\_\_\_

## **Insurance Documents**

**Do Not Submit With Proposal**

**Only the Successful Bidder Will Be  
Required To Complete These Forms**

APPENDIX A

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INSURANCE ENDORSEMENT FORM #1  
(GENERAL)  
Attachment "A"

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded - applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company's liability.
3. Occurrence Based Policy. This policy shall be an "occurrence based policy."
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) or event to include set-up and cleanup dates):  
  

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6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.

## APPENDIX A

8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, CA, 90254, at least thirty (30) days prior to the date of such cancellation.
9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.
10. Comprehensive Coverage. This policy shall afford coverage at least as broad as Commercial General Liability "Occurrences" Form CG0001 and shall include the following:
  - A. General Liability
    - (1) Comprehensive Form
    - (2) Premises/Operations
    - (3) Independent Contractors Liability
    - (4) Broad Form Property Damage
    - (5) Personal Injury
    - (6) Products, Completed Operations
    - (7) Contractual
    - (8) Explosions, collapse, or underground property damage.

NOTE: If this is a Homeowner's Policy in lieu of Commercial General Liability, it shall afford coverage at least as broad as Homeowners ISO Form HO II (Ed 9-70) California and shall include comprehensive personal liability.

The policy shall provide the dollar limit specified in paragraph 9 with the following additional coverage where boxes below are checked:

- \_\_\_\_\_ 11. Host Liquor Liability  
\_\_\_\_\_ 12. Liquor Law Liability  
\_\_\_\_\_ 13. Other \_\_\_\_\_

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and forms a part of Policy No. \_\_\_\_\_.

Name Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

**APPENDIX A**

I, \_\_\_\_\_ (print/type name) warrant that I have authority to bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

PLEASE ATTACH CERTIFICATE OF INSURANCE

APPENDIX A

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INSURANCE ENDORSEMENT FORM #2  
(AUTO LIABILITY)  
Attachment "B"

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company's liability.
3. Occurrence Based Policy. This policy shall be an "occurrence based policy."
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) of event to include set-up and cleanup dates):  

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6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.

**APPENDIX A**

8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1400 Highland Avenue, Hermosa Beach, CA 90254, at least thirty (30) days prior to the date of such cancellation.

9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.

10. Scope of Coverage. This policy shall afford coverage at least as broad as Insurance Services Office Form No. CA0001 (Ed 1/78), Cod 1 ("any auto") and shall include the following:

A. Auto Liability

- (1) Any auto
- (2) All owned autos (Private Passengers)
- (3) All owned autos (other than Private Passengers)
- (4) Hired autos
- (5) Non-owned autos (for business purposes)
- (6) Other \_\_\_\_\_

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and forms a part of

Policy No. \_\_\_\_\_.

Named Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

I, \_\_\_\_\_ (print/type name), warrant that I have authority to bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

## APPENDIX A

PLEASE ATTACH CERTIFICATE OF INSURANCE

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APPENDIX A

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INDEMNIFICATION AND HOLD HARMLESS AGREEMENT  
Attachment "D"

This agreement is issued in consideration of the City approval of the sponsor's application. The named insured must still provide a Certificate of Insurance, naming the City as an additional insured and meet the City's required minimum limits of insurance. An additional insured endorsement shall also be provided and signed by the insurance carrier.

The named insured agrees to the following:

1. Indemnification Clause. The named insured shall indemnify and save harmless the City of Hermosa Beach including its elected officials, officers agents and employees against any and all claims, liability, judgments, costs or expense resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and date(s) of event to include set-up and clean-up dates):
2. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters and other reasonable costs of investigation and defense.

This agreement is effective \_\_\_\_\_ at 12:01 a.m.

Named Insured \_\_\_\_\_

I, \_\_\_\_\_ (print/type name), warrant that I have authority to bind the above listed sponsor and by my signature hereon do so bind this sponsor.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

## APPENDIX A

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

### INSURANCE ENDORSEMENT FORM #1A – Garage Keeper’s Liability

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company’s liability.
3. Occurrence Based Policy. This policy shall be an “occurrence based policy.”
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) of event to include set-up and cleanup dates):  

---
6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.

**APPENDIX A**

8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1400 Highland Avenue, Hermosa Beach, CA 90254, at least thirty (30) days prior to the date of such cancellation.
9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.
10. Comprehensive Coverage. This policy shall afford coverage at least as broad as Garage Liability and Garage Keepers Legal Liability "Occurrences" ISO Form CA 0005.

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and forms a part of

Policy No. \_\_\_\_\_.

Named Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

I, \_\_\_\_\_ (print/type name), warrant that I have authority to bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

PLEASE ATTACH CERTIFICATE OF INSURANCE

## TOW SERVICE AGREEMENT

This TOW SERVICE AGREEMENT ("Agreement") is made and entered into on this \_\_\_\_\_ day of \_\_\_\_\_, 2019 by and between the City of Hermosa Beach, a California municipal corporation ("City") and Bruffy's Tow ("Garage Owner").

### RECITALS

A. The City of Hermosa Beach issued a Request for Proposals soliciting proposals from qualified vendors to perform primary vehicle towing and storage services for the City.

B. Bruffy's Tow submitted a proposal and was determined by the City to be qualified to perform the services.

**NOW, THEREFORE,** in consideration of the mutual promises made between the parties, City hereby engages the services of Garage Owner and Garage Owner agrees to perform the following services:

1. **Scope of Services.** In consideration for the primary right to receive calls for towing from City on a 24-hour basis and the primary right to store cars impounded or otherwise stored at the direction of the City, Garage Owner agrees to perform the following services in compliance with the terms and conditions of this Agreement: towing and storage of vehicles 24 hours per day, seven days a week, 365 days a year as directed by the City Manager or his or her designee or the Chief of Police or his or her designee; and emergency service for City vehicles within 50 miles of City limits at no charge to the City at all times including weekends and holidays. Emergency services shall include but not be limited to tire changes, battery jump starts and towing of inoperable vehicles. Garage Owner shall perform the duties of this agreement in a professional, ethical, courteous and orderly manner as a best effort to obtain and keep the confidence of the community

2. **Collection of Fees.** Garage Owner shall collect on behalf of City the fee established in City's master fee resolution imposed on all motorists whose vehicles are towed and/or stored at the City's behest at the same time it collects towing and storage charges from the motorist.

The fee constitutes a debt owed by the motorist/vehicle owner to the City that is extinguished only by payment of the fee to the Garage Owner. The fee shall be separately stated from the Garage Owner's towing and storage charges on the receipt issued to the motorist. Garage Owner shall hold the fees so collected in trust for the City and shall submit to the City all fees collected on behalf of the City no later than the 15th of the month following the date of collection (i.e. September collections due by October 15). If payment of the fee to the City is late, Garage Owner shall pay a penalty of 10% of the amount of the fee; delinquent fees beyond 30 days shall also earn interest at the rate of 10% each day.

3. **Term of Agreement; Termination.**

a) The term of this Agreement shall commence upon execution of both parties and shall continue in effect for one year. The Agreement may be extended by mutual agreement of the parties in writing for up to two additional one-year periods.

b) City may terminate this Agreement with or without cause, by serving thirty (30) days written notice on the Garage Owner. Garage Owner may terminate this Agreement with or without cause, by serving ninety (90) days written notice on the City. In the event of termination under this subparagraph, the Garage Owner shall cease services as of the date of termination and shall remit all fees then due and payable as provided in Section 2 above.

c) All terms, provisions, and specifications of this Agreement are material and binding and failure to perform any material portion of the services described herein shall be considered a breach of this Agreement. Should the Agreement be breached in any manner, the City may, at its option, terminate the Agreement not less than five (5) days after written notification is received by the Garage Owner to remedy the violation within the stated time or within any other time period agreed to by the parties. In the event of such termination, the Garage Owner shall be responsible for any additional costs incurred by the CITY in securing the services from another vendor.

4. **Non-Exclusive Right.** Garage Owner shall have the primary but non-exclusive right to receive calls from City to provide towing and storage services for vehicles that are involved in accidents, disabled, abandoned in public places or on private property, impounded for evidence, impeding the flow of traffic, are located within another city but subject to the jurisdiction of City or which are otherwise subject to being towed and stored at the direction of City. City reserves to use the services of other towing and storage providers when Garage Owner is not available or cannot otherwise meet the specifications or requirements of this Agreement. Further, nothing contained herein shall deprive the owner or operator of a vehicle from requesting and receiving towing and storage service from a person or association other than Garage Owner.

5. **Manner of Performing Tow Services.**

a) Garage Owner shall remove from the street all broken glass, automobile fluids, and other debris resulting from accidents at scenes from which it tows vehicles, and clean the immediate area of such street, leaving the area in a broom-clean condition.

b) The Garage Owner shall be responsible to complete proper reports and to notify the Police Department on all private property impounds and storage of vehicles.

- c) After receipt of a request to respond, the response time for arrival shall not exceed twenty (20) minutes:
- (i) The Garage Owner shall notify Police Communications Center when a tow unit cannot respond immediately and shall give the reason and an estimated time of arrival.
  - (ii) In the event of an additional delay, the Garage Owner shall promptly notify the Police Communications Center and give the next estimated time of arrival. If the delay is not acceptable, the Police Communications Center reserves the right to call an alternate towing contractor.
- d) In the event the Garage Owner receives an additional call to remove a disabled vehicle that is interrupting traffic flow while it is processing an earlier call, it shall clear the vehicle specified in the earliest call sufficiently to restore normal and safe traffic movement, secure it from theft, damage, or loss; and immediately proceed to the site specified in the additional call; or shall cause a second tow truck to be dispatched to the second site.
- e) All disabled vehicles deposited or parked by the Garage Owner shall be towed to storage at the earliest opportunity after Garage Owner has complied with the above provisions for restoring traffic movements at all specified sites.
- f) Garage Owner shall have at least two tow trucks stationed in the City of Hermosa Beach during the hours of 6:00a.m. to 8:00a.m. and 2:30p.m. to 6:00p.m. Monday through Friday (excluding holidays).
- g) At City's request (provided at least 24 hours in advance), Garage Owner shall deploy tow trucks for special event parking enforcement.

6. **Manner of Performing Storage Duties.** Garage Owner shall be solely responsible for all vehicles stored or impounded on its premises pursuant to the provisions of this Agreement, together with all accessories and equipment thereon and all personal property therein. It shall be its duty to protect such stored vehicles, accessories, equipment, and property against all loss or damage by fire, theft, or other causes. The decision to release any article from the interior of a stored or impounded vehicle shall be made by the Police Supervisor on duty at the time of the request.

- a) **Spacing.** Vehicles stored shall be systematically spaced to provide easy access; spacing shall be adequate to prevent damage.

- b) **Loss or Damage.** In the event of loss or damage to a stored vehicle, its accessories, or personal property contained therein, Garage Owner shall make reasonable restitution to the owner for all losses or damage.
- c) **Records.** All property left in any vehicle shall be listed on the Vehicle Impound Inventory Report by the person making the impound or storage. Any article removed from any vehicle for any reason shall be properly identified and accounted for.
- d) **Disposition of Unclaimed Property.** Personal property in vehicles stored by Garage Owner shall not be disposed of to defray any towing or storage charges or for any other purpose; and, if not called for by the owner, or its legal representative with the owner's written consent within sixty (60) days from the date of impound, shall be delivered to City's police department property section.

7. **Personnel.** All tow truck operators employed by Garage Owner shall be subject to the following terms and conditions:

- a) All tow truck operators engaged in performing their duties under the provisions of this Agreement shall take direction in performing such duties from the senior City Police Officer at the scene.
- b) All tow truck operators must possess the proper State of California Driver License required to operate all vehicles and equipment required to be used in the performance of this Agreement and shall have received sufficient training to operate without direct supervision.
- c) Tow truck operators shall be uniformed, with the name of the Garage Owner and the employee's name clearly visible. All personnel shall be thoroughly trained in the proper and safe use of all equipment used in performing the services.
- d) All personnel performing services under this Agreement shall be fingerprinted and photographed by the Police Department prior to performing services for the City.
- e) All personnel performing services under this Agreement that interface with the public shall be fluent in the English language.

8. **Rules of Operation.**

- a) **Hours for Release of Vehicles.** Garage Owner shall be available to release vehicles 24 hours daily, seven days a week, 365 days a year. The storage facility shall have a clearly visible

sign marked with a telephone number to call if release is requested when the storage facility is closed.

b) **Advertising.** Garage Owner shall not display or use any signs, advertising materials, or logos which indicate that it is an official towing service of City without the prior written permission of the Chief of Police.

c) **Removal of Vehicles.** Except for private impounds, Garage Owner shall not remove any vehicle without first being instructed to do so by an authorized officer. Vehicles shall be considered in possession of the Garage Owner when the vehicle is on-hook and raised from the ground. Field release of vehicles shall be at the direction of the senior Police Officer at the scene.

d) **Vehicles Involved in Damage to City Property.** If Garage Owner notes that any vehicle to be towed was involved in any damage to City property, such as knockdown of a lighting standard, then prior to removal of the vehicle from the scene Garage Owner shall notify the Chief of Police or its designee of the location of the damage, nature of the damage, and identification of the vehicle suspected of causing the damage.

e) **Release of Impounded Vehicles.** The following conditions shall apply to the release of impounded vehicles:

- (1) A vehicle impounded by order of the Police Department must have a written release from the Department to be presented at the time of release.
- (2) No repair work shall be performed on any impounded vehicle unless released.
- (3) In the event the Police Department errs on impounded notification, said vehicle shall be released by Garage Owner without charge to the City or other persons over and above the charges that would have been levied if proper notification (five calendar days) has been made. The owner of the vehicle will be responsible for any storage fees over and above the period of time deemed necessary for appropriate notification.
- (4) Upon receipt of a recovered stolen vehicle, the Garage Owner shall ascertain from the recovering agency whether any holds are placed on the vehicle. A notation on the impound form shall be made as to whether a hold is placed on the vehicle. The notation shall include the name of the officer, date, and time of hold. If the recovering agency does not place a hold on the recovered vehicle, the tow contractor shall contact the

agency within the jurisdiction from which the vehicle was stolen to determine if a hold will be placed on the vehicle. If a hold is placed on the vehicle, the name of the officer, date, and time will be noted by the Garage Owner on the impound form. If no holds are placed on the vehicle the owner will obtain a release from the recovering agency at which point the owner may then take possession of the vehicle.

- f) **Records.** The following conditions shall apply concerning the maintenance of records:
- (1) The Garage Owner shall keep at its principal place of business, complete and accurate records of all vehicles towed, impounded, or stored at the request of the City and the amount of charges on each vehicle.
  - (2) The record system should be adequate to enable Garage Owner to locate the vehicle and provide a written report of storage or tow by using the following:
    - (i) DR number only.
    - (ii) License number only.
    - (iii) The make, color, date, and location of impound.
  - (3) All records required to be kept by the Garage Owner shall be available for inspection at all reasonable times by representative of the Hermosa Beach Police Department.
  - (4) Monthly reports of all vehicles handled pursuant to this Agreement shall be provided not later than the 15th day following the last day of the previous month. Reports shall be submitted in hard copy and email utilizing a Microsoft Excel spreadsheet.
- g) **Compliance With All Laws.** Garage Owner shall keep itself fully informed of and comply with all state and federal laws and all ordinances and regulations of the City, which in any manner effect Garage Owner or those engaged or employed by it in performing the services to be rendered by Garage Owner pursuant to this Agreement. Garage Owner shall procure and obtain all permits and licenses, pay all charges and fees, and give all notices required by City ordinances or other laws relating to the performance of the services to be performed pursuant to this Agreement.

9. **Specifications.**

- a) **Location.** Garage Owner must at all times during the term of the Agreement maintain its place of business and vehicle storage facilities within a fifteen (15) mile radius of the Hermosa

Beach City Hall. No transfer of business location shall be authorized without written permission of the City Manager. Vehicles impounded for long term storage may be moved to a location outside the fifteen (15) mile radius with prior permission of the Chief of Police or his or her designee.

b) **Towing Equipment.** Garage Owner must own or lease not less than three (3) standard tow trucks, one flat bed tow vehicle, and one heavy duty truck capable of towing tractor-type trucks (semis) that will be based at its principal place of business and will be available to perform the towing required under this Agreement. Said tow trucks shall comply with all of the following conditions:

- (1) Garage Owner, at its expense, shall install and maintain at all times during the term of the Agreement, all necessary communication equipment for radio transmission and reception contact with each tow truck and shall comply with all applicable FCC Regulations and Requirements.
- (2) Each tow truck must be equipped in compliance with the provisions of the California Vehicle Code.
- (3) Each tow truck must have an original manufacturers rating of at least one ton and be equipped with dual rear wheels and be clean in appearance.
- (4) Each tow truck must have a cable winch of sufficient size and capacity to retrieve vehicles which have gone over embankments or off traveled portions of roadways into inundated areas or other accessible locations.
- (5) All tow vehicles shall be capable of towing a trailered boat or similar vehicle. All tow vehicles shall be equipped with a dolly and standard tools of the trade, including slim jims, floor jacks, shovels, brooms, and sand and absorbent materials for auto fluids.
- (6) All tow vehicles shall pass California Highway Patrol inspection and display a window tag indicating so.

c) **Storage Facilities.** Storage facilities utilized in the performance of this agreement shall comply with all of the following conditions:

- (1) All vehicles shall be stored in a building or in an area or areas that are secure and enclosed by a substantial masonry wall or walls or other approved enclosure.

- (2) There shall be one or more gates, equipped with adequate security locks. Gates shall be of adequate size and height. Adequate security, such as 24-hour surveillance utilizing closed circuit television or personnel shall be provided to the satisfaction of the Chief of Police.
- (3) Any damage to any wall or fence must be repaired within twenty-four (24) hours to ensure proper protection to stored vehicles.
- (4) Storage facilities must be constructed prior to approval of Agreement.
- (5) The entire storage facilities must be illuminated to such degree that normal and reasonable visual observation of the area may be made during the hours of darkness.
- (6) Garage Owner shall meet all fire suppression standards required by the City and County.
- (7) Said storage facilities must be capable of holding a minimum of 50 vehicles parked in such a manner as to provide accessibility and to prevent damage. The lot or lots used for storage shall be located or constructed in such a way that all vehicles impounded shall be secured either within a building or shall be concealed from the view of adjoining property when viewed from the street or ground level.
- (8) The Garage Owner shall maintain at its own expense separate and enclosed garage facilities for a minimum of three (3) vehicles ordered impounded by the Police for involvement in commission of crimes or for other reasons. The Garage Owner must protect said vehicles from dirt or moisture, as well as from any other substances. The garage shall be lockable and the Police Department shall be provided with a key. All structures shall conform to the applicable building and fire codes.

d) **Maintenance of Equipment and Facilities.** Throughout the term of this Agreement, Garage Owner shall maintain in a neat and clean manner and in good condition, all real property and improvements thereon and all vehicles, facilities, equipment, and materials required by the provisions of this Agreement. The equipment to be used in the performance of this Agreement is identified in Exhibit A, which is attached hereto and incorporated herein by reference.

10. **Charges.** Charges for towing, storage, and other services required of Garage Owner by this Agreement shall not exceed those set forth in Exhibit A to this Agreement. The towing charge shall include the services of the tow truck driver and any other required personnel. The towing charge shall also include

cleaning up and clearing of any accident site. Approved storage charges shall be made for the following categories: 1) Passenger cars; 2) trucks and trailers up to one ton; 3) motorcycles; 4) trucks and trailers over one ton; 5) all other vehicles. Approved miscellaneous charges shall be made for the following categories: 1) opening locked vehicles; 2) disconnecting and reconnecting driveshaft; 3) uprighting overturned vehicles, 4) all other services other than towing and storage. All charges imposed by Garage Owner in the performance of this Agreement shall be subject to the following conditions:

- a) All rates and charges shall be conspicuously posted in Garage Owner's office or other area viewable by the public.
- b) All bills shall be itemized, including the services rendered, the unit cost of each service and the total cost.
- c) City shall not be liable to pay Garage Owner or anyone else, any charge or other fee for a call which does not result in a chargeable service being rendered by Garage Owner (a "dry run").
- d) In the event any vehicle is towed or impounded, or both, through any error of the Garage Owner or City, neither the vehicle owner or City shall have the duty to pay any towing, storage, or other fees or charges.
- e) In the event that any dispute shall arise concerning any charge made to any person in performing services under this Agreement, the dispute shall be decided by the Chief of Police or its designee, pursuant to California Vehicle Code Section 22852. The decision shall be binding on all parties involved.
- f) Garage Owner shall not make any demand on the vehicle owner or driver for a sum in excess of the amount established by the Hermosa Beach City Council.
- g) Garage Owner shall accept a valid bank credit card for payment of charges incurred.
- h) Hourly charges shall be prorated on a quarter hour basis.

11. **Review of Rates and Charges.** Upon petition of Garage Owner for a rate increase not more often than once per year, the Chief of Police or its designee will evaluate the performance of the services being provided pursuant to this Agreement. This review will then be forwarded to the City Council with a recommendation to grant or deny the proposed rate increase. In no case will increase be greater than those fees determined by the Los Angeles Police Commission. Nothing contained herein shall obligate City to grant any rate increase.

12. **Inspection.** All real property and improvements thereon, and all vehicle facilities, equipment, and material used by the Garage Owner in the performance of this Agreement shall be open to inspection by the Chief of Police or its authorized representative and will be subject to periodic checks.

13. **Indemnification.** The Garage Owner shall defend, indemnify, and hold harmless the City of Hermosa Beach, each of its elected and appointed officials, officers, agents, employees, Board and Commission members and representatives from any liability of any kind whatsoever, including attorneys fees, expert fees, investigation costs and court costs, arising in any manner whatsoever from or in any manner attributed to the Garage Owner's performance of this Agreement excepting only liability arising from the negligent or wrongful conduct of the City. Garage Owner must provide a properly executed City of Hermosa Beach Indemnification and Hold Harmless Agreement (Attachment "C"), which is attached hereto as Exhibit B and incorporated herein by reference, executed by a duly authorized representative of the Contractor's insurance carrier.

14. **Insurance.** Garage Owner shall neither commence work under this Agreement until it has obtained all insurance required hereunder by the company or companies acceptable to City nor shall Garage Owners allow any subcontractors to commence work on a subcontract until all insurance required of the Subcontractor has been obtained. Garage Owner shall take out and maintain at all times during the term of this Agreement the following policies of insurance:

a) **Workers' Compensation Insurance.** Throughout the term of this Agreement, at Garage Owner's sole cost and expense, Garage Owner shall keep or cause to be kept, in full force and effect, a Workers' Compensation Insurance policy as required by the laws of California. Garage Owner shall require all subcontractors similarly to provide such compensation insurance for their respective employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. In accordance with the provisions of California Labor Code Section 3700, every employer shall secure the payment of compensation to its employees. Garage Owner, prior to commencing work, shall sign and file with City certification as follows:

"I am aware of the provisions of Section 3700 of the Labor Code which requires every employer to be insured against liability for workers' compensation or to undertake self-insurance in accordance with the provisions of that code, and will comply with such provisions before commencing the performance of the work of the Agreement".

b) **General Liability.** Throughout the term of this Agreement, at Garage Owner's sole cost and expense, Garage Owner shall keep or cause to be kept, in full force and effect, for the mutual benefit of City and Garage Owner, a general liability policy, including personal injury, with limits of not less than \$1,000,000 (One Million dollars) per accident. The policy shall also include Garage Keepers Legal Liability, including collision, in the amount of not less than \$1,000,000 (One Million Dollars). In addition to a certificate of insurance providing evidence of the required insurance, the Garage Owner must provide a properly executed City of Hermosa Beach Insurance Endorsement Form #1 and #1A (Attachment "A"), which is attached hereto as Exhibit B and incorporated herein by reference, executed by a duly authorized representative of the Contractor's insurance carrier.

c) **Automobile Insurance.** Throughout the term of this Agreement, at Garage Owner's sole cost and expense, Garage Owner shall keep or cause to be kept, in full force and effect, for the mutual benefit of City and Garage Owner, Automobile Liability Insurance with minimum limits of liability of \$1,000,000 (One Million Dollars) per accident for bodily injury and property damage. In addition to a certificate of insurance providing evidence of the required insurance, the contractor must provide a properly executed City of Hermosa Beach Insurance Endorsement Form #2 (Attachment "B"), which is attached hereto as Exhibit B and incorporated herein by reference, executed by a duly authorized representative of the Contractor's insurance earner.

d) **General Insurance Requirements.** All of the following terms and conditions shall apply to each of the insurance policies required under this Agreement.

- (1) Each policy shall be issued by an insurer rated in Best's Insurance Guide with a financial rating of Class A+. If such coverage is unattainable, such policy shall be issued by an insurer rated in Best's Insurance Guide with a financial rating of Class A-.
- (2) Each policy shall provide that the insurance coverage provided shall not be canceled, reduced, or materially changed by the insurance carrier without the carrier providing thirty (30) days written notice thereof to the City Clerk of the City of Hermosa Beach by certified mail.
- (3) Each policy shall name as additional insured City, each of its elected officials, officers, Board and Commission members, employees, agents and representatives.
- (4) Garage Owner agrees that he will not cancel, reduce, or materially change any insurance coverage required under this Agreement without approval of the City Manager or other

authorized City official.

- (5) Each policy shall contain language to the effect that the insurer waives the right of subrogation against City and City's elected officials, officers, Board and Commission members, employees, agents, and representatives.
- (6) Each policy shall contain language to the effect that it is primary noncontributing with any insurance that may be carried by the City.
- (7) All insurance coverage must be approved by the Risk Manager.
- (8) Duplicates of all policies must be filed with the City Clerk's office prior to the beginning date of this Agreement.
- (9) At all times during the term of the Agreement, Garage Owner shall maintain on file with the City Clerk of the City of Hermosa Beach a certificate of the insurance carrier or carriers showing that all insurance required under this Agreement shall not be effective unless and until such certificates are filed with the City Clerk.

15. **Assignment.** The Agreement is personal to the Garage Owner and it shall not assign or transfer, in whole or in part, its interest in the Agreement, or subcontract all or any part of the services to be performed by the provisions of the Agreement without written approval of the City being first obtained.

16. **Insolvency.** The Garage Owner shall not suffer either the appointment of a receiver to take possession of all or substantially all of the assets of Garage Owner or make a general assignment of such assets for the benefits of creditors. Any such action taken or suffered by Garage Owner under any insolvency of bankruptcy proceedings constitute a breach of this Agreement by the Garage Owner, and all property assigned by the City of Hermosa Beach for safe care shall be "released" to a new assigned Garage Owner as specified by the City Manager, with a reimbursement for towing and storage borne by company assuming the new responsibility. Should the Garage Owner become insolvent, as defined in this section, the City Manager may, by giving five (5) days' notice to the Garage Owner or to the person appointed to manage the Garage Owner's affairs at the address for such person appearing in the official records of the Court that appointed him, terminate this Agreement. For the purposes of this section, the Garage Owner shall be conclusively presumed to have become insolvent if Garage Owner should:

- (1) Have a Receiver appointed to take possession of all or substantially all of the Garage Owner's property because of insolvency.

- (2) Make general assignment for the benefit of creditors; or
- (3) Allow any judgment against Garage Owner to remain unsatisfied and unbound for a period of thirty (30) days or longer.

17. **Default.** If at any time the Garage Owner is in default in the performance of any terms, covenants, and conditions of this Agreement, the City shall without prejudice to any other remedy it may have, send notice of such default to the Garage Owner; and, if such default is not remedied within five (5) days thereafter, may terminate the Agreement by sending written notice thereof to the Garage Owner. Any failure by the City at any time, or from time to time to enforce or require strict keeping and performance of any of the terms, covenants, or conditions, in effect shall not impair in any way the right of the City to avail itself of such remedies as it may have for any breach of breaches of such terms, covenants, or conditions.

18. **Notices.** Whenever it shall be necessary for either party to serve notice on the other respecting this Agreement, such notice shall be served by registered mail or personal delivery, addressed to the City Clerk of the City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, California, 90254, or to Garage Owner addressed to 11101 Hindry Avenue, Los Angeles, California 90045. Different addresses may be furnished in writing by either party to the other pursuant to these notice provisions. Notice shall be deemed to have been served within seventy-two (72) hours after the same has been deposited in the United States Post Office by registered or certified mail. Said notice may also be personally delivered and shall be deemed to have been given the same day as personal delivery. This shall be a valid and sufficient service of notice for all purposes.

In witness whereof, the parties have caused this Agreement to be executed by their duly authorized officers.

CITY OF HERMOSA BEACH:

BRUFFY'S TOW

\_\_\_\_\_  
MAYOR

\_\_\_\_\_  
GARAGE OWNER

APPROVED AS TO FORM:

---

CITY ATTORNEY

---

CITY CLERK

Exhibit A  
Rates

- |    |  |                                   |
|----|--|-----------------------------------|
| A. | <u>Flat charge</u> for City ordered tow charges for passenger type vehicles and trucks, trailers, and boats up to and including 1 ton capacity during the hours of 7:00 a.m. and 7:00 pm. 7 days per week, 365 days per year   | <u>\$ 133.00/hour</u>             |
| B. | Same as “A”, except during the hours of 7:00 p.m. to 7:00 a.m.   | <u>\$ 133.00/hour</u>             |
| C. | <u>Flat charge</u> for City ordered tow charges for trucks, trailers, and boats (over 1 ton) and heavy equipment during the hours of 7:00 a.m. and 7:00 p.m. 7 days per week, 365 days per year  | <u>\$ 255.00</u>                  |
| D. | Same as “C” except during the hours of 7:00 p.m. to 7:00 a.m.  | <u>\$ 255.00</u>                  |
| E. | Hourly charge for additional labor to facilitate the movement of the vehicles (including dropping the drive shaft, use of dollies, uprighting overturned vehicles, etc. This does not include using a “slim jim” to open the vehicle – that should be included in base towing cost, except as requested below) | <u>\$ 133.00 hour</u>             |
| F. | <u>Flat charge</u> to “slim jim” a vehicle without performing towing services  | <u>\$ 75.00</u>                   |
| G. | <u>Hourly charge</u> for use of a dolly or motorcycle trailer if required  | <u>\$ 133.00 hour</u>             |
| H. | <u>Flat charge</u> for a vehicle release during non-business hours/days.   |                                   |
|    | Define non-business hours: <u>Not applicable.</u>  |                                   |
|    | Define non-business days: <u>Not applicable.</u>   |                                   |
| I. | Storage of vehicles shall be charged at the following rates:   |                                   |
|    | 1. Motorcycles   | <u>\$ 11.00/Day</u>               |
|    | 2. Passenger type cars and trucks and trailers (1 ton or less)   | <u>\$ 41.50/Day</u>               |
|    | 3. Trucks and trailers over 1 ton and heavy equipment  | <u>\$ 58.50/Day</u>               |
|    | 4. Boats   |                                   |
|    | a. Under 20 feet;  | <u>\$ 45.50/Day</u>               |
|    | b. From 20 feet to 40 feet; and  | <u>\$ 58.50/Day</u>               |
|    | c. Over 40 feet  | <u>\$ 72.50/Day</u>               |
| J. | Field Release Fee  | <u>\$ 133.00 + City Admin fee</u> |
| K. | Cost to tow City owned vehicles  |                                   |
|    | 1. Within Hermosa Beach to City Yard   | <u>\$ 85.00/Tow</u>               |
|    | 2. Outside Hermosa Beach to City Yard  | <u>\$ 7.50/Mile</u>               |



Bruffy's Inc.  
dba Bruffy's Tow  
dba Bruffy's Del Rey Tow

11101 Hindry Avenue  
Los Angeles, CA 90045-6223

4130 Glencoe Avenue  
Marina Del Rey, CA 90292-5610

Phone: (310) 395-0084  
Front Fax: (310) 578-2251

[Kevin@BruffysTow.com](mailto:Kevin@BruffysTow.com)  
Fax: (310) 578-2251

# VEHICLE SCHEDULE

August 12, 2019

Truck	Year	Make	Model	Usage	License	GVWR	Wt/Cd	Vehicle Identification #
1425	2006	FORD	F650	Wrecker	8A46558	26,000	C	3FRWF65F66V302582
1431	2007	GM	C5500	Carrier	8H63331	26,000	C	1GBJ5C1227F411063
1432	2011	Ford	F450	Wrecker	8Z36373	20,000	B	1FDUF4GY5BEA41874
1436	2013	Dodge	4500	Wrecker	81990M1	20,000	B	3C7WRKALXDG588224
1437	2014	Dodge	4500	Wrecker	62145P1	20,000	B	3C7WRKAL1EG159572
1439	2015	Dodge	4500	Wrecker	35532X1	20,000	B	3C7WRKAL0FG706395
1440	2015	Dodge	4500	Wrecker	05638Y1	20,000	B	3C7WRKAL9FG706394
1441	2016	Dodge	4500	Wrecker	63270Z1	20,000	B	3C7WRKAL4GG111972
1442	2016	Ford	F450	Wrecker	82733G1	20,000	B	1FDUF4GY4GEB07564
1443	2016	Dodge	4500	Wrecker	13934C2	20,000	B	3C7WRKAL6GG142365
1444	2016	Dodge	5500	Carrier	08882H2	20,000	B	3C7WRMDL2GG373707
1445	2019	Ford	F450	Wrecker	21483T2	20,000	B	1FDUF4GT8KEC35724
1446	2019	Dodge	4500	Wrecker		20,000	B	3C7WRKAL1KG521704

13 - Active Vehicles

Trailer	Year	Make	Model	Usage	License	GVWR	Wt/Cd	Vehicle Identification #
Black	2004	H&H	UTIL	Trailer	4DL6029	1,000	A	4J6UT16224B055549
Dolly	2010	DET	DLY	Trailer	4MW6324	1,588	A	15DP1010XAA998248

2 - Trailer

LIST DMV Info - 1

Exhibit B  
Insurance and Indemnity Forms

(See following pages)

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INSURANCE ENDORSEMENT FORM #1  
(GENERAL)  
Attachment "A"

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company's liability.
3. Occurrence Based Policy. This policy shall be an "occurrence based policy."
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) or event to include set-up and cleanup dates): \_\_\_\_\_
6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.
8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1315 Valley Drive, Hermosa Beach, CA, 90254, at least thirty (30) days prior to the date of such cancellation.
9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.
10. Comprehensive Coverage. This policy shall afford coverage at least as broad as Commercial General

Liability "Occurrences" Form CG0001 and shall include the following:

- A. General Liability
- (1) Comprehensive Form
  - (2) Premises/Operations
  - (3) Independent Contractors Liability
  - (4) Broad Form Property Damage
  - (5) Personal Injury
  - (6) Products, Completed Operations
  - (7) Contractual
  - (8) Explosions, collapse, or underground property damage.

NOTE: If this is a Homeowner's Policy in lieu of Commercial General Liability, it shall afford coverage at least as broad as Homeowners ISO Form HO II (Ed 9-70) California and shall include comprehensive personal liability.

The policy shall provide the dollar limit specified in paragraph 9 with the following additional coverage where boxes below are checked:

- \_\_\_\_\_ 11. Host Liquor Liability  
\_\_\_\_\_ 12. Liquor Law Liability  
\_\_\_\_\_ 13. Other \_\_\_\_\_

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and  
forms a part of Policy No. \_\_\_\_\_.

Name Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

I, \_\_\_\_\_ (print/type name) warrant that I have authority to  
bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

PLEASE ATTACH CERTIFICATE OF INSURANCE

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INSURANCE ENDORSEMENT FORM #1A – Garage Keeper’s Liability

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company’s liability.
3. Occurrence Based Policy. This policy shall be an “occurrence based policy.”
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) of event to include set-up and cleanup dates):  
  

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6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.
8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1400 Highland Avenue, Hermosa Beach, CA 90254, at least thirty (30) days prior to the date of such cancellation.
9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.
10. Comprehensive Coverage. This policy shall afford coverage at least as broad as Garage Liability and Garage Keepers Legal Liability “Occurrences” ISO Form CA 0005.

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and forms a part of

Policy No. \_\_\_\_\_.

Named Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

I, \_\_\_\_\_ (print/type name) warrant that I have authority to bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

PLEASE ATTACH CERTIFICATE OF INSURANCE

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INSURANCE ENDORSEMENT FORM #2  
(AUTO LIABILITY)  
Attachment "B"

This endorsement is issued in consideration of the policy premium. Notwithstanding any inconsistent expression in the policy to which this endorsement is attached, or in any other endorsement now or hereafter attached thereto, or made a part thereof, the protection afforded by said policy shall include the following:

1. Additional Insured. With respect to such insurance as is afforded by this policy, the City of Hermosa Beach and its officers, employees, elected officials, volunteers, and members of boards and commissions shall be named as additional insured. This additional insured coverage only applies with respect to liability of the named insured or other parties acting on their behalf arising out of the activities of the undertaking specified in paragraph No. 5 below (Indemnification Clause).
2. Cross Liability Clause. The insurance afforded applies separately to each insured against whom claim is made or suit is brought, except with respect to the limits of the company's liability.
3. Occurrence Based Policy. This policy shall be an "occurrence based policy."
4. Primary Insurance. For the risks covered by this endorsement this insurance shall provide primary insurance to the City to the exclusion of any other insurance or self-insurance program the City may carry with respect to claims and injuries arising out of activities of the Contractor or otherwise insured hereunder.
5. Indemnification Clause. The underwriters acknowledge that the named insured shall indemnify and save harmless the City of Hermosa Beach against any and all claims resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and dates(s) of event to include set-up and cleanup dates):  

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6. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters, and other reasonable costs of investigation and defense.
7. Reporting Provisions. Any failure to comply with the reporting provisions of the policy shall not affect coverage provided to the City.
8. Cancellation. This policy shall not be canceled except by written notice to the Risk Manager at: City of Hermosa Beach, 1400 Highland Avenue, Hermosa Beach, CA 90254, at least thirty (30) days prior to the date of such cancellation.
9. Limits of Liability. This policy shall provide minimum limits of liability of \$1,000,000 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts or omissions by the named insured.
10. Scope of Coverage. This policy shall afford coverage at least as broad as Insurance Services Office Form No. CA0001 (Ed 1/78), Cod 1 ("any auto") and shall include the following:

- A. Auto Liability
- (1) Any auto
  - (2) All owned autos (Private Passengers)
  - (3) All owned autos (other than Private Passengers)
  - (4) Hired autos
  - (5) Non-owned autos (for business purposes)
  - (6) Other \_\_\_\_\_

The limits of liability as stated in this endorsement apply to the insurance afforded by this endorsement notwithstanding that the policy may have lower limits of liability elsewhere in the policy.

This endorsement is effective \_\_\_\_\_ at 12:01 a.m. and forms a part of  
Policy No. \_\_\_\_\_.

Named Insured \_\_\_\_\_

Name of Insurance Company \_\_\_\_\_

I, \_\_\_\_\_ (print/type name) warrant that I have authority to bind the  
above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date

PLEASE ATTACH CERTIFICATE OF INSURANCE

CITY OF HERMOSA BEACH  
1315 VALLEY DRIVE  
HERMOSA BEACH, CA 90254

INDEMNIFICATION AND HOLD HARMLESS AGREEMENT  
Attachment "D"

This agreement is issued in consideration of the City approval of the sponsor's application. The named insured must still provide a Certificate of Insurance, naming the City as an additional insured and meet the City's required minimum limits of insurance. An additional insured endorsement shall also be provided and signed by the insurance carrier.

The named insured agrees to the following:

1. Indemnification Clause. The named insured shall indemnify and save harmless the City of Hermosa Beach including its elected officials, officers agents and employees against any and all claims, liability, judgments, costs or expense resulting from the wrongful or negligent acts or omissions of the named insured or other parties acting on their behalf in the undertaking specified as (list activity location and date(s) of event to include set-up and clean-up dates):
2. Investigation and Defense Costs. Said hold harmless assumption on the part of the named insured shall include all reasonable costs necessary to defend a lawsuit including attorney fees, investigators, filing fees, transcripts, court reporters and other reasonable costs of investigation and defense.

This agreement is effective \_\_\_\_\_ at 12:01 a.m.

Named Insured \_\_\_\_\_

I, \_\_\_\_\_ (print/type name) warrant that I have authority to bind the above listed insurance company, and by my signature hereon do so bind this company.

By \_\_\_\_\_  
Signature of Authorized Representative

Approved \_\_\_\_\_  
City Manager Date



## Staff Report

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### Staff Report

REPORT 19-0499

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**RESOLUTION APPROVING THE 2019-2022  
MEMORANDUM OF UNDERSTANDING (MOU) BETWEEN  
THE CITY OF HERMOSA BEACH AND THE PROFESSIONAL  
AND ADMINISTRATIVE EMPLOYEE GROUP  
(Human Resources Manager Vanessa Godinez)**

**Recommended Action:**

Staff recommends that the City Council adopt the Resolution (**Attachment 1**) approving the Memorandum of Understanding (MOU) between the City of Hermosa Beach and the Professional and Administrative Employee Group (PAE) (**Attachment 2**) for the 2019-2022 fiscal years.

**Executive Summary:**

Negotiations for a successor to the Memorandum of Understanding (MOU) between the City and the Professional and Administrative Employee Group have resulted in a tentative agreement. The City and the Professional and Administrative Employee Group met and conferred in accordance with the Meyers-Millias Brown Act and have reached a tentative agreement on the terms and conditions of employment. The terms of the tentative agreements are summarized below. The total cost of the negotiated changes is \$115,289 for FY 2019-2020, which is included in the general fund unspecified contingency in the 2019-2020 budget. The budget impact of the negotiated changes for 2020-2021 and 2021-2022 fiscal years was included in the General Fund Five-Year Financial Forecast for FY 2020-2021 through FY 2023-2024. An increase of 2% was included in fiscal years 2022-2023 and 2023-2024 as a placeholder for salary increases to ensure that increases were affordable.

**Background:**

The Meyers-Milias Brown Act requires that local public agencies negotiate with their respective bargaining units regarding wages, hours and working conditions. Agreements with the City's six bargaining units expired at the end of June and, under direction from the City Council, the Council-approved City negotiating team has been in negotiations with each of the bargaining units for new terms.

The City's aim through labor negotiations is to maintain competitive wages, hours, and working

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## Staff Report

REPORT 19-0499

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conditions in a high-cost geographic labor market in order to retain and attract a high-quality workforce to serve the community across a range of services. Most position classifications in the City are comparable to those in other municipalities. The City, through a 2015 classification and compensation study, identified 18 “like” cities in the region for labor market comparisons.

The City’s negotiating team met and conferred with representatives of the Professional and Administrative Employee Group to discuss wages, hours, and other terms and conditions of employment contained in the MOU that expired on June 30, 2019. This bargaining unit consists of the following classifications: Accountant, Accounting Manager, Administrative Assistant, Administrative Services Coordinator, Assistant Engineer, Associate Engineer, Deputy City Engineer, Public Works Superintendent, Assistant Planner, Associate Planner, Planning Manager, Building and Code Enforcement Official, Finance Cashier Supervisor, Community Services Division Manager, Crime and Intelligence Analyst, Deputy City Clerk, Emergency Management Coordinator, Environmental Program Manager, GIS Analyst, Management Analyst, Senior Management Analyst, Recreation Coordinator, and Senior Recreation Supervisor. The parties have reached a tentative agreement within the authority provided by City Council and on the terms described below. The membership of Professional and Administrative Employee Group met and ratified the terms of the tentative agreement, set forth in the new MOU, hereby submitted to the City Council for approval.

### **Analysis:**

The tentative MOU between the City and the Professional and Administrative Employee Group include the following negotiated terms.

1. Term of agreement to be July 1, 2019 through June 30, 2022.
2. Article 5-Probationary Period: the parties agreed to add the following language: “The probationary period may be extended for a period of not more than six (6) months. Employees shall receive notification of an extension of seven (7) calendar days prior to the one year anniversary of the probationary period.”
3. Article 6-Wage Rate: the parties agreed to the following salary increases over the next three years.
  - a. Effective July 1, 2019, 3.0% increase for all classifications.
  - b. Effective July 1, 2020, 3.0% increase for all classifications.
  - c. Effective July 1, 2021, 3.0% increase for all classifications.
4. Article 9-Merit Pay: The position of Recreation Coordinator will be added to the list of classifications eligible to receive merit pay and other reclassifications will be updated as necessary.

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## Staff Report

REPORT 19-0499

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5. Article 20-Health and Welfare: The parties agreed to increase the City's maximum monthly contribution towards medical insurance to \$1,786.50 for each staff member's selected plan and/or coverage level and increase the cash-in-lieu payment from to \$750.00 per month in lieu of City provided medical insurance.

The total cost of the negotiated changes contained in the new agreement is \$115,289 for FY 2019-2020.

### **General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

*Governance Goal 1.* A high degree of transparency and integrity in the decision-making process.

- Policy 1.2: Strategic planning. Regularly discuss and set priorities at the City Council and management level to prioritize work programs and staffing needs.

### **Fiscal Impact:**

The total cost of the negotiated changes contained in the new agreement is \$115,289 for FY 2019-2020. Funding for this is included in the general fund unspecified contingency in the 2019-2020 budget.

### **Attachments:**

1. Resolution of the City Council of the City of Hermosa Beach, California, Adopting a Memorandum of Understanding with the Professional and Administrative Employee Group.
2. Memorandum of Understanding between the City of Hermosa Beach and the Professional and Administrative Employee Group for July 1, 2019 - June 30, 2022.

**Respectfully Submitted by:** Vanessa Godinez, Human Resources Manager

**Concur:** Nico De Anda-Scaia, Assistant to the City Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

**RESOLUTION NO. 19-**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, ADOPTING A MEMORANDUM OF UNDERSTANDING WITH THE PROFESSIONAL AND ADMINISTRATIVE EMPLOYEE GROUP.**

**WHEREAS**, employees of the City of Hermosa Beach, California represented by the Professional and Administrative Employee Group, have elected to meet and confer with the City of Hermosa Beach on matters concerning wages, hours, and working conditions; and,

**WHEREAS**, the above bargaining unit has selected certain individuals to represent them; and

**WHEREAS**, Employee and Management representatives have jointly negotiated changes to the Memorandum of Understanding which has been ratified by a majority vote of the members of the Professional and Administrative Employee Group; and

**WHEREAS**, the Employee and Management representatives have mutually agreed to recommend that the City Council adopt these changes to the Memorandum of Understanding.

**NOW, THEREFORE**, the City Council of the City of Hermosa Beach resolves to enter into a Memorandum of Understanding to be effective for the period July 1, 2019 through and including June 30, 2022, and authorizes the City's Chief Negotiator to sign the Memorandum of Understanding on behalf of the City.

**BE IT FURTHER RESOLVED**, that this resolution takes effect immediately and that the City Clerk shall certify to the passage and adoption of this resolution; shall cause the same to be entered among the original resolutions of said City; and shall make a minute of the passage and adoption thereof in the records of the proceedings of the City Council of said City in the minutes of the meeting at which time same is passed and adopted.

**PASSED, APPROVED AND ADOPTED THIS \_\_\_\_\_ DAY OF AUGUST, 2019,**

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**PRESIDENT** of the City Council and **MAYOR** of the City of Hermosa Beach, California

**ATTEST:**

**APPROVED AS TO FORM:**

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**City Clerk**

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**City Attorney**

# **MEMORANDUM OF UNDERSTANDING**

**BETWEEN**

**CITY OF HERMOSA BEACH**

**AND**

**PROFESSIONAL AND ADMINISTRATIVE EMPLOYEES**

**JULY 1, 2019 - JUNE 30, 2022**

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**MEMORANDUM OF UNDERSTANDING**  
**FOR THE**  
**PROFESSIONAL AND ADMINISTRATIVE EMPLOYEES UNIT**

**ARTICLE 1 – PREAMBLE**

The provisions of this Agreement have been developed in the interest of promoting and improving Employee relations between the City of Hermosa Beach, California and the Professional and Administrative Employees who are represented by the Hermosa Beach Professional and Administrative Employees (P&AE).

**ARTICLE 2 – RECOGNITION**

The City recognizes the P&AE as the exclusive bargaining representative for all Employees who are or become employed in those job classifications contained on Exhibit "A", which is attached hereto and made a part of this Agreement. The parties recognize that this Agreement contains wages, benefits and working conditions that pertain only to members of the P&AE.

**ARTICLE 3 – MANAGEMENT RIGHTS**

- A. It is agreed that during the term of this Agreement herein the exercise of the following powers, rights, authority, duties and responsibilities by the City, the adoption of policies, rules, regulations and practices in furtherance thereof, and the use of judgment and the discretion in connection therewith, shall be limited only by the specific and express terms of this Memorandum of Understanding, City Personnel Ordinance, Personnel Rules and Regulations, and other statutory law.
- B. Except in emergencies, or where the City is required to make changes in its operations because of the requirements of law, whenever the exercise of management's rights shall impact on Employees of the bargaining unit, the City agrees to meet and confer with representatives of the P&AE, regarding the impact of the exercise of such rights unless the matter of the exercise of such rights is provided for in this Memorandum of Understanding.
- C. MANAGEMENT RIGHTS
  - 1. Manage the City.
  - 2. Schedule working hours.
  - 3. Establish, modify or change work schedules or standards.
  - 4. Institute changes in procedures.
  - 5. Direct the work force, including the right to hire, promote, demote, transfer, suspend, discipline or discharge any Employee.

6. Determine the location of any new facilities, building, departments, divisions, or subdivisions thereof, and the relocation, sale, leasing or closing of facilities, departments, divisions, or subdivisions thereof.
7. Determine services to be rendered.
8. Determine the layout of buildings and equipment and materials to be used herein.
9. Determine processes, techniques, methods and means of performing services.
10. Determine the size, character and use of inventories.
11. Determine the financial policy including accounting procedures.
12. Determine the administrative organization of the system.
13. Determine selection, promotion, or transfer of Employees.
14. Determine the size and characteristics of the work force.
15. Determine the allocation and assignment of work to Employees.
16. Determine policy affecting the selection of new Employees.
17. Determine the establishment of quality and quantity standards and the judgment of quality and quantity of work required.
18. Determine administration of discipline.
19. Determine control and use of City property, materials and equipment.
20. Schedule work periods and determine the number and duration of work periods
21. Establish, modify, eliminate or enforce rules and regulations.
22. Place work with outside firms.
23. Determine the kinds and numbers of personnel necessary.
24. Determine the methods and means by which operations are to be conducted.
25. Require Employees, where necessary, to take in-service training courses during working hours.
26. Determine duties to be included in any job classifications.

27. Determine the necessity of overtime and the amount of overtime required.
28. Take any and all necessary action to carry out the mission of the City in cases of an emergency.

#### **ARTICLE 4 – NON-DISCRIMINATION**

Both parties to this Agreement agree not to discriminate against any Employee or applicant because of age, gender, race, national origin, religion, color, ancestry, marital status, sexual orientation, physical or mental disability, medical condition, and/or Association membership or activity. Additionally, the City expects and requires all Employees to treat one another with dignity and respect. Harassment of fellow Employees is a violation of law. No employment decision may be made based upon an Employee's submission to or rejection of such conduct. It is the responsibility of any Employee who believes that they are the victim of such harassment, whether sexual, racial, ethnic or religious, to report the conduct to the supervisor, Department Director, Human Resources Director/Manager or the City Manager in a timely manner.

#### **ARTICLE 5 – PROBATION**

There shall be a one (1) year probationary period for all appointments to the Professional and Administrative classes as described in this Resolution. The probationary period may be extended for a period of not more than six (6) months. Employees shall receive notification of an extension seven (7) calendar days prior to the one year anniversary of the probationary period.

#### **ARTICLE 6 – WAGE RATE**

The City agrees to hire and appropriately compensate capable Professional and Administrative Employees. They will be professional, be adequately trained, and meet standards required for such positions. The Council reaffirms that compensation will include such items as salary, contribution for PERS, deferred compensation, health insurance and merit pay.

- A. The salary table attached to the MOU as Exhibit A shall be revised by increasing each amount as follows:
  - Effective July 1, 2019, the salary table shall be increased by three percent (3.0%). The retroactive adjustment will be made for employees who are currently employed with the City as of the date the City Council approves the Agreement.
  - Effective July 1, 2020, the salary table shall be increased by three percent (3.0%).
  - Effective July 1, 2021, the salary table shall be increased by three percent (3.0%).

- B. The parties understand that these amounts shall be reported to the California Public Employees Retirement System (CalPERS) as employee compensation and thus be "PERSable."
- C. Performance based step increase is dependent upon employee receiving an overall performance evaluation of being fully qualified.

## **ARTICLE 7 – DEFERRED COMPENSATION**

Each Employee, individually, may elect to participate in the Deferred Compensation Plans established and adopted by the City of Hermosa Beach.

## **ARTICLE 8 – PREMIUM PAY**

### **A. Bilingual Skill Premium**

1. Effective July 1, 1994, the City agrees to pay a 5% premium above base salary per month to full time Employees, not to exceed three (3) in number, who have demonstrated proficiency/fluency in a second language which has been demonstrated to be of value to the City in providing customer service.
2. An Employee receiving bilingual skill premium will be called upon to assist in any department within the City on an "as needed basis" to provide interpretation services. Individuals receiving a bilingual skill premium may periodically be subject to call-out or be required to work in excess of their regular schedule. In the event of call-out or overtime, compensation shall be in accordance with the appropriate provisions of this Agreement.
3. Employees with bilingual ability will be tested for oral skill in the designated language by the Human Resources Director/Manager. Applicants must successfully pass the examination to be eligible for bilingual premium. Periodic evaluation of incumbents receiving bilingual skill premium may be required.
4. Should there be more than three (3) applicants for bilingual premium, the City reserves the right to select the applicant who best meets the needs of the City. Factors to be considered in selection include, but are not limited to: proficiency in both speaking and writing designated language as well as the ability to provide multiple shift coverage.

### **B. Special Event Supervision Premium (**Not reportable to PERS**)**

1. Any Recreation Supervisor assigned responsibility for coordination of resources, emergency response, oversight, and on-call availability for large-scale commercial special events scheduled during other than regularly scheduled work hours may receive a three hundred dollar (\$300) per event

day premium. Should it be determined that this classification is not exempt from FLSA overtime, then this section would be deleted. This amount shall not be reported to PERS as compensation and is thus not "PERSable."

2. Any individual so assigned by the Community Resources Director may receive said premium lieu of any accrual of Administrative Time. In no case shall an Employee receive Administrative Time and premium concurrently, but will receive one or the other. Administrative Time may only be accrued in lieu of premium with prior approval of the Community Resources Director.
3. The City agrees that individuals in classifications other than Recreation Supervisor may be assigned the responsibilities described above if they are designated as qualified by the Community Resources Director.
4. No more than one individual per event day shall be eligible to be assigned as Special Event Supervisor and receive this pay.

C. Public Works Superintendent Premium Pay **(Not reportable to PERS)**

1. An Employee classified as the Public Works Superintendent shall be eligible to receive a ten percent (10%) monthly premium above salary base for duties performed in maintaining an emergency "call out" program for the Public Works Department. The duties shall include responding to emergency after hour's calls from Police Dispatch or other appropriate Department, and coordinating work crews to respond to the emergency.
2. This premium is compensation for all nonscheduled after hours duties. This amount shall not be reported to PERS as employee compensation and is thus not "PERSable."

D. Planning Division Manager Premium Pay **(Not reportable to PERS)**

1. An Employee classified as Senior Planner may be eligible for Planning Division Manager Premium Pay in an amount up to 10% above base salary as determined by the Community Development Director and approved by the City Manager.
2. To be eligible for Division Manager Premium Pay, the Senior Planner must demonstrate continuing superior performance for at least one year in managing the Planning Division of the Community Development Department, and possess at least 5 years of experience either in the City or in another jurisdiction in a similar role.
3. Division Manager responsibilities include, but are not limited to: supervision of professional and clerical staff; completion of special and ongoing projects as assigned related to long-range planning, policy development, and sustainability programs; management of all current planning functions; preparation and presentation of Planning Commission, City Council and other

task force/committee reports; preparation and monitoring of the division's budget; training, and evaluation of personnel; management of consultant contracts, and, review of projects for conformance with zoning ordinance and municipal code standards.

4. Eligibility for Division Manager Premium Pay may be rescinded (or reduced) by the Community Development Director for failure to perform Division Manager Duties and responsibilities in a superior manner.
- E. Individuals covered by this Agreement in the classification of Assistant Engineer or Associate Engineer shall receive a 10% premium for Professional Engineer certification.

#### **ARTICLE 9 – MERIT PAY (Reportable to PERS)**

The following P&AE Employees will be eligible to receive Merit Pay for superior performance: Planning Manager, Associate Engineer, Assistant Engineer, Building & Code Enforcement Official, Planning Associate, Public Works Superintendent, Finance Cashier Supervisor, Senior Recreation Supervisor, Management Analyst, GIS Analyst, Crime & Intelligence Analyst, Community Services Division Manager, Planning Assistant, Accounting Manager, Accountant, Environmental Program Manager, Emergency Management Coordinator, Deputy City Engineer, Recreation Coordinator, Senior Management Analyst. Said bonus pay will be up to a maximum of +5% of base monthly pay payable for three-month (quarterly) increments.

In order for an employee to receive Merit Pay, the Department Director and employee shall agree to specific goals to achieve for each quarter. At the end of the reporting period, the employee shall provide a detailed outline of the goals that have been met. Based on this documentation, the Director shall determine if the employee is eligible for the Merit Pay, either in full (5%) or a lesser amount. Achieving any of the goals equates to performance over and above standard performance and is recognized as superior performance as it relates to these goals. The Bonus Pay will be included in the pay period following the quarter that is being evaluated provided that the detailed outline of goals met is received in a timely manner. The parties understand that bonus pay in these amounts shall be reported to the California Public Employees Retirement System (CalPERS) as employee compensation and thus be "PERSable."

5%	Superior Performance Bonus (employee met nearly 100% of the goals)
4%	Superior Performance Bonus (employee met at least 80% of the goals)
3%	Superior Performance Bonus (employee met at least 60% of the goals)
2%	Superior Performance Bonus (employee met at least 40% of the goals)
1%	Superior Performance Bonus (employee met at least 20% of the goals)

For salary comparison purposes, base salary shall be increased by 3.75% (75% of maximum Bonus Pay) to adjust for Bonus Pay eligibility for those classes eligible.

## **ARTICLE 10 – EDUCATIONAL ALLOWANCE**

- A. City agrees that P&AE Employees who desire to enroll in training and/or academic courses at a State of California approved and/or recognized college or university that may provide the Employee with general or specific skills and/or knowledge that contributes to their ability to perform their current position or enhances promotional opportunities shall have their course fees, books and tuition for any CSU campus (employees who attend a non-CSU campus will receive up to the average of CSULB, CSUDH & CSULA) rates paid by the City in advance, subject to approval of the City Manager. The Employee will reimburse the City for all expenses incurred for any class or classes the Employee fails or does not complete; or if the Employee voluntarily leaves City employment during the period they are enrolled and received payment.
- B. Reimbursement of tuition shall be on a pro-rated basis depending upon the number of hours an Employee covered by this Agreement is normally scheduled to work (i.e. full time @ 100% reimbursement, half time @ 50% reimbursement, etc.).

## **ARTICLE 11 – UNIFORMS**

Uniforms will be provided to the Public Works Superintendent as approved by the Department Director.

## **ARTICLE 12 – VACATION**

- A. It is agreed that all Employees covered by this Agreement shall accrue vacation as follows:

	<u>Years of Service</u>		<u>Accrued Per Year</u>
* Probation Period	1st	Year	80 hours
Commencing with	2nd	Year	80 hours
“ “	4th	Year	96 hours
“ “	6th	Year	112 hours
“ “	10th	Year	128 hours
“ “	14th	Year	144 hours
“ “	18th	Year	160 hours

- B. Employees may request (subject to Department Director's approval) one (1) week of vacation six (6) months after hire date (after halfway point of probationary period).
- C. Vacation may be accrued up to thirty (30) month accrual level, with an automatic cash-out of hours in excess of that amount. The cash outs will take place based on the accrual balance of November 16<sup>th</sup> and paid on the check of December 5<sup>th</sup>.
- D. Employees shall be reimbursed for 100% unused vacation days accrued upon resignation, retirement or imposed termination from their employment with the City.

## **ARTICLE 13 – OVERTIME**

- A. For FLSA purposes a "WORK-WEEK" shall be defined as:
1. For employees working a 5/40 or 4/40 schedule: commencing at 0001 hrs. SUNDAY and terminating at 2400 hrs. SATURDAY.
  2. For employees working a 9/80 schedule: commencing 1101 hrs. Friday and terminating the following Friday at 1100 hrs.
- B. The City agrees to pay association members in the following classifications time and one-half (1-1/2) their regular rate of pay for all hours worked in excess of forty (40) hours worked in a work week. Overtime may be paid in either cash or compensatory time earned as part of the regular payroll process. The City will pay overtime to employees in eligible classifications in the same manner as paid to the General & Supervisory Employees Association.

Employees may elect to cash-in accrued compensatory time quarterly each calendar year in January, April, July, and October.

Classifications eligible for overtime compensation in accordance with the FLSA include:

Administrative Assistant  
Deputy City Clerk  
Administrative Services Coordinator  
Crime & Intelligence Analyst (will be non-exempt as of 7/1/2017)

- C. The following classifications have been determined to be exempt from overtime as defined in the Fair Labor Standards Act (FLSA) and as FLSA applies to public agency employees. As such, these classifications shall not be eligible to accrue compensatory time or be paid overtime.

Accountant  
Accounting Manager  
Associate Engineer  
Assistant Engineer  
Building and Code Enforcement Official  
Community Services Division Manager  
Finance Cashier Supervisor  
Deputy City Engineer  
Emergency Management Coordinator  
Environmental Program Manager  
GIS Analyst  
Management Analyst  
Senior Management Analyst  
Planning Assistant  
Planning Associate  
Public Works Superintendent

Recreation Coordinator  
Senior Recreation Supervisor  
Planning Manager

- D. Administrative Leave: Employees in exempt classifications listed above shall receive seventy (70) hours of additional Administrative Leave each calendar year in addition to flex time for extraordinary assignments, fixed holidays, vacation, and Bereavement Leave. Administrative Leave does not accumulate or carry over; it must be used each year. Said leave shall have no monetary value and shall be prorated for partial years' service upon initial appointment.

#### **ARTICLE 14 – SICK LEAVE**

- A. Accrual shall be at eight (8) hours per month. After 176 hours are accrued, a unit member may cash out annually up to a maximum of 96 hours at the employee's regular rate of pay at 100% rate. In lieu of cash out, Employees may convert up to a maximum of 96 hours to vacation time annually 100% of their sick time, in excess of one hundred seventy six (176) hours, to vacation time provided that the vacation bank does not exceed allowed maximum level. The cash outs will take place based on the accrual balance of November 16<sup>th</sup> and paid on the check of December 5<sup>th</sup>.
- B. Sick leave shall be used only in case of sickness or disability of the Employee or for family sick leave. Misuse of sick leave shall be grounds for disciplinary action.
- C. In case of serious illness of a member of the immediate family, the Employee may utilize sick leave. Immediate family for the purpose of this Section shall be defined as: spouse, child, stepchild, parent, stepparent, parent-in-law, brother, sister, grandparents, grandchildren, any relative not previously listed who lives in the same household as the Employee, and a domestic partner of the Employee.
- D. Any Employee claiming a domestic partner, for purposes of this Agreement shall complete a confidential affidavit to be filed in the Human Resources Department, which shall be signed by the Employee only, declaring the existence of a domestic partnership with a named domestic partner. By extending to a domestic partner Employee the specific benefits defined by this Agreement, the City does not intend to confer or imply any other unspecified benefits to such Employee, or to any other person who may hold the status of domestic partner.
- E. Employees covered by this Agreement may, at any time or upon resignation or retirement from their employment with the City, elect to be paid for unused sick leave accrued prior to June 30, 2017, at their current rate of pay. Sick leave accrued prior to June 30, 2017 shall be eligible for 100% cash-out at resignation or retirement. Except as provided in A above, unused sick leave accrued after June 30, 2017, shall not be cashed out. Pursuant to Government Code § 20965, related CalPERS, rules and the City's contract with CalPERS, upon retirement from City employment, a unit member's unused accumulated sick leave at the time of retirement may be converted to additional service credit.

- F. Employees shall be eligible to use sick leave during their probationary period.

#### **ARTICLE 15 – BEREAVEMENT LEAVE**

Each Employee covered by this Agreement shall receive a maximum of three (3) shifts per calendar year to be utilized for Bereavement Leave because of a death in their immediate family (as defined in Article 14 above). For the purposes of bereavement leave, parent in-law, step-children and parents, and persons living within the same household are to be considered in the definition of “immediate family”. Said time will not be cumulative from one twelve month period to another nor will pay in lieu of unused leave be provided. The Department Director shall, if possible, grant approval of two (2) additional shifts in the event of a death that requires extended travel.

#### **ARTICLE 16 – JURY DUTY**

If called for jury duty in a Municipal, Superior, or Federal Court, or for a Coroner’s Jury, Employees covered by this Agreement shall remain in their regular pay status. All jury fees except mileage reimbursement shall be returned to the City.

#### **ARTICLE 17 – MILITARY LEAVE**

All Employees covered by this Agreement shall be entitled to Military Leave as afforded by Federal and State law but shall not receive any base salary pay while on such Leave.

#### **ARTICLE 18 – HOLIDAYS**

- A. All Employees covered by this Agreement shall receive 90 hours per year for the following holidays off with pay: New Year’s Day; Martin Luther King, Jr.’s Birthday; President’s Day; Memorial Day; Independence Day; Labor Day; Veterans Day; Thanksgiving Day; Christmas Day.
- B. When a holiday falls on a normal day off, Employees shall receive Holiday Compensation Time. Employees covered by this Agreement may accrue up to 100 hours of Holiday Compensation Time for those holidays in which compensatory time is earned. The City will provide a holiday schedule to the Association for review prior to January 1 of each year. For all holidays that fall on a Friday or Saturday, City Hall offices will be open regular hours on Monday and employees will receive compensatory time. For all holidays that fall on a Sunday, the holiday will be observed on Monday.
- C. All employees covered by this Agreement, will receive ten (10) hours of Holiday Flex Time for the following purpose: these ten hours can only be used for either Christmas Eve (December 24<sup>th</sup>) or New Year’s Eve (December 31<sup>st</sup>). The hours may also be split into two days, using 5 hours each day (applies to Christmas Eve and New Years’ Eve only). Taking into consideration the employee’s preference, Department

Directors will coordinate such leave to ensure there is adequate coverage for the department. Police and Fire Department employees who are required to work those two dates have until January 31<sup>st</sup> to use the ten (10) hours. The hours cannot be cashed-in and cannot be carried over from January 31<sup>st</sup>.

## **ARTICLE 19 – RETIREMENT**

- A. Tier I. The City provides the PERS 2% at 55 Plan with one year final compensation to employees hired prior to July 1, 2011. The City will pay the employee's 7% contribution to PERS. The City shall report to P.E.R.S. the value of the 7% employer paid member contribution (EPMC) pursuant to the authority of Government Code section 20023(c)(4).

Tier II. For new employees hired on or after July 1, 2011 and ending December 31, 2012, the PERS retirement benefit formula shall be the 2% @ 60 plan, with retirement benefits calculated on one year final compensation. . The City paid the employee's 7% contribution to PERS. Prior to January 1, 2013, the City reported to P.E.R.S. the value of the 7% employer paid member contribution (EPMC) pursuant to the authority of Government Code section 20023(c)(4) and did not reopen this issue prior to the 2012-2013 negotiations.

- B. Member contribution: Each employee in the bargaining unit shall pay the full seven percent (7%) PERS member contribution by payroll deduction as follow:

1. Effective January 1, 2013, by 2.5%
2. Effective July 1, 2013, an additional 2.5% for a total of 5%.
3. Effective July 1, 2014, an additional 2% for a total of 7%.
4. The City adopted the necessary resolution so that such payments made by the employees may be excluded from taxable income pursuant to section 414(h)(2) of the U.S. Internal Revenue Code.

- C. Tier III. Employees hired on or after January 1, 2013, shall be subject to the Public Employee Pension Reform Act, ("PEPRA"; Assembly Bill 340) including but not limited to:

1. 2% at 62 retirement formula for those who are "new members" as that term is defined in AB 340.
2. Such new members shall pay to PERS by payroll deduction 50% of the "normal cost" as defined in AB 340 or the then current contribution rate of similarly situated employees, whichever is greater, as required by new Government Code section 7522.30(c).

- D. Employees who retire after July 1, 2006 and were hired before July 1, 2018 shall be eligible, upon service retirement from the City, for a medical premium supplement. Said supplement shall be in the following amount:
1. The City will contribute 5% of the health insurance premium for each year of service with the City of Hermosa Beach up to the lesser of the single person HMO premium or \$500 per month. A retiring employee must have completed a minimum of ten (10) years of service with the City of Hermosa Beach and be at least fifty-five (55) years of age to be eligible for this benefit.
  2. Said supplement shall commence with the first month following the Employee's service retirement in which the Employee is responsible for payment of the insurance premium.
  3. In order to be eligible for medical supplemental payments, an Employee must either remain on a medical insurance plan offered by the City or provide proof of coverage on a self-procured medical insurance plan.
  4. Retirees who are eligible for a supplement but who are not covered on the City insurance policy are still eligible to receive their supplement. Payments will only be made when the retiree provides proof of coverage of insurance and proof of the amount paid for said coverage.
  5. Any Retiree receiving a benefit under this section agrees to apply for, and enroll in, any Federal and/or State medical insurance plan (e.g. Medicare, Medicaid) for which they become eligible.
- E. Employees who are hired after July 1, 2018 shall be eligible, upon service retirement from the City at age sixty (60) with a minimum of twenty (20) continuous City service, for a medical premium supplement. Said supplement shall be paid as follows:
1. The City shall pay a \$400,00 per month medical supplement that shall commence with the first month following the Employee's service retirement in which the Employee is responsible for payment of the insurance premium.
  2. The City's payments will end with the month in which the employee reached the eligibility of State of Federal Medicaid, currently 65 years of age.

## **ARTICLE 20 – HEALTH AND WELFARE**

- A. The City will have full responsibility for all Health and Welfare programs enacted or in force as of September 1, 1997.
- B. The City shall make available for employees the following insurance plans: Health, Dental, Long Term Disability, Vision and Psychological Health. Current Health, Dental, Long Term Disability, Vision, Psychological Health, or their equivalent, to

remain in force during the term of this Agreement. City shall meet and confer with the bargaining unit should there be a change in providers or a change in benefit level.

- C. For life insurance, the City shall provide and pay the premiums for a Life Insurance policy for each Employee, payable in an amount equal to the individual's annual salary upon such Employee's death.
- D. For long term disability insurance, the City will provide and pay the premiums for Long Term Disability for each employee.
- E. For medical/health insurance, for the benefit years beginning January 1, 2020 and later, the City's maximum contribution toward medical insurance for each employee's selected plan and level of coverage will be \$1,786.50. Employees choosing a medical insurance plan and/or coverage level with a monthly premium that exceeds the City's maximum contribution shall pay the difference by payroll deduction.
- .F. Effective, January 1, 2020, an employee who demonstrates proof of medical insurance coverage available through a spouse or domestic partner may receive a cash payment of \$750.00 per month in lieu of City provided coverage.
- G. For dental insurance, the City shall pay the monthly premium contribution for full family coverage for dental insurance, including PPO.
- H. For psychological health, the City will continue to pay for the benefit.
- I. The full cost of the Vision Insurance shall be borne by the employee.
- J. The City and P&AE mutually recognize the need to maintain existing health insurance cost-containment measures and to continue to control health insurance costs. Toward that end, the City and P&AE agree to establish an "Insurance Review" committee that shall meet prior to each benefit renewal year to evaluate and recommend renewal coverage.

## **ARTICLE 21 – SHORT & LONG TERM DISABILITY**

- A. The City's Short Term Disability Insurance Plan begins after a 30 day waiting period. The maximum benefit is 66 2/3% of your earnings to a maximum of \$1,125 per week. The City's Long Term Disability Insurance Plan, has a maximum benefit of \$4,500 per month and begins after 90 days. An Employee utilizing the Short or Long Term Disability Plan shall not accrue Vacation, Sick Leave, Holiday Pay or allowances after the 30<sup>th</sup> calendar day after disability.

## B. FAMILY AND MEDICAL CARE LEAVE

1. As required by State and Federal law, the City will provide Family and Medical Care Leave for eligible Employees. The following provisions set forth unit members' rights and obligations with respect to such Leave. Rights and obligations which are not specifically set forth below are set forth in the Department of Labor regulations implementing the Federal Family and Medical Leave Act of 1993 "FMLA"), and the regulations of the California Fair Employment and Housing Commission implementing the California Family Rights Act ("CFRA") (Government Code § 12945.2). Unless otherwise provided by this Article, "Leave" under this article shall mean Leave pursuant to the FMLA and CFRA.
2. Eligible Employees are entitled to a total of 12 weeks of Leave during any 12-month period. An Employee's entitlement to Leave for the birth or placement of a child for adoption or foster care with the Employee expires 12 months after the birth or placement.
3. The 12-month period for calculating Leave entitlement will be a "rolling period" measured backward from the date Leave is taken and continues with each additional Leave day taken. Thus, whenever a member requests Leave, the City will look back over the previous 12-month period to determine how much Leave has been used in determining how much Leave a member is entitled to.
4. If an Employee uses Leave for any reason permitted under the law, he/she may concurrently utilize all other accrued Leaves in connection with the Leave. The utilization of other accrued Leaves will run concurrently with the Leave.
5. Employees must fill out the following applicable forms in connection with Leave under this article:
  - "Request for Family or Medical Leave"
  - "Certification of Physician or Practitioner"
  - "Fitness for Duty to Return from Leave"
6. The provision of Article 21 (A) shall apply regarding the accrual of Vacation, Sick, Holiday Pay and allowances with the exception that seniority shall continue to accrue during the period of FMLA leave.

## **ARTICLE 22 – LAYOFF**

- A. It is mutually agreed that whenever, in the judgment of the City Council, it becomes necessary to abolish a position in the interest of economy or because the necessity for the position no longer exists, the City Council may abolish any position or employment in the competitive service and the personnel officer shall layoff, demote or transfer Employees thereby affected.

- B. The criterion used in determining the order of separation shall be seniority, pursuant to the Municipal Code, Chapter 2.76 – Civil Service.
- C. The City will endeavor to provide each affected Employee as much notice as possible, with a minimum thirty (30) day advance notice to each affected Employee.

### **ARTICLE 23 – REDUCTION IN LIEU OF LAYOFF**

It is mutually agreed that an Employee whose position is abolished shall be governed by Municipal code 2.76.200 – Civil Service.

### **ARTICLE 24 – SELECTION OF INDUSTRIAL ACCIDENT DOCTOR OR MEDICAL FACILITY AND CONTINUATION OF HEALTH BENEFITS**

- A. It is understood that the City will provide medical facilities to be used for industrial accidents or illness. However, in the event an Employee covered by this Agreement wishes to grieve the City's selection, the City will give due consideration to the facts presented and may select a new facility.
- B. An Employee who suffers an injury-on-duty will continue to have payment of the City portion of all Health Insurance premiums paid for a period of seven (7) full months commencing with the month in which the injury occurred.
- C. Nothing herein shall prevent an Employee from utilizing their accrued time in lieu of receiving temporary disability payments under the provisions of the Workers' Compensation laws of the State of California.

### **ARTICLE 25 – GRIEVANCES/APEAL OF DISCIPLINE**

This Grievance Procedure shall be used to resolve disputes arising from any allegation by Professional and Administrative Employees that the City has violated the terms of this Resolution.

- A. The complaint shall be presented in writing to the Department Director. The Director shall have five (5) working days of receipt of the complaint to resolve the issue or respond to it in writing stating the reasons for the failure to resolve it.
- B. If not resolved, the complaint shall be presented in writing to the City Manager. The City Manager shall have five (5) working days of receipt of the complaint to resolve the issue or respond to it in writing stating the reasons for the failure to resolve it.
- C. If disciplinary actions concerning dismissals, suspensions, reduction in pay, etc. are not resolved, further action is pursuant to Municipal Code, Section 2.76 – Civil Service.
- D. Grievances regarding the provisions contained within this memorandum of understanding, with the exception of disciplinary actions, not settled following the City

Manager's determination and that either party desires to contest further, may be submitted to arbitration as provided in this article provided however that said Request for Arbitration shall be made within twenty (20) calendar days of the City Manager's determination

- E. As soon as possible and in any event not later than fourteen (14) calendar days after either party received written notice from the other of the desire to arbitrate, the parties shall agree upon an arbitrator. If no Agreement is reached within said fourteen (14) calendar days, an arbitrator shall be selected from a list of seven (7) arbitrators submitted by the Federal Mediation and Conciliation Service by alternate striking of names until one name remains. The party who strikes the first name from the panel shall be determined by lot.
- F. Either the City or the Association may call any employee as a witness, and the City agrees to release said witness from work if he/she is on duty.
- G. The arbitrator shall have no power to alter, amend, change, add to or subtract from any of the terms of this Agreement. The decision of the arbitrator shall be based solely upon the evidence and arguments presented to him by the respective parties in the presence of each other.
- H. The decision of the arbitrator within the limits herein prescribed shall be advisory only.
- I. The arbitrator may hear and determine only one grievance at a time without the express agreement of the City and the Association. The parties shall share equally the expense of the cost of the arbitration, with the exception of counsel's fees.

## **ARTICLE 26 – FULL UNDERSTANDING, MODIFICATION, WAIVER**

- A. It is intended that this Agreement sets forth the full and entire understanding of the parties regarding the matters set forth herein, and any other prior or existing understanding or Agreements by the parties whether formal or informal, regarding any such matters are hereby superseded or terminated in their entirety.
- B. Except as specifically provided herein, it is agreed and understood that each party hereto voluntarily and unqualifiedly waives its right, and agrees that the other shall not be required to negotiate with respect to any subject or matter covered herein during the term of this Agreement. Association members and the City can meet and confer on mutually desirable changes as needed.
- C. Any agreement, alteration, understanding, variation, waiver, or modification of any of the terms or provisions contained herein shall not be binding upon the parties hereto unless made and executed in writing by all parties hereto, and if required, approved and implemented by the City Council.
- D. The waiver of any breach, term or condition of this Agreement by either party shall not constitute a precedent in the future enforcement of all its terms and provisions.

## **ARTICLE 27 – TEMPORARY UPGRADE PAY**

Employees covered by this Agreement who are temporarily assigned to a higher classification because of emergency conditions, Sick Leave, Vacation and/or vacancy shall receive the higher rate of pay commencing with the eleventh (11th) consecutive day of such assignment.

## **ARTICLE 28 – AGENCY SHOP**

- A. All employees covered by this Agreement and employees subsequently hired must within 30 days of the effective date of this Agreement or 30 days from date of employment and as a condition of employment, either become and remain a Member of the Association in good standing for the term of this Agreement or pay a monthly service fee equal to Association dues to the Association.
- B. Any employee who is a Member of a bona fide religion, body, or sect which has historically held conscientious objections to joining or financially supporting employee organizations shall not be required to join or pay a service fee to the Association, however, such employee shall be required to pay a monthly sum equal to Association dues to one of the charitable organizations listed below in the same manner as stated in “A” above for the duration of this Agreement.

Charitable Organizations:

- 1. United Way
- 2. City of Hope
- 3. American Cancer Society

## **ARTICLE 29 – PROFESSIONAL AND ADMINISTRATIVE EMPLOYEES PURPOSE AND INTENT**

- A. The City is cognizant of the crucial role that the Professional and Administrative Employees (P&AE) have in implementing and enforcing the City’s policies, practices and procedures. The P&AE wholeheartedly accept these responsibilities and are committed to the success of City goals. The P&AE agrees to encourage Employees in an attitude of excellence of job performance and increased productivity.
- B. Both the City and the P&AE must positively support these concepts and mutually promote a cooperative alliance for carrying out these provisions. The P&AE is a vital component in the current and future growth of the City and endeavors to act as a valued liaison to communicate City mandates to Employees. This attention to the pursuit of obtaining the most efficient and effective level of professionalism position the P&AE as an outstanding management support team.

### **ARTICLE 30 – TERM OF AGREEMENT**

This Agreement shall commence July 1, 2019 and continue until midnight June 30, 2022.

IN WITNESS WHEREOF, the parties hereto cause this Agreement to be executed this \_\_\_\_\_ day of \_\_\_\_\_, 2022.

PROFESSIONAL & ADMINISTRATIVE  
EMPLOYEES OF HERMOSA BEACH  
NEGOTIATING COMMITTEE

CITY OF HERMOSA BEACH

\_\_\_\_\_  
Ells Freeman

\_\_\_\_\_  
Daphne M. Anneet, Chief Negotiator

\_\_\_\_\_  
Yuritzy Randle

\_\_\_\_\_  
Viki Copeland, Finance Director

\_\_\_\_\_  
Reed Salan

\_\_\_\_\_  
Vanessa Godinez, HR Manager

\_\_\_\_\_  
Nico De Anda-Scaia, Assistant to the  
City Manager



## Staff Report

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### Staff Report

REPORT 19-0531

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**APPROVE A PROFESSIONAL SERVICES AGREEMENT FOR  
CONTINUING SENIOR PLANNING CONSULTING SERVICES**

(Community Development Director Ken Robertson)

**Recommended Action:**

Staff recommends that the City Council approve a Professional Services Agreement with Sagecrest Planning + Environmental to continue providing Senior Planner professional consulting services.

**Background:**

The Community Development Department, since May 2019, has been temporarily filling an urgent staffing need due to an emergency medical leave of the Planning Manager. David Blumenthal, a Senior Planning Consultant for Sagecrest Planning + Environmental, has been providing 20 hours a week of services to help fill that need, with excellent results. The Department continues to need immediate Senior Planning services due to the prolonged disability leave of the Planning Manager, and recommends retaining Mr. Blumenthal for that service.

**Analysis:**

David Blumenthal has proven to be an excellent interim addition to the Department, taking the lead on several key projects, including the Short-Term Vacation Rental ordinance and several planning entitlements. David has also shown great versatility and expertise in assisting with many ongoing projects, as well as providing support and oversight to the Associate and Assistant Planners. In addition to the Planning Manager's leave, one of the Department's two Assistant Planners is currently on maternity leave, creating further temporary staff shortages. The consultant's continued services are essential for the Department to continue to provide excellent service to the community, manage the planning caseload, and meet our customer service and efficiency goals.

**Fiscal Implications:**

Cost for this service will be funded through salary savings from vacant positions. Consulting services will initially be provided on a 20-hour a week basis transitioning to an as needed basis; with the agreement allowing for up to a \$52,800 expenditure for these continuing services based on a six-month estimate at 20 hours per week. Final expenditures for these consulting services will be dependent on the timing of the Planning Manager's return to fulltime work.

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## Staff Report

REPORT 19-0531

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### **Attachment:**

Draft Professional Services Agreement and Scope of Services

**Respectfully Submitted by:** Ken Robertson, Community Development Director

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

## **CONSULTING SERVICES AGREEMENT**

THIS AGREEMENT is made as of August 27, 2019 by and between the City of Hermosa Beach, a municipal corporation ("City") and Sagecrest Planning and Environmental Inc. ("Consultant").

### **R E C I T A L S**

A. City desires to utilize the services of Consultant as an independent contractor to provide professional planning consulting services to City.

B. Consultant represents that it is fully qualified to perform such consulting services by virtue of its experience and the training, education and expertise of its principals and employees.

**NOW, THEREFORE**, in consideration of performance by the parties of the covenants and conditions herein contained, the parties hereto agree as follows:

#### **1. Consultant's Services.**

A. Scope of Services. The nature and scope of the specific services to be performed by Consultant are as described in Exhibit "A" the Scope of Services. In the event of a conflict between the scope of work and this agreement, this agreement shall control.

B. Level of Services/Time of Performance. The level of and time of the specific services to be performed by Consultant are as set forth in Exhibit "A."

**2. Term of Agreement.** This Contract shall take effect August 27, 2019, and shall continue until July 1, 2020 unless earlier terminated pursuant to the provisions herein.

**3. Compensation.** City agrees to compensate Consultant for each service which Consultant performs to the satisfaction of City in compliance with the schedule set forth in Exhibit "A." Payment will be made only after submission of proper invoices in the form specified by City. Total payment to Consultant pursuant to this Agreement shall not exceed \$52,800.

**4. General Terms and Conditions.** In the event of any inconsistency between the provisions of this Agreement and Consultant's proposal, the provisions of this Agreement shall control.

#### **5. Addresses.**

City: Ken Robertson, Community Development Director

City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254

Consultant: Sagecrest Planning + Environmental

2400 East Katella Avenue, Suite 800  
Anaheim, CA 92806

**6. Status as Independent Contractor.**

A. Consultant is, and shall at all times remain as to City, a wholly independent contractor. Consultant shall have no power to incur any debt, obligation, or liability on behalf of City or otherwise act on behalf of City as an agent. Neither City nor any of its agents shall have control over the conduct of Consultant or any of Consultant's employees, except as set forth in this Agreement. Consultant shall not, at any time, or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of City.

B. Consultant agrees to pay all required taxes on amounts paid to Consultant under this Agreement, and to indemnify and hold City harmless from any and all taxes, assessments, penalties, and interest asserted against City by reason of the independent contractor relationship created by this Agreement. In the event that City is audited by any Federal or State agency regarding the independent contractor status of Consultant and the audit in any way fails to sustain the validity of a wholly independent contractor relationship between City and Consultant, then Consultant agrees to reimburse City for all costs, including accounting and attorney's fees, arising out of such audit and any appeals relating thereto.

C. Consultant shall fully comply with the workers' compensation law regarding Consultant and Consultant's employees. Consultant further agrees to indemnify and hold City harmless from any failure of Consultant to comply with applicable worker's compensation laws. City shall have the right to offset against the amount of any fees due to Consultant under this Agreement any amount due to City from Consultant as a result of Consultant's failure to promptly pay to City any reimbursement or indemnification arising under this Section 6.

D. Consultant shall, at Consultant's sole cost and expense fully secure and comply with all federal, state and local governmental permit or licensing requirements, including but not limited to the City of Hermosa Beach, South Coast Air Quality Management District, and California Air Resources Board. Consultant further agrees to indemnify and hold City harmless from any failure of Consultant to comply with the requirements in Section 6. Additionally, the City shall have the right to offset against the amount of any fees due to Consultant under this Agreement for any amount or penalty levied against the City for Consultant's failure to comply with Section 6.

**7. Standard of Performance.** Consultant shall perform all work at the standard of care and skill ordinarily exercised by members of the profession under similar conditions.

**8. Indemnification.** Consultant shall indemnify, defend with counsel approved by City, and hold harmless City, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, cost (including without

limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with Consultant's performance of work hereunder or its failure to comply with any of its obligations contained in this Agreement, regardless of City's passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the City. Should City in its sole discretion find Consultant's legal counsel unacceptable, then Consultant shall reimburse the City its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The Consultant shall promptly pay any final judgment rendered against the City (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

**9. Insurance.** Consultant shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, with an insurance company authorized to do business in the State of California and approved by the City (1) a policy or policies of broad-form comprehensive general liability insurance with minimum limits of \$1,000,000.00 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts by Consultant, its officers, employees, agents, and independent contractors in performance of services under this Agreement; (2) property damage insurance with a minimum limit of \$500,000.00; (3) automotive liability insurance, with minimum combined single limits coverage of \$500,000.00; (4) professional liability insurance (errors and omissions) to cover or partially cover damages that may be the result of errors, omissions, or negligent acts of Consultant, in an amount of not less than \$1,000,000 per occurrence and at least \$1,000,000 aggregate; and (5) worker's compensation insurance with a minimum limit of \$500,000.00 or the amount required by law, whichever is greater. City, its officers, employees, attorneys, and volunteers shall be named as additional insureds on the policy(ies) as to comprehensive general liability, property damage, and automotive liability. The policy (ies) as to comprehensive general liability, property damage, and automobile liability shall provide that they are primary, and that any insurance maintained by the City shall be excess insurance only.

A. All insurance policies shall provide that the insurance coverage shall not be non-renewed, canceled, reduced, or otherwise modified (except through the addition of additional insureds to the policy) by the insurance carrier without the insurance carrier giving City thirty (30) day's prior written notice thereof. Consultant agrees that it will not cancel, reduce or otherwise modify the insurance coverage.

B. All policies of insurance shall cover the obligations of Consultant pursuant to the terms of this Agreement; shall be issued by an insurance company which is authorized to do business in the State of California or which is approved in writing by the City; and shall be placed with a current A.M. Best's rating of no less than A VII.

C. Consultant shall submit to City (1) insurance certificates indicating compliance with the minimum worker's compensation insurance requirements above, and (2) insurance policy endorsements indicating compliance with all other minimum insurance requirements above, not less than one (1) day prior to beginning of

performance under this Agreement. Endorsements shall be executed on City's appropriate standard forms entitled "Additional Insured Endorsement", or a substantially similar form which the City has agreed in writing to accept.

D. Self Insured Retention/Deductibles. All policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the Owner (as the named insured) should Owner fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. Owner understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Owner as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on Owner's behalf upon the Owner's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, City may include such amounts as damages in any action against Owner for breach of this Agreement in addition to any other damages incurred by City due to the breach.

**10. Confidentiality.** Consultant in the course of its duties may have access to confidential data of City, private individuals, or employees of the City. Consultant covenants that all data, documents, discussion, or other information developed or received by Consultant or provided for performance of this Agreement are deemed confidential and shall not be disclosed by Consultant without written authorization by City. City shall grant such authorization if disclosure is required by law. All City data shall be returned to City upon the termination of this Agreement. Consultant's covenant under this section shall survive the termination of this Agreement. Notwithstanding the foregoing, to the extent Consultant prepares reports of a proprietary nature specifically for and in connection with certain projects, the City shall not, except with Consultant's prior written consent, use the same for other unrelated projects.

**11. Ownership of Materials.** All materials provided by Consultant in the performance of this Agreement shall be and remain the property of City without restriction or limitation upon its use or dissemination by City. Consultant may, however, make and retain such copies of said documents and materials as Consultant may desire.

**12. Conflict of Interest.**

A. Consultant covenants that it presently has no interest and shall not acquire any interest, direct or indirect, which may be affected by the services to be performed by Consultant under this Agreement, or which would conflict in any manner with the performance of its services hereunder. Consultant further covenants that, in performance of this Agreement, no person having any such interest shall be employed by it. Furthermore, Consultant shall avoid the appearance of having any interest which would conflict in any manner with the performance of its services pursuant to this Agreement.

B. Consultant covenants not to give or receive any compensation, monetary or otherwise, to or from the ultimate vendor(s) of hardware or software to City

as a result of the performance of this Agreement. Consultant's covenant under this section shall survive the termination of this Agreement.

**13. Termination.** Either party may terminate this Agreement with or without cause upon fifteen (15) days' written notice to the other party. However, Consultant shall not terminate this Agreement during the provision of services on a particular project. The effective date of termination shall be upon the date specified in the notice of termination, or, in the event no date is specified, upon the fifteenth (15th) day following delivery of the notice. In the event of such termination, City agrees to pay Consultant for services satisfactorily rendered prior to the effective date of termination. Immediately upon receiving written notice of termination, Consultant shall discontinue performing services.

**14. Personnel.** Consultant represents that it has, or will secure at its own expense, all personnel required to perform the services under this Agreement. All of the services required under this Agreement will be performed by Consultant or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. Consultant reserves the right to determine the assignment of its own employees to the performance of Consultant's services under this Agreement, but City reserves the right, for good cause, to require Consultant to exclude any employee from performing services on City's premises.

**15. Non-Discrimination and Equal Employment Opportunity.**

A. Consultant shall not discriminate as to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation, in the performance of its services and duties pursuant to this Agreement, and will comply with all rules and regulations of City relating thereto. Such nondiscrimination shall include but not be limited to the following: employment, upgrading, demotion, transfers, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

B. Consultant will, in all solicitations or advertisements for employees placed by or on behalf of Consultant state either that it is an equal opportunity employer or that all qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation.

C. Consultant will cause the foregoing provisions to be inserted in all subcontracts for any work covered by this Agreement except contracts or subcontracts for standard commercial supplies or raw materials.

**16. Assignment.** Consultant shall not assign or transfer any interest in this Agreement nor the performance of any of Consultant's obligations hereunder, without the prior written consent of City, and any attempt by Consultant to so assign this Agreement or any rights, duties, or obligations arising hereunder shall be void and of no effect.

**17. Compliance with Laws.** Consultant shall comply with all applicable laws, ordinances, codes and regulations of the federal, state, and local governments.

**18. Non-Waiver of Terms, Rights and Remedies.** Waiver by either party of any one or more of the conditions of performance under this Agreement shall not be a waiver of any other condition of performance under this Agreement. In no event shall the making by City of any payment to Consultant constitute or be construed as a waiver by City of any breach of covenant, or any default which may then exist on the part of Consultant, and the making of any such payment by City shall in no way impair or prejudice any right or remedy available to City with regard to such breach or default.

**19. Attorney's Fees.** In the event that either party to this Agreement shall commence any legal or equitable action or proceeding to enforce or interpret the provisions of this Agreement, the prevailing party in such action or proceeding shall be entitled to recover its costs of suit, including reasonable attorney's fees and costs, including costs of expert witnesses and consultants.

**20. Mediation.** Any dispute or controversy arising under this Agreement, or in connection with any of the terms and conditions hereof, shall be referred by the parties hereto for mediation. A third party, neutral mediation service shall be selected, as agreed upon by the parties and the costs and expenses thereof shall be borne equally by the parties hereto. In the event the parties are unable to mutually agree upon the mediator to be selected hereunder, the City Council shall select such a neutral, third party mediation service and the City Council's decision shall be final. The parties agree to utilize their good faith efforts to resolve any such dispute or controversy so submitted to mediation. It is specifically understood and agreed by the parties hereto that referral of any such dispute or controversy, and mutual good faith efforts to resolve the same thereby, shall be conditions precedent to the institution of any action or proceeding, whether at law or in equity with respect to any such dispute or controversy.

**21. Notices.** Any notices, bills, invoices, or reports required by this Agreement shall be deemed received on (a) the day of delivery if delivered by hand during regular business hours or by facsimile before or during regular business hours; or (b) on the third business day following deposit in the United States mail, postage prepaid, to the addresses heretofore set forth in the Agreement, or to such other addresses as the parties may, from time to time, designate in writing pursuant to the provisions of this section.

**22. Governing Law.** This Contract shall be interpreted, construed and enforced in accordance with the laws of the State of California.

**23. Counterparts.** This Agreement may be executed in any number of counterparts, each of which shall be deemed to be the original, and all of which together shall constitute one and the same instrument.

**24. Entire Agreement.** This Agreement, and any other documents incorporated herein by specific reference, represent the entire and integrated agreement between Consultant and City. This Agreement supersedes all prior oral or written negotiations, representations or agreements. This Agreement may not be

amended, nor any provision or breach hereof waived, except in a writing signed by the parties which expressly refers to this Agreement. Amendments on behalf of the City will only be valid if signed by the City Manager or the Mayor and attested by the City Clerk.

**25. Exhibits.** All exhibits referred to in this Agreement are incorporated herein by this reference.

**26. Records.** City shall provide Consultant a City email address and consultant shall use that city email address for all correspondence related to the services provided under this agreement, and Consultant shall ensure that all records created under this agreement are maintained on the city's system (not on Consultant's system (personal or work system). Records include without limitation emails, correspondence, staff reports, resolutions, environmental documents, memos and similar records (whether electronic or hard copy).

**IN WITNESS WHEREOF**, the parties have executed this Agreement as of the date first written above.

"City"

ATTEST:

CITY OF HERMOSA BEACH

By: \_\_\_\_\_  
Elaine Doerfling, City Clerk

By: \_\_\_\_\_  
Jeff Duclos, Mayor

Approved as to form:

By: \_\_\_\_\_  
City Attorney

"CONSULTANT"

By: \_\_\_\_\_

Its: \_\_\_\_\_

**EXHIBIT "A"**  
**SCOPE OF SERVICES**

1. Contractor shall provide Professional Planning Services on an On-Call, Not-to-Exceed basis, to the City of Hermosa Beach, including, but not limited to, the following specific services:
  - a. Planning Consultation Services - Planning consultation services required include, but shall not be limited to, the following: entitlement processing services for development applications and management of City-initiated projects that may require general plan amendments, specific plans, zone changes, conditional use permits, subdivision maps, variances, design review, annexations, and other discretionary and administrative actions.
  - b. Environmental Analysis - Environmental support services required include, but shall not be limited to, the following: preparing CEQA documents for discretionary projects or City-initiated plans and programs, prepare streamlining checklists, Initial Studies, (Mitigated) Negative Declarations, EIRs, Mitigation Monitoring and Reporting Programs, and all required CEQA notices.
  - c. Plan Check Services - Plan check services include, but shall not be limited to, the following: review of grading and building plans for consistency with discretionary approvals, applicable codes, ordinances and standards adopted by the City and environmental mitigation, if applicable.
2. General Requirements for Scope of Services:
  - a. Invoices - The Contractor shall submit invoice monthly and in no case shall invoice be submitted more than once per month. A copy of the accounts payable schedule is available from the Contract Officer. The invoice will be in a format that is acceptable to Contract Officer and shall detail individual personnel who worked on the project, specific tasks performed, hours worked, billing rate, total costs, and previous billing history, percentage of work completed, and percentage of dollars spent. The Contractor shall prepare invoices that show costs against each major milestone task.

The Contractor shall notify the Contract Officer when the cumulative compensation payable under the contract has reached 75% of the estimated not to exceed price. If at any time the Contractor has reason to believe that the total cost to the Authority for the performance will be greater or substantially less than the not to exceed estimate, the Contractor shall notify the City in writing to that effect and give its revised estimate of the total cost for the planning services. The notice shall state the

estimated amount of additional funds required to continue performance for the remainder of the consultation services. In no event is the Contractor authorized to exceed the contract "not to exceed price" without prior written approval from the City.

- b. Computer Files - The Contractor shall supply the City with a digital and editable copy of all files that are included in the hard copy submittal. The Contractor shall use or transfer files into the following formats: Word Processing: Microsoft Word, Spreadsheets: Microsoft Excel, Databases: Microsoft Access, GIS: ArcView, Drawings: Autocad. All final plans and digital files shall be submitted on a flash based memory device or CD ROM.

The City shall have the right to use, duplicate, modify or disclose the technical data and the information contained therein.

The Contractor agrees to provide any proprietary software or data used in conjunction with the project to the City, if requested, as long as the City pays for any additional licensing costs.

- c. Key Personnel - The Contractor shall not reassign any personnel mentioned in the RFQ/Interview process unless under extraordinary circumstances. The Contractor shall secure prior written approval from the City for any change or reassignment of the key personnel, submitting written documentation of the new individual's qualification.

The Contractor's project manager shall supervise and direct the services, and have overall responsibility for the services in accordance with the Contractor Agreement and Scope of Work. The Contractor shall be solely responsible for implementation of all Contractor's services, means, methods, techniques, sequences, and procedures and for coordination of all portions of the services.

All personnel shall have sufficient skill and experience to perform the work assigned to them. The City shall have the right, in its absolute discretion to require the removal of the Contractor's personnel at any level assigned to the performance of the Services at no additional fee to the City, if the City considers such removal necessary and in its best interest and request such removal in writing. Further, an employee who is dismissed for any of the above reasons shall not be re-employed on this Contract.

- d. Unauthorized Work -Any service not required by the terms of the final scope of work or proposal that are performed without written authority from the Contract Officer, will be considered as unauthorized and at the sole expense of the Contractor. Services so performed will not be paid for, and no extension in the period of performance shall be granted on account thereof.
- e. Audits - The Contractor shall keep and maintain full and complete records and books of account of its costs and expenses relating to the performance of the Services, in accordance with generally accepted accounting practices. Such records and accounts shall be furnished to the City, upon written notice, an accurate written allocation of the costs to the various elements of the Services, as may be required by the Authority. Upon reasonable advance written notice, the City or its

representatives shall have the right to examine, any books, records, accounts, and other documents of the Contractor directly pertaining to costs when such costs are the basis of a claim or of reimbursement to the Contractor hereunder. The City will make reasonable efforts to assure that any such representative is not a competitor of the Contractor to which the disclosure of such cost information would have a detrimental effect on the Contractor's business. The City shall notify the Contractor with the identity of any representative and the Contractor will have the right to verify that the representative is not a competitor prior to the audit. The Contractor shall keep and preserve all such books, records, accounts, and other documents for a period of at least three years after completion of the Services and Final Payment or if this Contract is terminated in whole or in part after the final termination agreement.

- f. Contractor's Interaction with the Media and the Public-The Contractor shall refer all inquiries from the news media to the City. If the Contractor receives a complaint from a citizen or the community, the Contractor shall inform the Contract Officer what action was taken to alleviate the situation.
- g. Sub-Contractors - The City reserves the right of prior approval of all sub Contractors and retains the right to request the Contractor to terminate any sub Contractor, for any reason deemed appropriate by the City, by so notifying the Contractor in writing. Should said notification be submitted to the Contractor, it shall terminate said sub-Contractor immediately.

The City shall have no liability to any sub-Contractor(s) for payment for services under this Contract or other work performed for Contractor. Any subcontract entered into by Contractor under the contract shall duly note that the responsibility for payment for the technical services or any other services performed shall be the sole responsibility of the Contractor.

- h. Direct Expenses - It is expected that the Contractor has extensive knowledge and experience performing this type of work. The Contractor shall prepare a not to exceed budget for direct expenses and breakdown costs for services such as copying, blue prints, computer time, reproduction, delivery, and any other foreseeable expense not covered in the Contractor's hourly rates. Therefore, the Contractor shall receive no additional compensation beyond that which is detailed in their budget. Mileage charges shown in the Hourly Rates shall refer to only non commuter travel.

### 3. Budget

- a. Not to exceed amount of \$52,800 for up to 480 hours of for the services of an Interim Contract Senior Planner
- b. Senior Planner Hourly Rate: **\$110** per hour



## DAVID BLUMENTHAL

### QUALIFICATION SUMMARY

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David is an experienced and dedicated planner with over 20 years of experience. He has managed complex projects including Specific Plans, Zoning Code rewrites, General Plan updates, Site Plan Reviews, Conditional Use Permits, and similar applications. He is skilled at the preparation of public notices, CEQA documentation, and staff reports. David has strong interpersonal skills and the ability to effectively communicate with elected officials, staff, and the public.

### PROFESSIONAL EXPERIENCE

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#### **City of Downey City**

**2006-2019**

*Planner Principal*

*Planner Senior*

*Planner*

*Building and Safety Supervisor*

- Managed Planning Division within Community Development Department. The division has an annual budget of \$1.5 million.
- Responsibilities included supervising and distributing workload to the planners, monitoring changes to State law to ensure City remains in compliance, reviewing staff reports, prepare annual budget, ensuring Planning Commission agenda and packet are prepared, working with developers and property owners to ensure projects meet the quality standards expected by the City, ensure planners are coordinating their projects among the various departments, responding to customer and community complaints, and conducting performance evaluations.
- Managed complex projects, such as Specific Plans, Zoning Code rewrites, General Plan updates, Site Plan Reviews, Conditional Use Permits, and similar applications.
- Prepared public notices, CEQA documentation, and staff reports.
- Responded to public and media inquiries and presented projects to the Planning Commission and City Council.
- Implemented new technology for use by Staff.
- Prepared and submitted applications for grant funding for various projects.
- Managed Building and Safety Division (includes Building Official, Inspectors, Permit Technicians, and Clerical Staff), set division policies, conducted staff performance reviews, reviewed invoices for payment, preparation of division budget, respond to customer inquiries and complaints at the building counters, and oversaw updates to the building code.

**City of Rancho Palos Verdes****2002-2006***Associate Planner*

- Reviewed and processed current planning applications for residential and commercial projects.
- Performed analysis for compliance with city codes and potential view impacts.
- Reviewed projects for compliance with CEQA, prepared and presented staff reports to Planning Commission and City Council.
- Served as staff liaison to City's Equestrian Committee.

**City of Garden Grove****1999-2002***Associate Planner**Assistant Planner*

- Reviewed and processed current planning applications for residential commercial and industrial projects.
- Performed analysis for compliance with city codes.
- Reviewed projects for compliance with CEQA.
- Prepared and presented staff reports to Planning Commission.

**City of Fountain Valley****1998-1999***Planning Intern*

- Assisted planning, housing, and code enforcement staff with project research, filing, and preparation of correspondence.

**EDUCATION**

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University of California, Irvine

*Bachelor of Arts with major in Environmental  
Analysis and Design*

California State University, Fullerton

**MEMBERSHIPS**

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American Planning Association

**SKILLS**

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Microsoft Office (Expert) Adobe Acrobat (Expert)  
Adobe Photoshop (Intermediate) HDL (Intermediate)  
ArcGIS (Intermediate) Accela Automation (Expert)





## Staff Report

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### Staff Report

REPORT 19-0557

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**RESOLUTION SUPPORTING SENATE BILL 54 (ALLEN) AND  
ASSEMBLY BILL 1080 (GONZALES), THE CALIFORNIA CIRCULAR  
ECONOMY AND PLASTIC POLLUTION REDUCTION ACT**

(Assistant to the City Manager Nico De Anda-Scaia)

#### **Recommended Action:**

Staff recommends that the City Council adopt a Resolution (**Attachment 1**) supporting Senate Bill 54 (SB 54) and Assembly Bill 1080 (AB 1080), the California Circular Economy and Plastic Pollution Reduction Act.

#### **Background:**

On September 11, 2012, City Council adopted Ordinance No. 12-1332, adding Chapter 8.64 to the Hermosa Beach Municipal Code to ban polystyrene food service ware and amending Chapter 1.10 to make violations of Chapter 8.64 subject to administrative penalty procedures. This ordinance addresses the local environmental and public health impacts by prohibiting the sale, use, and distribution of polystyrene packaging for foods and drinks packaged or repackaged within the City.

On September 1, 2015, City Council adopted ordinance No. 15-0648 banning the use of plastic carryout bags and imposing a charge for recyclable paper bags in order to reduce the number of plastic bags in the Santa Monica Bay, to encourage customers to bring their own bags to the store, and to reduce waste. This ordinance prohibits any retail establishment in the City of Hermosa Beach from providing plastic single-use carryout bags to customers for the purpose of carrying goods away from the point of sale. The ordinance was revised as a result of SB 270 that regulates the City's grocery stores, retail stores with a pharmacy, convenience stores, food marts, and liquor stores.

On July 9, 2019, City Council requested that staff develop and return with an ordinance to expand on the City's current ordinances to include a ban on certain polystyrene products, single-use plastic products, and single-use products to further reduce their negative impacts on the environment and public health and to achieve consistency with the neighboring Manhattan Beach ordinance. A Public Hearing to consider this ordinance was scheduled for August 27, 2019 but will now be continued to a future meeting, tentatively in December 2019.

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## Staff Report

REPORT 19-0557

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### **Discussion:**

SB 54 and AB 1080 would reduce plastic pollution that enters the waste stream by source-reducing single-use packaging and priority single use plastic products (most littered in the state) to ensure that all single-use packaging and priority single-use plastic products in California are recyclable or compostable by 2030. Eliminating non-reusable, non-recyclable and non-compostable products and reducing packaging is the most effective and least expensive way to protect the health of people, wildlife, and the environment. Many reliable and reusable alternatives already exist. SB 54 and AB 1080 would reduce the amount of single-use plastic waste that compromises the health of our communities. It is also a step in the right direction in developing in-state recycling markets that will create new jobs.

Staff believes SB 54 and AB 1080 are consistent with the City's current ordinances and direction on expanding the ban on certain polystyrene products, single-use plastic products, and single-use products. Therefore, staff recommends that City Council adopt a resolution supporting the passage of SB 54 and AB 1080.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. This report and associated recommendations support several PLAN Hermosa goals and policies that are listed below.

*Goal 5. The stormwater management system is safe, sanitary, and environmentally and fiscally sustainable*

- **5.7** Stormwater permits. Strictly implement, enforce, and monitor MS4 National Pollutant Discharge Elimination Systems (NPDES) Permit requirements through stormwater ordinances.

*Goal 6. Hermosa Beach is a low or zero-waste community with convenient and effective options for recycling, composting, and diverting waste from landfills.*

- **6.4** Material source reduction. Support and enforce requirements to minimize the use of nonrecyclable materials or materials commonly found on the beach, such as plastic bags and polystyrene.
- **6.5** Recycled materials. Encourage and support the sale of products that minimize packaging or are made from recycled materials.
- **6.10** Evaluate recycling and waste diversion opportunities. Periodically evaluate and consider new opportunities to achieve greater waste diversion rates.

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## Staff Report

REPORT 19-0557

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### **Fiscal Impact:**

There are no fiscal impacts from the recommendations presented in this report.

### **Attachments:**

1. SB 54 and AB 1080 Fact Sheet
2. Draft Resolution supporting SB 54 and AB 1080

**Respectfully Submitted by:** Nico De Anda-Scaia, Assistant to the City Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Approved:** Suja Lowenthal, City Manager

## **SB 54/AB 1080 Fact Sheet**

### **What the bills will do:**

Senate Bill 54 and Assembly Bill 1080 aim by 2030 to reduce by 75% all single-use packaging and the top 10 single-use plastic products most collected at statewide beach cleanups through source reduction, recycling or composting.

The bills apply to:

- 1) all single-use packaging sold in California, and
- 2) the top 10 single-use plastic products that are the most littered in the state

This means the bills are focused on the biggest problems for our waste stream (packaging) and the biggest problems for our environment and health (plastic pollution).

The goal is to first reduce single-use plastic packaging and products from being produced in the first place. Whatever products remain that are still single-use, must either be truly recyclable or compostable.

### **Significance of the bills:**

- We cannot recycle our way out of the single-use plastics crisis. We must reduce the amount of single-use plastic at the source before it gets to consumers.
- SB 54 and AB 1080 will provide the framework we desperately need to turn the tide on this single-use waste problem.
- Many countries are no longer accepting shipments of the United States' single-use plastic waste. These materials are now being stockpiled at waste and recycling centers and more of it is entering landfills here at home.
- If these bills pass, they will be the most comprehensive statewide single-use plastic policies in the nation.

### **Threats of Single-Use Plastics:**

*Single-use plastic is threatening the oceans, public health, and local economies.*

- Plastic pollution has grown into a major global crisis for the oceans, with an estimated 17.6 billion pounds of plastic entering the marine environment every year.
- Plastics never go away. Instead, our single-use plastic convenience items are breaking down into tiny pieces that are having a massive impact on our oceans, air, and our own health.
- Plastics are profoundly flawed by design: They use a material made to last forever but are designed to be thrown away.
- When plastics break down they are choking hazards for wildlife and act as magnets for harmful pollutants that make their way into the food chain.

- Plastic waste is everywhere. It has been found floating on the sea surface, washing up on the world's most remote coastlines, melting out of Arctic sea ice and sitting at the deepest point of the ocean floor.
- Synthetic particles, including microplastics (defined as plastic particles less than 5 mm), were also recently observed in the guts of all seven species of the ocean's sea turtles.
- An average person could be ingesting approximately five grams of plastic every week—the equivalent of one credit card. Everything from salt to honey to beer has been found to contain microplastics.
- This is an expensive problem. Local governments in California spend more than \$420 million in efforts to clean up and prevent plastic and other litter from entering oceans and waterways.
- As the fifth largest economy in the world, the state of California has a responsibility to lead on solutions to the growing plastic pollution crisis.

#### **Timeline:**

- August 12: legislature convenes from recess
- August 30: deadline for bills to pass fiscal committees
- September 13: deadline for the bills to pass the floor
- October 13: deadline for Governor Newsom to sign or veto bills

#### **Social Media hashtags:**

#CAMustLead

#YesonSB54 #YesonAB1080

#BreakFreeFromPlastic

## **RESOLUTION NO. 19-XXXX**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA SUPPORTING SENATE BILL 54 (ALLEN) AND ASSEMBLY BILL 1080 (GONZALES), THE CALIFORNIA CIRCULAR ECONOMY AND PLASTIC POLLUTION REDUCTION ACT**

**WHEREAS**, any official position of the City of Hermosa Beach with respect to legislation, rules, regulations, or policies proposed or pending before a local, state, or federal government body or agency must have first been adopted in the form of a Resolution by the City Council; and

**WHEREAS**, the United States discards approximately 30 million tons of plastic each year; and

**WHEREAS**, plastic is not biodegradable in that it simply breaks down into smaller pieces thereby polluting the environment; and

**WHEREAS**, local governments in California spend millions of dollars each year to clean up and prevent plastic materials and other litter from entering rivers and streams and polluting the ocean; and

**WHEREAS**, discarded plastic materials negatively impact marine life as demonstrated by countless seabirds, turtles, and marine mammals dying from plastic ingestion or entanglement; and

**WHEREAS**, to address this matter the State Legislature introduced SB 54 (Allen) and AB 1080 (Gonzales), the California Circular Economy and Plastic Pollution Reduction Act, which would require the State to adopt regulations to reduce and recycle 75% of single-use plastic materials sold or distributed in the State by 2030; and

**WHEREAS**, these measures would also require a manufacturer of single-use plastic materials in the State to demonstrate a recycling rate of not less than 20% on and after January 1, 2024, not less than 40% on and after January 1, 2028, and not less than 75% on and after January 1, 2030, as a condition of sale; and

**WHEREAS**, the City of Hermosa Beach has been a leader in source reduction and recycling in that the Hermosa Beach City Council adopted an ordinance banning polystyrene food service ware on September 11, 2012 (Ordinance No. 12-1332) and adopted an ordinance banning the use of plastic carryout bags on September 1, 2015 (Ordinance No. 15-0648); and

**WHEREAS**, the Hermosa Beach City Council is introducing an Ordinance of the City of Hermosa Beach, California, amending Chapter 8.64 of the Hermosa Beach Municipal Code to expand the ban on polystyrene food service ware to include a ban on certain polystyrene products, single-use plastic products, and single-use products and amending Chapter 1.10 to make violations of Chapter 8.64 subject to administrative penalty procedures.

**NOW, THEREFORE, BE IT RESOLVED** that by the adoption of this Resolution, the City of Hermosa Beach hereby SUPPORTS SB 54 (Allen) and AB 1080 (Gonzales), the California Circular Economy and Plastic Pollution Reduction Act, which would require the Department of Resources Recycling and Recovery (CalRecycle) to adopt regulations to reduce and recycle 75% of single-use plastic materials sold or distributed in the State by 2030 and to require a manufacturer of single-use plastic materials in the State to demonstrate a recycling rate of not less than 20% on and after January 1, 2024, not less than 40% on and after January 1, 2028, and not less than 75% on and after January 1, 2030, as a condition of sale.

PASSED, APPROVED and ADOPTED this 27<sup>th</sup> day of August 2019.

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MAYOR of the City of Hermosa Beach, California

ATTEST:

APPROVED AS TO FORM:

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City Clerk

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City Attorney



## Staff Report

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### Staff Report

REPORT 19-0509

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**CONSIDER INTRODUCTION OF ORDINANCE TO EXPAND THE  
BAN ON POLYSTYRENE FOOD SERVICE WARE TO INCLUDE  
A BAN ON CERTAIN POLYSTYRENE PRODUCTS, SINGLE-  
USE PLASTIC PRODUCTS, AND SINGLE-USE PRODUCTS**

(Community Development Director Ken Robertson)

***(Public Hearing will be continued to a future meeting)***

### **Recommended Action:**

Staff recommends that the City Council introduce an ordinance amending the Municipal Code to expand the ban on polystyrene food service ware to include a ban on certain polystyrene products, single-use plastic products, and single-use products.

### **Executive Summary:**

Following City Council discussion and direction on July 9, 2019, staff has prepared an update to the City's plastic pollution ordinance to accomplish the following:

1. Prohibit the use, distribution, and sale of polystyrene packing materials, meat and fish trays and produce trays, and coolers;
2. Prohibit the use and distribution of single-use plastic products, including plastic beverage straws, plastic stirrers, and plastic utensils whether for use onsite, to-go, or delivery;
3. Implement an "upon request" policy for non-plastic single use straws, stirrers, and utensils;
4. Prohibit the sale and distribution of foil, "metalized," or Mylar balloons;
5. Prohibit use or distribution of foil, "metalized," or Mylar balloons on public property, including beaches and parks;
6. Prohibit the use or distribution of latex balloons at City functions or City-sponsored events; and
7. Prohibit the release of latex balloons anywhere within City limits.

By including these updates to the Municipal Code, Hermosa Beach would have a plastic pollution ordinance modeled after best practices in this area and consistent with the neighboring Manhattan Beach ordinance.

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## Staff Report

REPORT 19-0509

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### **Background:**

On September 11, 2012, City Council adopted Ordinance No. 12-1332, adding Chapter 8.64 to the Hermosa Beach Municipal Code to ban polystyrene food service ware and amending Chapter 1.10 to make violations of Chapter 8.64 subject to administrative penalty procedures. This ordinance addresses the local environmental and public health impacts by prohibiting the sale, use, and distribution of polystyrene packaging for foods and drinks packaged or repackaged within the City.

On September 1, 2015, City Council adopted ordinance No. 15-0648 banning the use of plastic carryout bags and imposing a charge for recyclable paper bags in order to reduce the number of plastic bags in the Santa Monica Bay, to encourage customers to bring their own bags to the store, and to reduce waste. This ordinance prohibits any retail establishment in the City of Hermosa Beach from providing plastic single-use carryout bags to customers for the purpose of carrying goods away from the point of sale. The ordinance was revised as a result of SB 270 that regulates the City's grocery stores, retail stores with a pharmacy, convenience stores, food marts, and liquor stores.

On July 9, 2019, City Council requested staff to develop and return with an ordinance to reduce and eliminate the sale and use of certain polystyrene products, single use plastic products, and single-use products in Hermosa Beach.

Nearly all plastic, regardless of whether it has been recycled, persists in the environment and does not decompose. Many polystyrene products are not recyclable in California. It is estimated that of the more than 375,000 tons of polystyrene (plastic foam) produced in California each year, less than 1% gets recycled. The remainder ends up in our landfills, harbors, and ocean.

Polystyrene and other non-recyclable plastics are a serious and readily preventable source of marine debris pollution. Because many of these products are both lightweight and aerodynamic, they easily blow into gutters and storm drains and onto beaches and into the ocean, even when they are initially "properly" disposed. Once broken down in the marine environments, many of these products can kill fish and other wildlife when ingested. These fragments are misidentified as food by aquatic biota and cause choking or starvation. As a result, plastic enters the food chain in the marine environment. Plastics in the ocean also attract other pollutants, which magnify the toxicity of the fragments consumed by marine life. Ultimately, these plastic fragments ingested by marine life can enter the human food chain.

It is estimated that there are over 5 trillion pieces of plastic in the ocean. Of these pieces, 92% are smaller than a grain of rice. An estimated 500 million plastic straws are used and discarded every day-enough to wrap around the earth 2.5 times per day.

Plastic ocean pollution is not only a threat to marine animals and wildlife, it also poses a significant hurdle to the City's compliance with the Santa Monica Bay nearshore and offshore debris Total

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## Staff Report

REPORT 19-0509

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Maximum Daily Load (TMDL) target of zero trash discharged into the Santa Monica Bay. Litter characterization studies across the country have recognized fast food service ware products as the primary identifiable source of urban litter and the most abundant type of non-cigarette litter. Reducing the sale and distribution of single use plastic products, such as plastic straws, stirrers, and utensils, in the community by ordinance is, therefore, expected to have the long-term local impact of helping reduce pollution along the City's coastline and in the ocean.

Balloons have also been identified as one of the most harmful items to wildlife. Although balloons are used to celebrate special occasions, they can end up in streams, rivers, and the ocean where marine animals ingest them causing injury and even death. The Ocean Conservancy, an international organization, has tracked balloon debris over 31 years through the International Coastal Cleanup campaign. More than 630,000 balloons were collected worldwide between 2008 and 2016. Forty-five percent of these were found in the United States. Reducing the sale, distribution, or use of balloons by ordinance is, therefore, also expected to have the long-term local impact of helping reduce pollution along the City's coastline and in the ocean.

The purpose of this report is to consider introduction of an Ordinance to expand the City's current ordinances to include a ban on certain polystyrene products, single-use plastic products, and single-use products to further reduce their negative impacts on the environment and public health and to achieve consistency with the neighboring Manhattan Beach ordinance.

### **Discussion:**

#### *Other Legislative and Program Efforts to Reduce Plastic Pollution*

Source reduction is the most effective and least costly method to eliminate plastic from entering landfills and waterbodies. Once plastics enter the environment, they are very difficult and costly to remove. Federal, state and local regulations focus on source reduction in combination with infrastructure solutions. Examples of legislative and programmatic efforts to reduce plastic pollution are outlined in the July 9, 2019 staff report and include the Santa Monica Bay nearshore and offshore debris Total Maximum Daily Load (TMDL), Senate Bill 54 (Allen) and Assembly Bill 1080 (Gonzalez), together known as the California Circular Economy and Plastic Pollution Reduction Act, and the Clean Bay Restaurant Certification Program, California Green Business Network Program, and beach clean-up days.

#### *Amendments to Chapter 8.64 of the City of Hermosa Beach Municipal Code*

Revisions to Section 8.64 of the Hermosa Beach Municipal Code presented in **Attachment 1** are consistent with City Council direction to implement a complementary ban to the City of Manhattan Beach. The suggested revisions include prohibitions on polystyrene packing materials, meat and fish trays and produce trays, and coolers; single-use plastic products, including plastic beverage straws, plastic stirrers, and plastic utensils (including an "Upon Request" policy for non-plastic single use straws, stirrers and utensils); foil, "metalized," or Mylar balloons; and latex balloons.

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## Staff Report

REPORT 19-0509

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### *Disability Accommodation on Straws*

Many cities have adopted similar bans on plastic straws. This has caused the disabled community to speak out about how plastic straws can be essential to those who require them. Disabled community advocates have noted that there is not an adequate alternative for them. Staff recommends adding a clause in the ordinance to accommodate people with disabilities. Such clause is included in the proposed ordinance presented in **Attachment 1**.

### *Education and Outreach*

Staff recommends that the ordinance take effect on January 1, 2020 to allow sufficient time for education and outreach to affected businesses and residents. Staff spoke with representatives from the California Grocers Association that specifically requested an expanded effective date of the ordinance, similar to their request to Manhattan Beach.

City of Hermosa Beach staff would develop a comprehensive education and outreach campaign to identify impacted parties that include residents and businesses. In addition to notification of the Municipal Code amendments, staff will promote alternative products and options that can be used in place of single-use plastics and balloons.

### *Environmental Review*

Staff has determined that the proposed ordinance is exempt from the environmental review requirements of the California Environmental Quality Act (CEQA) under Section 15061(b)(3) of the State CEQA Guidelines, this Ordinance is exempt from the requirements of CEQA because it can be seen with certainty that the provisions contained herein would not have the potential for causing a significant effect on the environment. It also finds the Ordinance is exempt from the requirements of CEQA pursuant to CEQA Guidelines Sections 15307 and 15308 as an action by a regulatory agency taken to protect the environment and natural resources. Prohibiting the distribution of certain polystyrene products, single-use plastic products, and balloons will improve the environment by reducing use of non-recyclable items and other single-use products.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. This report and associated recommendations support several PLAN Hermosa goals and policies that are listed below.

*Goal 5. The stormwater management system is safe, sanitary, and environmentally and fiscally sustainable*

- **5.7** Stormwater permits. Strictly implement, enforce, and monitor MS4 National Pollutant

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## Staff Report

REPORT 19-0509

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Discharge Elimination Systems (NPDES) Permit requirements through stormwater ordinances.

*Goal 6. Hermosa Beach is a low or zero-waste community with convenient and effective options for recycling, composting, and diverting waste from landfills.*

- **6.4** Material source reduction. Support and enforce requirements to minimize the use of nonrecyclable materials or materials commonly found on the beach, such as plastic bags and polystyrene.
- **6.5** Recycled materials. Encourage and support the sale of products that minimize packaging or are made from recycled materials.
- **6.10** Evaluate recycling and waste diversion opportunities. Periodically evaluate and consider new opportunities to achieve greater waste diversion rates.

### **Fiscal Impact:**

Potential future fiscal impacts should City Council expand the existing ordinance could include the cost associated with notice to impacted businesses, staff time to conduct education and outreach activities to affected businesses and residents, analysis as to the effectiveness of the ordinance, and compliance with the ordinance. City Council approved \$1,500 in the FY19-20 budget for the promotion of environmental programs and initiatives. Staff will purchase education and outreach materials for implementing a ban on single use plastics, including the purchase or reusable straws and utensils. Staff will develop education and outreach materials for City parks and open spaces to inform visitors of the balloon ban and suggest alternatives.

### **Attachments:**

Draft Ordinance

**Respectfully Submitted by:** Ken Robertson, Community Development Director

**Concur:** Lucho Rodriguez, Acting Public Works Director

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

**ORDINANCE NO. \_\_\_\_\_**

**AN ORDINANCE OF THE CITY OF HERMOSA BEACH,  
CALIFORNIA, AMENDING CHAPTER 8.64 OF THE HERMOSA  
BEACH MUNICIPAL CODE TO EXPAND THE BAN ON  
POLYSTYRENE FOOD SERVICE WARE TO INCLUDE A BAN  
ON CERTAIN POLYSTYRENE PRODUCTS, SINGLE-USE  
PLASTIC PRODUCTS, AND SINGLE-USE PRODUCTS AND  
AMENDING CHAPTER 1.10 TO MAKE VIOLATIONS OF  
CHAPTER 8.64 SUBJECT TO ADMINISTRATIVE PENALTY  
PROCEDURES**

**RECITALS**

A. The state Legislature recognized that littered plastic products have caused and continue to cause significant environmental harm and have burdened local governments with significant environmental cleanup costs. (California Public Resources Code §42355.)

B. To fulfil the City of Hermosa Beach's goals of reducing littered plastic products, the Hermosa Beach City Council adopted an ordinance banning polystyrene food service ware on September 11, 2012 (Ordinance No. 12-1332) and adopted an ordinance banning the use of plastic carryout bags on September 1, 2015 (Ordinance No. 15-0648).

C. Despite these efforts, the City continues to confront littered plastic, including other types of polystyrene products, such as coolers, packaging materials, and meat and fish and produce trays, as well as other types of plastic products, such as plastic straws, stirrers, and utensils. The City is also confronted by littered balloons on the streets, parks, and beaches.

D. Balloons and plastic pollution, including polystyrene and single-use products, raise environmental and health concerns related to water pollution, the welfare of marine life, and human health.

E. A ban on additional polystyrene products, single-use plastic products, and single use products will further serve the City's goal of reducing litter.

**The City Council of the City of Hermosa Beach does ordain as follows:**

**SECTION 1.** Chapter 8.64 of the Hermosa Beach Municipal Code is amended to read as follows:

**CHAPTER 8.64 BAN ON CERTAIN POLYSTYRENE PRODUCTS, SINGLE-USE PLASTIC PRODUCTS, AND SINGLE-USE PRODUCTS**

**Sections:**

- 8.64.010 Purpose
- 8.64.020 Definitions
- 8.64.030 Prohibition of Prepared Food in Polystyrene Food Service Ware
- 8.64.040 Prohibition of Other Polystyrene Products
- 8.64.050 Prohibition of Plastic Straws, Stirrers, and Utensils; “upon-request” policy for non-plastic single use straws, stirrers, and utensils
- 8.64.060 Regulation on the sale, distribution, and use of balloons; Prohibition of the sale, distribution, and use of “foil,” “metalized,” or “Mylar” Balloons; Prohibition on the release of Latex balloons
- 8.64.070 Exemptions
- 8.64.080 Enforcement and Compliance

**8.64.010 Purpose.**

The purpose of this Chapter is to establish standards and procedures to reduce adverse environmental and public health impacts and promote environmentally sustainable practices in the City of Hermosa Beach by prohibiting the use of certain polystyrene products, single-use plastic products, and single-use products.

A. Polystyrene, a lightweight petroleum-based plastic material, is commonly littered or blown out of trash receptacles and migrates to the storm drain system and eventually to the ocean and beaches. Littered Polystyrene, especially expanded foam, is difficult to clean up and may cumulatively result in increased litter.

B. Balloons and other plastic pollution, including single-use plastics and polystyrene, also negatively affect the environment and have raised environmental and health concerns related to water pollution, the welfare of marine life, and human health.

C. These regulations reduce polystyrene use and litter in the City; reduce the distribution of disposable single-use plastic; reduce single-use waste; reduce balloon litter; reduce greenhouse gas emissions; and reduce threats to natural ecosystems and ocean wildlife, in order to protect the health of the Hermosa Beach community and provide environmental sustainable practices in the City. These regulations will also advance compliance with federal, state and city clean water mandates including compliance with Total Maximum Daily Loads and other requirements of the National Pollutant Discharge Elimination System.

#### **8.64.020 Definitions.**

For purposes of this chapter, the following terms shall have the following meanings:

“Balloon” means a flexible bag, including, but not limited to, those made from rubber, latex, foil, metal, polychloroprene, Mylar, or nylon fabric, that is designed to be inflated with air or gas lighter than air such as helium, hydrogen, nitrous oxide, or oxygen, causing it to float.

“Beverage Provider” means any business, organization, entity, group, or individual that offers liquid, slurry, frozen, semi-frozen, or other forms of beverages to the public for consumption. Beverage provider also includes any organization, group, or individual that regularly provides beverages to its members or the general public as part of its activities or services.

"City Facility" means any building, structure, property, park, open space, or vehicle, owned or leased by the City of Hermosa Beach, or its agents, agencies, or departments.

"City Contractor" means any person that enters into a written contract or verbal agreement to furnish products or services to or for the City of Hermosa Beach.

"City-Sponsored Event" means any event, activity or meeting organized or sponsored by the City of Hermosa Beach or any department of the City of Hermosa Beach.

"Disposable Food Service Ware" or "Disposables" means single-use, disposable products used for serving or transporting Prepared Food, Raw Food, or beverages. This includes but is not limited to plates, bowls, trays, wrappers or wrapping, platters, cartons, condiment containers, cups or drink ware, straws, lids, utensils, stirrers, lid plugs (plash sticks), or any other container in or on which Prepared Foods, Raw Foods, or beverages are placed or packaged for consumption.

"Foil Balloon" includes but is not limited to balloons that are made of "metalized" nylon film, and include balloons often referred to as made of Mylar, which is a brand name for a special type of polyester film. Foil or metallic balloons are made of plastic (nylon) sheets coated with polyethylene and metallic materials that are sealed together with heat.

"Food Provider" means any Person or place that provides or sells Prepared Food within the City of Hermosa Beach to the general public to be consumed on the premises or for take-away consumption. Food Provider includes but is not limited to (1) a grocery store, supermarket, restaurant, drive-thru, cafe, coffee shop, snack shop, public food market, farmers' market, convenience store, or similar fixed place where Prepared Food is available for sale on the premises or for take-away consumption, and (2) any mobile store, food vendor, caterer, food truck, vending machine or similar mobile outlet. Food Provider also includes any organization, group or individual that regularly provides Prepared Food to its members or the general public as a part of its activities or services.

“Latex Balloon” is a balloon made with the sap from a rubber tree. During the manufacturing process many chemicals are added to raw rubber including pigments, oils, curing agents, and accelerators.

“Meat and Fish Tray” means any tray for raw meat, fish, or poultry sold to consumers from a refrigerator case or similar retail appliance.

"Person" means any person, business, corporation, or event organizer or promoter; public, nonprofit or private entity, agency or institution; or partnership, association or other organization or group, however organized.

"Plastic Beverage Straw" means a tube made predominantly of plastic derived from either petroleum or a biologically based polymer, such as corn or other plant sources, used to transfer a beverage from its container to the mouth of the drinker. Plastic beverage straw includes compostable, petroleum-based or a biologically-based polymer straw, but does not include straws that are made from non-plastic materials, including but not limited to paper, pasta, sugar cane, wood, or bamboo.

"Plastic Stirrer" means a plastic device that is used to mix beverages and/or plug the opening of a beverage lid, and intended for only one-time use. Plastic stirrer includes compostable, petroleum-based, or a biologically-based polymer stirrers and lid plugs (splash sticks), but does not include stirrers that are made from non-plastic materials, including but not limited to paper, pasta, sugar cane, wood, or bamboo.

"Plastic Utensil" means any plastic utensil, including but not limited to forks, spoons, sporks, knives, cutlery, and disposable flatware intended for only one-time use. Plastic utensils includes compostable, petroleum-based, or biologically-based polymer forms of utensils, but does not include forms of utensils that are made from non-plastic materials, including but not limited to paper, sugar cane, wood, or bamboo.

"Polystyrene" means a thermoplastic petrochemical material utilizing the styrene monomer, including but not limited to polystyrene foam or expanded polystyrene, processed by

any number of techniques, including but not limited to fusion of polymer spheres (expandable bead polystyrene), injection molding, foam molding, or extrusion-blow molding (extruded foam polystyrene), and clear or solid polystyrene (oriented polystyrene). The Recycle Code for polystyrene is '6' or 'PS,' either alone or in combination with other letters. This definition applies to all Polystyrene Food Service Ware, regardless of whether it exhibits a Recycle Code.

"Polystyrene Cooler" means any cooler or ice chest made of polystyrene foam, where such foam is not fully encased in another material.

"Polystyrene Food Service Ware" means Disposable Food Service Ware that contains or utilizes Polystyrene.

"Prepared Food" means any food or beverage that is (1) ready to consume without any further food preparation, alteration or repackaging; and (2) prepared, provided, sold or served by a Food Provider using any cooking, packaging or food preparation technique. Prepared Food may be eaten either on or off the Food Provider's premises.

"Produce Tray" means any tray or carton for vegetable, fruit, or eggs sold to consumers from a refrigerator case or similar retail appliance.

"Polystyrene Packing Material" means polystyrene material used to hold, cushion, or protect items packed in a container for shipping, transport, or storage, including shipping boxes and packing peanuts.

"Raw Food" means any vegetable, fruit, or egg.

"Recycle Code" means a resin identification code placed on plastics to identify the material composition for separation of different types of plastics for recycling.

"Vendor" means any store, shop, restaurant, sales outlet, mobile food vendor, pushcart, or other commercial establishment located within or doing business within the City of Hermosa Beach, which provides perishable or nonperishable goods.

#### **8.64.030 Prohibition of Prepared Food in Polystyrene Food Service Ware.**

A. No Food Provider shall distribute or sell Prepared Food in any Polystyrene Food Service Ware at any location within the City of Hermosa Beach. Food Providers that distribute Prepared Food in Disposable Food Service Ware shall (1) distribute only Disposables that exhibit a Recycle Code other than No. 6 or PS, or (2) maintain documentation onsite of the composition of the Disposable Food Service Ware. Documentation may include information from the supplier, manufacturer, or bulk packaging for the Disposables, and any other relevant information demonstrating that the disposable material is not polystyrene.

B. No Person shall distribute or sell Prepared Food in any Polystyrene Food Service Ware at City Facilities that have been rented, leased or are otherwise being used with permission of the City. This Subsection is limited to use of City facilities for which a Person has entered into an agreement with the City to rent, lease or otherwise occupy a City facility. All facility rental agreements for any City facility shall include a provision requiring contracting parties to assume responsibility for preventing the utilization and/or distribution of Polystyrene Food Service Ware while using City facilities. The facility rental agreement shall indicate that the violating contractor's security deposit will be forfeited if the City Manager or his/her designee determines that Polystyrene Food Service Ware was used in violation of the rental agreement.

C. No Person shall use or distribute Polystyrene Food Service Ware at City-sponsored events, City-managed concessions and City meetings open to the public. This subsection shall apply to the function organizers, agents of the organizers, City Contractors, Food Providers and any other Person that enters into an agreement with one or more of the function sponsors to sell or distribute Prepared Food or otherwise provide a service related to the function.

D. The City of Hermosa Beach, its Departments, and its City Contractors, agents, and employees acting in their official capacity, shall not purchase or acquire Polystyrene Food Service Ware, or distribute it for public use.

#### **8.64.040 Prohibition of Other Polystyrene Products.**

A. Packaging Materials. No business or Vendor in the City shall sell, distribute, or use Polystyrene Packing Material, including but not limited to foam peanuts, packing peanuts, foam popcorn, or packing noodles.

B. Meat and Fish Trays and Produce Trays. No person may sell, offer for sale, or otherwise distribute for compensation within the City, Meat and Fish Trays or Produce Trays made, in whole or in part, from polystyrene, either as separate items or as part of the sale of Raw Food or raw meat, fish, or poultry.

C. Coolers. No Person shall sell any Polystyrene Cooler at any location within the City.

#### **8.64.050 Prohibition of Plastic Straws, Stirrers, and Utensils; “upon-request” policy for non-plastic single use straws, stirrers, and utensils.**

A. Prohibition on Plastic Straws, Stirrers, and Utensils. Food Providers and Beverage Providers shall not use or distribute Plastic Beverage Straws, Plastic Stirrers or Plastic Utensils, whether for use on-site, to-go, or delivery. Disposable straws, stirrers, and utensils must be non-plastic, made from non-plastic materials, such as paper, pasta, sugar cane, wood, or bamboo.

B. "Upon request" policy for non-plastic single use straws, stirrers and utensils. No Food Provider or Beverage Provider shall provide non-plastic, single-use straws, utensils or stirrers, except upon the request of the customer.

C. Accommodations. Food Providers and Beverage Providers, as well as City facilities, City-managed concessions, City-sponsored events, and City-permitted events, may retain and dispense Plastic Beverage Straws as an accommodation to people with disabilities who request them to enjoy equal access to food and beverage services within the City.

**8.64.060 Regulation on the sale, distribution, and use of balloons; Prohibition of the sale, distribution, and use of “foil,” “metalized,” or “Mylar” Balloons; Prohibition on the release of Latex balloons.**

A. No Person, including but not limited to a balloon wholesaler, retailer (e.g., party supply, craft store), or third party Vendor shall sell or distribute Foil Balloons or “metalized” or Mylar Balloons within the City either as a separate item or included in a packaged product set.

B. No Person shall use or distribute Foil Balloons or “metalized” or Mylar Balloons on public property, including parks and beaches.

C. No Person shall use or distribute Latex Balloons filled with air or helium at any City function or City sponsored event.

D. No Person shall release Latex Balloons filled with air or helium anywhere within the City limits.

**8.64.070 Exemptions.**

A. Food prepared or packaged outside the City of Hermosa Beach is exempt from the provisions of this Chapter, provided such food is not altered, packaged or repackaged within the City of Hermosa Beach limits unless otherwise stated. This exemption does not apply to raw meat, fish, poultry, produce, or eggs.

B. Food provided by the Hermosa Beach School District under its official Food Service program.

C. Food for personal consumption at City Facilities, including but not limited to City parks and the beach, provided the facility is being used for individual recreation or similar purposes and such facility use is not part of a larger organized event that is otherwise governed by that Section.

D. The City Manager or his/her designee may exempt any Person from the requirements of this Chapter, as follows:

1. A request for an exemption shall be filed in writing with the City Manager or his/her designee and shall include documentation of the reason for the claimed exemption and any other information necessary for the City to make its decision. The City may require the applicant to provide additional information as necessary to make the required determinations.

2. The City Manager or his/her designee may approve the exemption for a maximum of one (1) year, with or without conditions, upon finding that compliance would create an undue hardship. Undue hardship shall be construed to include but not be limited to situations where:

a. There are no reasonable alternatives for reasons that are unique to the applicant; or

b. Compliance with the requirements of this Chapter would deprive a person of a legally protected right. The exemption may be extended for additional terms of up to one (1) year each, upon a showing of the continuation of the legal right.

3. The City Manager's written decision on the exemption is effective within ten (10) days of the decision. Decisions of the City Manager may be appealed to the City Council. Appeals shall be filed in writing with the City Clerk within ten (10) days of the decision and shall be accompanied by a fee set by resolution of the City Council. Notice of hearing shall be given to the applicant at least ten (10) days prior to the hearing. The City Council shall make its decision within sixty (60) days of receiving the appeal.

#### **8.64.080 Enforcement and Compliance.**

A. This Chapter shall be enforced by the City Manager or his/her designee. Nothing in this Chapter shall be construed to create a private cause of action. The City Manager, or his/her designee, is authorized to promulgate regulations and to take any and all other actions reasonable and necessary to enforce this Chapter including, but not limited to, inspecting the premises of any Food Provider, Beverage Provider, Vendor, or Person in accordance with law and requiring

documentation of the composition of Food Service Ware, Meat and Fish Trays, Produce Trays, Coolers, and Packing Materials to verify compliance.

B. Violations of the provisions of this Chapter are subject to the administrative penalty provisions of Chapter 1.10.

C. The City Attorney may seek legal, injunctive, or other equitable relief to enforce this Chapter.

D. The remedies and penalties provided in this section are cumulative and not exclusive of one another.

E. All businesses that are subject to this Chapter shall certify compliance with this Chapter on the annual business license renewal application.

**SECTION 2.** Section 1.10.040 of the Hermosa Beach Municipal Code is hereby amended to read as follows:

**15. Chapter 8.64, Ban on Certain Polystyrene Products, Certain Single-Use Plastic Products, and Other Single-Use Products**

**SECTION 3.** This Ordinance was assessed in accordance with the authority and criteria contained in the California Environmental Quality Act (CEQA), the State CEQA Guidelines, and the environmental regulations of the City. The City Council hereby finds that under Section 15061(b)(3) of the State CEQA Guidelines, this Ordinance is exempt from the requirements of CEQA because it can be seen with certainty that the provisions contained herein would not have the potential for causing a significant effect on the environment. It also finds the Ordinance is exempt from the requirements of CEQA pursuant to CEQA Guidelines Sections 15307 and 15308 as an action by a regulatory agency taken to protect the environment and natural resources.

**SECTION 4.** This Ordinance shall become operative and be in full force and in effect on January 1, 2020.

**SECTION 5.** Prior to the expiration of fifteen (15) days after the date of its adoption, the City Clerk shall cause this Ordinance to be published in the Easy Reader, a weekly newspaper of general circulation published and circulated, in the City of Hermosa Beach in the manner provided by law.

**SECTION 6.** The City Clerk shall certify to the passage and adoption of this Ordinance, shall enter the same in the book of original Ordinances of said city, and shall make minutes of the passage and adoption thereof in the records of the proceedings of the City Council at which the same is passed and adopted.

**PASSED, APPROVED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_ 2019.

VOTE:AYES:  
NOES:  
ABSTAIN:  
ABSENT:

\_\_\_\_\_  
**MAYOR** of the City of Hermosa Beach, California

**ATTEST:**

\_\_\_\_\_  
City Clerk

**APPROVED AS TO FORM:**

\_\_\_\_\_  
City Attorney

## **RESOLUTION NO. 19-XXXX**

### **A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA SUPPORTING AB 1080 (GONZALES) AND SB 54 (ALLEN), THE CALIFORNIA CIRCULAR ECONOMY AND PLASTIC POLLUTION ACT**

**WHEREAS**, any official position of the City of Hermosa Beach with respect to legislation, rules, regulations, or policies proposed or pending before a local, state, or federal government body or agency must have first been adopted in the form of a Resolution by the City Council; and

**WHEREAS**, the United States discards approximately 30 million tons of plastic each year; and

**WHEREAS**, plastic is not biodegradable in that it simply breaks down into smaller pieces thereby polluting the environment; and

**WHEREAS**, local governments in California spend millions of dollars each year to clean up and prevent plastic materials and other litter from entering rivers and streams and polluting the ocean; and

**WHEREAS**, discarded plastic materials negatively impact marine life as demonstrated by countless seabirds, turtles, and marine mammals dying from plastic ingestion or entanglement; and

**WHEREAS**, to address this matter the State Legislature introduced AB 1080 (Gonzales) and SB 54 (Allen), the California Circular Economy and Plastic Pollution Reduction Act, which would require the State to adopt regulations to reduce and recycle 75% of single-use plastic materials sold or distributed in the State by 2030; and

**WHEREAS**, these measures would also require a manufacturer of single-use plastic materials in the State to demonstrate a recycling rate of not less than 20% on and after January 1, 2024, not less than 40% on and after January 1, 2028, and not less than 75% on and after January 1, 2030, as a condition of sale; and

**WHEREAS**, the City of Hermosa Beach has been a leader in source reduction and recycling in that the Hermosa Beach City Council adopted an ordinance banning polystyrene food service ware on September 11, 2012 (Ordinance No. 12-1332) and adopted an ordinance banning the use of plastic carryout bags on September 1, 2015 (Ordinance No. 15-0648); and

**WHEREAS**, the Hermosa Beach City Council is introducing an Ordinance of the City of Hermosa Beach, California, amending Chapter 8.64 of the Hermosa Beach Municipal Code to expand the ban on polystyrene food service ware to include a ban on certain polystyrene products, single-use plastic products, and single-use products and amending Chapter 1.10 to make violations of Chapter 8.64 subject to administrative penalty procedures.

**NOW, THEREFORE, BE IT RESOLVED** that by the adoption of this Resolution, the City of Hermosa Beach hereby SUPPORTS AB 1080 (Gonzales) and SB 54 (Allen), the California Circular Economy and Plastic Pollution Act, which would require the Department of Resources Recycling and Recovery (CalRecycle) to adopt regulations to reduce and recycle 75% of single-use plastic materials sold or distributed in the State by 2030 and to require a manufacturer of single-use plastic materials in the State to demonstrate a recycling rate of not less than 20% on and after January 1, 2024, not less than 40% on and after January 1, 2028, and not less than 75% on and after January 1, 2030, as a condition of sale.

PASSED, APPROVED and ADOPTED this 27<sup>th</sup> day of August, 2019.

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MAYOR of the City of Hermosa Beach, California

ATTEST:

APPROVED AS TO FORM:

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City Clerk

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City Attorney



## Staff Report

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### Staff Report

REPORT 19-0501

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**UPDATE ON IMPLEMENTATION OF TEMPORARY BAN OF  
DOCKLESS SCOOTER AND BIKESHARE IN HERMOSA BEACH**

(Environmental Analyst Leeanne Singleton)

**Recommended Action:**

Staff recommends that the City Council:

1. Receive an update on the City's implementation efforts related to the temporary ban of shared mobility devices; and
2. Introduce upon first reading, an ordinance extending the ban on the deployment and operation of scooters/bikeshare within the City of Hermosa Beach for a period of one year or until the City adopts guidelines for shared mobility operations in conjunction with neighboring cities (**Attachment 1**).

**Executive Summary:**

In August 2018, City Council enacted a temporary ban for one year on shared mobility devices; amended regulations for motorized equipment on the Strand and Pier Plaza; adopted an administrative fee related to the release of impounded bicycles, scooters, and other personal mobility devices; and provided input on the preliminary South Bay Shared Mobility Goals with the intent to implement a shared mobility pilot program in coordination with other neighboring South Bay cities.

In April 2019, Council received an update on the City's implementation efforts related to the temporary ban of shared mobility devices and efforts to develop shared mobility guidelines with neighboring South Bay cities. At that meeting, Council provided direction to staff to pursue participation in a South Bay Shared Mobility Pilot Program with neighboring cities and return with a final set of guidelines and municipal code changes for Council consideration.

As of August 2019, Hermosa Beach's neighboring cities of Manhattan Beach and Redondo Beach have not taken action to approve the South Bay Shared Mobility Guidelines and are not yet ready to participate in a shared mobility pilot program. As previous Council direction indicated interest in moving forward with a pilot program, only in conjunction with neighboring cities, staff recommends that the Hermosa Beach City Council consider an extension of the City's existing temporary ban on

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## Staff Report

REPORT 19-0501

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shared mobility devices for an additional period of one year to avoid a lapse in the City's existing municipal code regulations regarding shared mobility devices while neighboring cities continue to evaluate the South Bay Shared Mobility Guidelines and provide direction on a pilot shared mobility program.

### **Background:**

A recent surge of shared mobility systems and devices with "dockless" technology, including motorized scooters (e.g., Bird, Lime, Spin, Lyft) and dockless bicycles (e.g. Lime, JUMP, Mobike, Spin, Wheels), has emerged in cities throughout the United States. Currently, there are operational programs in a number of cities in Los Angeles County including: Culver City, Long Beach, Los Angeles, Monrovia, and Santa Monica.

Establishing a bikeshare program in Hermosa Beach and the South Bay has been a topic of discussion in various Hermosa Beach commission and City Council meetings for several years as an opportunity to expand transportation choices for residents and visitors to Hermosa Beach. The 2016 Strategic Plan identified Bike Sharing as an item "on the horizon" for 2017-2021 and PLAN Hermosa, the City's integrated General Plan, and Coastal Land Use Plan, include policies and implementation actions associated with expanding transportation options and facilitating rentals in the Coastal Zone.

These shared mobility devices (SMDs) offer additional transportation choices and are ideal for short distance trips by providing users the ability to pick up equipment at a variety of designated locations and return it to any other location within the system's service area. These services allow users to only pay for the equipment while they are actually riding the bike or scooter. The technology associated with bikeshare equipment has evolved rapidly in the last year, with several companies now offering dockless equipment in which the bike or scooter self-locks, can be left virtually anywhere in the public right of way, and has the potential to create a nuisance condition if not properly regulated.

Although these devices provide additional mobility and transit options, the disruptive nature of this new technology does not fall under conventional regulations related to bicycles or vehicles and has resulted in many communities experiencing negative impacts from the use and misuse of such devices. These issues include: parking in the public right-of-way and obstructing vehicle and pedestrian access; reduced sidewalk area or parking spaces (docked systems); urban clutter (dockless systems); aggressive competition and oversupply; use of public property for commercial purposes; potential public liabilities; unsafe operation of equipment by riders; scooter-pedestrian conflicts; scooter-vehicle conflicts; and increased demand on enforcement resources.

In addition to concerns over shared mobility equipment, these same technology innovations have resulted in a dramatic increase in the number of privately-owned electric and motorized bicycles, skateboards, scooters, hoverboards, and other wheeled devices. While these privately-owned

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## Staff Report

REPORT 19-0501

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devices eliminate some of the parking and blocked access concerns of shared devices, they exhibit many of the same rider-pedestrian safety concerns such as riding without a helmet, speeding on the Strand, riding on sidewalks, that have raised the need to further clarify regulations, particularly on the Strand and Pier Plaza, and provide additional education and awareness around safe rider practices for all users regardless of shared or privately-owned equipment.

In November 2017, staff presented an update to Council on options for a South Bay bikeshare program, and some discussion of the newly emerging scooters. The November 2017 staff report (**Attachment 2**) provided a detailed summary of bikeshare technology, local businesses renting bicycles, bikeshare operations in other cities in Los Angeles County, and the goals and objectives of implementing a similar program in the South Bay/Beach Cities. At that time, staff recommendation was to introduce an ordinance that established a permit requirement for bikeshare and establish administrative penalties for parking or operating bikeshare equipment that was not part of a City-permitted program. Council direction at that meeting was to have staff return at a future meeting with an ordinance that would prohibit bikeshare, conduct additional community engagement, and to form and expand the multi-jurisdictional group to discuss bikeshare/scooter approach so that a program may be implemented.

In August 2018, Council received an update (**Attachment 3**) on shared mobility operations within the City and staff recommended that the City Council:

- Adopt a temporary ban on shared mobility devices;
- Amend regulations clarifying current regulations for motorized equipment on the Strand and Pier Plaza;
- Adopt an administrative fee related to the release of impounded bicycles, scooters, and other personal mobility devices; and
- Provide input on the preliminary South Bay Shared Mobility Goals with the intent to implement a shared mobility pilot program in coordination with other neighboring South Bay cities.

Council action in August 2018 reflected the staff recommendation and the ordinance temporarily prohibiting shared mobility devices in Hermosa Beach for one year went into effect on October 17, 2018, 30 days following second reading of the ordinance.

In April 2019, Council received an update on the City's implementation efforts related to the temporary ban and development of shared mobility guidelines for the South Bay Cities (**Attachment 4**).

- *Shared Mobility Ban Implementation and Enforcement Efforts*-Since August 2018, staff has worked across departments toward education and enforcement of the temporary ban on shared mobility devices and other electric bicycle/scooter regulations while simultaneously working with neighboring cities on drafting shared mobility guidelines for a proposed South

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## Staff Report

REPORT 19-0501

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Bay Pilot Shared Mobility Program. Staff efforts toward enforcement, education, and the development of shared mobility guidelines are provided within this staff report.

- ***South Bay Shared Mobility Pilot Program Guidelines***-The Draft Guidelines were developed based on guidelines from other operational shared mobility programs including the City of Santa Monica, City of Long Beach, City of Los Angeles, City of Portland, and Culver City. The Draft Guidelines identify 15 primary areas of regulation, including those areas of concern identified through previous Council discussions, input from the City's Risk Manager and City Attorney, as well as community input and dialogue. City staff, neighboring cities, and the South Bay COG have additionally developed a process to implement a region-wide shared mobility pilot program and this proposed process is detailed within the staff report along with next steps required for implementation of a pilot program or continuation of a ban on shared mobility devices.

At that April 2019 meeting, Council provided direction to staff to pursue participation in a South Bay Shared Mobility Pilot Program with neighboring cities and return with a final set of guidelines and municipal code changes for Council consideration.

### **Discussion:**

As of August 2019, Hermosa Beach's neighboring cities of Manhattan Beach and Redondo Beach have not taken action to approve the South Bay Shared Mobility Guidelines and are not yet ready to participate in a shared mobility pilot program. The status of action on this topic by neighboring cities is provided below:

- **Redondo Beach**-The topic of shared mobility devices and review of the draft South Bay Shared Mobility Guidelines was included on the Redondo Beach August 6, City Council Agenda. The Redondo Beach City Council deferred taking action and have plans to revisit the subject during strategic planning sessions later this Fall. In January 2019, Redondo Beach adopted an urgency ordinance prohibiting the placement or use of shared mobility devices in Redondo Beach which will expire in February 2020.
- **Manhattan Beach**-The City of Manhattan Beach has a moratorium on the placement or use of shared mobility devices that will expire in March 2020. Manhattan Beach staff has indicated that they anticipate the City's Parking and Public Improvements Commission to review the draft South Bay Shared Mobility guidelines in December, and City Council to review and establish regulations in January or February 2020.

Since previous Council direction indicated interest in moving forward with a pilot program, only in conjunction with neighboring cities, staff recommends that the Hermosa Beach City Council consider an extension of the City's existing temporary ban on shared mobility devices for an additional period of one year to avoid a lapse in the City's existing municipal code regulations regarding shared mobility devices while neighboring cities continue to evaluate the South Bay Shared Mobility Guidelines and provide direction on a pilot shared mobility program.

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## Staff Report

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Staff has drafted an ordinance (**Attachment 1**), recommended to be introduced upon first reading, which would amend the Hermosa Beach Municipal Code to extend the temporary prohibition on shared mobility devices from being: offered for use anywhere in the City; placed in any public right-of-way or public property, or operated on any public property or right-of-way in the City.

The ordinance would take effect 30 days after it is adopted upon second reading. The chapter on Shared On-Demand Personal Mobility Devices includes a sunset provision in which the Chapter would expire after one year unless extended, amended, or rescinded by the Hermosa Beach City Council. Key dates associated with the current and new ordinances are provided below:

- First Reading of New Ordinance - August 27, 2019
- Second Reading of New Ordinance - September 10, 2019
- New Ordinance Effective - October 10, 2019
- *Current Ordinance Expires - October 17, 2019*
- New Ordinance Expires (unless extended) - October 10, 2020

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The Vision Statement and Guiding Principles adopted as part of PLAN Hermosa describe a future where "Hermosa Beach is the small town others aspire to be; a place where our beach culture, strong sense of community, and commitment to sustainability intersect" and a desire to be a catalyst for innovation with "forward-thinking approaches to anticipating future lifestyles, transportation trends and environmental realities are necessary for creating a durable sustainability plan."

As part of PLAN Hermosa, the City set goals and adopted policies aimed at offering greater transportation choices to the community and reducing traffic congestion/demand for parking. PLAN Hermosa also speaks to the need for collaboration with neighboring jurisdictions when it comes to transportation and projects of mutual interest and concern.

While shared mobility programs are inherently consistent with the goals and policies to expand mobility choices, there are also policies in PLAN Hermosa that speak to the need to create safe, comfortable, accessible and attractive public spaces for non-motorized travelers, and the need to facilitate safe and confident use of alternative modes of transportation by promoting safety and education programs for active transportation users. Given the operation of shared mobility equipment such as dockless bikes and scooters in other cities adequate mechanisms and regulations are necessary to prevent nuisance conditions in the public right-of-way that maintain accessible walkways and ensure safe operation of equipment by users.

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## Staff Report

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Based on the PLAN Hermosa policies listed below, staff believes that it is important in the long-term to implement additional shared mobility options in coordination with neighboring jurisdictions, once safety and accessibility concerns are adequately addressed through a combination of technology, regulation, and proactive education efforts.

### Governance Element:

- [4.2 Leadership in sustainability](#). Establish the City as a regional leader in sustainable development and encourage compact, walkable development patterns that conserve land resources, supports active transportation, reduces vehicle trips, improves air quality, and conserves energy and water.
- [4.3 Collaboration with adjacent jurisdictions](#). Maintain strong collaborative relationships with adjacent jurisdictions and work together on projects of mutual interest and concern.
- [4.4 Regional transportation and infrastructure decisions](#). Actively support regional transportation and infrastructure projects and investment decisions that benefit the City and the region.

### Mobility Element:

- [2.1 Prioritize public rights-of-ways](#). Prioritize improvements of public rights-of-way that provide heightened levels of safe, comfortable and attractive public spaces for all non-motorized travelers while balancing the needs of efficient vehicular circulation.
- [3.1 Enhance public rights-of-way](#). Where right-of-way clearance allows, enhance public right-of-ways to improve connectivity for pedestrians, bicyclists, disabled persons, and public transit stops.
- [3.4 Access opportunities](#). Provide enhanced mobility and access opportunities for local transportation and transit services in areas of the City with sufficient density and intensity of uses, mix of appropriate uses, and supportive bicycle and pedestrian network connections that can reduce vehicle trips within the City's busiest corridors.
- [3.6 Complete bicycle network](#). Provide a complete bicycle network along all designated roadways while creating connections to other modes of travel including walking and transit.
- [3.7 Transportation project considerations](#). Ensure transportation planning projects provide consideration to access, health and safety, and individual responsibility that enhances the quality of life of residents in the community.
- [4.9 Encourage TDM strategies](#). Encourage use of transportation demand management strategies and programs such as carpooling, ride hailing, and alternative transportation modes as a way to reduce demand for additional parking supply.
- [6.3 Transportation sharing programs](#). Facilitate greater local and regional mobility through programs for shared equipment or transportation options such as car sharing and bike sharing.
- [7.8 Active transportation education and safety](#). Promote the participation in pedestrian, bicycle, and skateboard safety and education programs to facilitate safe and confident use of alternative modes of transportation.

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## Staff Report

REPORT 19-0501

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### **Fiscal Impact:**

There is no fiscal impact associated with a temporary extension of the ban on shared mobility devices.

### **Attachments:**

1. Ordinance 19-\_\_ Extending a Temporary Ban on the Deployment and Operation of Shared Mobility Devices.
2. November 2017 Staff Report
3. August 2018 Staff Report
4. April 2019 Staff Report
5. Hermosa Beach Education and Enforcement Efforts on Shared Mobility Devices and Electric/Motorized Equipment
6. South Bay Shared Mobility Guidelines Draft

**Respectfully Submitted by:** LeeAnne Singleton, AICP, Environmental Analyst

**Concur:** Ken Robertson, Community Development Director

**Concur:** Milton McKinnon, Acting Chief of Police

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

ORDINANCE NO. 19-\_\_\_\_

AN ORDINANCE OF THE CITY OF HERMOSA BEACH, CALIFORNIA, AMENDING TITLE 10 (VEHICLES AND TRAFFIC) OF THE HERMOSA BEACH MUNICIPAL CODE TO EXTEND THE TEMPORARY PROHIBITION ON SHARED MOBILITY DEVICES FROM BEING: OFFERED FOR USE ANYWHERE IN THE CITY; PLACED IN ANY PUBLIC RIGHT-OF-WAY OR PUBLIC PROPERTY; OR OPERATED ON ANY PUBLIC PROPERTY OR RIGHT-OF-WAY IN THE CITY.

THE CITY COUNCIL OF THE CITY OF HERMOSA BEACH, CALIFORNIA, DOES HEREBY ORDAIN AS FOLLOWS:

**SECTION 1. Findings.**

A. Recent transportation and technology innovations and community interest in new mobility options have created a new market of both privately-owned and on-demand dockless electric scooters and bicycles (referred to as shared on-demand personal mobility devices). While this equipment offers a new form of low-emission transportation options, the technology has the ability for shared equipment to be placed or left virtually anywhere in the public right-of-way, and for both shared and privately-owned equipment to be operated by users in a manner that is considered unsafe to the operator or other users of public spaces.

B. The sudden and unforeseen proliferation of these privately-owned and on-demand shared mobility devices that operate in the public right-of-way, has created potential nuisance and safety concerns that are not adequately covered by existing definitions and regulations in the California Vehicle Code or the Hermosa Beach Municipal Code.

C. It is the belief of the City of Hermosa Beach that, based on the operation in other cities and understanding of the current technology of active operators that adequate mechanisms are not yet in place to prevent such nuisance conditions and ensure safe operation. Therefore, the City of Hermosa Beach initiated amendments to the Municipal Code to temporarily prohibit the operations of shared on-demand personal mobility devices that operate in the public right-of-way or on public property until such time when regulations are adopted and permits are issued to address potential nuisance conditions and safety concerns associated with scooter and bikeshare equipment.

1 The Hermosa Beach City Council properly reviewed and considered this matter on August 27,  
2 2019. Public Notice of the hearing was published on August 15, 2019.

3 **SECTION 2.** Chapter 10.44 of Title 10 of the Hermosa Beach Municipal Code is amended  
4 to read as follows:

5 **Chapter 10.44 – Shared On-Demand Personal Mobility Devices**

6 10.44.010 – Purpose.

7 The purpose of this chapter is to prohibit Shared On-Demand Personal Mobility Devices from being  
8 placed in the public right-of-way or on public property, operated in the public right-of-way, or  
9 offered for use anywhere in the City until such regulations may be adopted so as to address potential  
10 nuisance conditions and safety concerns related to the operation of Shared On-Demand Personal  
11 Mobility Devices.

12 10.44.020 – Definitions.

13 a) “Shared On-Demand Personal Mobility Devices” shall mean any wheeled device that has  
14 handlebars, and is designed to be either powered by an electric motor or other power source, or to  
15 be powered by human propulsion, that is accessed via an on-demand portal, whether through a  
16 smart-phone, access code, I.D. card, or similar method, and is operated by a public, private , or  
17 non-profit entity that owns, manages, maintains and insures devices for shared use by members,  
18 which are available to members in unstaffed, self-service locations.

19 b) “Shared On-Demand Personal Mobility Device Operator” (“Operator”) shall mean an  
20 individual or a public, private, or non-profit entity that manages Shared On-Demand Personal  
21 Mobility Devices.

22 10.44.030 – General Requirements

23 It is unlawful to provide, place, offer for use or operate a Shared On-Demand Personal Mobility  
24 Device, or to operate as a Shared On-Demand Personal Mobility Device Operator in any street or  
25 public right of way, or other public place within the City in which the public has the right of travel.

26 a) Any Enforcement Officer, as that term is defined in HBMC Section 1.10., is hereby authorized  
27 to impound the Shared On-Demand Personal Mobility Devices of any person or Shared On-Demand  
28

1 Personal Mobility Device Operator violating the provisions of this chapter Equipment shall be  
2 subject to an impound fee established by City Council resolution.

3 b) The City Manager may promulgate regulations for the notification to the Operator and return  
4 of the Devices to the Operator and as may otherwise be necessary to implement the purpose of this  
5 chapter.

6 10.44.040 – Violations.

7 A violation of this chapter is subject to the administrative penalty provisions of Chapter 1.10 of this  
8 code. Where the violation is of a continuing nature, each day or portion thereof wherein the violation  
9 continues constitutes a separate and distinct violation. It is a violation of this chapter to knowingly  
10 make a false statement in any application for a license or permit or in any report required under this  
11 chapter.

12 10.44.050 – Applicability of Traffic Regulations, Beach and Strand Regulations.

13 Every person riding a shared on-demand personal mobility device in the City shall be subject to all  
14 of the applicable duties of the driver of a vehicle by Title 10, Vehicles and Traffic, Chapter 10.12  
15 Traffic Rules, and the operator of wheeled devices by Title 12, Street, Sidewalks and Public Places,  
16 Chapter 12.20 sections 12.20.220 and 12.20.230.

17 10.44.060. Sunset Clause

18 This chapter shall expire on October 10, 2020 unless otherwise extended or changed by an act of  
19 the Hermosa Beach City Council.

20 **SECTION 3.** The City Clerk is directed to fill in the effective date in this ordinance for  
21 Section 10.44.060 above.

22 **SECTION 4.** The City Clerk shall certify to the passage of this Ordinance, shall enter the  
23 same in the book of original ordinances of said city, and shall make minutes of the passage and  
24 adoption thereof in the records of the proceedings of the City Council at which the same is passed  
25 and adopted.

26 **SECTION 5.** The City Council designated the City Attorney to prepare a summary of this  
27 ordinance to be published pursuant to Government Code Section 36933(c)(1) in lieu of the full text  
28 of said ordinance. The City Clerk caused said summary to be published on August 23, 2018 [five

(5) days before the adoption of the ordinance] in The Easy Reader, a weekly adjudicated newspaper of general circulation, published and circulated in Hermosa Beach. Prior to the expiration of fifteen (15) days after the date of adoption of the ordinance, the City Clerk shall cause the summary to be re-published in The Easy Reader.

**SECTION 6.** The City Clerk shall certify to the passage of this Ordinance, shall enter the same in the book of original ordinances of said city, and shall make minutes of the passage and adoption thereof in the records of the proceedings of the City Council at which the same is passed and adopted.

**SECTION 7.** This Ordinance shall become effective and be in full force and effect from and after thirty (30) days of its final passage and adoption.

**PASSED, APPROVED and ADOPTED** this \_\_\_\_ day of \_\_\_\_\_, 2019 by the following vote:

AYES:  
NOES:  
ABSENT:  
ABSTAIN:

\_\_\_\_\_  
**PRESIDENT** of the City Council and **MAYOR** of the City of Hermosa Beach, California

ATTEST:

APPROVED AS TO FORM:

\_\_\_\_\_  
City Clerk

\_\_\_\_\_  
City Attorney

## Quick Reference Guide for Police Department and Code Enforcement Personnel

### City Manager's policy on SOPMD's

If an attended or unattended SOPMD is found by an HBPD officer anywhere in Hermosa Beach, move to the nearest bike rack or location that will not present a trip hazard and ask dispatch to contact CSOs or Code Enforcement. CSOs or Code Enforcement will be dispatched to attach a notice to the SOPMD, and notify the business that manages it to have it removed; either through their app, phone number, or email. From 6am to 10pm, if the SOPMD isn't removed within 2 hours after receiving a notice (or by 8am if notice was issued overnight), the SOPMD will be impounded, and the company will be administratively cited for 10.44.030 HBMC.

Points of contact for Bird, Lime and Jump:

Bird - #866-205-2442 / email: [mroth@bird.co](mailto:mroth@bird.co) & [tharter@bird.co](mailto:tharter@bird.co)

Lime - #888-546-3345 / email: [sam@limebike.com](mailto:sam@limebike.com)

Jump – #415-910-3281 / email: [jumpbikes-la-group@uber.com](mailto:jumpbikes-la-group@uber.com)

10.44.020(A) HBMC - Definitions: "Shared on-demand personal mobility devices" (SOPMD) have wheels, handlebars, either a power source or human propulsion, permission for use granted via the internet, and is shared with other users.

(AC) 10.44.030 HBMC - It is illegal to use, leave for use, or manage a SOPMD at any public place in the city where the public is allowed to travel. Law expires 10-17-19.

ADMINISTRATIVE CITATION: 1<sup>st</sup> \$100, 2<sup>nd</sup> \$200, 3+ \$500.

10.44.030(A) HBMC - Any SOPMD found in violation of the HBMC may be impounded, and is subject to an impound fee (following notification to operator as described above). The fee is \$130, and Watch Commanders have authority to waive the fee. Law expires 10-17-19.

### OPERATING WHEELED DEVICES IN THE CITY

(I) 10.12.170(A) HBMC - Operate a wheeled device on a sidewalk in a commercial zone.

- C-1: In-front of Dawn to Dusk, Mickey's Deli, The Green Store, & Manhattan Mart.
- C-2: On Pier Av, from the pier to Valley Dr / On Hermosa Av, from 8th Ct to 14th St /The Unit Blocks of 11th St, Pier Plaza, & 14th St.
- C-3: On Aviation, from Harper to PCH / On PCH, from 8th St to 11th Pl / The west side of PCH, from Gould to Longfellow / The south side of Artesia, from PCH to Prospect.

(I) 10.12.170(D)(1) HBMC - Must ride wheeled device in the same direction as vehicles are required, and must be as close as practicable to the right curb or edge of roadway.

(I) 10.12.170(D)(2) HBMC - Wheeled device rider must obey all traffic signs and signals.

(I) 10.12.170(D)(3) HBMC - Can't weave wheeled device in and out of traffic, or operate in a way that's hazardous, impedes, or interferes with the normal flow of traffic.

### STRAND AND PIER PLAZA

(I) 12.20.220 HBMC - Motorized and electric wheeled devices are prohibited from The Strand and Pier Plaza **when the motor is in use.**

(I) 12.20.230(E) HBMC - Operate a wheeled vehicle on The Strand over 8 MPH, at any unsafe speed under existing conditions, or in a reckless or unsafe way.

(I) 12.20.230(F) HBMC – Ride wheeled vehicle through The Strand walk zone between 11<sup>th</sup> – 14<sup>th</sup> when posted signs or devices show it is for walking only.

(I) 12.20.230(G) HBMC – Parking a wheeled device on The Strand in a way that obstructs pedestrian or vehicle traffic.

**THE PIER**

(I) 12.24.070 HBMC – It is unlawful to ride any wheeled device on the pier.

**PARKS**

(I) 12.28.010(I) – Ride any wheeled device in a park, other than on a roadway provided for it (i.e. on the grass, on the greenbelt, ect...)

(I) 12.28.090 – Motorized wheeled devices are prohibited from the skate park.

**CA VEHICLE CODE - MOTORIZED SCOOTER**

407.5(a) VC - A "motorized scooter" is any two-wheeled device that has handlebars, a floorboard designed to be stood on when riding, and is powered by a motor.

(M) 21221.5 VC – DUI: It is unlawful to operate a motorized scooter while under the influence of alcohol or any drug. The suspect may request a blood or breath test, but it is not required.

(I) 21223(a) VC - Every motorized scooter operated during darkness shall have:

- (1) A lamp emitting a white light visible from 300 feet away, either attached to the scooter or the driver's body.
- (2) A red reflector visible from 500 feet to the rear, either attached to the scooter or the driver's body.
- (3) A white or yellow reflector on each side visible from 200 feet away.

(I) 21229(a) VC - If there's a marked bike lane on the roadway, a motorized scooter shall ride within that bike lane; unless they are passing someone in the bike lane, making a right or left turn, or avoiding a hazard.

(I) 21235 VC - The operator of a motorized scooter shall not do any of the following:

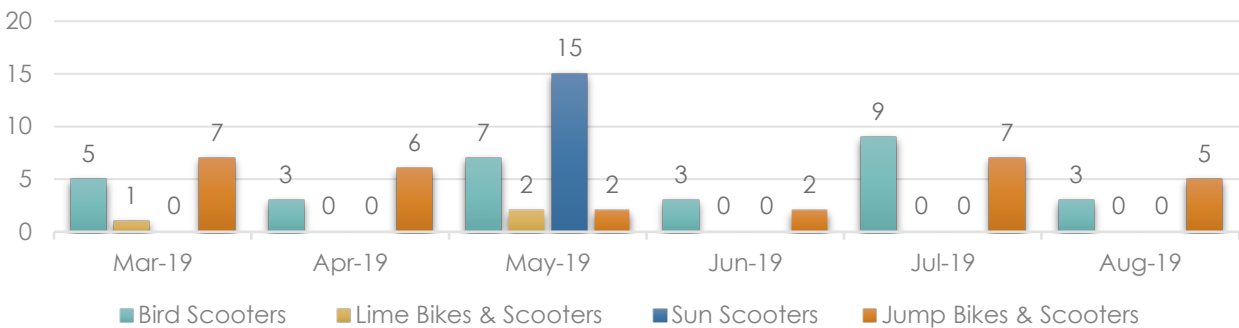
- (a) Drive a motorized scooter unless it is equipped with a brake that can make a braked wheel skid on dry, level, clean pavement.
- (b) Drive on a highway with a speed limit over 25 MPH, unless driven inside of a marked bicycle lane (Class II) or protected bicycle lane (Class IV). The 15 mile per hour maximum speed limit for the operation of a motorized scooter specified in Section 22411 applies to the operation of a motorized scooter on all highways, including bikeways, regardless of a higher speed limit applicable to the highway.
- (c) Drive without wearing a properly fitted and fastened bicycle helmet that meets the standards described in Section 21212, if the operator is under 18 years of age.
- (d) Drive without a valid driver's license or instruction permit.
- (e) Drive with any passengers in addition to the driver.
- (f) Drive while carrying anything that prevents the driver from keeping at least one hand on the handlebars.
- (g) Drive on a sidewalk, unless entering or leaving adjacent property.
- (h) Drive with handlebars taller than the driver's shoulders.
- (i) Leave a scooter lying on its side on any sidewalk, or park on a sidewalk in any way that blocks pedestrian traffic.
- (j) Attach the scooter or driver to any other vehicle on the roadway.

## Code Enforcement Statistics on Shared Mobility Devices

Code Enforcement has continued to notify all agencies immediately when abandoned devices are observed. We are in good communication with all agencies lead representatives and are complying with the no drop off guidelines within our city. Since February 2019 Code Enforcement has continued to educate the public from using mobility devices on the Strand and on Pier Plaza. In May of 2019 Sun Scooter Company attempted to launch their new line of scooters and staff quickly notified the company of the violations.

Overall the impact of devices migrating from our neighboring cities are substantially low. The enforcement data is listed below.

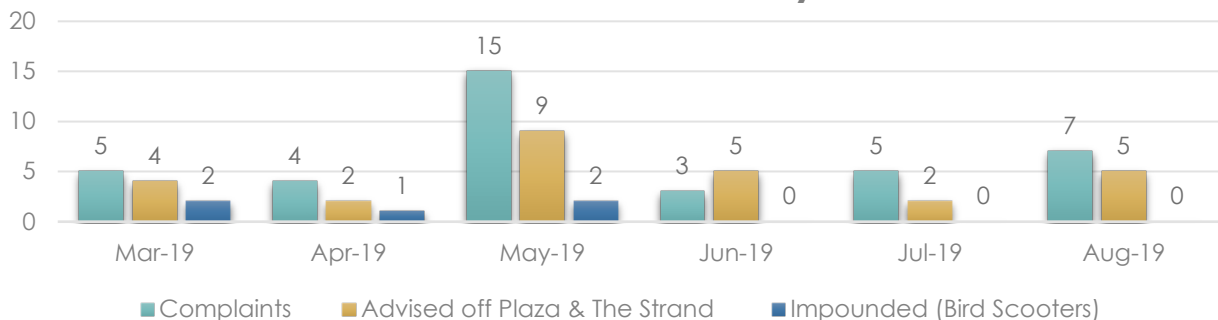
### City Impact on Electric Devices



Impact on Shared Mobility Devices 2019	
Complaints	39
Advised off the Plaza & The Strand	27
Impounded (by CSO's & CEO's)	5

Abandoned, tagged and company notified	
Bird Scooters	30
Lime Bikes & Scooters	3
Sun Scooters	15
Jump Bikes & Scooters	29

### Abandoned Shared Mobility Devices



There will be continued proactive enforcement in major areas such as the Plaza, Strand, and Hermosa Avenue, including relocating all devices from residential areas.

## Police Department Efforts Related to Shared Mobility Devices and Use of Electric Equipment on Strand

The Police Department has continued to focus on education efforts to address electric scooter/bike use on the Strand.

In addition to regular patrols of the Strand and Pier areas, directed enforcement efforts have been conducted in coordination with CSO's and a sworn uniformed officer on May 24th, June 22nd, and July 20th. An additional directed enforcement occurred on August 18<sup>th</sup> looking for bike and pedestrian safety violations by drivers, bicyclists, and pedestrians which resulted in:

- 14 citations written: A mix of pedestrian bicycle and Uber
- 2 warning cites.

*Notably: none of the citations during the most recent directed enforcement were for electric bikes or scooters*

Since April, a total of five warning citations and one written citation specifically for electric bicycle or scooter use on the Strand. While the Hermosa Beach base infraction fine is \$100, the Superior Court has authority charge various fees to fund court operations. The total fees and fine for an electric scooter/bike Strand infraction would be approximately \$500.

We have installed signage at various locations and conducted one emphasis enforcement per month (in addition to one off patrols through the Strand and adjoining streets). Signs have been installed at multiple locations along the Strand and A-frame signage is regularly placed during the weekends at Pier Plaza, as well as the south end and north end of the Strand. The reminders posted on Facebook and Instagram continue to be some of the most commented posts this year.

CSO's continue to work with Code Enforcement to impound shared mobility devices as they are located – including removal of the devices from the street if a Code Enforcement Officer is not on duty. CSO's have noted far fewer shared devices (rentals) on the street in Hermosa Beach as the summer has progressed.

## Social Media Educational Campaigns



City of Hermosa Beach

December 26, 2018 · 🌐

If Santa brought you new toys that you're planning to try this week, a friendly reminder of the Strand rules in Hermosa:  
 🚲 The speed limit is 8 MPH; ⚡ Electric bikes, scooters, and skateboards are not allowed while the motor/electric power is in use; 🚶 11th -14th, the Pier, and Pier Plaza are Walk Zones. Happy and safe riding Hermosa!



4,235

People Reached

803

Engagements

Boost Post

👍❤️👎 74

16 Comments 11 Shares

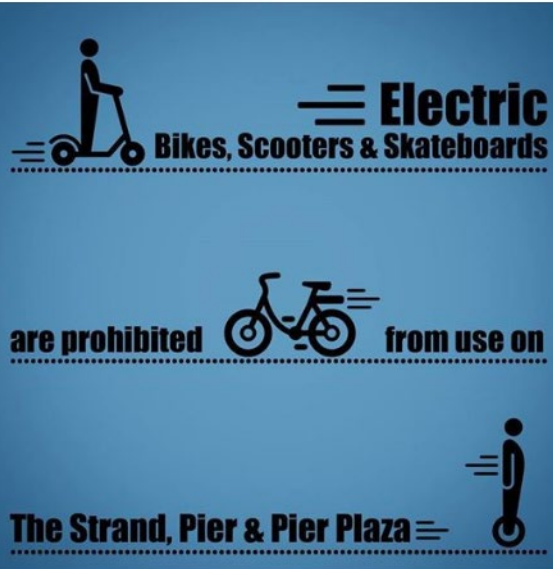


City of Hermosa Beach

November 26, 2018 · 🌐

Before you hit that check-out button on your #cybermonday finds, a friendly reminder that electric bikes, scooters, and skateboards are NOT allowed on the Strand, the Pier, or Pier Plaza, when the electric motor is in use. Read up on our regulations for the Strand at the link below.

[https://www.codepublishing.com/CA/HermosaBeach/...](https://www.codepublishing.com/CA/HermosaBeach/)



1,905

People Reached

507

Engagements

Boost Post

👍😬👎 52

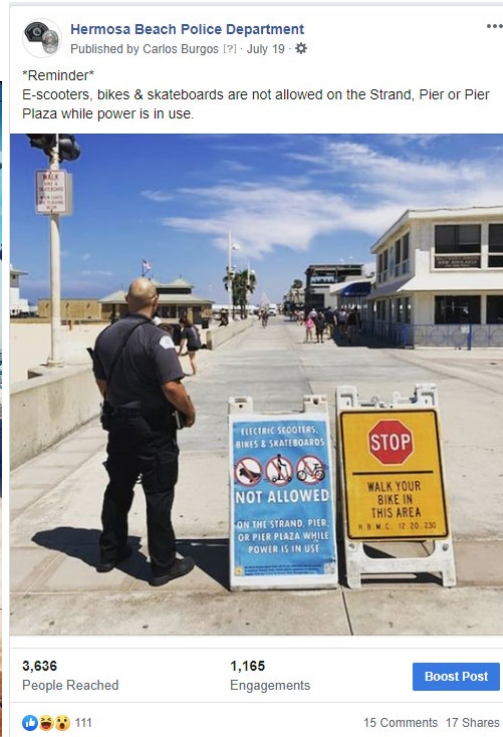
15 Comments 6 Shares



Highlights 33w



City of Hermosa Beach Shared Mobility and Electric Devices Education and Enforcement Efforts



hermosabeachpolice  
Hermosa Beach, California

Liked by la\_playita\_restaurant and 105 others

hermosabeachpolice The Hermosa Beach Police Department would like to remind everyone that the speed limit on the Strand is 8mph, and that electric scooters, electric bikes, and electric skateboards are not allowed on the Strand. #hermosabeach #bestlittlebeachcity #hermosabeachpolice

## Signage along the Strand

### Signage Design:

In June 2019, new temporary signage was installed along the Strand informing riders of the restrictions related to the use of electric devices.

### Signage Types:

There are two types of signage:

1. Large profile A-frame signs (similar to those used by Santa Monica) made of corrugated plastic. These signs will measure approximately 24" x 36" and be mounted on A-frames.
2. Smaller yard style signs (similar to those used by Highland Park, Texas) made of corrugated plastic. These signs will measure approximately 12" x 18" and be mounted on wire yard sign stands.

### Signage Placement:

Signs have been placed throughout the Strand and vicinity at these locations (south to north):

- A-frame: Herondo Street Strand entrance;
- Yard Sign: 2nd Street at Strand;
- A-frame: 10th Street on the Strand;
- A-frame: Pier Plaza on the Strand;
- Yard Sign: 13th Street at the Strand;
- A-frame: 14th Street on the Strand;
- Yard Sign: 15th Street on the Strand;
- Yard Sign: 22nd Street at Strand;
- Yard Sign: 27th Street at Strand;
- Yard Sign: North end of Strand entrance (due space restrictions).

This placement plan will ensure that signage is present at both ends of the Strand and at the entrances to the Strand from designated bicycle boulevards.




## Other Initiatives:

### Reporting of Parked Scooters through the Go Hermosa App

**Abandoned Scooter/Bike** (private) #5093670

2140 The Strand submitted 5 months ago

0 Follow 1 Comment



Oct 26, 2019, 7:43 PM

2 Attachments Map

#### DETAILS

##### Description

Lime on strand

##### ID Number

Don't know

##### Brand

Lime

##### Issue

Blocking sidewalk

#### 1 COMMENTS

Add a comment...

mstafford **Verified Official**

5 months ago

Lime Scooter removed by the Green Store 2150 Hermosa Ave. confirmed it was the same scooter as of 10-26-18  
The City wants to assure you that your concern is important to us and we will make every reasonable effort to address any violation of the Hermosa Beach Municipal Code.  
Thank you,  
Hermosa Beach Code Enforcement

#### Subject: Send a Message to the Chief

THANK YOU for patrolling the Strand and beach today! Love seeing our officers out working hard to keep our town safe and clean!

#keephermosasafeandclean

Holly



# DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

## 1. PURPOSE

This Program regulates Shared Mobility Devices, defined below, in the City of \_\_\_\_\_. The operation of a Shared Mobility Device (SMD) is a privilege, not a right. For a company to offer SMDs for commercial purposes in \_\_\_\_\_, the company owning or offering them must obtain a Program permit. Companies must certify to the City of \_\_\_\_\_ that all SMDs have met all applicable certifications and operating requirements. A failure to comply with the applicable City Code provisions, this Program, and all permit conditions is subject to an assessment of civil penalties and suspension or revocation of the company's permit by the City Manager or designee.

The City of \_\_\_\_\_ is planning a 12-month pilot for the regulation of Shared Mobility Devices beginning in 2019 ("the Pilot Period"). The Pilot Period will help the City determine whether SMDs can support the City's policy goals. While these Program requirements may remain in effect beyond the end of the Pilot Period, the City only intends to provide permits to companies for the Pilot Period. If a permanent permitting program is implemented, these requirements will be updated accordingly.

- a) For the duration of the Pilot Period, the City Manager or designee may issue multiple, independent permits and will determine the number of overall permitted SMDs and permitted SMDs per Permittee throughout the Pilot Period. Throughout the Pilot Period, Permittees will be expected to report on and mitigate impacts as described in this Program. The City Manager or designee may update the Program requirements or terminate the Program at his discretion at any time and shall give adequate notice of such updates.
- b) Policy Goals. SMDs should contribute to:
  - i. Reducing private motor vehicle use and congestion.
  - ii. Preventing fatalities and injuries on the transportation system.
  - iii. Expanding access for underserved communities.
  - iv. Reducing air pollution, including climate pollution.
- c) The provisions in this Program, but do not replace, any provisions in \_\_\_\_\_ Municipal Code. In case of a conflict, the Municipal Code will prevail over this Program.
- c) SMD fees, surcharges and penalties will be placed in a New Mobility Account to be used by the City for administration and enforcement; evaluation; safe travel infrastructure; and expanded and affordable access.

# DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

## 2. AUTHORITY

These rules are authorized by, and implement, in relevant part, the following the Federal Law, State Law, and Municipal Code provisions, as may be amended from time to time:

- a) Under the California Constitution, a city has both the power and duty to keep its streets and other public property open and available for the purpose to which they are dedicated (*Tobe v. City of Santa Ana* (1995) 9 Cal. 4<sup>th</sup> 1069).
- b) Further, the City council may prohibit and prevent encroachments on, or obstructions in or to, any sidewalk, street, alley, lane, court, park, or other public place, and may provide for the removal of the encroachment or obstruction (Gov. Code, § 38775)
- c) Further, the City has obligations under the federal Americans with Disabilities Act to ensure that the City's sidewalks remain generally accessible to and usable by individuals with disabilities (*City of Sacramento v. Badern* (2003) 537 U.S. 1231).
- d) Municipal Code § 9-2-1 requires a permit for any work or encroachment in the public right-of-way.

## 3. DEFINITIONS

"Abandon" shall mean leaving an item unattended for 72 hours or longer.

"ADA Ramp" means a combined ramp and landing to accomplish a change in level at a curb in order to provide access to pedestrians using wheelchairs.

"Applicant" means an entity that formally applies for the Shared Mobility Device Pilot Program permit but has yet to obtain a permit.

"Charger" means an employee, agent or contractor of the Operator or Permittee that 1) collects SMDs daily for the purpose of inspecting and charging their batteries, and 2) redeploys the SMDs at designated locations according to the approved deployment plan.

"City" means the City of \_\_\_\_\_.

"Crosswalk" means any Crosswalks either "marked" or "unmarked". A "marked crosswalk" is any portion of a roadway at an intersection or elsewhere that is

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

distinctly indicated for pedestrian crossing by lines or other markings on the surface of the roadway. An “unmarked crosswalk” is the imagined extension of a sidewalk or shoulder across a street at an intersection. An unmarked crosswalk exists at all intersections unless specifically marked otherwise.

“Customer” means a person or organization that buys a mobility service from an Operator.

“Director” shall mean the Director of Planning and Building Safety or designee.

“Landscaping/Furnishings Zone” means a linear portion of the Sidewalk Corridor, adjacent to the curb that contains elements such as street trees, signal poles, street lights, bicycle racks or other street furniture. This area does not include the width of the curb zone that can be as wide as 6 inches.

“Operator” shall mean any person or business entity selected by the City to participate in the Program pursuant to these rules.

“Pedestrian Plaza” means pedestrian areas designated by the City.

“Permittee” means the person or business entity that is the named holder of a permit issued pursuant to this Program.

“Program” means the Shared Mobility Device Pilot Program within the City

“Public Area” shall mean any outdoor area that is open to the public for public use, whether owned or operated by the City or a private party.

“Public Park” means and includes public parks, public playgrounds, public recreation centers or areas and other public areas created, established, designated, maintained, provided or set aside by the City for the purposes of public rest, play, recreation, enjoyment or assembly, and shall include all buildings and structures located thereon or therein.

“Public Right-of-Way” shall mean any public alley, parkway, public transportation path, roadway, sidewalk, or street that is owned, granted by easement, operated, or controlled by the City.

“Service Area” shall mean the Public Right-of-Way within the City’s boundaries, with the exception of areas the City specifically restricts or adds.

“Shared Electric Assist Bicycle (Shared E-Assist Bike)” means a “Class 1 or “Class 2 electric bicycle as defined in CVC Section 312.5.

“Shared Electric Scooter (Shared Scooter)” means a vehicle that:

# **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

1. Is designed to be operated on the ground with a wheel diameter no greater than 16 inches;
2. Has handlebars and a foot support or seat for the User;
3. Can be propelled by an electric motor or human propulsion; and
4. Is made available for rental or public shared use in the public Right-of-Way by an Applicant or Permittee.

“Shared Mobility Device (SMD)” shall mean any transportation device by which a person can be propelled, moved or drawn, that is displayed, offered or placed for rent in any Public Area or Public Right-of-Way. This includes Shared Bicycles, Shared Electric Assist Bicycles (Shared E-Assist Bikes), Shared Electric Scooters, and similar devices as determined by the City. This definition excludes car share vehicles, taxicabs, and similar motor vehicles.

“Shared Mobility Parking Zone (SMP Zone)”, also called a “Drop Zone,” is a designated area in the approved deployment plan and parking plan where an Operator or Permittee may deploy and where Users may park SMDs. The City may designate SMP Zones in the Public Right-of-Way, Public Parks, other public property, and on private property, and require their physical demarcation through signage, pavement markings, charging stations and/or bike racks.

“Sidewalk Corridor” means a passageway typically located within the Public Right-of-Way between the face of the curb or roadway edge and the property line. The Sidewalk Corridor contains two distinct zones: the Furnishings/Landscaping Zone and the Through Pedestrian Zone.

"Street" means all that area dedicated to public use for public street purposes including, but not be limited to, roadways, parkways, alleys, and excluding the Sidewalks Corridor.

“Through Pedestrian Zone” means the minimum clear area on each Sidewalk Corridor intended exclusively for pedestrian use. The minimum width of the Through Pedestrian Zone is defined in this Program as a minimum of 4 feet on Sidewalk Corridors at least 8 feet in width and a minimum of 6 feet on Sidewalk Corridors at least 10 feet in width.)

“User” means the person who is in actual physical control of a SMD.

## **4. DEPLOYMENT**

Applicant shall provide a Deployment Plan for each type of SMD to be deployed to the City for review and approval before permit issuance.

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

### **a) Deployment Plan.** The plan must include at a minimum the following:

- i. The number and type of SMDs to be deployed initially.
- ii. A map of SMD deployment locations, including initial and subsequent daily deployments.
- iii. The number of SMDs to be deployed at each deployment location.
- iv. A map of the Service Area, including any restricted or prohibited operational/deployment zones.
- v. A description of the phasing/schedule of the initial and subsequent deployments.
- vi. The number of employees and contractors involved in deploying and retrieving SMDs (Chargers).
- vii. A description of policies and training of employees and contractors involved in deploying and retrieving SMDs. These policies and training must cover at a minimum the following:
  - Observance of vehicle code, traffic laws, and parking restrictions
  - Observance of City noise and nuisance regulations
  - Respect for private property
  - A schedule/hours of SMD deployment and retrieval operations.
  - Professional conduct with other employees/contractors and the public
  - Enforcement of the above policies/training
- viii. A description of the SMD transportation method to the deployment locations.
- ix. A schedule/hours of SMD deployment and retrieval operations.

### **b) Deployment rules**

- i. Parking. SMDs must be deployed in compliance with the parking requirements in this Program.
- ii. Service Area. SMDs must be deployed within the approved Service Area, excluding any restricted areas.
- iii. Daily Redeployment. The Operator must make a reasonable effort to redeploy the number of SMDs as per the approved Permit to the designated deployment locations on a daily basis. This includes SMDs that leave the City limits/Service Area during operations.
- iv. An Operator shall repair any inoperable or unsafe SMD before returning it into service.
- v. The Operator must accommodate City requests for surges or reductions in deployment during certain seasons and/or events. The City shall notify and coordinate with the Operator at least two weeks in advance.
- vi. Response Times. Operator shall respond to requests for rebalancing, reports of incorrectly parked SMDs, or reports of unsafe/inoperable SMDs

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

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by relocating, re-parking, or removing SMDs after receiving notice from the City, User, or the general public based on the following times:

- 7 am to 10 pm daily - within one hour of receiving notice
- all other times - no later than 8 am of the next service day

**c) Notifications and changes to the deployment plan.** The deployment plan is anticipated to change dynamically over the course of the pilot program. This subsection identifies the process to make such changes and the required notifications.

- i. At the time of permit issuance, the City shall designate the date of the initial deployment.
- ii. The City reserves the right to make changes to the deployment plan, including, but not limited to, the Service Area, deployment locations, and fleet size, at its discretion. It shall notify the Operator in writing and the Operator must implement the changes within one week, unless the City grants additional time for the Operator to comply.
- iii. The Operator may request changes to the deployment plan in writing by submitting an updated deployment plan. The City shall promptly review and approve the requests at its discretion.
- iv. The Operator may not increase the size of the deployed SMD fleet without notifying and receiving prior approval from the City.

**d) Evaluation of the deployment plan.** The City evaluation of the deployment plan will include, but not be limited to, the following factors:

- i. How the deployment covers the entire service area
- ii. How the deployment covers high priority areas designated by the City (high employment areas, transit areas, disadvantaged communities, etc.)
- iii. The extent to which deployment on sidewalks is avoided and deployment on private properties is emphasized.
- iv. The number of employees and contractors involved in deployment and retrieval.
- v. The scope of the policies and training of employees and contractors involved in deployment and retrieval operations.
- vi. How the schedule/hours of deployment and retrieval operations affect rush hour traffic and respect noise and nuisance regulations, particularly in residential areas.

## 5. PARKING

Applicant shall provide a "Parking Plan" to the City for review and approval.

**a) Parking Plan.** The plan must include, but not be limited to, the following:

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

- i. A map of the permitted parking locations for SMDs (such as the designated SMP zones or the “Landscaping/Furnishings Zone”);
- ii. The SMD capacity of each parking location;
- iii. Methods to incentivize Users to park safely and correctly in accordance with the Program requirements; and
- iv. The Parking Plan must comply with the General Parking Requirements and Parking Locations below.

### **b) General Parking Requirements.**

- i. SMDs shall be upright when parked;
- ii. SMDs shall not be parked in landscaped areas in the Public Right-of-Way. They may only be parked on hard surfaces (concrete, asphalt, etc.)
- iii. SMDs shall not be parked in such a manner as to:
  - Violate California Vehicle Code section 21235(i) or the City of \_\_\_\_\_ Municipal Code;
  - Impede the regular flow of travel in the Public Right-of-Way or the clearance on sidewalk needed for Americans with Disabilities Act (ADA) compliance;
  - Be parked at the corners of sidewalks nor at any crosswalk, curb ramp, or within any feature that serves as an accessible element such as landings, areas of refuge, detectable warning surfaces, or any other physical feature that may be required for mobility;
  - Impede or interfere with the access to parked vehicles, disabled parking zones, or any other accessible route that would otherwise create a barrier to accessibility;
  - Impede or interfere with the access to parklets, loading zones, or red curb zones;
  - Block or interfere with reasonable use of any fire hydrant, call box, or other emergency facility; or utility pole or box; traffic signal controller cabinet; news rack, or parking meters/pay stations;
  - Impede or interfere with the reasonable use of any commercial window display or access to/from any building or driveways;
  - Be parked on private property except as permitted by the property owner and the City’s rules and regulations; and
  - Block or interfere with the use of the following transit-related user infrastructure, such as: transit signs, bus stops, benches, shelters, passenger waiting areas, bus layover and staging zones, etc.

### **c) Private Property Locations:**

- i. It is the City’s goal to maximize SMD parking locations on private property. The City encourages the Operator to identify SMD parking locations on private property as part of its Parking and Deployment Plans. Operator

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

must coordinate with the City and private property owners during permit process.

To the extent Operator desires to deploy or park SMDs on private property, the Operator must first obtain the right to do so from the property owner and shall communicate this right to Users through signage approved by the respective entity and/or through a mobile phone or web application.

### **d) City Property Locations:**

- i. Unless specifically stated on the permit and/or unless specific SMP Zones are designated, parking on City property (e.g. parks, plazas, parking lots, the Civic Center, or transit stations) outside the public right-of-way is prohibited.
- ii. The City may designate specific SMP Zones on public property where Operator's SMDs must be parked.
- iii. If the City authorizes SMD parking on City property, Operator shall communicate this right to Users through physical signage approved by the City and/or through a mobile phone or web application.

### **e) Sidewalk Corridor Locations:**

SMD parking is permitted on Sidewalk Corridors that are at least 8 feet in width.

- i. On Sidewalk Corridors at least 10 feet in width, SMDs may be parked within the Landscaping/Furnishings Zone provided that:
  - An 18-inch-wide clear space is maintained from the curb face
  - A 6-foot-wide clear Pedestrian Through Zone is maintained and
  - A 15-foot minimum distance is maintained from street corners and pedestrian ramps (from Begin Curve or End Curve points)
- ii. On Sidewalk Corridors at least 8 feet, but less than 10 feet, in width, SMDs may be parked within the Landscaping/Furnishings Zone provided that:
  - An 18-inch-wide clear space is maintained from the curb face
  - A 4-foot wide clear Pedestrian Through Zone is maintained and
  - A 15-foot minimum distance is maintained from street corners and pedestrian ramps (from Begin Curve or End Curve points).
- iii. SMD parking is prohibited on Sidewalk Corridors less than 8 feet wide.
- iv. The City reserves the right to entirely prohibit parking in the Landscaping/Furnishings Zone and instead designate specific SMP Zones.
- v. The City may designate specific SMP Zones where SMDs may be deployed or parked. SMP Zones may be distributed on individual blocks in the City (e.g. one on each block), or on specific streets;
- vi. The City reserves the right to prohibit SMD parking in large sections of the City beyond individual blocks or streets. The permitted and prohibited parking areas shall be identified in the approved Parking Plan. City and Operator will work in good faith to determine the permitted and prohibited

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

parking areas and any SMP Zones so as to be convenient for public access and consistent with the purpose of the Program.

- vii. Permitted outdoor dining areas and/or retail display areas in the Sidewalk Corridor pursuant to properly issued encroachment permits shall take precedence over SMD parking locations and/or SMP Zones, to maintain the minimum required Through Pedestrian Zone.
- viii. Operator must abide and reasonably ensure that Users abide by the general parking requirements in this Program through User education about applicable regulations.

### **f) On-street Locations**

- i. Unless authorized by the City, Operator and Users shall not deploy or park SMDs on the street.
- ii. The City in its sole discretion may designate SMP Zones on the street.
- iii. If the City authorizes SMD parking on the street, Operator shall communicate this right to Users through physical signage approved by the respective entity and/or through a mobile phone or web application.
- iv. Operators shall ensure their SMDs are not parked in a way that impedes the regular flow of vehicular travel in the Public Right-of-Way.

## **6. FLEET SIZE AND MIX**

- a)** Applicant must indicate the proposed initial and maximum total fleet size and SMD mix (bicycles, E-assist bikes, scooters, etc.) on the Program application.
- b)** The City shall set the fleet minimum and maximum limits, the preferred mix of SMDs, and shall indicate them on the approved Permit.
- c)** Additional SMDs may be added to the fleet at the discretion of the City Manager or designee. Changes to the size of the fleet may be based on, but not limited to, ridership data, such as the average rides per day per device. The applicant shall provide regular reports indicating fleet usage levels and other data requested by the City (see section 10 regarding Data requirements).
- d)** Fees. If any changes in fleet size are approved, Operators will submit a permit addendum with revised fleet size and SMD mix and pay the required applicable fees per SMD.

## **7. EDUCATION**

- a) Education.** Operator must submit a General Public and User Education Plan ("Education Plan") to the City for review and approval before the City issues a permit. The Education Plan must include, but not be limited to, the following:

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

- i. How the Operator will educate Users about the approved Service Area and any restricted areas.
- ii. How the Operator will educate Users about riding safety, roadway regulations, and local rules upon initial sign-up. This may include, but not be limited to, posting safety information on each SMD, on Operator's phone app and its website.
- iii. How the Operator will educate Users about riding safety, roadway regulations and local rules before a User begins a ride, such as displays of safety messages on Operator's phone app.
- iv. How the Operator will regularly educate Users about riding etiquette and parking rules. This may include phone notifications, education events, helmet giveaways, etc.
- v. How the Operator will educate to the general public regarding riding safety, roadway regulations, local rules, and ways the public can communicate with the Operator to offer suggestions and report problems.
- vi. How the Operator will offer English and Spanish communications as part of its outreach and education efforts.

### **8. ENFORCEMENT**

#### **a) Enforcement**

- i. Applicable Regulations. The City will enforce the California Vehicle Code, the Municipal Code, Program requirements and Permit conditions.
- ii. Enforcement Approach. The enforcement program will include an escalated enforcement strategy that in most cases will begin with a written warning/advisement to comply without being subjected to fines/penalties. In some cases, depending on the nature of the violation, enforcement could begin with the imposition of fines/penalties.
- iii. Ongoing Permit Review. The City will, on an ongoing basis, compile and review records of warnings, citations, accidents, complaints, calls for service, and other records related to this Program. Based on these records and data submitted by the Operator the City will evaluate Operator performance, impacts on City staffing and costs, and safety impacts on the community before continuing or renewing a Program Permit.
- iv. Repeated violations. Repeated violations of any of the operations, parking, education, or other requirements can be cause for permit revocation or program termination.
- v. Enforcement measures. Enforcement measures include, but are not limited to:
  - Written warnings and advisements to Operator and/or Users;

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

- Citations. Authorized City personnel may issue citations to Users for violations of applicable regulations, such as riding on the sidewalk, not obeying stop signs, etc.;
  - Penalties/fines to Operators. Penalties/fines may be applied per violation in accordance with permit conditions;
  - Relocation. If an SMD is parked in violation of the parking requirements in this program, authorized City personnel may relocate it and notify Operator;
  - Impounding. If the Operator does not relocate, re-park, or remove an SMD within the timeframes specified in the approved Deployment Plan, or any SMD is parked in one location for more than 72 hours without moving, City crews may remove it and take it to a City facility for storage at the expense of the Operator;
  - Private Property Removal. Upon request, the City may, relocate or impound SMDs parked on private property improperly and/or without permission.
  - Permit suspension or revocation. Grounds for suspending or revoking permits include, but are not necessarily limited to:
    - Failure to meet the terms and conditions set forth in the Program permit;
    - Failure to put SMDs into service within 30 days after the City issues a permit or the launch window identified in the permit;
    - Failure to share data as agreed and outlined in this permit;
    - Failure to remove SMDs incorrectly parked within one hour; and
    - Failure to move SMDs located outside of the Service Area or located in prohibited or restricted areas; and
  - Program termination. The City may terminate permit without cause at any time by written notice to Operator. Operator will have 30 days to remove fleet from the City. Operator shall remit any outstanding fees to the City no later than 60 days from the written notice of termination or City shall deduct outstanding fees from Operators' performance bond.
- vi. Waiver. The City's decision not to insist upon strict performance by the Operator of any provision of the permit in every one or more instances shall not constitute a waiver of such provision by the City, nor shall, as a result, the City relinquish any rights that it may have under the terms of the pilot program/the permit.
- vii. Program Modifications. The City may modify any elements of the Program and Permit conditions at its discretion. Operators will immediately be notified of Program modifications. Operators must comply with Program modifications within one week, unless additional time to comply is granted by the City.

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

- viii. Forfeiture of fees. If the City terminates a Program Permit, the applicant shall forfeit all Permit related fees and the City shall not issue any refund on a pro-rated or other basis.
- ix. User responsibility. Parking and operating violations of SMDs assessed against an Operator may be passed along to the responsible User.

### **9. SAFETY**

- a) Operator SMDs must meet all applicable Federal and State regulations, including lighting during operation in darkness.
- b) E-assist bikes shall be “Class 1” or “Class 2” as defined in CVC Section 312.5.
- c) E-assist bikes and E-scooters shall have a maximum speed of 15 mph.
- d) Helmets. Operator must encourage helmet use and offer free helmets to Users as part of its Education Plan and/or upon initial sign-up.
- e) Rider age and driver’s license. Operator must ensure that SMD Users must be at least 18 years of age and possess a valid driver’s license.
- f) E-assist systems shall have visible warning language including:
  - i. Helmet use is encouraged while riding a bicycle;
  - ii. Riders shall yield to pedestrians; and
  - iii. When riding on-street, follow the rules of the road, and City’s rules/regulations
- g) E-scooter systems shall have visible warning language including:
  - i. Helmet use is encouraged while riding an electric scooter;
  - ii. Riders shall yield to pedestrians;
  - iii. When riding on-street, follow the rules of the road, and City’s rules; and
  - iv. Riding on sidewalk is prohibited, except in order to access a permitted parking area.
- h) Operators must abide by the safety education requirements of the Program permit.

### **10. OPERATIONS AND MAINTENANCE**

#### **a) Specifications and standards**

- i. Operator must submit manufacturer’s Vehicle specifications to the City;
- ii. All SMDs shall have operational brakes, head light, tail and side reflector, and security hardware;
- iii. Operator shall certify that all SMDs in the fleet meet the standards outlined in the California Vehicle Code as applicable;
- iv. All motorized SMDs shall be propelled by electric motors/batteries. No combustion engines are allowed;
- v. All SMDs shall be equipped with GPS;
- vi. All SMD batteries shall be UL certified;
- vii. SMD Identification. All SMDs must have a unique identifier that is readily visible to the User or the public;

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

- viii. All SMDs must be equipped with a locking mechanism to lock to a fixed object, or smart technology equipment to prevent theft;
- ix. All SMDs must have technology identifying that the SMD is upright and properly parked;
- x. The City reserves the right to require Operators to include a mechanism to lock SMDs to a fixed object at any time; and
- xi. Marketing/Advertising on SMDs. Third-party advertising on the SMDs is prohibited.

### **b) Communication**

- i. Operator must attend an on-site meeting with City staff to discuss the program and demonstrate the SMDs to be deployed before the City issues a permit;
- ii. Operator must provide City staff a list of key personnel that will be doing work under a Program permit and 24-hour contact information for the primary contact person (project manager) for City emergency removal requests and other Program related issues;
- iii. Operator must provide mechanisms for Users and members of the public to report safety concerns, malfunctions, maintenance issues, illegal parking, complaints, to ask questions, or make relocation requests, including, but not limited to, a toll-free customer service phone number, an email address, and a mobile phone or web application;
- iv. All SMDs shall have the toll-free 24/7 customer service phone number and e-mail address, for the Users or members of the public to use; and
- v. Operator shall provide a staffed operations center in or within a reasonable distance from the City to allow for prompt response to safety concerns, malfunctions, rebalancing, illegal parking, and other complaints.

### **c) Maintenance**

Operator must submit a Maintenance Plan to the City for review and approval. The Maintenance Plan shall include, but not be limited to, the following:

- i. Regular Maintenance. Operator shall perform regular, at a minimum monthly, maintenance on their SMDs.
- ii. Maintenance Schedule. Operator must submit a maintenance schedule including the required monthly maintenance to the City for review and approval.
- iii. Maintenance logs. Operator must maintain and make its maintenance logs and checklists available to the City upon request.
- iv. SMD storage/inspections. Operator shall retrieve and remove all of its SMDs from service every evening for inspection and to reduce street clutter.

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

- d) Recharging Plan.** Applicants must submit a Recharging Plan for Shared Scooters and Shared E-Assist Bikes to the City for review and approval. The plan shall include, but not be limited to, the following:
- i.** An explanation of how Operator knows when an SMD needs to be recharged.
  - ii.** Whether independent contractors will be used to charge scooters.
  - iii.** The incentive structure for charging SMDs and any information provided to contractors, or employees concerning safe charging practices.
  - iv.** A description of the charging process and/or procedure.
  - v.** A description of policies and procedures the operator will use to minimize potential negative impacts (such as parking, noise, traffic, pollution, etc.), associated with practices related to collecting, redistributing, and recharging scooters.
- e) Hours of operation.** Applicants must indicate the proposed hours of operation (including any temporary or seasonal fluctuations) on their Program permit application for City review and approval. The City may at its discretion change the permitted the hours of operation and provide Operator adequate notice.

# DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

## 11. DATA

Applicants must submit a Data Sharing Plan for review and approval by the City. The Data Sharing Plan shall include, but not be limited to, the following:

- a) Preferred Format/Specification. Operator must provide data for all device types to the City, and partners, in the General Bikeshare Feed Specification (GBFS), Mobility Data Specification (MDS) formats, or some other format as specified by the City, each through an application program interface (API).
- b) Application program interface. Operator must have an (API) or other automated mechanism that allows their services to be integrated into third-party mobility applications.
- c) GBFS must be made available to the public through the permittee's website. The MDS feed must be available to contracted city partners for the explicit purpose of program management. As such, these feeds must be consumable by third-party software.
- d) Dashboard. Permittee must maintain a dashboard for the City to use for program monitoring and compliance that displays MDS data.
- e) Data retention. Operator shall retain and make data available for the duration of the Program.
- f) Non-GBFS data consumed through the API by City specified third-party software providers shall not be publicly available without consent from the permittee.
- g) Format/Specification updates. The City may, in its sole discretion, release subsequent versions and/or updated versions of the Specification and require operators to use the most current version by releasing an automatic update and/or disabling support for the previous version.
- h) Monthly reports. Operator will additionally provide the City with monthly aggregated reports on system use, compliance, and other aspects of operations (including parking complaints, crashes, damaged or lost SMDs). In addition to report format, the aggregate data must also be provided in spreadsheet or comma-delimited format.
- i) In order to accurately convey scooter location, use patterns, and other information, all scooters shall ping, at a minimum every 90 seconds while in use. In order to ensure that scooter locations are known even when the scooter is not in use, all data shall be provided by GPS equipment that is affixed to the operator's scooter (e.g. not customer phones). This does not include phone-based location services information, used by customers, to locate a scooter or track their own personal route.
- j) Regional Partners. Operator shall share the same data and reports with designated regional partners, such as the South Bay Cities Council of Governments (SBCCOG).
- k) Non-compliance. If Operator is found to be misleading the City in any provided data, that operator's permit may be revoked.

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

- l) Confidentiality. Any raw data supplied by an Operator shall be held confidentially between the City and the Operator to the extent that is permitted by law. However, summaries, program utilization data, and trend data may be made public.
- m) Personally identifiable Information on Customers collected by Operators may not be transmitted to, processed or stored at a destination outside of the United States.
- n) The City is permitted to use all data the Operator provides in accordance with applicable law, including, but not limited to, displaying real-time data and real-time SMD availability data to the public. Third parties are permitted to republish any data the City publishes.
- o) During the Program, Operator shall distribute to its Users a City-provided customer survey on a quarterly or less frequent basis.
- p) Operator shall publish data summaries regarding service usage in the City through its website.
- q) User Protections. Operator must ensure customer data privacy and that Operator policies are in accordance with city data privacy policies and/or applicable law.
  - i. Personally identifiable information shall not be shared with the City or any other entity; permittee shall ensure the privacy of its users.
  - ii. Operator must provide a clear, written justification for why they need access to each type of customer files (e.g. contacts, camera, photos, location, other apps etc.)
  - iii. Customers shall not be required to share personal data with 3rd parties (e.g. advertisers, investors etc.) in order to use the mobility services.
  - iv. Customers shall not be required to provide access to their contacts, files and other private data to use the mobility service.
  - v. Location services may be required to use the service for the purpose of locating nearby scooters, but not for providing trip-level data.
  - vi. Operator must provide customers with clear, prominent notification about what data will be accessed (e.g. location services, camera, contacts, photos etc.) and explain how and why data will be used. Notification must be active (e.g. affirmative confirmation-required to continue) and should not be concealed in larger terms-of-service notifications.
  - vii. Customers may opt-in (not opt-out) to providing access to their contacts, camera, photos, files, other private data and 3rd party data sharing.

## 12. EXPERIENCE AND QUALIFICATIONS

Applicants for a permit under this program must submit a description of their experience and qualifications including, but not limited to, the following:

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

- a) Describe applicant's qualifications and experience operating shared mobility programs in North America.
- b) Describe the benefits to the City and the community from the operation of the shared mobility service by applicant's company including, but not limited to, the Program goals stated in section 1 of these guidelines.
- c) Describe how applicant has complied with applicable laws, including efforts to ensure compliance by its Users with applicable laws, and efforts to work in good faith with staff from other agencies with similar active programs.
- d) Provide up to three agency references from cities with similar active programs.

### 13. INSURANCE AND INDEMNIFICATION

#### Insurance.

- a) Without limiting its obligations pursuant to Section 13.g, below and at all times during the term of this Program Permit and any use of the public right of way by Operator pursuant to this Program Permit, Operator shall procure and maintain the insurance coverage set forth below:
  - i. Commercial General Liability ("CGL") Insurance coverage, at least as broad as ISO Form CG 0001 11 85 or 88, or equivalent, in the minimum amount of Two Million Dollars (\$2,000,000) per occurrence, with not less than Four Million Dollars (\$4,000,000) in annual aggregate coverage. The CGL policy shall have the following requirements:
    - The policy shall provide coverage for personal injury, bodily injury, death, accident and property damage and advertising injury, as those terms are understood in the context of a CGL policy. The coverage shall not be excess or contributing with respect to City's self-insurance, commercial liability insurance, or any pooled risk arrangements;
    - The policy shall include coverage for liability undertaken by contract covering, to the maximum extent permitted by law, Operator's obligation to indemnify the Indemnitees as required under Section 13.f of this Program Permit;
    - The policy shall not exclude coverage for Completed Operations, Hazards or Athletic or Sports Participants; and
    - Additional Insured and Notification of Policy Changes. The City of \_\_\_\_\_, members of its City Council, its boards and commissions, officers, agents, and employees will be named as additional insureds in an endorsement to the policy, which shall be provided to the City and approved by the City Attorney.
  - ii. Auto Liability Policy with limits of at least \$1,000,000 combined single limit coverage for owned, hired and non-owned automobile liability;
  - iii. If this Program Permit will include Operator personnel (employees, agents, or contractors) working within the City limits, Operator shall maintain Workers' Compensation Insurance (Statutory Limits) and Employer's

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

Liability insurance (with limits of at least one million dollars [\$1,000,000] per accident.) Operator shall submit to City a list of its officers, agents, employees and volunteers.

- b)** City may waive one or more of the coverages listed in Section 13.a, above. This waiver must be express and in writing, and will only be made upon a showing by the Operator that its operations in and with respect to City are not such as to impose liability within the scope of that particular coverage.
- c)** All insurance listed in Section 13.a, above, shall be issued by companies licensed to do business in the State of California, with a claims paying ability rating of "BBB" or better by S&P (and the equivalent by any other Rating Agency) and a rating of A-:VII or better in the current Best's Insurance Reports.
- d)** Operator shall provide City with at least thirty (30) days prior written notice of any modification, reduction or cancellation of any of the Policies required in Section 13.a or a minimum of ten (10) days' notice for cancellation due to non-payment.
- e)** City may increase the scope or dollar amount of coverage required under any of the policies described in Section 13.a, or may require different or additional coverages, upon prior written notice to Operator.
- f)** Technology Errors and Omissions; Cyber Liability. Permittees shall maintain liability insurance covering acts, errors, or omissions, including negligent acts, arising out of the performance or failure to perform professional services related to the Products and Services under the permit. The Permittee shall maintain insurance that shall cover any and all claims and losses with respect to data, network risks, and infringement of Intellectual Property Rights. Such insurance shall include limits of coverage of not less than \$2,000,000.00 (two million U.S. dollars) written on a per occurrence basis. If coverage is written on claims-made basis, coverage shall remain in effect for not less than three years following the date of termination or expiration of the permit. Evidence of coverage must be sent to the City for three years following termination or expiration of the permit.

### **Indemnification**

- g)** Operator shall defend (at Operator's sole expense, with legal counsel approved by City, with such approval not to be unreasonably withheld or delayed), indemnify and hold harmless the City, members of its City Council, its boards and commissions, officers, directors, employees, agents, servants, successors, assigns and subsidiaries (collectively "the Indemnified Parties"), from and against any and all losses, damages, liabilities, penalties, fines, forfeitures, demands, claims, causes of action, suits, costs, expenses and

## DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM

DRAFT (03/11/2019)

reasonable attorneys' fees and judgments arising out of or in any manner related to this Program permit, including, but not limited to loss or damage to persons or property, arising out of or in any way related to Operator's use of the public space, public right-of-way, or public property . This indemnification includes, but is not limited to, tort liability to a third person for bodily injury and property damage.

Operator agrees that this obligation to indemnify, defend and hold harmless extends to liability and/or claims arising from Indemnified Parties' active or passive negligence. Notwithstanding the foregoing, nothing herein shall be construed to require Operator to indemnify an Indemnified Party from any claim arising from the sole negligence or willful misconduct of that Indemnified Party. The duty to defend referenced herein is wholly independent from the duty to indemnify, arises upon written notice by City to Operator of a claim within the potential scope of this indemnification provision, and exists regardless of any determination of the ultimate liability of Operator, City or any Indemnified Party.

### User Waiver of Liability

- h) Operator must include agency liability waiver language in its end-user agreement, which shall include the following terms and conditions of use:
  - i. User must be at least 18 years of age;
  - ii. User must be in possession of a valid driver license;
  - iv. User must agree to the liability waiver covering all SBCOG cities contained in the Operator's end-user agreement;
  - v. User must agree to comply with the California Vehicle Code and all applicable local regulations, which shall be provided by Operator to all Users, prior to use of SMDs.

**14. PERMIT APPLICATION REQUIREMENTS.** Operator must apply for a Program permit to operate in the City and must provide the following.

- a) Permit requirements:
  - i. Experience and qualifications
  - ii. Indemnification
  - iii. Insurance
  - iv. Business License
  - v. Contact information (phone and email)
  - vi. SMD fleet size and mix
  - vii. Deployment Plan
  - viii. Maintenance Plan
  - ix. Parking Plan
  - x. Education Plan
  - xi. Data sharing plan

## **DRAFT GUIDELINES FOR A SOUTH BAY SHARED MOBILITY PILOT PROGRAM**

DRAFT (03/11/2019)

### xii. Fees

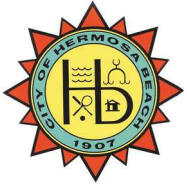
- b)** The City may modify Program Permit requirements at its discretion

## **15. FEES:**

The Program includes the following types of fees:

- a)** An application fee, due at the time of application submittal;
- b)** A permit fee, due before the City issues a permit;
- c)** A fee per SMD, payable monthly or less frequently for the duration of the pilot program; and
- d)** A performance bond/deposit, due before the City issues a permit.
- e)** Impound fee
- f)** Fines/penalties for violations of applicable rules and regulations

The City will publish a fee schedule before accepting Program applications.



## Staff Report

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### Staff Report

REPORT 19-0507

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**AWARD OF CONTRACT TO JOHN L. HUNTER  
AND ASSOCIATES INC. FOR PROFESSIONAL  
STORMWATER CONSULTING SERVICES  
(Acting Public Works Director Lucho Rodriguez)**

#### **Recommended Action:**

Staff recommends that the City Council approve a Professional Services Agreement with John L. Hunter and Associates Inc. to administer the City's Municipal Storm Water Management Program in connection with National Pollutant Discharge Elimination System (NPDES) permit requirements for an amount of \$114,989 annually.

#### **Executive Summary:**

In June 2019, the City of Hermosa Beach reissued a formal request for proposals to provide professional stormwater consulting services. Four (4) proposals were received by the July 25, 2019 deadline and a panel consisting of staff from Public Works, Community Development, and City Manager Departments ranked the proposers based on experience providing similar services in other cities. Based on experience, references, and cost proposals, John L. Hunter and Associates, Inc. was identified as the most competitive firm. Staff recommends that City Council approve a Professional Services Agreement with John L. Hunter and Associates, Inc. to administer the City's Municipal Storm Water Management Program in connection with National Pollutant Discharge Elimination System (NPDES) permit requirements for an amount of \$114,989 annually, for a total contract amount of \$344,967 for a three-year contract period.

#### **Background:**

On November 8, 2012, the Los Angeles Regional Water Quality Control Board adopted the fourth Los Angeles Municipal Separate Storm Sewer System (MS4) National Pollutant Discharge Elimination System (NPDES) Permit (Permit) under the Federal Clean Water Act for discharges within the coastal watersheds of Los Angeles County. The Permit identifies conditions, requirements and programs that municipalities must comply with to protect regional water resources from adverse effects associated with pollutants in storm water and urban runoff.

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## Staff Report

REPORT 19-0507

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In 2015, the Beach Cities Watershed Management Group (WMG) submitted an Enhanced Watershed Management Program (EWMP) and Coordinated Integrated Monitoring Program (CIMP) to the Los Angeles Regional Water Quality Control Board (LARWQCB). These programs were approved on April 18, 2016 and November 12, 2015, respectively, and require each city to implement the projects, best practices, and monitoring activities described therein, to achieve pollutant load reductions by the prescribed deadlines.

From 2006 through 2019, McGowan Consulting (Kathleen McGowan) has been assisting the City of Hermosa Beach with implementing the MS4 Permit requirements. At its July 10, 2018 meeting, City Council awarded a contract to McGowan Consulting to implement to provide professional stormwater consulting services through June 30, 2019. At this meeting, City Council requested that staff issue a formal request for proposals for professional stormwater consulting services for the following fiscal year commencing July 1, 2019.

### **Discussion:**

On May 16, 2019, the City issued a formal request for proposals to provide professional stormwater consulting services (Attachment 1). The scope of work to be completed through this Professional Services Agreement (Attachment 2) is detailed in Attachment 1 and is organized into tasks according to the following Permit program areas:

Task 1-Stormwater Program Management and Coordination;

Task 2-Public Information and Participation Program;

Task 3-Industrial/Commercial Facilities Control Program;

Task 4-Planning & Land Development and Construction Programs;

Task 5-Public Agency Activities Program;

Task 6-Illicit Connection & Illicit Discharge Elimination; and

Task 7-Pursuit and Implementation of Grant Funding for Stormwater Projects

One proposal was received by the May 30, 2019 deadline and staff subsequently reissued the request for proposals on June 27, 2019, extending the deadline to submit proposals to July 25, 2019 at 4:00 p.m. Staff informed the single proposer of the revised deadline and provided the opportunity to revise and resubmit their proposal, if desired.

Four (4) proposals were received by 4:00 p.m. on July 25, 2019. Staff immediately scheduled

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## Staff Report

REPORT 19-0507

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interviews with all proposers on Tuesday July 30, 2019. A panel consisting of staff from Public Works, Community Development, and the City Manager Departments interviewed teams from proposing firms and ranked CWE and John L. Hunter and Associates Inc. (JLHA) as the top two firms based on experience providing similar services in other cities. Following the interviews, staff considered the cost proposals presented in Table 1 and conducted reference checks.

Table 1. Rank and Cost Proposals for Stormwater Consulting Services

Rank	Firm	Cost Proposal
1	John L. Hunter and Associates Inc.	\$114,989
2	CWE	\$165,870
3	Colbert Environmental Group	\$126,420
4	CASC	\$122,160

Based on experience, references, and cost proposals, JLHA was identified as the most competitive proposer. JLHA previously provided professional stormwater consulting services for the City from 1995 through 2003 and is familiar with the City's residential and commercial programs, and infrastructure as it relates to stormwater.

Staff requested additional information on the budget for Task 7-Pursuit and Implementation of Grant Funding for Stormwater Projects. JLHA responded that two of their recent grant applications required geotechnical reports, including drilling, as part of the application that cost \$8,000 each, and one grant required a separate cost-benefit analysis that cost approximately \$8,000. Consequently, additional budget was included in this task if potential grants require any of these extraneous reports, however JLHA would be working on a time and materials basis and would charge accordingly.

Staff recommends that City Council approve a Professional Services Agreement with John L. Hunter and Associates Inc. to administer the City's Municipal Storm Water Management Program in connection with NPDES permit requirements for an amount of \$114,989 annually, for a total contract amount of \$344,967 for a period of three years .

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The construction of an infiltration system to capture and infiltrate storm water supports several PLAN Hermosa goals and policies that are listed below.

- 1.8 Reduce storm water runoff. Reduce storm water runoff consistent with local storm water permits.

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## Staff Report

REPORT 19-0507

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5.7 Storm water permits. Strictly implement, enforce, and monitor MS4 National Pollutant Discharge Elimination Systems (NPDES) Permit requirements through storm water ordinances.

### **Fiscal Impact:**

The FY19-20 budget has \$76,313 for the Enhanced Watershed Management Program Development and Implementation and \$15,000 for the Stormwater Outreach Program in the Storm Drain Division (Account Number 161-3109-4201). A transfer of \$23,676 would be made from CIP 8417, Storm Drain Improvements to Account Number 161-3109-4201 to provide a total amount of \$114,989.

### **Attachments:**

1. Request for Proposals
2. Professional Services Agreement

**Respectfully Submitted by:** Lucho Rodriguez, Acting Public Works Director

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager



# City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

06/27/2019

REQUEST FOR PROPOSALS (RFP) FOR:  
PROFESSIONAL SERVICES FOR STORMWATER CONSULTING (RFP 19-05)  
Department of Public Works

**NOTICE IS HEREBY GIVEN** that the City of Hermosa Beach Department of Public Works is seeking proposals from qualified individuals or firms to provide Professional Services for Stormwater Consulting for the City of Hermosa Beach. Proposer(s) must have the expertise, experience and demonstrate resources available to perform the work described in the RFP. The complete RFP may be found on the City's website at the following location: <http://www.hermosabch.org/index.aspx?page=667> or by emailing the project contact listed below.

## Description of Project

The selected firm will prepare and perform project management for the Los Angeles Municipal Separate Storm Sewer System (MS4) Permit Implementation and assistance with Public Information and Participation Programs, Industrial and Commercial Facilities Control Program, Clean Bay Restaurant certifications, grant application and administration, and staff training, Planning and Land Development and Construction Programs, Public Agency Activities Program, Illicit Connection and Illicit Discharge Elimination, and TMDL and Watershed Planning, and implementing the Envision sustainable infrastructure framework.

## RFP Timeline

RFP posted	6/27/2019
Deadline to submit written questions	7/9/2019 at 4:00 p.m. PST
Posting of responses to questions	7/10/2019 at 4:00 p.m. PST
<b>Deadline to submit proposals</b>	<b>7/11/2019 at 4:00 p.m. PST</b>
Interviews (if needed)	7/16/2019
Tentative award	7/23/2019

## Submittal Procedures

No proposals will be accepted after the listed date and time. All proposals must be clearly marked with the project title and RFP number and submitted in a sealed envelope. Failure to identify the proposal on the envelope may result in disqualification of the proposal. The format, content, and procedures for submitting a proposal are provided in further detail within the RFP.

## Contact

Please direct any inquiries regarding this RFP to Kristy Morris, Environmental Analyst at [kmorris@hermosabch.org](mailto:kmorris@hermosabch.org).

All questions regarding the content of the proposal should be submitted in writing to the listed email address and sent no later than the date and time listed in the RFP Timeline. Responses to questions will be distributed to registered bid holders and posted to the City website.



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# 1 Introduction

## 1.1 Invitation for Proposals

The City of Hermosa Beach City of Hermosa Beach Department of Public Works is seeking proposals from qualified individuals or firms to provide Professional Services for Stormwater Consulting for the City of Hermosa Beach. Proposer(s) must have the expertise, experience and demonstrate resources available to perform the work described in the RFP.

## 1.2 RFP Timeline

RFP posted	6/27/2019
Deadline to submit written questions	7/9/2019 at 4:00 p.m. PST
Posting of responses to questions	7/10/2019 at 4:00 p.m. PST
<b>Deadline to submit proposals</b>	<b>7/11/2019 at 4:00 p.m. PST</b>
Interviews (if needed)	7/16/2019
Tentative award	7/23/2019

## 1.3 General RFP Conditions

The following instructions and conditions apply to this RFP:

### Pre-Contractual Expenses

The City of Hermosa Beach shall not, in any event, be liable for any pre-contractual expenses incurred by any consultant. In addition, no consultant shall include any such expenses as part of the price proposed. Pre-contractual expenses are defined as expenses incurred by bidders in:

- Preparing a proposal in response to this RFP.
- Submitting that proposal to the City of Hermosa Beach.
- Negotiating with the City of Hermosa Beach any matter related to this RFP, proposal, and/or contractual agreement.
- Any other expenses incurred by the consultant prior to the date of an executed contract.

### Authority to Withdraw RFP and/or Not Award Contract

The City of Hermosa Beach reserves the right to withdraw this RFP at any time for any reason without prior notice. Further, the City makes no representations that any agreement will be awarded to any consultant responding to this RFP. The City expressly reserves the right to reject any and all proposals in response to this RFP without indicating any reasons for such rejection(s). The release of this RFP does not obligate or compel the City to enter into a contract or agreement.

### Authority to Revise RFP and Request Additional Information

The City reserves the rights to amend the RFP at any time, to determine the successful respondent(s), and to reject any or all Proposals or their components. Should it be necessary for the City to issue addendums to this RFP during the proposal period, the City will notify the known holders of this RFP and post addendums to the City website. Proposals shall acknowledge that the consultant is aware of all addendums which have been issued and has incorporated their provisions in their proposal by completing the Certification of Proposal Form.



The City reserves the right, to request additional information or clarifications from consultants where it may serve the City's best interest.

#### Other Conditions

- **ADDITIONAL SERVICES.** The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with the City.
- **AUTHORIZED SIGNATURES.** Every proposal must be signed by the person or persons legally authorized to bind the consultant to a contract for the execution of the work. Upon request of the City, any agent submitting a proposal on behalf of a consultant shall provide a current power of attorney certifying the agent's authority to bind the consultant.
- **AWARD OF PROPOSAL.** City reserves the right to negotiate final terms with the selected consultant, if any. Award may be made to the consultant offering the most advantageous proposal after consideration of all criteria. Should the selection criteria be requested, it shall be at the City's discretion if the criteria is released prior to the final selection being made.
- **COMPLIANCE WITH LAWS.** All proposals shall comply with current federal, state, and other laws relative thereto.
- **CONFLICT OF INTEREST.** By signing the Certification of Proposal, the consultant declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposals, consultant declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
- **DISQUALIFICATION OF PROPOSER.** If there is reason to believe that collusion exists among the consultants, the City may refuse to consider proposals from participants in such collusion. No person, firm, or corporation under the same or different name, shall make, file, or be interested in more than one proposal for the same work unless alternate proposals are called for. Reasonable grounds for believing that any consultant is interested in more than one Proposal for the same work will cause the rejection of all Proposals for the work in which a consultant is interested. Consultants shall submit as part of their Proposal documents the completed Non-Collusion Affidavit.
- **EXAMINATION OF DOCUMENTS.** It is the responsibility of the consultant to carefully and thoroughly examine and be familiar with these RFP documents, general conditions, all forms, specifications, drawings, plans, and addendums (if any). Consultants shall satisfy themselves as to the character, quantity, and quality of work to be performed and materials, labor, supervision necessary to perform the work as specified by these documents. The failure or neglect of the consultant to examine documents shall in no way relieve the consultant from any obligations with respect to the solicitation for and subsequent contract that may be awarded. The submission of a proposal shall constitute an acknowledgment upon which the City may rely that the consultant has thoroughly examined and is familiar with the RFP documents. The failure or neglect of a consultant to receive or examine any of the documents shall in no way relieve the consultant from any obligations with respect to the proposal. No claim will be allowed for additional compensation that is based upon a lack of knowledge of any solicitation document.



- **INTERPRETATION OF RFP DOCUMENTS.** City reserves the right to make corrections or clarifications of the information provided in this RFP. If any person is in doubt as to the true meaning of any part of the specifications or other RFP documents, or finds discrepancies or omissions in the specifications, the person may submit to the City a written request for an interpretation or correction. Oral statement(s), interpretations or clarifications concerning meaning or intent of the contents of this RFP by any person are unauthorized and invalid. Modifications to the RFP, including, but not limited to, the scope of work, can be made only by written addendum issued by the City. Proposers shall submit all questions in writing to the contact listed in the announcement. Proposers may not contact any other staff members with questions. The requesting party is responsible for prompt delivery of any requests. When the City considers interpretations necessary, interpretations will be in the form of an addendum to the RFP documents, and when issued, will be sent as promptly as is practical to all parties recorded by the City as having received RFP documents. All such addenda shall become a part of the RFP document. It is the responsibility of each consultant to ensure the City has their correct business name, mailing address and e-mail address on file. Any prospective consultants who obtained a set of RFP documents are responsible for advising the City that they have a set of RFP documents and wish to receive subsequent Addendums.
- **IRREGULARITIES.** City reserves the right to waive non-material irregularities if such would be in the best interest of the City as determined by the City Manager.
- **NON-DISCRIMINATION.** Consultant represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related condition, political affiliation or opinion, age or medical condition.
- **NON-EXCLUSIVE.** Should the City make an award, the successful consultant will enter into a NON-EXCLUSIVE professional services agreement and the City reserves the right to enter into agreements with other firms.
- **OFFERS OF MORE THAN ONE PRICE.** Consultants are NOT allowed to submit more than one proposal.
- **OWNERSHIP.** All data, documents and other products used or developed during the RFP process become the property of the City upon submission. All bid proposals and documents submitted in response to this RFP shall become the property of the City and a matter of public record pursuant to Government Code sections 6250 et seq. Proposals should not be marked as confidential or proprietary, and City may refuse to consider a proposal so marked. All Information contained within the proposals will become a matter of public record. It is the responsibility of each bidder to clearly identify any and all information contained within its bid proposal that it considers to be confidential and/or proprietary. To the extent that the City agrees with that designation, such information will be held in confidence whenever possible. All other information will be considered public.
- **PROFESSIONAL SERVICES AGREEMENT.** Prior to awarding any work, the selected Consultant will be required to execute a professional services agreement with the City. Any proposed change to the agreement shall be identified in the response to the Request for Proposals (RFP) and shall be subject to the sole approval of the City. The City requires the Consultant to obtain and maintain a policy of professional liability and other insurance as indicated in the agreement.
- **NO PUBLIC BID PROPOSAL OPENING/PUBLIC RECORDS ACT.** Bid proposals shall be opened and its contents secured by City staff to prevent disclosure during the evaluative process



and the process of negotiating with competing consultants. Adequate precautions shall be taken to treat each consultant fairly and to insure that information gleaned from competing proposals is not disclosed to other Consultants. Prices and other information concerning the proposals shall not be disclosed until a recommendation for award is made to the awarding authority.

- **PUBLIC RECORD.** All proposals submitted in response to this RFP will become the property of the City upon submittal and a matter of public record pursuant to applicable law.
- **REPRESENTATIONS.** Consultant understands and acknowledges that the representations made in their submitted proposal are material and important, and will be relied on by the City in evaluation of the proposal. Consultant misrepresentation shall be treated as fraudulent concealment from the City of the facts relating to the proposal.
- **SEVERABILITY.** If any provisions or portion of any provision, of this Request for Proposals are held invalid, illegal or unenforceable, they shall be severed from the Request for Proposals and the remaining provisions shall be valid and enforceable.
- **SUBCONTRACTOR INFORMATION.** If the proposal includes the use of sub consultants, consultant must identify specific sub consultants and the specific requirements of this RFP for which each proposed sub consultant would perform services. If a sub consultant for work services to be performed exceeds \$25,000 the sub consultant must contain all required provisions of the prime contract.
- **VALIDITY.** Proposal must be valid for a period of 90 days from the due date.
- **WITHDRAWAL OF PROPOSAL.** Consultants' authorized representative may withdraw Proposals only by written request received by City Engineer before the Proposal Submittal Deadline.



## 2 Project Description

### 2.1 City Location and Characteristics

The City of Hermosa Beach is located within the southwestern coastal portion of Los Angeles County in what is commonly referred to locally as the "South Bay" area. The City is bounded on the north by the City of Manhattan Beach, on the south by the City of Redondo Beach, on the east by the City of Redondo Beach and the City of Manhattan Beach, and on the west by the Pacific Ocean. The city limits for Hermosa Beach encompass a relatively small land area, approximately 1.4 square miles. Hermosa Beach includes nearly two miles of shoreline and varies in width between one-half mile and approximately one mile inland. Elevations in the City range from sea-level and rise up to 250 feet in elevation.

In 2016, the City of Hermosa Beach had an estimated population of 19,801. With a land area of 1.4 square miles, Hermosa Beach has a high population density, with approximately 13,900 people per square mile.

The City's storm drainage system consists of City and County owned storm drain pipes with outfalls to the ocean. In general, Hermosa Beach drains from east to west and surface runoff collects in the storm drainage system by inlets and eventually discharges into 11 sandy outfalls along the beach adjacent to the Pacific Ocean. Discharges from these outfalls are regulated by the 2012 Municipal Separate Storm Sewer System Permit (MS4 Permit), which the Los Angeles Regional Water Quality Control Board (Regional Board) issued under the Clean Water Act, and to comply with Santa Monica Bay Beaches Bacteria (SMBBB) Total Maximum Daily Load (TMDL) and Santa Monica Bay Toxics TMDL, which are requirements of the MS4 Permit.

The cities of Hermosa Beach, Torrance, Redondo Beach, Manhattan Beach and the Los Angeles County Flood Control District formed the Beach Cities WMG in 2013 to develop an Enhanced Watershed Management Program (EWMP) to comply with the Regional Board 2012 MS4 Permit. The EWMP identifies strategies and best management practices that, when implemented individually by jurisdictions, or collectively at a watershed scale, would satisfy the requirements of the MS4 Permit. Although the EWMP is a long-term plan, it is a document that the Regional Board can enforce should permittees covered under the EWMP fail to meet the project milestones contained therein.

### 2.2 Project Goals

The City of Hermosa Beach is seeking proposals from qualified firms to provide services to assist the City in ensuring compliance with local, state and federal laws. Specifically, compliance with the requirements of the MS4 Permit and to comply with the Santa Monica Bay Total Maximum Daily Loads (TMDLs) for bacteria, trash, and DDT & PCBs.

### 2.3 Relevant Plans, Policies, Programs, or Projects

Proposers should review and consider the work already completed or underway in the development of approach, budget, and schedule. The following links are provided for your convenience:



## Los Angeles County Municipal Storm Water Permit and Enhanced Watershed Management Program Documents

- \*Additional information is available on the LARWQCB [Beach Cities Watershed Management Group Program Page](#).
- Waste Discharge Requirements for Municipal Separate Storm Sewer System Discharges within the Coastal watersheds of Los Angeles County [Link](#)
- Beach Cities Enhanced Watershed Management Program (Revised March 2018) [Link](#)
- LARWQCB Approval Letter for the Beach Cities EWMP [Link](#)
- Enhanced Watershed Management Program Environmental Impact Report [Link](#)
- **Hermosa Beach Annual NPDES Reports**

[2011-2012](#)  
[2012-2013](#)

[2013-2014](#)  
[2014-2015](#)

[2015-2016](#)  
[2016-2017](#)

- **Greenbelt Infiltration Project** [Link](#)
- **Low Impact Development Guide** [Link](#)
- **Storm Drain Master Plan**
- **PLAN Hermosa (Infrastructure)** [Link 1](#) [Link 2](#)
- **Clean Bay Restaurant Certification Program** [Link](#)

## 2.4 City Proposed Scope of Services

The development of the services should consist of the following components or steps. The proposer's Scope of Work, Budget, and Schedule should incorporate these items as well as any community engagement efforts that are expected to occur.

The City is looking for creativity from proposers to provide an approach that will result in the efficient and effective development or provision of services. The City is therefore open to proposers identifying a different organization of tasks, or recommending the addition or removal of tasks, so long as the project objectives are met, and the rationale for additions or removal are clearly articulated.

As authorized by the Federal Clean Water Act and the California Porter-Cologne Act, the LA MS4 Permit identifies conditions, requirements and programs that municipalities must implement to protect regional water resources from adverse impacts associated with pollutants in stormwater and urban runoff. Although the 4th term LA MS4 Permit expired in December 2017, the City is obligated to continue to comply with the permit requirements, including the elements of the approved Beach Cities EWMP and CIMP, until a new 5th term LA MS4 Permit is issued.

This scope of services is organized into tasks according to the following LA MS4 Permit program areas:

- Task 1 – Stormwater Program Management and Coordination;
- Task 2 - Public Information and Participation Program;
- Task 3 - Industrial/Commercial Facilities Control Program;
- Task 4 - Planning & Land Development and Construction Programs;
- Task 5 - Public Agency Activities Program;
- Task 6 - Illicit Connection & Illicit Discharge Elimination; and
- Task 7 – Pursuit and Implementation of Grant Funding for Stormwater Projects



### **Task 1 Stormwater Program Management**

The LA MS4 Permit affects a wide range of municipal activities and requires effective management and coordination of LA MS4 Permit activities across municipal functions. Task 1 is focused on providing assistance to the City in stormwater program management and coordination, and annual reporting.

#### **Subtask 1.1 Coordination and Communication**

This subtask provides an allocation of time for internal project management and organization and regular communication via email and telephone with City staff, and periodic meetings with City staff on the status of work progress, regulatory and watershed developments, grant funding opportunities, need for action or response, and to obtain direction from City staff as needed.

#### **Subtask 1.2 Annual Reporting**

The City is required to submit an individual annual report to the Regional Board by December 15th each year covering the preceding reporting period that aligns with the City's fiscal year (July 1st-June 30th). This subtask includes preparation of the individual annual report for the City based on information already in-hand and information to be provided by City staff covering activities implemented during the reporting year. By August 15th, the consultant will prepare a first draft individual annual report given the information already in hand and provide City staff a list of information needed to complete the individual annual report. Information requested may include but is not limited to:

The City of Hermosa Beach joint Beach Cities Watershed annual report is covered by a separate consulting contract under the Beach Cities Coordinated Integrating Monitoring Program (CIMP) Memorandum of Understanding (MOU). Since Regional Board staff have requested that each Permittee's individual annual report be submitted as an attachment to its watershed annual report rather than separately, the consultant will deliver the City's individual annual report in the preferred electronic format to Regional Board staff along with submitting it to the Beach Cities watershed annual report. An electronic copy of the individual annual report will be provided for the City's records.

##### *Subtask 1.2 Deliverables:*

- First draft, second draft and final Individual Annual Report

#### **Subtask 1.3 Permit-wide Planning and Coordination**

This subtask includes time to participate in LA MS4 Permit Co-Permittee meetings and coordination conference calls to share information, resources and address co-permittee and watershed group challenges cooperatively amongst the 84 co-permittees of the LA MS4 Permit. An allocation of time should be provided for attendance at bi-monthly LA Permit Group Meetings. Additionally, it is anticipated that the 5th term LA MS4 Permit will be negotiated and adopted during the first fiscal year of this contract and attendance at two (2) Regional Board special meetings or workshops regarding the draft permit should be assumed. An allocation of time is included to review and comment on the anticipated draft 5th term LA MS4 Permit as well as other regulatory actions by the Regional Board and State Water Resources Control Board (State Board).

### **Task 2 Public Information and Participation Program**

Each co-permittee is responsible for developing and implementing a Public Information and Participation Program (PIPP) that addresses specific LA MS4 Permit requirements and meets the general objectives of:



- Measurably increasing the knowledge of target audiences about the adverse impacts of stormwater pollution on receiving waters and the potential solutions to mitigate these impacts
- Measurably changing the waste disposal and stormwater pollutant generating behavior of target audiences
- Involving and engaging a diversity of socio-economic groups and ethnic communities in mitigating the impacts of stormwater pollution.

Each of the required elements of the PIPP may be met by the City either through a County-wide, watershed group, or individual program approach. The County has stated that it will continue implementing the following County-wide efforts on behalf of the Permittees: maintaining the countywide hotline (888-Clean-LA) and website (888cleanLA.com) for public reporting, broadcasting public service announcements and conducting regional advertising campaigns, and implementing a K-12 outreach program. In addition, the Beach Cities WMG continues to work jointly to develop some of the required elements of the PIPP—effort to develop joint PIPP materials is included in the separate contract under the Beach Cities CIMP MOU and is excluded from this scope of services.

In this task, the consultant will provide assistance to the City in implementing City-specific elements of the PIPP requirements, such as disseminating outreach materials to the City's residents and businesses, customizing or updating existing outreach materials, and providing recommendations for updating the City's stormwater webpages or providing links on its webpage to stormwater websites that include educational materials.

The City's solid waste franchise contract and the Recycled Beverage Container and Oil Payment Program is implemented by the City and are excluded from this Scope of Services.

#### *Task 2 Deliverables:*

- Customization/update and/or dissemination of outreach materials
- Memo with recommendations for content changes or additions to the City's website and outreach materials
- Staffing for a stormwater booth at one half-day community outreach event
- City Council staff reports or presentations

#### **Task 3 Industrial & Commercial Facilities Control Program**

The LA MS4 permit requires the implementation of an Industrial/Commercial Facilities Control Program to track, inspect and ensure that source control measures are being implemented at industrial and commercial facilities that are considered critical sources of pollutants in storm water. Subtask 3.1 addresses the tracking and assistance to commercial and industrial facilities, excluding food service establishments, while Subtask 3.2 addresses the tracking, education and assistance to food service establishments via the Clean Bay Restaurant Program.

#### **Subtask 3.1 Industrial & Commercial Facilities Tracking and Assistance**

The Consultant will assist the three (3) industrial critical source facilities in the City with filing for Industrial General Permit coverage in the form of a No Exposure Certification through the State Water Resource Control Board's SMARTS website.

#### *Subtask 3.1 Deliverables:*

- Training session for targeted City staff



- Update commercial facilities inventory based on information obtained by City field staff

### **Subtask 3.2 Business Assistance (Clean Bay Restaurant Program)**

The Consultant will conduct Clean Bay Certification assessments at the approximately one hundred and four (104) restaurant facilities in the City. The Consultant will conduct an initial inspection at each facility using the City's customized Clean Bay Certified Checklist. The Consultant will use the completed inspection reports to update the City's Clean Bay Restaurant Inventory and make recommendations to City Staff on which sites should become certified or re-certified. Identified stormwater violations or necessary corrections will be discussed with the facility owner or representative and referred to City staff for follow up. The Consultant will also coordinate with The Bay Foundation staff to ensure that certified sites are recognized on their website and through social media. It is assumed that City staff will be responsible for any necessary follow ups and for the distribution of window clings to Clean Bay certified restaurants.

#### *Subtask 3.2 Deliverables*

- Complete assessment forms for each restaurant
- Update restaurant facilities inventory based on recent assessment results, including recommendations for certification and any necessary follow ups

### **Task 4 Planning & Land Development and Construction Programs**

The Planning and Land Development provisions of the LA MS4 Permit require the City to ensure that private development and redevelopment projects provide for permanent measures to reduce storm water pollutant loads from the development site by conditioning approval of these projects with low impact development (LID) requirements. The City is also responsible for requiring that its qualifying capital improvement projects incorporate LID requirements, including the City's Green Street Policy.

A revision of the LID ordinance, adopted in 2017, is contemplated during the term of this contract to increase the proportion of redevelopment projects that are subject to LID. This revision would accelerate the City's overall rate of reduction in effective impervious area over time which would support the City's attainment of milestones and schedule commitments in the approved Beach Cities EWMP. It is also possible that revision to the City's ordinance may be required after the issuance of the 5th term LA MS4 Permit. Accordingly, the Consultant should allocate effort to assist City staff in preparing a revision to Chapter 8.44.095 Stormwater and Urban Runoff Pollution Control of the City's municipal code to address minor changes required by the 5th term LA MS4 Permit and/or to revise the LID provisions to carry out adaptive management actions consistent with the Beach Cities EWMP. It is assumed that this revision will not be a wholesale repeal and replacement of Chapter 8.44.095, but rather that the chapter will remain substantially intact with redline changes to be made at select locations.

The Development Construction provisions of the LA MS4 Permit require the City to ensure that development and redevelopment projects implement measures to reduce storm water pollutant loads from the development site during construction, including its own capital improvement projects. The Consultant should allocate time to track reporting by construction sites disturbing one acre or more in the State Board's online SMARTS system on a quarterly basis to ensure the proper reporting requirements have been met. For public works construction projects, it is essential for the City to ensure that online reporting is completed in a timely manner. This quarterly tracking will allow the Consultant to alert City staff of potential paperwork deficiencies and need for closer follow up at large construction sites, whether they are City-owned public works projects or private commercial projects.



Most construction sites in the City are less than one acre in size and for such sites the City is responsible for ensuring that development contractors implement a prescribed list of stormwater BMPs outlined in the LA MS4 Permit. The City is also required to review and approve construction plan documents for sites one acre or greater subject to the statewide Construction General Permit (CGP) for consistency with a similar set of prescribed stormwater BMPs in the LA MS4 Permit.

The City must also carry out inspections of CGP sites at frequencies consistent with the LA MS4 Permit requirements. It is assumed that the City is utilizing contracted or in-house Building and Safety inspectors that are trained and knowledgeable in inspection procedures consistent with the State Board Qualified SWPPP Practitioner program for the CGP for these inspections and construction plan reviews and will provide the necessary information to the Consultant for annual reporting purposes. This task includes an allocation of time to conduct one (1) refresher training with City staff on the LA MS4 Permit construction program requirements.

### **Task 5 Public Agency Activities Program**

The Public Agency Activities program focuses primarily on activities of Public Works and Community Resources staff and requires implementation of BMPs to minimize water quality impacts from the operation and maintenance of public facilities, including parks, streets, recreational and other municipally owned or operated facilities. Trash reduction efforts to meet the Santa Monica Bay Debris TMDL are included in subtask 5.1 and training of Public Works Department personnel in positions whose activities may affect stormwater quality is included in subtask 5.2.

#### **Subtask 5.1 Trash/Debris TMDL Support**

The City has an approved compliance strategy for installing full capture systems for trash to attain the Santa Monica Bay Debris TMDL in areas of the City outside of tributary areas to planned regional BMP projects. This strategy includes installing connector pipe screens on 50% of the catch basins that was completed in March 20th, 2019. The City will address the remaining catch basins by March 20th, 2019 with connector pipe screens and full capture devices on select storm drains.

The Consultant should allocated a small amount of time to assist City staff in reporting on the City's compliance strategy for trash reduction in the Santa Monica Bay.

#### **Subtask 5.2 Public Works Activities Training**

The City must train all employees in targeted positions whose interactions, jobs, and activities affect stormwater quality. This training requirement also applies to contractors performing privatized/contracted municipal services such as landscape maintenance or trash collection. Training must address the requirements of the overall stormwater management program, as well as training specific to the duties carried out by the employee or contractor. This task provides for preparation and delivery of an interactive training for targeted City staff and any contracted service providers selected by the City. The training will provide an overview of the permit requirements and then focus the majority of training time on storm water practices related to their specific duties. A single 1- to 1.5-hour presentation is assumed with additional time for open discussion.

##### *Subtask 5.2 Deliverables:*

- Training session for targeted staff

**Task 6 Illicit Connection & Illicit Discharge Elimination Program Implementation**

The City's Illicit Connection and Illicit Discharge (ICID) Elimination program includes procedures for conducting investigations to identify the source of suspected illicit discharges and procedures for eliminating the discharge. The City's ICID procedures manual was updated in FY15-16 for consistency with the 2012 LA MS4 Permit requirements and with the Non-Stormwater Screening and Monitoring procedures outlined in the Beach Cities CIMP. Since two rounds of training of City staff and contractors in illicit discharge identification have been completed during the current permit term, no additional training of existing field staff is required, however training of new staff members must be provided within 180 days of starting employment.

The Consultant should allocate effort for consulting support of City staff as needed in implementing the ICID program and/or training newly hired staff in illicit discharge identification.

*Task 6 Deliverables:*

- As needed training session for newly hired field staff

**Task 7 Pursuit and Implementation of Grant Funding for Stormwater Projects**

As part of its commitment in the Beach Cities EWMP, the City must make a good faith effort to pursue funding for the regional and distributed capital projects that are proposed for construction within its jurisdiction. Grant funding allows the City to leverage municipal resources for the construction of such capital projects. The Consultant should allocate effort to assist the City in the tracking and pursuit of grant funding. Once grant money is secured by the City, there are reporting and implementation requirements requisite to obtaining the funds. The Consultant should also allocate effort to assist City staff in meeting these requirements for awarded grant funds.

**Subtask 7.1 Pursuit of Grant Funding**

The Consultant should allocate effort to assist City staff in preparing one (1) complete grant application in consultation with City staff based on the City's priorities for a targeted grant solicitation.

This allocation of effort includes time for the Consultant to assist City staff in preparing one (1) grant application and supporting information for a capital project. It is assumed that City staff will provide the following items for the grant application:

- Engineers cost estimate for selected project;
- Schematics and/or GIS-based maps requested by the application; and
- Project scope/description.

Time is also allocated in this subtask for the Consultant to track and evaluate grant solicitations

**Subtask 7.2 Implementation of Grant Program Requirements**

Consultants should allocate time to assist in the implementation of current grant agreements including developing Project Assessment and Evaluation Plans (PAEP) and Quality Assurance Project Plans (QAPP) to demonstrate that expected outcomes have been met following construction of the Project. This subtask provides an allocation of time for the consultant to review and comment on project documents, grant administration and reporting such as the submittal of quarterly invoice packages to the Grant Manager. An allocation of twenty-four (24) hours per quarter should be included to prepare and review these packages prior to submittal. It is assumed that City staff and/or the Project's contractor will prepare and submit the invoice packages.



An allotment of time is also included in this task to attend one (1) City Council meeting to support City staff in providing an update on the progress of the Project, if needed.

### **Community Engagement**

Hermosa Beach has a highly engaged community and anticipates that the following community engagement efforts will be necessary in the successful development of stormwater Plans and Capital Improvement Projects:

- Preparation of Materials for Community Outreach Events
- Attendance at Community Outreach Events
- Preparing meeting minutes and summaries from Community Outreach Events

An allocation of eight (8) hours per quarter should be included for Community Engagement

### **Additional Tasks**

Proposers should incorporate the following add-on tasks into their Approach and Budget. The Consultant will assist the City in implementing the Envision Assessment and Certification process for new projects such as either the Hermosa Avenue Green Street Project or the design of the Parking Lot A project.

### **Envision Assessment and Certification:**

The Consultant will assist City staff in implementing the Envision sustainable infrastructure framework during the design of one green street or other significant stormwater CIP project within the City over the course of this agreement. Envision was developed in joint collaboration between the Zofnass Program for Sustainable Infrastructure at the Harvard University Graduate School of Design and the Institute for Sustainable Infrastructure (ISI). ISI is a not-for-profit education and research organization founded by the American Public Works Association, the American Council of Engineering Companies, and the American Society of Civil Engineers. The Envision framework is described on the ISI website at <https://sustainableinfrastructure.org/>. Use of Envision can benefit infrastructure projects in numerous ways including:

- Long-term viability through increased resiliency and preparedness;
- Lower costs through management and stakeholder collaboration;
- Reduced negative impacts on the community and the environment;
- Potential to save owners money over time through efficiency;
- Credibility of a third-party rating system; and
- Increased public confidence and involvement in decision making.

This effort will include preparation of cover sheets for each Envision credit pursued and compiling information supporting each credit attempted for submittal of documentation to the ISI website. It is assumed the City will strive for Platinum certification for the project (50% of all points possible). Effort for guiding and documenting the Envision framework process will be distributed between FY1920 and 2021 culminating in submittal of documentation for certification. FY1920 allocation for Envision process includes time for an initial meeting with the City's internal project team and completion of the Envision screening checklist exercise plus conducting/facilitating up to two (2) additional project and design team meetings to coordinate/guide the Envision process, and additional time for compiling materials/information. The FY2021 allocation includes time for conducting/facilitating up to three (3) meetings with project and design team to coordinate/guide the Envision process, and additional time for compiling materials/information, preparing cover sheets for submittal, and communicating with Envision reviewers. At least one



member of the consultant team assigned to this task shall have current certification in good standing as an Envision Sustainability Professional (ENV SP) through the Institute for Sustainable Infrastructure <https://v3.sustainableinfrastructure.org/users/envsp-directory>.

## 2.5 Work to be Performed or Provided by the City

The City will perform the following tasks or functions related to this project.

1. Process and distribute data requests to the City.
2. Post/distribute public information announcements, website updates, workshop agendas/reports.
3. Prepare and execute Agreements with all entities.
4. Schedule times and facilities reservations for meetings and workshops.
5. Upon contract award, City will provide copies of available records.
6. Act as liaison with the appropriate decision making bodies.

# 3 Proposal Submittal Instructions

## 3.1 Proposal Format

Proposals must be submitted in a sealed envelope or box bearing the name of the consultant, clearly marked, and submitted only to the following address:

PROFESSIONAL SERVICES FOR STORMWATER CONSULTING (RFP 19-05)  
City of Hermosa Beach  
Attn: Kristy Morris  
Office of the  
1315 Valley Drive  
Hermosa Beach CA 90254

### 3.1.1 Hard Copy Proposals

Proposers shall submit **one original** and **four copies** of the proposal for a total of five bound documents. One hard copy of the cost proposal (fee schedule) shall be in a separate sealed envelope, clearly marked "Cost Proposal".

If discrepancies are found between the copies, or between the original and copy or copies, the "ORIGINAL" will provide the basis for resolving such discrepancies. If one document is not clearly marked "ORIGINAL", the City reserves the right to use any copy of the proposals as the Original.

All proposals shall be submitted on standard 8.5" by 11" paper and printed double-sided. Exhibits may be 11" by 17" paper as needed. Proposers should minimize the use of plastic film/dividers and other materials that cannot be recycled.

All pages should be numbered and identified sequentially by section.

### 3.1.2 Electronic Submittal

Proposers shall submit an electronic PDF version of their proposal by email to the project manager at [kmorris@hermosabch.org](mailto:kmorris@hermosabch.org). The cost proposal shall also be submitted in the same email, but as a separate PDF attachment. Attachments may not exceed a combined total of 20 MB.



## 3.2 Proposal Content

Proposals must be concise, but with sufficient detail to allow accurate evaluation and comparative analysis. Proposals should be straightforward and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals should include the sections as described in greater detail below. Do NOT include marketing brochures or other promotional material not connected with this RFP.

### 3.2.1 Cover Letter

Proposal must be accompanied by a cover letter, signed by an individual authorized to bind the proposing entity. An unsigned proposal is grounds for rejection. The cover letter should include an introduction of the firm and summary statement of professional qualifications.

### 3.2.2 Firm Profile

Proposers should provide a brief profile of the prime consultant and any sub-consultants. Information should include, but is not limited to the following information:

- Official name and address.
- Name, address, and telephone number of the consultant's primary point of contact.
- Type of business entity of consultant (corporation, company, joint venture, etc.). Please enclose a copy of the Joint Venture Agreement if entity is a joint venture.
- Federal Employer I.D. Number.
- Address, telephone numbers and fax numbers of each of the proposing firm's locations.
- Indication whether firm is totally or partially owned by another business organization (parent company) or individual.
- Number of years consultant has been in business under the present business name.
- Number of years of experience the consultant has had in providing required, equivalent, or related services.
- Any failures or refusals to complete a contract, and explanation.

### 3.2.3 Project Understanding and Approach to Scope of Work

Proposers should include in this section a statement of project understanding, organizational chart, approach to work program and summary of deliverables, described in greater detail below.

#### **Statement of Project Understanding**

Consultant must include in this section its understanding of the project and understanding of the Scope of Services noted herein. Consultant should be able to articulate a thorough understanding of the State, County and Local requirements, and other industry standards applicable to the project or services to be provided.

#### **Organizational Chart**

Consultant shall include an organizational chart that reflects key staff and roles/responsibilities of each individual assigned to provide services under this Proposal. Any roles or topics in which the proposer anticipates utilizing the expertise of subcontractors should be clearly identified.

#### **Approach to Work Program (Required and Optional Tasks)**

The City is seeking an effective, efficient and creative approach to preparing work products and meeting the City's goals and timeline for this project. In this section, proposers should include their



recommended approach to providing the requested professional services and tasks noted in the Scope of Services in the RFP. The approach to the work plan shall be of such detail to demonstrate the proposer's ability to accomplish project objectives. This section should also include proposed approaches and techniques to engagement community and stakeholders in the process of developing the project.

The proposer's approach should provide detail on both the required and optional tasks identified in the scope of work, as well as any additional tasks recommended by the proposer to successfully achieve the project objectives.

### **Summary of Deliverables**

Proposer should identify the major deliverables, indicate the number of drafts or versions anticipated in the scope of work and budget, and the format in which the deliverable will be provided (electronic or hard copy) for each required and optional task.

### **Roles and Responsibilities for City Staff**

Proposer should summarize any services NOT provided by their firm that are listed in the Scope of Work. Consultant shall also list any resources, City assistance or other items expected to be provided by City beyond those listed in Section 2.5, "Work to be Performed or Provided by the City". Consultant may additionally itemize those services which are further required but are not noted in the aforementioned paragraphs as requirements. Consultant will title this section as Additional Services.

#### **3.2.4 Project Management Plan**

Key to a creative, effective, and efficient delivery of the project is close coordination and communication between the City, community, and the selected consultant. In this section, proposers should provide a project schedule, and describe the firm or project manager's approach to communications and quality assurance/quality control.

### **Schedule**

Proposers should present a schedule that details the timing and sequence of project tasks, deliverables, and community engagement efforts.

### **Communications Approach**

Proposers should describe their recommended or preferred approach to project communications between the City and Consultant Team. This should include detail on the frequency of project check-ins, progress updates, and meeting locations (i.e. phone, email, in-person). Communications protocols for coordinating with other City departments, agencies, and the community can be established during project kick-off.

### **Quality Assurance/Quality Control Approach**

Describe the firm's QA/QC processes that will be adhered to during the term of the agreement. Describe the Consultant's method of ensuring that the assigned personnel's quality of work is high.

#### **3.2.5 Experience and Qualifications**

Proposers should include in this section a summary of relevant projects, contact information for references, and information about the experience, qualifications, and availability of key personnel, described in greater detail below.

**Summary of Relevant Projects**

Proposers should highlight representative projects that are similar in scope and size to this project to demonstrate the firm's depth of experience and familiarity with similar projects. For each project, please include the following information, at a minimum:

- Year started and completed (if relevant)
- Contracting Agency + Department
- Project Description
- Key Personnel Assigned
- Contract Value

**References**

Consultant must provide at least three (3) references for which consultant has provided services similar in scope as set forth in the RFP within the last five (5) years. Reference information should include:

- Name of agency
- Name of agency project manager
- Email address and telephone number of contact person
- Description of project or services provided

**Experience and Qualifications of Key Personnel**

The consultant shall provide resumes indicating the experience and qualifications for the key personnel identified in the organization chart. Consultant shall also include the number and type of additional support personnel who will be providing services. At a minimum, the resume for each team member should include:

- Name
- Position and Role for This Project
- Degrees and Certifications
- Professional Memberships/Registrations
- Summary of Experience
- Work on Representative Project Similar in Scope

If sub-consultants are to be used as part of this proposal, a resume of the sub-consultant and relevant experience is to be included in the same format.

**Assignment of Key Personnel**

It is the City's preference to have the key personnel identified in the Organizational Chart remain with the project during the term of the agreement. In this section, please indicate the availability of key personnel to pursue completion of this project in terms of the involvement in other projects that are presently in your firm's backlog.

After contract execution the Consultant should not substitute key personnel (project manager and others listed by name in the proposal) or sub-consultants without prior written approval from the local agency. The consultant must request and justify the need for the substitution and obtain approval from the agency prior to use of a different sub-consultant on the contract. The proposed substituted person must be as qualified as the original, and at the same or lower cost for engineering types of consultant contracts, the Consultant's project manager shall have all the necessary credentials to qualify him/her as a project manager for this project.



In the event there are proposed changes in key personnel, including sub-consultants, during the term of the agreement that are outside of the consulting firm's control, the consultant shall prepare a transition plan that is presented to the City's project manager for review.

### 3.2.6 Required Forms

Consultant shall review, acknowledge and submit the following forms:

- **Certification of Proposal.** Proposer is required to sign and submit the Certification of Proposal including acknowledgement that they have received and considered any addendums issued by the City of Hermosa Beach in connection with this RFP.
- **Non-Collusion Affidavit.** Proposer is required to sign and submit the Non-Collusion Affidavit.
- **Compliance with Insurance Requirements.** Consultant shall demonstrate the willingness and ability to submit proof of the required insurance coverage as set forth in the Sample Professional Services Agreement.
- **Acknowledgement of Professional Services Agreement.** Consultant shall demonstrate willingness and ability to comply with the City's Sample Professional Services Agreement and/or indicate any exceptions to the Professional Services Agreement.

### 3.2.7 Cost Proposal

Printed cost proposals shall be submitted in a separate sealed envelope with the proposal, labeled "Cost Proposal" and indicate the firm's name. Electronic copies of the cost proposal may be submitted in the same email but provided as a separate, clearly marked "cost proposal" PDF file.

Consultant should provide the estimated fee to successfully fulfill the Scope of Work detailed in this RFP. Required and optional tasks should be consistent with the tasks listed in the Scope of Services and be clearly marked in the fee schedule to facilitate consistent comparison of costs between proposals. The Cost Proposal should detail the scope of services by task, identifying project team members, hourly billing rates, and estimated hours per task. The Cost Proposal should also include any direct costs such as travel, equipment, printing/materials.

The Cost Proposal must also state if the proposed hourly rate(s) for key personnel is guaranteed for the term of an agreement (if awarded) or if it is subject to adjustments. If subject to adjustments, consultant must state the frequency of adjustments and how adjustments are determined.

## **4 Proposal Evaluation and Selection**

### **4.1 Proposal Review Process**

The City will evaluate all proposals received in accordance with the evaluation criteria. The City shall not be obligated to accept the lowest priced proposal, but the City may make award(s) in the best interests of the City after all factors are considered, including, but not limited to, the demonstrated competence, experience and professional qualifications of the Proposer. Evaluation scores will not be released until after award of proposal, if one is made.

Following the review of proposals by the City's team, the City may invite short-listed consultants to be interviewed by a panel of City staff, which may include non-city personnel at the City's discretion. Discussions may, at the City's option, be conducted with the most qualified Proposers. Discussions may be for the purpose of clarification to assure full understanding of, and



responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. In conducting discussions, the City will not disclose information derived from proposals submitted by competing Proposers.

The City will verify references of short-listed consultants, which may include persons not listed as references, and this will help inform the City's decisions. The City will select a consultant to negotiate for the performance of work. In negotiating the contract the City may request modifications to the proposed scope or to the technical team or other elements of the proposal. If negotiations fail, the City will commence negotiations with the next qualified candidate. Work will promptly commence following contract award and satisfaction of contract requirements.

## 4.2 Evaluation Criteria

Proposals will be evaluated on the basis of their response to all provisions of this RFP. The City of Hermosa Beach will use the following criteria in its evaluation of proposals, interviews with selected consultants, or verification of references. The categories will be weighted approximately as follows.

### **Approach and Methods (35%):**

- A well thought-out and tailored approach to the technical work that responds to the project's particular issues and needs.
- Incorporation of innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities.
- Evidence of the team's ability to work collaboratively with other members of a multi-disciplinary team in a complex and dynamic working environment.
- Demonstration of the team's commitment to accurate and superior work products and services as detailed in the project management project management plan.

### **Relevant Experience & Expertise (40%):**

- Recent experience preparing similar projects or providing similar services for jurisdictions.
- Familiarity and experience with applicable industry standards and any relevant federal, state, or local requirements.
- The depth and appropriateness of experience of individual members of the technical team as they relate to the specific technical tasks called for by the project
- The team's experience and ability to clearly communicate technical concepts and terminology with the community.

### **Timeframe and Costs (15%):**

- Display of a proposed schedule and timeline that meets any specific conditions laid out in the RFP or accomplishes the project objectives in a reasonable timeframe.
- Delivery of a clear and reasonable project budget that provides sufficient detail on the costs for required and optional services.
- Evidence of the team's ability to successfully deliver project tasks and deliverables within the identified project budget and minimize cost overruns.

### **Administration (10%):**

- Ability to comply with the timeline, terms, and billing procedures.
- The extent and nature of any proposed amendments to the City's Professional Services Agreement.



## **5 Contract Expectations**

### **5.1 Contract Period**

The Contract Period shall be three (3) years, commencing on July 1, 2019, and expiring June 30, 2022, and the City shall have the sole option to extend the Term of this Agreement up to twenty-four (24) months following three (3) years. The City may, upon at least ninety-day (90-day) advance written notice to the Contractor prior to the expiration of the Term of this Agreement, exercise this extension option.

### **5.2 Professional Services Agreement**

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

### **5.3 Standards of Work**

In case of conflicts, ambiguities, discrepancies, errors, or omissions, Consultant shall submit the matter to City for clarification. Any work affected by such conflicts, ambiguities, discrepancies, errors or omissions which is performed by Consultant prior to clarification by City shall be at Consultant's risk and expense.

### **5.4 Invoicing and Payment**

The contract will be set up to be a time and materials contract with a not to exceed fee for either/or the total contract and/or a not to exceed fee by task. Back up information must be submitted together with the invoices.

Each invoice shall contain a progress report describing the work completed during the billing period and shall also include cost information by task regarding: previous work billed to date, work billed during the reporting period, percent of task completed and amount remaining by task.

## **6 Attachments and Required Forms**

### **6.1 Maps or Design Plans**



## 6.1.1 City Storm Drain Map

## Storm Drain System





## 6.2 Sample Professional Services Agreement

### CONTRACT FOR PROFESSIONAL SERVICES TO

#### BETWEEN THE CITY OF HERMOSA BEACH AND \_\_\_\_\_

This AGREEMENT is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2019, by and between the CITY OF \_\_\_\_\_, a general law city a municipal corporation ("CITY") and \_\_\_\_\_, a limited liability company ("CONSULTANT").

#### **RECITALS**

- A. The City desires to \_\_\_\_\_.
- B. The City does not have the personnel able and/or available to perform the services required under this agreement and therefore, the City desires to contract for consulting services to accomplish this work.
- C. The Consultant warrants to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.
- D. The City desires to contract with the Consultant to perform the services as described in Exhibit A of this Agreement.

**NOW, THEREFORE**, based on the foregoing recitals, the City and the Consultant agree as follows:

#### **1 CONSIDERATION AND COMPENSATION**

As partial consideration, CONSULTANT agrees to perform the work listed in the SCOPE OF SERVICES, attached as EXHIBIT A.

As additional consideration, CONSULTANT and CITY agree to abide by the terms and conditions contained in this Agreement.

As additional consideration, CITY agrees to pay CONSULTANT a total of \$ \_\_\_\_\_, for CONSULTANT's services, unless otherwise specified by written amendment to this Agreement.

No additional compensation shall be paid for any other expenses incurred, unless first approved by the City Manager or his/her designee.

CONSULTANT shall submit to CITY, by not later than the 10th day of each month, its invoice for services itemizing the fees and costs incurred during the previous month. CITY shall pay CONSULTANT all uncontested amounts set forth in CONSULTANT's invoice within 30 days after it is received.

#### **2 SCOPE OF SERVICES**

CONSULTANT will perform the services and activities set forth in the SCOPE OF SERVICE attached hereto as Exhibit A and incorporated herein by this reference.



Except as herein otherwise expressly specified to be furnished by CITY, CONSULTANT will, in a professional manner, furnish all of the labor, technical, administrative, professional and other personnel, all supplies and materials, equipment, printing, vehicles, transportation, office space, and facilities necessary or proper to perform and complete the work and provide the professional services required of CONSULTANT by this Agreement.

- 3 PAYMENTS. For CITY to pay CONSULTANT as specified by this Agreement, CONSULTANT must submit an invoice to CITY which lists the reimbursable costs, the specific tasks performed, and, for work that includes deliverables, the percentage of the task completed during the billing period in accordance with the schedule of compensation incorporated in "Exhibit A."
- 4 TIME OF PERFORMANCE. The services of the CONTRACTOR are to commence upon receipt of a notice to proceed from the CITY and shall continue until all authorized work is completed to the CITY's reasonable satisfaction, in accordance with the schedule incorporated in "Exhibit A," unless extended in writing by the CITY.
- 5 FAMILIARITY WITH WORK. By executing this Agreement, CONSULTANT represents that CONSULTANT has (a) thoroughly investigated and considered the scope of services to be performed; (b) carefully considered how the services should be performed; and (c) understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.
- 6 KEY PERSONNEL. CONSULTANT's key person assigned to perform work under this Agreement is \_\_\_\_\_. CONSULTANT shall not assign another person to be in charge of the work contemplated by this Agreement without the prior written authorization of the City.
- 7 TERM OF AGREEMENT. The term of this Agreement shall commence upon execution by both parties and shall expire on \_\_\_\_\_, 20\_\_\_\_, unless earlier termination occurs under Section 11 of this Agreement, or this Agreement is extended in writing in advance by both parties.
- 8 CHANGES. CITY may order changes in the services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, and the contract sum and the contract time will be adjusted accordingly. All such changes must be authorized in writing, executed by CONSULTANT and CITY. The cost or credit to CITY resulting from changes in the services will be determined in accordance with written agreement between the parties.
- 9 TAXPAYER IDENTIFICATION NUMBER. CONSULTANT will provide CITY with a Taxpayer Identification Number.
- 10 PERMITS AND LICENSES. CONTRACTOR will obtain and maintain during the term of this Agreement all necessary permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement.
- 11 TERMINATION. Except as otherwise provided, CITY may terminate this Agreement at any time with or without cause. Notice of termination shall be in writing.

CONSULTANT may terminate this Agreement. Notice will be in writing at least 30 days before the effective termination date.

In the event of such termination, the CONTRACTOR shall cease services as of the date of termination, and all finished or unfinished documents, data, drawings, maps, and other



materials prepared by CONSULTANT shall, at CITY's option, become CITY's property, and CONSULTANT will receive just and equitable compensation for any work satisfactorily completed up to the effective date of notice of termination.

Should the Agreement be terminated pursuant to this Section, CITY may procure on its own terms services similar to those terminated.

- 12 INDEMNIFICATION.** CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONSULTANT's performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY'S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 17, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

- 13 ASSIGNABILITY.** This Agreement is for CONSULTANT's professional services. CONSULTANT's attempts to assign the benefits or burdens of this Agreement without CITY's written approval are prohibited and will be null and void.
- 14 INDEPENDENT CONTRACTOR.** CITY and CONSULTANT agree that CONSULTANT will act as an independent contractor and will have control of all work and the manner in which is it performed. CONSULTANT will be free to contract for similar service to be performed for other employers while under contract with CITY. CONSULTANT is not an agent or employee of CITY and is not entitled to participate in any pension plan, insurance, bonus or similar benefits CITY provides for its employees. Any provision in this Agreement that may appear to give CITY the right to direct CONSULTANT as to the details of doing the work or to exercise a measure of control over the work means that CONSULTANT will follow the direction of the CITY as to end results of the work only.
- 15 AUDIT OF RECORDS.** CONSULTANT agrees that CITY, or designee, has the right to review, obtain, and copy all records pertaining to the performance of this Agreement. CONSULTANT agrees to provide CITY, or designee, with any relevant information requested and will permit CITY, or designee, access to its premises, upon reasonable notice, during normal business hours for the purpose of interviewing employees and inspecting and copying such books, records, accounts, and other material that may be relevant to a matter under investigation for the purpose of determining compliance with this Agreement. CONSULTANT further agrees



to maintain such records for a period of three (3) years following final payment under this Agreement.

CONSULTANT will keep all books, records, accounts and documents pertaining to this Agreement separate from other activities unrelated to this Agreement.

**16 CORRECTIVE MEASURES.** CONSULTANT will promptly implement any corrective measures required by CITY regarding the requirements and obligations of this Agreement. CONSULTANT will be given a reasonable amount of time as determined by the City to implement said corrective measures. Failure of CONSULTANT to implement required corrective measures shall result in immediate termination of this Agreement.

**17 INSURANCE REQUIREMENTS.**

A. The CONSULTANT, at the CONSULTANT's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

1. Workers Compensation Insurance as required by law. The Consultant shall require all subcontractors similarly to provide such compensation insurance for their respective employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONTRACTOR for City.
2. General Liability Coverage. The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than two million dollars (\$2,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.
3. Automobile Liability Coverage. The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than one million dollars (\$1,000,000) combined single limit for each occurrence.
4. Professional Liability Coverage. The CONSULTANT shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONSULTANT'S operations under this Agreement, whether such operations be by the CONSULTANT or by its employees, subcontractors, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000) on a claims-made annual aggregate basis, or a combined single-limit-per-occurrence basis. When coverage is provided on a "claims made basis," CONSULTANT will continue to renew the insurance for a period of three (3) years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, and will cover CONSULTANT for all claims made by CITY arising out of any errors or omissions of CONSULTANT, or its officers, employees or agents during the time this Agreement was in effect.



- B. Endorsements. Each general liability, automobile liability and professional liability insurance policy shall be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California, or which is approved in writing by City, and shall be endorsed as follows. CONSULTANT also agrees to require all contractors, and subcontractors to do likewise.
1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations."
  2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.
  3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.
  4. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents.
  5. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
  6. The insurance provided by this policy shall not be suspended, voided, canceled, or reduced in coverage or in limits except after thirty (30) days written notice has been received by the CITY.
- C. CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against Contractor arising out of the work performed under this agreement. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.
- D. Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- E. The CONSULTANT shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement.
- F. Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement pursuant to Section 11 above.
- G. The commercial general and automobile liability policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the Consultant (as the named insured) should Consultant fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. Consultant understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Consultant as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City



pay the SIR or deductible on Consultant's behalf upon the Consultant's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, City may include such amounts as damages in any action against Consultant for breach of this Agreement in addition to any other damages incurred by City due to the breach.

- 18 USE OF OTHER CONSULTANTS.** CONSULTANT must obtain CITY's prior written approval to use any sub-consultants while performing any portion of this Agreement. Such approval must include approval of the proposed consultant and the terms of compensation.
- 19 FINAL PAYMENT ACCEPTANCE CONSTITUTES RELEASE.** The acceptance by the CONSULTANT of the final payment made under this Agreement shall operate as and be a release of the CITY from all claims and liabilities for compensation to the CONSULTANT for anything done, furnished or relating to the CONSULTANT'S work or services. Acceptance of payment shall be any negotiation of the CITY'S check or the failure to make a written extra compensation claim within ten (10) calendar days of the receipt of that check. However, approval or payment by the CITY shall not constitute, nor be deemed, a release of the responsibility and liability of the CONSULTANT, its employees, sub-consultants and agents for the accuracy and competency of the information provided and/or work performed; nor shall such approval or payment be deemed to be an assumption of such responsibility or liability by the CITY for any defect or error in the work prepared by the Consultant, its employees, sub-consultants and agents.
- 20 CORRECTIONS.** In addition to the above indemnification obligations, the CONSULTANT shall correct, at its expense, all errors in the work which may be disclosed during the City's review of the Consultant's report or plans. Should the Consultant fail to make such correction in a reasonably timely manner, such correction shall be made by the CITY, and the cost thereof shall be charged to the CONSULTANT. In addition to all other available remedies, the City may deduct the cost of such correction from any retention amount held by the City or may withhold payment otherwise owed CONSULTANT under this Agreement up to the amount of the cost of correction.
- 21 NON-APPROPRIATION OF FUNDS.** Payments to be made to CONSULTANT by CITY for services preformed within the current fiscal year are within the current fiscal budget and within an available, unexhausted fund. In the event that CITY does not appropriate sufficient funds for payment of CONSULTANT'S services beyond the current fiscal year, the Agreement shall cover payment for CONSULTANT'S services only to the conclusion of the last fiscal year in which CITY appropriates sufficient funds and shall automatically terminate at the conclusion of such fiscal year.
- 22 NOTICES.** All communications to either party by the other party will be deemed made when received by such party at its respective name and address as follows:

CITY	CONSULTANT
City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254 ATTN:	ATTN:



Any such written communications by mail will be conclusively deemed to have been received by the addressee upon deposit thereof in the United States Mail, postage prepaid and properly addressed as noted above. In all other instances, notices will be deemed given at the time of actual delivery. Changes may be made in the names or addresses of persons to whom notices are to be given by giving notice in the manner prescribed in this paragraph. Courtesy copies of notices may be sent via electronic mail, provided that the original notice is deposited in the U.S. mail or personally delivered as specified in this Section.

- A. SOLICITATION. CONSULTANT maintains and warrants that it has not employed nor retained any company or person, other than CONSULTANT's bona fide employee, to solicit or secure this Agreement. Further, CONSULTANT warrants that it has not paid nor has it agreed to pay any company or person, other than CONSULTANT's bona fide employee, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Should CONSULTANT breach or violate this warranty, CITY may rescind this Agreement without liability.
  - B. THIRD PARTY BENEFICIARIES. This Agreement and every provision herein is generally for the exclusive benefit of CONSULTANT and CITY and not for the benefit of any other party. There will be no incidental or other beneficiaries of any of CONSULTANT's or CITY's obligations under this Agreement.
  - C. INTERPRETATION. This Agreement was drafted in, and will be construed in accordance with the laws of the State of California, and exclusive venue for any action involving this agreement will be in Los Angeles County.
  - D. ENTIRE AGREEMENT. This Agreement, and its Attachments, sets forth the entire understanding of the parties. There are no other understandings, terms or other agreements expressed or implied, oral or written.
  - E. RULES OF CONSTRUCTION. Each Party had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply, as a whole, and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.
  - F. AUTHORITY/MODIFICATION. The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement and to engage in the actions described herein. This Agreement may be modified by written amendment with signatures of all parties to this Agreement. CITY's city manager, or designee, may execute any such amendment on behalf of CITY.
- 23** ACCEPTANCE OF FACSIMILE OR ELECTRONIC SIGNATURES. The Parties agree that this Contract, agreements ancillary to this Contract, and related documents to be entered into in connection with this Contract will be considered signed when the signature of a party is delivered by facsimile transmission or scanned and delivered via electronic mail. Such facsimile or electronic mail copies will be treated in all respects as having the same effect as an original signature.
- 24** FORCE MAJEURE. Should performance of this Agreement be impossible due to fire, flood, explosion, war, embargo, government action, civil or military authority, the natural elements, or other similar causes beyond the Parties' control, then the Agreement will immediately terminate without obligation of either party to the other.



- 25** TIME IS OF ESSENCE. Time is of the essence to comply with dates and schedules to be provided.
- 26** ATTORNEY'S FEES. The parties hereto acknowledge and agree that each will bear his or its own costs, expenses and attorneys' fees arising out of and/or connected with the negotiation, drafting and execution of the Agreement, and all matters arising out of or connected therewith except that, in the event any action is brought by any party hereto to enforce this Agreement, the prevailing party in such action shall be entitled to reasonable attorneys' fees and costs in addition to all other relief to which that party or those parties may be entitled.
- 27** STATEMENT OF EXPERIENCE. By executing this Agreement, CONSULTANT represents that it has demonstrated trustworthiness and possesses the quality, fitness and capacity to perform the Agreement in a manner satisfactory to CITY. CONSULTANT represents that its financial resources, surety and insurance experience, service experience, completion ability, personnel, current workload, experience in dealing with private consultants, and experience in dealing with public agencies all suggest that CONSULTANT is capable of performing the proposed contract and has a demonstrated capacity to deal fairly and effectively with and to satisfy a public agency.
- 28** OWNERSHIP OF DOCUMENTS. It is understood and agreed that the City shall own all documents and other work product of the Consultant, except the Consultant's notes and workpapers, which pertain to the work performed under this Agreement. The City shall have the sole right to use such materials in its discretion and without further compensation to the Consultant, but any re-use of such documents by the City on any other project without prior written consent of the Consultant shall be at the sole risk of the City.
- 29** DISCLOSURE REQUIRED. (City and Consultant initials required at one of the following paragraphs)

By their respective initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is a "consultant" for the purposes of the California Political Reform Act because Consultant's duties would require him or her to make one or more of the governmental decisions set forth in Fair Political Practices Commission Regulation 18701(a)(2) or otherwise serves in a staff capacity for which disclosure would otherwise be required were Consultant employed by the City. Consultant hereby acknowledges his or her assuming-office, annual, and leaving-office financial reporting obligations under the California Political Reform Act and the City's Conflict of Interest Code and agrees to comply with those obligations at his or her expense. Prior to consultant commencing services hereunder, the City's Manager shall prepare and deliver to consultant a memorandum detailing the extent of Consultant's disclosure obligations in accordance with the City's Conflict of Interest Code.

City Initials \_\_\_\_\_

Consultant Initials \_\_\_\_\_

**OR**



By their initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is not a "consultant" for the purpose of the California Political Reform Act because Consultant's duties and responsibilities are not within the scope of the definition of consultant in Fair Political Practice Commission Regulation 18701(a)(2)(A) and is otherwise not serving in staff capacity in accordance with the City's Conflict of Interest Code.

City Initials \_\_\_\_\_

Consultant Initials \_\_\_\_\_

**IN WITNESS WHEREOF** the parties hereto have executed this contract the day and year first hereinabove written.

CITY OF HERMOSA BEACH

CONSULTANT

\_\_\_\_\_  
MAYOR

By: \_\_\_\_\_  
TITLE

ATTEST:

\_\_\_\_\_  
Elaine Doerfling, City Clerk

\_\_\_\_\_  
Taxpayer ID No.

APPROVED AS TO FORM:

\_\_\_\_\_  
Michael Jenkins , City Attorney



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: \_\_\_\_\_

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_

6.3.2 Non-Collusion Affidavit

RFP #: \_\_\_\_\_

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_



6.3.3 Compliance with Insurance Requirements

**RFP #:** \_\_\_\_\_

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_



6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** \_\_\_\_\_

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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Signature of Authorized Representative:

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Printed Name and Title:

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**CONTRACT FOR PROFESSIONAL SERVICES TO PROVIDE PROJECT  
MANAGEMENT/COORDINATION IN IMPLEMENTING THE MUNICIPAL  
STORMWATER PERMIT (MS4), BETWEEN THE CITY OF HERMOSA BEACH  
AND JOHN L. HUNTER AND ASSOCIATES INC.**

This AGREEMENT is entered into this 27<sup>th</sup> day of August, 2019, by and between the CITY OF HERMOSA BEACH, a general law city and municipal corporation ("CITY") and John L. Hunter and Associates Inc., a California corporation ("CONSULTANT").

**RECITALS**

- A. The City desires to obtain project management for the Los Angeles MS4 Permit Implementation and assistance with: Public Information and Participation Programs, Industrial/Commercial Facilities Control Program, Planning and Land Development & Construction Programs, Public Agency Activities Program, Illicit Connection and Illicit Discharge Elimination, and TMDL and Watershed Planning.
- B. The City does not have the personnel able and/or available to perform the services required under this agreement and therefore, the City desires to contract for consulting services to accomplish this work.
- C. The Consultant warrants to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.
- D. The City desires to contract with the Consultant to perform the services as described in Exhibit A of this Agreement.

NOW, THEREFORE, based on the foregoing recitals, the City and the Consultant agree as follows:

1. **CONSIDERATION AND COMPENSATION**

- A. As partial consideration, CONSULTANT agrees to perform the work listed in the SCOPE OF SERVICES, attached as EXHIBIT A.
- B. As additional consideration, CONSULTANT and CITY agree to abide by the terms and conditions contained in this Agreement.
- C. As additional consideration, CITY agrees to pay CONSULTANT a total not to exceed \$114, 989 annually for CONSULTANT's services, in accordance with the hourly rates set forth in Exhibit A, incorporated herein by reference, unless otherwise specified by written amendment to this Agreement.
- D. No additional compensation shall be paid for any other expenses incurred,

unless first approved by the City Manager or his/her designee.

- E. CONSULTANT shall submit to CITY, by not later than the 10th day of each month, its invoice for services itemizing the fees and costs incurred during the previous month. CITY shall pay CONSULTANT all uncontested amounts set forth in CONSULTANT's invoice within 30 days after it is received.

2. SCOPE OF SERVICES.

- A. CONSULTANT will perform the services and activities set forth in the SCOPE OF SERVICE attached hereto as Exhibit A and incorporated herein by this reference.
- B. Except as herein otherwise expressly specified to be furnished by CITY, CONSULTANT will, in a professional manner, furnish all of the labor, technical, administrative, professional and other personnel, all supplies and materials, equipment, printing, vehicles, transportation, office space, and facilities necessary or proper to perform and complete the work and provide the professional services required of CONSULTANT by this Agreement.

3. PAYMENTS. For CITY to pay CONSULTANT as specified by this Agreement, CONSULTANT must submit an invoice to CITY which lists the reimbursable costs, the specific tasks performed, and, for work that includes deliverables, the percentage of the task completed during the billing period in accordance with the schedule of compensation incorporated in Exhibit A.

4. TIME OF PERFORMANCE. The services of the CONTRACTOR are to commence upon receipt of a notice to proceed from the CITY and shall continue until all authorized work is completed to the CITY's reasonable satisfaction, in accordance with the schedule incorporated in "Exhibit A," unless extended in writing by the CITY.

5. FAMILIARITY WITH WORK. By executing this Agreement, CONSULTANT represents that CONSULTANT has (a) thoroughly investigated and considered the scope of services to be performed; (b) carefully considered how the services should be performed; and (c) understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.

6. KEY PERSONNEL. CONSULTANT's key person assigned to perform work under this Agreement is John Hunter. CONSULTANT shall not assign another person to be in charge of the work contemplated by this Agreement without the prior written authorization of the City.

7. TERM OF AGREEMENT. The term of this Agreement shall commence upon execution by both parties and shall expire on June 30, 2022, unless earlier termination occurs under Section 11 of this Agreement, or this Agreement is extended in writing in advance by both

parties. The City shall have the sole option to extend the Term of this Agreement up to twenty-four (24) months following three (3) years.

8. CHANGES. CITY may order changes in the services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, and the contract sum and the contract time will be adjusted accordingly. All such changes must be authorized in writing, executed by CONSULTANT and CITY. The cost or credit to CITY resulting from changes in the services will be determined in accordance with written agreement between the parties.

9. TAXPAYER IDENTIFICATION NUMBER. CONSULTANT will provide CITY with a Taxpayer Identification Number.

10. PERMITS AND LICENSES. CONTRACTOR will obtain and maintain during the term of this Agreement all necessary permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement.

11.

TERMINATION.

- A. Except as otherwise provided, CITY may terminate this Agreement at any time with or without cause. Notice of termination shall be in writing.
- B. CONSULTANT may terminate this Agreement. Notice will be in writing at least 30 days before the effective termination date.
- C. In the event of such termination, the CONTRACTOR shall cease services as of the date of termination, and all finished or unfinished documents, data, drawings, maps, and other materials prepared by CONSULTANT shall, at CITY's option, become CITY's property, and CONSULTANT will receive just and equitable compensation for any work satisfactorily completed up to the effective date of notice of termination.
- D. Should the Agreement be terminated pursuant to this Section, CITY may procure on its own terms services similar to those terminated.

12.

INDEMNIFICATION.

- A. CONSULTANT shall indemnify, reimburse CITY for its reasonable attorney fees pursuant to California Civil Code Section 2782.8, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation, reimbursement for reasonable attorney fees, expert fees and all other costs and fees of litigation pursuant to Civil Code Section 2782.8) of every nature arising out of or in connection with CONSULTANT's negligence, recklessness or willful misconduct in the performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, but excepting such loss or damage which is caused by the negligence or willful

misconduct of the CITY or any third parties. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

- B. The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 17, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

13. ASSIGNABILITY. This Agreement is for CONSULTANT's professional services. CONSULTANT's attempts to assign the benefits or burdens of this Agreement without CITY's written approval are prohibited and will be null and void.

14. INDEPENDENT CONTRACTOR. CITY and CONSULTANT agree that CONSULTANT will act as an independent contractor and will have control of all work and the manner in which it is performed. CONSULTANT will be free to contract for similar service to be performed for other employers while under contract with CITY. CONSULTANT is not an agent or employee of CITY and is not entitled to participate in any pension plan, insurance, bonus or similar benefits CITY provides for its employees. Any provision in this Agreement that may appear to give CITY the right to direct CONSULTANT as to the details of doing the work or to exercise a measure of control over the work means that CONSULTANT will follow the direction of the CITY as to end results of the work only.

15. AUDIT OF RECORDS

- A. CONSULTANT agrees that CITY, or designee, has the right to review, obtain, and copy all records pertaining to the performance of this Agreement. CONSULTANT agrees to provide CITY, or designee, with any relevant information requested and will permit CITY, or designee, access to its premises, upon reasonable notice, during normal business hours for the purpose of interviewing employees and inspecting and copying such books, records, accounts, and other material that may be relevant to a matter under investigation for the purpose of determining compliance with this Agreement. CONSULTANT further agrees to maintain such records for a period of three (3) years following final payment under this Agreement.
- B. CONSULTANT will keep all books, records, accounts and documents pertaining to this Agreement separate from other activities unrelated to this Agreement.

16. CORRECTIVE MEASURES. CONSULTANT will promptly implement any corrective measures required by CITY regarding the requirements and obligations of this Agreement.

CONSULTANT will be given a reasonable amount of time as determined by the City to implement said corrective measures. Failure of CONSULTANT to implement required corrective measures shall result in immediate termination of this Agreement.

17. INSURANCE REQUIREMENTS.

- A. The CONSULTANT, at the CONSULTANT's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:
1. Workers Compensation Insurance as required by law. The Consultant shall require all subcontractors similarly to provide such compensation insurance for their respective employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONTRACTOR for City.
  2. General Liability Coverage. The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than two million dollars (\$2,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.
  3. Automobile Liability Coverage. The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than one million dollars (\$1,000,000) combined single limit for each occurrence.
  4. Professional Liability Coverage. The CONSULTANT shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONSULTANT'S operations under this Agreement, whether such operations are by the CONSULTANT or by its employees, subcontractors, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000) on a claims-made annual aggregate basis, or a combined single-limit-per-occurrence basis. When coverage is provided on a "claims made basis," CONSULTANT will continue to renew the insurance for a period of three (3) years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, and will cover CONSULTANT for all claims made by CITY arising out of any errors or omissions of CONSULTANT, or its officers, employees or agents during

the time this Agreement was in effect.

- B. Endorsements. Each general liability, automobile liability and workers compensation insurance policy shall be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California, or which is approved in writing by City, and shall be endorsed as follows. CONSULTANT also agrees to require all contractors, and subcontractors to do likewise.
1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations."
  2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have shall be considered excess insurance only and shall not contribute with this policy.
  3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.
  4. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents.
  5. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
  6. The insurance provided by this policy shall not be suspended, voided, canceled, except after thirty (30) days written notice has been received by the CITY. CONSULTANT shall provide the City 30 days advance written notice of any material reduction in its policy coverage or limits.
- C. CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against Contractor arising out of the work performed under this agreement. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.
- D. Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- E. The CONSULTANT shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein.

Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement.

- F. Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement pursuant to Section 11 above.
- G. The commercial general and automobile liability policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the Consultant (as the named insured) should Consultant fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. Consultant understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Consultant as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on Consultant's behalf upon the Consultant's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the policy, City may include such amounts as damages in any action against Consultant for breach of this Agreement in addition to any other damages incurred by City due to the breach.

18. USE OF OTHER CONSULTANTS. CONSULTANT must obtain CITY's prior written approval to use any consultants while performing any portion of this Agreement. Such approval must include approval of the proposed consultant and the terms of compensation.

19. FINAL PAYMENT ACCEPTANCE CONSTITUTES RELEASE. The acceptance by the CONSULTANT of the final payment made under this Agreement shall operate as and be a release of the CITY from all claims and liabilities for compensation to the CONSULTANT for anything done, furnished or relating to the CONSULTANT'S work or services. Acceptance of payment shall be any negotiation of the CITY'S check or the failure to make a written extra compensation claim within ten (10) calendar days of the receipt of that check. However, approval or payment by the CITY shall not constitute, nor be deemed, a release of the responsibility and liability of the CONSULTANT, its employees, sub-consultants and agents for the accuracy and competency of the information provided and/or work performed; nor shall such approval or payment be deemed to be an assumption of such responsibility or liability by the CITY for any defect or error in the work prepared by the Consultant, its employees, sub- consultants and agents.

20. CORRECTIONS. In addition to the above indemnification obligations, the CONSULTANT shall correct, at its expense, all errors in the work which may be disclosed during the City's review of the Consultant's report or plans. Should the Consultant fail to make such correction in a reasonably timely manner, such correction shall be made by the CITY, and the cost thereof shall be charged to the CONSULTANT.

21. NON-APPROPRIATION OF FUNDS. Payments to be made to CONSULTANT by CITY for services preformed within the current fiscal year are within the current fiscal budget and within an available, unexhausted fund. In the event that CITY does not appropriate sufficient funds for payment of CONSULTANT'S services beyond the current fiscal year, the Agreement shall cover payment for CONSULTANT'S services only to the conclusion of the last fiscal year in which CITY appropriates sufficient funds and shall automatically terminate at the conclusion of such fiscal year.

22. NOTICES. All communications to either party by the other party will be deemed made when received by such party at its respective name and address as follows:

CITY	CONSULTANT
City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254 ATTN: Lucho Rodriguez	John L. Hunter and Associates, Inc. 6131 Orangethorpe Ave, Suite 300 Buena Park, CA 90620 ATTN: John Hunter

Any such written communications by mail will be conclusively deemed to have been received by the addressee upon deposit thereof in the United States Mail, postage prepaid and properly addressed as noted above. In all other instances, notices will be deemed given at the time of actual delivery. Changes may be made in the names or addresses of persons to whom notices are to be given by giving notice in the manner prescribed in this paragraph. Courtesy copies of notices may be sent via electronic mail, provided that the original notice is deposited in the U.S. mail or personally delivered as specified in this Section.

23. SOLICITATION. CONSULTANT maintains and warrants that it has not employed nor retained any company or person, other than CONSULTANT's bona fide employee, to solicit or secure this Agreement. Further, CONSULTANT warrants that it has not paid nor has it agreed to pay any company or person, other than CONSULTANT's bona fide employee, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Should CONSULTANT breach or violate this warranty, CITY may rescind this Agreement without liability.

24. THIRD PARTY BENEFICIARIES. This Agreement and every provision herein are generally for the exclusive benefit of CONSULTANT and CITY and not for the benefit of any other party. There will be no incidental or other beneficiaries of any of CONSULTANT's or CITY's obligations under this Agreement.

25. INTERPRETATION. This Agreement was drafted in, and will be construed in accordance with the laws of the State of California, and exclusive venue for any action involving this agreement will be in Los Angeles County.

26. ENTIRE AGREEMENT. This Agreement, and its Attachments, sets forth the entire understanding of the parties. There are no other understandings, terms or other agreements expressed or implied, oral or written.

27. RULES OF CONSTRUCTION. Each Party had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply, as a whole, and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.

28. AUTHORITY/MODIFICATION. The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement and to engage in the actions described herein. This Agreement may be modified by written amendment with signatures of all parties to this Agreement. CITY's city manager, or designee, may execute any such amendment on behalf of CITY.

29. ACCEPTANCE OF FACSIMILE OR ELECTRONIC SIGNATURES. The Parties agree that this Contract, agreements ancillary to this Contract, and related documents to be entered into in connection with this Contract will be considered signed when the signature of a party is delivered by facsimile transmission or scanned and delivered via electronic mail. Such facsimile or electronic mail copies will be treated in all respects as having the same effect as an original signature.

30. FORCE MAJEURE. Should performance of this Agreement be impossible due to fire, flood, explosion, war, embargo, government action, civil or military authority, the natural elements, or other similar causes beyond the Parties' control, then the Agreement will immediately terminate without obligation of either party to the other.

31. TIME IS OF ESSENCE. Time is of the essence to comply with dates and schedules to be provided.

32. ATTORNEY'S FEES. The parties hereto acknowledge and agree that each will bear his or its own costs, expenses and attorneys' fees arising out of and/or connected with the negotiation, drafting and execution of the Agreement, and all matters arising out of or connected therewith except that, in the event any action is brought by any party hereto to enforce this Agreement, the prevailing party in such action shall be entitled to reasonable attorneys' fees and costs in addition to all other relief to which that party or those parties may be entitled.

33. STATEMENT OF EXPERIENCE. By executing this Agreement, CONSULTANT represents that it has demonstrated trustworthiness and possesses the quality, fitness and capacity to perform the Agreement in a manner satisfactory to CITY. CONSULTANT represents that its financial resources, surety and insurance experience, service experience, completion ability, personnel, current workload, experience in dealing with private consultants, and experience in dealing with public agencies all suggest that CONSULTANT is capable of performing the proposed contract and has a demonstrated capacity to deal fairly and effectively with and to satisfy a public agency.

34. OWNERSHIP OF DOCUMENTS. It is understood and agreed that the City shall own all documents and other work product of the Consultant, except the Consultant's notes and work papers, which pertain to the work performed under this Agreement. The City shall have the sole right to use such materials in its discretion and without further compensation to the Consultant, but any re-use of such documents by the City on any other project without prior written consent of the Consultant shall be at the sole risk of the City.

35. DISCLOSURE REQUIRED. (City and Consultant initials required at the following paragraph)

By their initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is not a "consultant" for the purpose of the California Political Reform Act because Consultant's duties and responsibilities are not within the scope of the definition of consultant in Fair Political Practice Commission Regulation 18701(a) (2) (A) and is otherwise not serving in staff capacity in accordance with the City's Conflict of Interest Code.

City Initials

Consultant

\_\_\_\_\_

IN WITNESS WHEREOF the parties hereto have executed this contract the day and year first hereinabove written.

CONTRACTOR

\_\_\_\_\_  
Date

By: \_\_\_\_\_  
PRINCIPLE-IN-CHARGE, JOHN HUNTER PE

\_\_\_\_\_  
Date

By: \_\_\_\_\_  
VICE PRESIDENT, CAMERON MCCULLOUGH

\_\_\_\_33-0127292\_\_\_\_  
Taxpayer ID No.

CITY OF HERMOSA BEACH, CALIFORNIA

\_\_\_\_\_  
Date

By: \_\_\_\_\_  
MAYOR

ATTEST:

\_\_\_\_\_  
Date

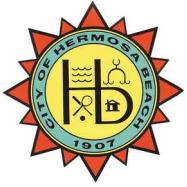
By: \_\_\_\_\_  
CITY CLERK

APPROVED AS TO FORM:

\_\_\_\_\_  
Date

\_\_\_\_\_  
CITY ATTORNEY

## EXHIBIT A



## Staff Report

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### Staff Report

REPORT 19-0563

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**HERMOSA BEACH BRANDING AND SIGNAGE  
AND LOGO REFRESH CONTEST UPDATE**  
(Environmental Analyst Leeanne Singleton &  
Assistant to the City Manager Nico De Anda-Scaia)

**Recommended Action:**

Staff recommends that the City Council:

1. Select the winning logo design concept;
2. Provide staff with any feedback or refinement of the selected concept, if necessary; and
3. Provide staff with direction and priorities for hiring a graphic designer to develop a style guide for the City.

**Executive Summary:**

In February 2018, the Hermosa Beach City Council held a study session to discuss the City's signage and branding, including the history of the seal and logos, current use of graphics, and signage and branding needs for the future. At that meeting, Council expressed preference for a refresh of the City's logo that maintained elements of the current logo.

In June 2018, the City released a call for artists and the contest was open for submissions for approximately six weeks in which a total of 48 entries were received. Staff convened a group of stakeholders in January to assist in reviewing the entries. In March 2019, the group of stakeholders reconvened to review the revised entries and recommended to staff three artists out of four entries consideration by the community and City Council as finalists for the logo entry contest.

To facilitate community input in the process, staff posted the materials from each finalist online and created a survey for the community to rate each of the finalist designs and provide constructive feedback on the favorite options. This community input is provided as an attachment to this staff report. A single image version of each of the four initial options is provided below.

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## Staff Report

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### Initial Finalist Logo Designs - Community Survey Included These Images



Each finalist took feedback provided online through social media and offered refinements to their designs. These refined designs are included below and as attachments for review prior to Council discussion and possible action to select a winning logo concept and the hiring of a graphic designer to develop a style guide for the City.

### Refined Finalist Logo Designs



### **Background:**

#### *History/Evolution of Hermosa Logo and Seal*

The City of Hermosa Beach currently has both a logo and a seal, but does not have an officially adopted set of fonts or color palette to consistently distinguish the City.

The current City seal was designed by Mr. and Mrs. John T. Hales and adopted by the City Council on May 5, 1964. The new seal was developed through a community competition in conjunction with the dedication of City Hall in 1965.

The current City “logo” was developed in 1968 and has, with some variation, been used on City gateway signs and street signs. The logo was built off the seal with the Hb lettering and was

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## Staff Report

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designed to represent the Vetter Windmill, or a sunburst, with a pair of seagulls. Prior to 1964, Hermosa Beach had a logo and seal that was adopted in 1923 and depicted the waves of the beach and the building previously located at the pier head and included the previous City slogan-the Aristocrat of the California Beaches.

### HERMOSA BEACH LOGOS & SEALS



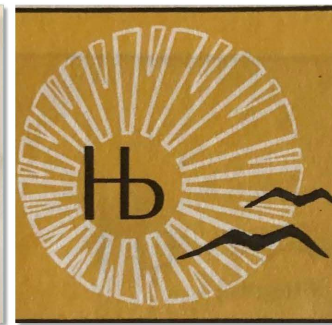
1923 – 1964 City Seal/Logo

Designer: Unknown



1964 – Present Seal

Designer: John T. Hales



1968 – Present Logo

Designer: Unknown Staff

*Images Courtesy of the Hermosa Beach Historical Society*

There are also several modified, spinoff, or special use logos presented below that have been used by the City of Hermosa Beach over the years. To celebrate the centennial of Hermosa Beach in 2007, a new seal and logo were developed in 2006. The seal was designed by former Public Works Director Rick Morgan and graphic designer Michael Thompson to depict 100 years of beach culture with the pier, a lifeguard tower, a surfboard, and beach volleyball. The second piece was the centennial logo that was used for banners and marketing efforts and was designed by local South Bay graphic designer and Hermosa Beach native, Chris Davis.

Other spinoff versions of logos used by the City either currently or in the past typically include a variation of the windmill design, the signature capital 'H'/lowercase 'b' combination, and elements of the sunburst, waves, or palm trees.

## OTHER LOGOS/VARIATIONS IN USE



Centennial seal and logo

Variation of windmill logo



Simplified Hb sunburst

Department Specific logos



Elements of sunburst, waves, or palms

### *February 2018 Branding + Signage Study Session*

In February 2018, the Hermosa Beach City Council held a study session to discuss the City's signage and branding, including the history of the City's seal and logos, current use of graphics, and signage/branding needs for the future. The staff report and presentation from that meeting are included as **Attachment 1**.

The goal, as noted at the 2018 Study Session, is to create a unified set of images, graphics, and visual style to represent the City of Hermosa Beach consistently as an organization and as a community. In the case of a government organization or agency, it is common to have a City seal, to denote official city organization materials and communications, and a logo, to represent or highlight the larger community. The City seal is often presented on letterhead, business cards, and to certify official documents such as resolutions or proclamations, while the logo may be used for signage around the City, sponsorship of events or programs, and general marketing of the City.

At that February 2018 study session, the City Council recommended:

1. A refresh of the City's logo that maintained key character-defining elements of the current logo;
2. A call for artists through a logo contest would be the preferred method for developing the concepts of a new logo; and

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## Staff Report

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3. Caution about making changes to the City seal, but open to some updates to the icons located within the Hb, and some color changes to bring consistency between the logo and seal;
4. Establishment of consistent standards to distinguish official City communications and to protect the City's visual identity from modification or use without permission of the City.

### *Logo Refresh - Call for Artists Process*

In June 2018, the City released a call for artists (**Attachment 2**) to submit designs that refresh the City of Hermosa Beach logo. The call for artists articulated the City's goal for updating the branding, the process for selecting a winning design, and provided examples of the City's current palette of signage and logos. The contest was open for submissions for approximately six weeks and a total of 48 entries were received.

Upon submission, City staff reviewed the entries based on the following criteria, which were articulated in the call for artists:

- Representation of Hermosa Beach heritage/culture
- Distinctive or Unique Design
- Legibility (ease with which a reader can recognize)
- Contemporary/Current Design
- Transferability/Versatility to fit the needs of the City

Staff narrowed the entries down from 48 to 16 logos based on the listed criteria and then convened a group of stakeholders to review the 16 entries using the same criteria.

Staff identified a diverse group of community stakeholders representing different interests and invited a group to assist with narrowing down the field of entries. Those invited to participate included:

Dave Andrews	Chris Brown	Jani Lange
Claudia Berman	Mike Flaherty	Mark Silva
Maggie Bove La-Monica	Maureen Hunt	Annie Seawright

The group met on two occasions to review the entries and at their first meeting narrowed the entries to four artists (five entries), but also asked the four artists to submit revised designs based on the feedback of the group. Staff reached out and met with those artists to provide feedback specific to the entries, as well as overall feedback applicable to each of the entries and within a few weeks', each of the artists' submitted revised designs.

In March the group of stakeholders reconvened to review the revised entries and recommended to staff three artists (four entries) to be considered by the community and City Council as finalists for the logo entry contest.

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## Staff Report

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To facilitate community input in the process, staff posted the initial materials from each finalist online and created a survey for the community to rate each of the finalist designs and provide constructive feedback on the favorite options. The materials and online survey can be found on the City's website at: <http://www.hermosabch.org/logorefresh>. Community input from the survey based on the initially released designs and a summary of the ratings (1 being the lowest and five being the highest score) from the 400 survey participants for each are provided as **Attachment 3**.

### **Discussion:**

Each of the finalists took the feedback provided online through social media related to the initially announced designs and offered refinements to their designs based on the feedback. More detailed submissions of the finalist design concepts, including potential applications of the designs, are provided as **Attachment 4**. A single image version of each of the four options are provided below along with name of each designer.



As noted in the call for artists, City Council will have the opportunity to select a winning logo concept and may also consider hiring a graphic designer to develop a style guide for the City. The winner of this contest would be awarded a \$1,000 cash prize and recognized at a City Council meeting. If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist, however, professional qualifications were not a requirement in order to submit artwork.

Each artist does have professional graphic design experience and interest in assisting the City with the development of a style guide and/or signage program should their design be selected.

Based on the materials provided by each designer, the logo design criteria, and community input, staff recommends that Council consider:

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## Staff Report

REPORT 19-0563

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1. Selecting a winning logo design concept;
2. Providing staff with any feedback or refinement of the selected concept if necessary; and
3. Providing staff with direction and priorities for hiring a graphic designer to develop a style guide and/or signage program for the City.

As noted in previous discussions, Council may elect to retain the existing City logo and colors in an official capacity. However, it is still recommended that a style guide and signage program are prepared for the City that includes guidance on how the City logo may or may not be used by the community for merchandise, advertising, or other purposes without permission of the City.

If Council provides direction on a winning logo design and directs staff to hire a graphic designer to lead the development of a style guide and/or signage program, staff would work with the designer to develop a scope of work, cost proposal, and schedule of key milestones for the delivery of work products. As noted in the 2018 Study Session materials, a branding or style guide is often developed by agencies and organizations to articulate the graphic standards and visual elements to be used when creating materials to represent the organization. Elements typically include:

- color palette
- typography/fonts
- iconography and photography
- formatting style
- a logo to bring the elements together
- a slogan or tagline

A successful branding strategy includes more than just creating a logo and style. A consistent visual identity that depicts the values of the community has the ability to generate greater recognition across communication platforms, add an additional layer of credibility and professionalism as an organization, increase the effectiveness of marketing and promotion for economic development and event sponsorship purposes, and elevate the sense of civic pride among the community.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. An update to the City's logo and development of a branding style guide and signage program, and the involvement of the community in the process, supports several PLAN Hermosa goals and policies from the Governance and Land Use + Design Elements that are listed below.

#### *Governance Element*

- **1.4 Consensus oriented.** Strive to utilize a consensus-oriented decision-making process.
- **2.1 Multiple outreach methods.** Consistently engage in community outreach through neighborhood forums, social media, the latest technologies, personal interaction, and other

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## Staff Report

REPORT 19-0563

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methods on a regular basis.

### *Land Use + Design Element*

- **4.4 Unique architectural design.** Encourage the use of unique architectural features, facades, and outdoor spaces within Gateway Commercial developments to signify arrival to Hermosa Beach.
- **5.4 Unique brand and identity.** Promote citywide identity with the addition of gateway signs, monuments, or other features to key entrances (especially to the east and north) that display the City's name and identifies the area as a distinct place.
- **11.4 Unique gateways.** Celebrate the unique gateways to Hermosa Beach by enhancing them with the work of artists.
- **11.5 City leadership in public art.** Embrace a leadership role in facilitating public art and public art partnerships with City Departments, private developers, and arts and cultural organizations.

### **Fiscal Impact:**

The potential fiscal impact(s) associated with City Council action on this topic include:

- Award of \$1,000 to the designer of the winning logo concept; and
- Entering into a professional services agreement with a graphic designer to develop a style guide and/or signage program for the City based on the selected design.

Funds in the amount of \$25,000 have been set aside in the City Manager's Office Budget from Fiscal Year 2018-19 and would be re-appropriated for Fiscal Year 2019-20 and are expected to cover the two actions noted above.

### **Attachments:**

1. Link to February 2018-Study Session Staff Report and Presentation
2. June 2018-Hermosa's Next Logo: Call for Artists
3. Community Input on Initial Finalist Logos
4. Logo Finalist Submissions-Revised

**Respectfully Submitted by:** LeeAnne Singleton, AICP, Environmental Analyst

**Concur:** Nico De Anda-Scaia, Assistant to the City Manager

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager

# *It's Time to Hit Refresh!*

**Submit your creative ideas and help the City of Hermosa Beach refresh our logo.**

Submission info and updates will be posted on the city website: <http://www.hermosabch.org/logorefresh>

**Deadline to submit your entry has been extended to July 31, 2018**

## Introduction

The City of Hermosa Beach will soon undertake several efforts and initiatives that rely upon the graphics and branding of the City including an overhaul of the City website, upgrading or installing new gateway signage and corridor enhancements, and updating signage at civic facilities and parks. Hermosa Beach also has a desire to establish and provide consistent standards to distinguish official city communications and to protect our visual identity from modification or use without permission of the City.

With that in mind, the City is inviting local artists to submit designs to refresh the City logo that can be used for both small print, digital, and large-format signage purposes. The goal is to create a unified brand that can be replicated and expanded across various platforms through a set of images, graphics, and visual style to represent the City of Hermosa Beach consistently as an organization and as a community.

The winner of this contest will be awarded a **\$1,000 cash prize** and recognized at a City Council meeting. If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist, however, professional qualifications are not necessary in order to submit artwork.

*All required elements, file format, and submission deadlines are provided in this document.*

## Eligibility/Qualifications

All artists are encouraged to apply, including amateur, professionals and artistic and educational institutions. Priority may be given to those who live or work locally. Artists under the age of 18 must have a parent or guardian provide legal consent as part of the submission.

Artists are not required to be a resident of Hermosa Beach, but should have ties to and familiarity with Hermosa Beach/South Bay, and able to participate in presentations to staff, the community, and City Council. Artists that submit artwork and are interested in working with the City in a professional capacity to develop a formal signage program should include a resume or CV (no more than two pages) with their submission of artwork.

It is highly recommended that artists familiarize themselves with current branding elements and styles found throughout Hermosa Beach.

## Existing Graphics and City Council Direction

### History of logo, seal, slogan

The City of Hermosa Beach currently has both a logo and a seal, but does not have an officially adopted set of fonts or color palette to consistently distinguish the City. A brief description of both the current seal and logo are provided below.

In the case of a government organization or agency, it is common to have a City seal, to denote official city organization materials and communications, and a logo, to represent or highlight the larger community. The City seal is often presented on letterhead, business cards, and to certify official documents like resolutions or proclamations, while the logo may be used for signage around the city, sponsorship of events/programs, and general marketing of the city.



### <<< Current City of Hermosa Beach Seal

The current City seal was designed by Mr. and Mrs. John T. Hales and adopted by the City Council in 1964. The seal was developed through a community competition in conjunction with the dedication of City Hall. The Seal incorporates prominent elements of the community such as recreational activities, housing, and the ocean and sunshine.

### Current City of Hermosa Beach Logo >>>

The current City logo was developed by city staff in 1968 and has – with some variation - been used on City gateway signs and street signs. The logo built off of the seal with the Hb lettering, and was designed to represent the Vetter Windmill (or a sunburst) with a pair of seagulls.



Prior to 1964, Hermosa Beach had a logo/seal that was adopted in 1923 and depicted the waves of the beach and the building previously located at the pier head and included the previous City slogan – the Aristocrat of the California Beaches. Hermosa Beach currently uses the slogan of “best little beach city.”

There are also several modified, spinoff, or special use logos that have been used by the City of Hermosa Beach over the years. To celebrate the centennial of Hermosa Beach in 2007, a new seal and logo were developed and were meant to be used only during the centennial year.

### Summary of City Council Direction from February 7, 2018 Study Session

On February 7<sup>th</sup>, Council held a Study Session dedicated to City branding and signage. Staff provided an overview on the history of City Logos and Seals, described the color, typography, and iconography elements that make up a brand, defined the types of signage that cities typically use, and provided a series of questions for Council to discuss on how they would like to proceed with updates to the City brand and signage. Council discussion on the topic included:

- **Scale of Changes** – Council is open to a refresh of the City logo so long as some elements of the existing logo are retained or updated (i.e. it should not be a completely new concept).

For the City seal, Council was cautious about making changes but open to some updates to the icons located within the Hb, and some color changes to bring consistency between the logo and seal. Submissions should focus on updating the logo, but may want to consider colors for a new logo that could also be appropriate for updating the seal.

- **Graphic Design Support** – For graphic design support, Council is interested in soliciting concepts from local artists that would be reviewed by staff and presented to the community for input. Based on the input, a single artist would then be selected and engaged in a contract with the City to further refine the concept and develop a signage program.
- **Community Engagement** – In addition to an artist call for concepts, opportunities for the community to provide feedback on graphic updates will include a town hall event where concepts will be displayed and an online forum for those that can't make it in person.
- **Work Products/Outcomes** – Council directed staff to first focus on creating a style guide to ensure consistent use of city graphics before establishing priorities for different types of signage.

It is highly recommended that artists review the meeting materials and discussion of the meeting prior to the submission of artwork. Meeting materials and video can be found at the following link: [http://hermosabeach.granicus.com/MediaPlayer.php?view\\_id=6&clip\\_id=4626](http://hermosabeach.granicus.com/MediaPlayer.php?view_id=6&clip_id=4626)

## Submission Requirements

Please read the submission requirements carefully to ensure all required components are submitted. Failure to follow submission requirements may result in disqualification.

### Submission Elements

The following items must be submitted:

1. **Contact Information** – submissions must include the name, email, phone number, and address of the submitter.
2. **Artwork** – submissions MUST include the proposed logo design, which may be hand-drawn, photo image, or digital vector files. Submissions may include any of the following: color variations of the logo, a title block (City of Hermosa Beach); the city slogan (best little beach city); or the year of incorporation (1907).
3. **Description of Design** – submissions must include a brief narrative description of the design elements, inspiration of the design, and other details that explain the design. This shall be no more than 1,000 characters (roughly one page).
4. **Acknowledgement of Contest Rules** – submissions must include an acknowledgment of contest rules and requirements and approval of submission by parent or guardian for those under 18 years of age.
5. **Resume/CV/portfolio (optional, not required)** - If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist. Artists interested in potential professional design work should submit a resume/CV or a portfolio/link to their work (no more than 8 pages).

### Original artwork

When designing a logo, entrants should take care to ensure that their designs are not similar and do not bear likeness to any existing logos or any other copyright or trade-mark protected images,

elements or symbols. All designs and source images must be the original work of the person submitting the entry. No clip art, third-party or copyrighted images may be submitted.

### File Format

Entries may be hand-drawn, photo images, or digital vector files, but must be submitted electronically. Submissions must not exceed an 8.5" x 11" file and artwork should be able to be reduced to 1.25" x 1.25" for use in small format printing.

Submissions must include all required materials. The city reserves the right to modify any design submitted and failure to follow submission requirements may result in disqualification.

### Submission Instructions and Deadline

Artists interested in submitting logo designs for consideration must submit all artwork electronically through a submission form no later than **11:59 PST on July 20-31, 2018.**

**(Extended from July 20 to July 31) The Submission form can be found at:**

<http://www.hermosabch.org/logorefresh> **Submissions may also be directly uploaded [here](#).**

The City reserves the right to extend the submission deadline if, in the City's sole judgment, an extension would be in the City's best interests. If the deadline is extended, any proposer who has already submitted will have the opportunity to revise the design, if desired.

### Artwork Selection + Award

#### Selection Process

The City will review artwork submissions and select a design using the steps outlined in the graphic below. It is anticipated that this process will take between two and three months from the time artwork is submitted to selection of the winning design by the City Council.

Submission of Concepts by Artists

Review/Selection of Finalists by City Staff

Presentation of Finalists to Community

Selection of Winning Design by City Council

#### Selection Criteria

While design review is often a subjective exercise, City staff, the community, and decision-makers will utilize the following criteria in evaluating submissions and selecting a winning design:

- Representation of Hermosa Beach heritage/culture
- Distinctive or Unique Design
- Legibility (ease with which a reader can recognize)
- Contemporary/Current Design
- Transferability/Versatility to fit the needs of the City

## Disqualification

Submissions will be ineligible if they contain the following:

- A breach of intellectual property—any work or content that is not the artist's
- Trademarks, brands or business names, logos or copyrighted images
- Anything that is harmful to a third party or that promotes: violence or illegal activity; obscene, sexually suggestive, vulgar, or profane images; a political candidate, political party, initiative, referendum, ballot measure; or implies an endorsement by the City of Hermosa Beach for any person, product, or service.

## Award

The winner of this contest will be awarded a **\$1,000 cash prize** and recognized at a City Council meeting. If the artist of the selected design holds the professional qualifications necessary to create a formal signage program for the City, the City may elect to enter into a paid professional services agreement with said artist, however, professional qualifications are not necessary in order to submit artwork.

## Ownership of Artwork Submissions

All logo entries submitted for the contest will become the property of the city and will not be returned. The City of Hermosa Beach will receive full ownership and rights to all logo artwork submitted, regardless whether the design is selected (Note: this does not apply to artwork submitted as part of a portfolio that may be used to determine qualifications under section 5 of the submission elements). Submitted artwork will be reserved for exclusive use by the City for promotional purposes, promotional materials, including but not limited to posters, brochures, web sites, stickers, banners and apparel and may be copyrighted and/or trademarked by the City.

## Other Acknowledgements

- All costs of proposal preparation shall be borne by the proposer.
- The City reserves the right to extend the submission deadline if, in the City's sole judgment, an extension would be in the City's best interests. If the deadline is extended, any proposer who has already submitted will have the opportunity to revise the design, if desired.
- The City reserves the right to reject all designs that it receives and to refrain from selecting a new logo/seal through this process.

## Existing City Seal and Logo Variations

Current City Seal (1964 – Present)	Current City Logo(1968 – Present)	Previous Seal/Logo(1923 – 1964)
		

Other logos/variations in use by the City and/or community		

## Relevant Graphics to Consider

When looking at the City brand, it is important to consider the graphics of other local organizations such as the Chamber of Commerce, the School District, or local businesses. The seal, and logo in particular has been modified or used many times by other local groups as their logo, for artwork, or for merchandise such as hats or t-shirts. It is also important to review the logos and identity of other communities (particularly coastal California cities) **to ensure our brand is unique and differentiated from others**. This is also an opportunity to look at examples from other communities that have updated their logos or brand to create coordinated sub-brands for departments, neighborhoods, or marketing purposes.

## Local Organizations and Agencies


Local Artwork, Products, and Group Logos



Logos/Style brand from other nearby and coastal communities





### Coordinated Brands for Cities, Parks, Organizations



## Introduction

In June 2018, the City released a call for artists and the contest was open for submissions for approximately six weeks in which a total of 48 entries were received. Staff convened a group of stakeholders in January to assist in reviewing the entries. In March 2019, the group of stakeholders reconvened to review the revised entries and recommended to staff three artists (four entries) to be considered by the community and City Council as finalists for the logo entry contest.

To facilitate community input in the process, staff posted the initial materials from each finalist online and created a survey for the community to rate each of the finalist designs and provide constructive feedback on the favorite options. The materials and online survey can be found on the City's website at: <http://www.hermosabch.org/logorefresh>.

A single image version of each of the four initial options are provided below.

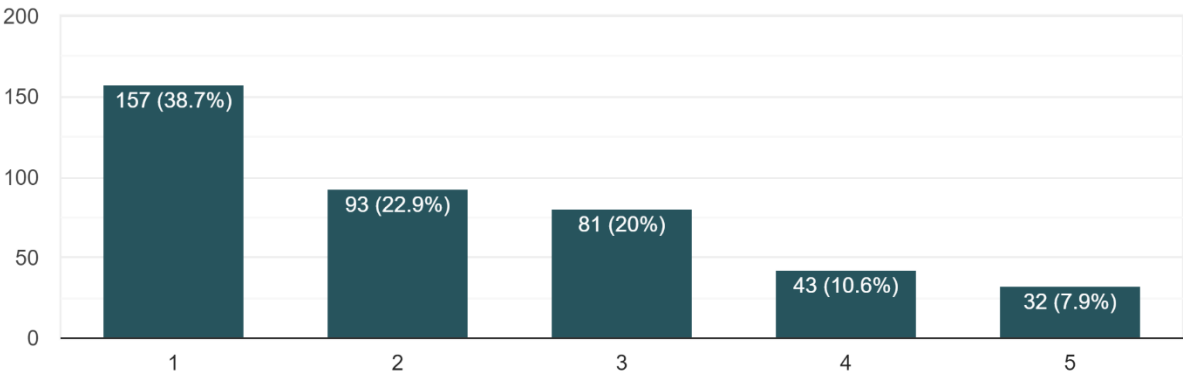


The community responded with their input with more than 400 participants taking the time to complete the online survey and more than 300 feedback-focused comments provided on the City's Instagram and Facebook posts regarding the topic. A summary of the online survey and social media feedback are provided below.

Online Survey Results

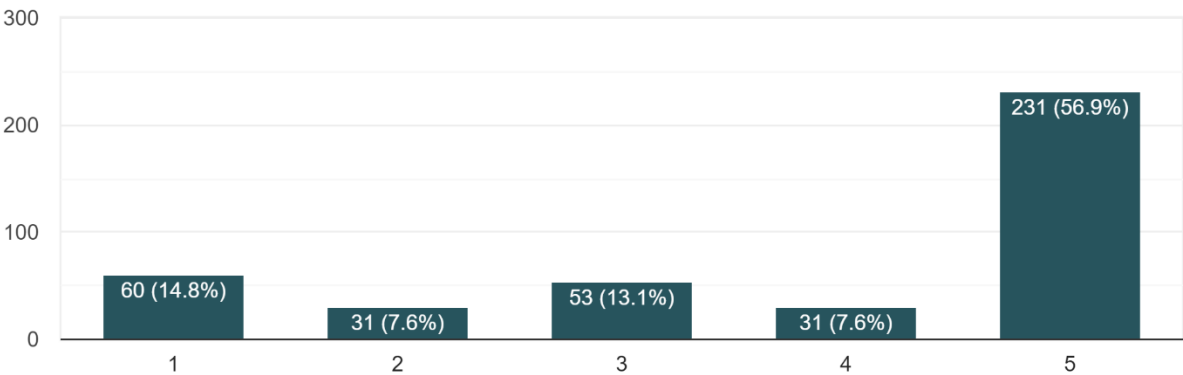
Option 1 - Please Rate

406 responses



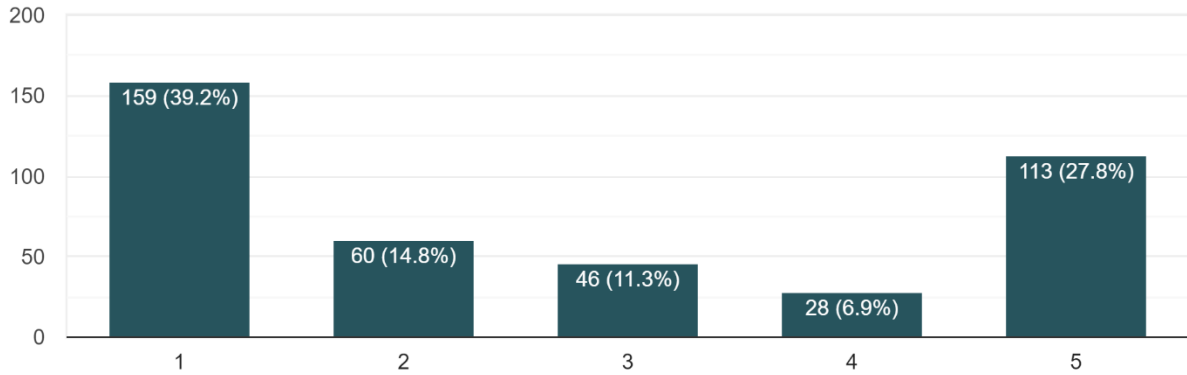
Option 2 - Please Rate

406 responses



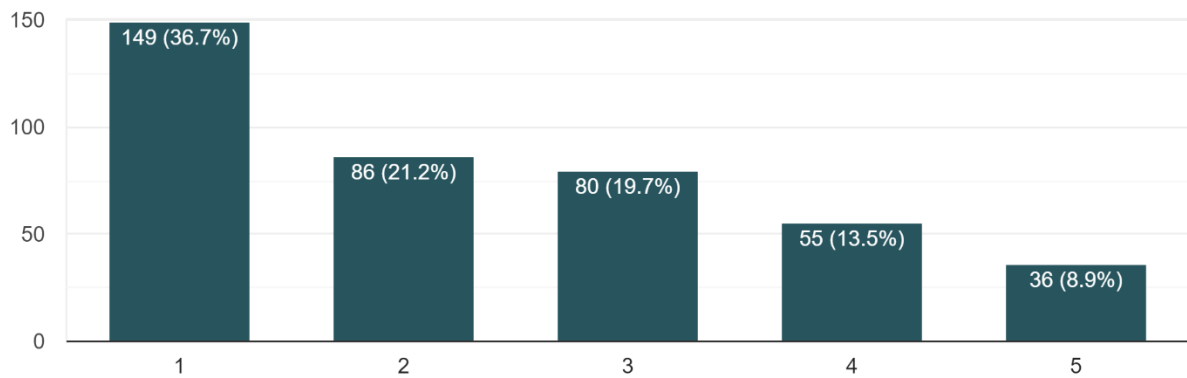
### Option 3 - Please Rate

406 responses



### Option 4 - Please Rate

406 responses



#### Open-ended comments on the survey

This design meets all the criteria. I love the simplicity and the color is perfect 🙌👍👍👍❤️

I love 4! I like three but seems a little busy! I don't like 1 or 2

Option 3 is too busy. Option 2 is the best overall.

Option 1 is my favorite. Simplified color scheme will carry across many different uses well and age well. It doesn't indicate any one activity or characteristic of the city, like surfing for example. As a non-surfer I would find option 3 to be exclusive in a way. Do t love the green in option 4. Seems off for our town. Option 2 is nice, but I don't see that yellow color translating well in many use cases. Any way you slice it they would all be a major upgrade. Thx!

I strongly encourage the committee to keep the original logo seen here: <https://easyreadernews.com/city-opens-call-for-artists-to-design-new-hermosa-beach-logo/>. But if this is not an option, I'd go with #2 as I think it is important that it be driven by a respected local artist, and be a reminiscent of the original logo that is beloved.

It's slightly disappointing that there are no bold entries, rather all four entries opt to play it safe by using the existing "HB" device as their centerpiece (although maybe that was in the brief to include it?). So it's really an iteration of the existing logo than a bold new design, which I feel is a bit disappointing when we are a city looking to the future. Of the four options 2 seems most attractive with a good color palette. 4 comes in a close second for similar reasons. I like the logic and backstory of option 3, and it seems this designer has done the most research and related parts of the city into their design, however the surfer silhouette looks "a bit 1990s". And why choose a set of little houses over something more iconic than the pier? Lastly option 1 comes across as a lazy rework of the existing logo. Whereas these logos will be used on websites and paperwork and so on a plain/white background like we're being asked to judge them on, why are we not being shown mockups of directional and gateway signage where the new logos have the potential to look markedly different from sitting on a plain white background. This should've been included; its omission may well end up affecting the outcome of the process by the best option for print/web being chosen which then does not look good "out in the field".

#3 but without the red points. Red doesn't look good on it.

Option 1 wouldn't be bad if the birds were smaller. That is why option 2 is my top choice. Option 3 is too busy.

I feel like the surfer and the wave just make this the obvious choice. All of them are nice, but this one stands way above! Much more identifiable and just says Hermosa Beach!

Option 2 implementing the sun & sea is my reason for choosing this as the winner. Great work by all.

Option #3 is way too busy! Simplest is best - why I prefer Option #1.

Option two is a clear standout with a keen nod to our past, respect for our present, and shows a responsibility to honor this with an eye on the future.

Option 3 is most representative of Hermosa over the years.

While I love the surfer I feel like it is a bit busy for a logo. I think option 2 can be utilized across more mediums and can be easily recognized. Great submissions!

Option 2 is my favorite. Is it possible to change the shade of yellow? It seems too gold.

Number 3 is the most professional and I cans it implemented though the city.

Sun, surf and the strand, got Hermosa written all over it

I like option 3 the best because it has the surfer. How ever I am jot a big fan of the buildings.

My favorite option encorporates the color palette of the current logo. I think it's timeless and can be used to refresh lots of signage around the city.

Option 2 not only has the best presentation and proposal, but it is the only one that is said to be designed by an actual local. As a local it is important to me that someone of my ilk is participating in the refreshing of our city. Furthermore, I want to inquire about having one of the decommissioned signs. I will take a street sign or a gateway entry sign. Whichever is easiest and available. Thank you for your time.

Like the simplicity of option 2.

I love 2 and 3, but 3 may be too busy for small signage. I love the updated colors of #2.

#2 has best feel of HB

My favorite is option 3 but it could lose the dinosaur spikes and maybe replace the buildings with the pier.

I really like option 2 because of the colors. It looks very retro. Would look great on a t-shirt!

#2 is my favorite. Would prefer just one shade of blue for the waves.

All of the final options are nice but Option 4 is my favorite. The design is distinctive without being busy. The theme is representative of the city, the color contrast is striking, and the design is graphically simple enough that it will look good in both large & small sizes. The graphic has nice movement and feels balanced. Well done!

Option 1 is lacking any image of the Ocean, so it comes in 2nd for me. Option 3 is far too busy. There is just too much going on for it to work. Option 4 is very blah / bland and is not exciting. The colors seem dated. Option 2 is fun and fresh! I really love Option 1 too. Just wish it had the ocean included

Review Manhattan beach's new logo. I love that new one and I love our old logo. These new ones are a miss. Try to match Manhattan beach with our feel.

Love the simplicity of 1, however wish it had a simple wave in there too to signify the ocean.. I like 2 because it has the waves, but it is busy and too detailed. The Hb gets lost because it gets so small. And too many rays. 3 is just way too much going on. 4 looks like the obama campaign graphic. I'd get rid of the green part and simply the rays.

I love options 4 because it exemplifies our wonderful town in a simple way. The others to me are a little too busy.

Option #3 is very busy and too detailed. I prefer 2 and 4 that are more interpretative of the great aspects of the city- sun and ocean.

I think number 2 shows the roots of Hermosa Beach.

For #3 a few constructive comments: I worry it may be too busy especially if this will be on street signs and small print logos. Also we don't have those big buildings by our beach why put them in the logo for our city. And finally the focus should be our city not the surfing. The simplicity of the others sets them apart.

Especially #4 that incorporates the hill and the sea.

Double entry forgot to write something here: Concern over #3 in small logo form it is hard to capture that detail and it will likely look messy. Keep it simple

These feel like minor refreshes to the current logo, and feel a bit campy. Hermosa has changed so much in recent years. All of these feel very 2002, none of these feel like 2019 and beyond... I like the HB but, the color scheme and sunburst is very generic and clip-arty

option 3 has it all

Great classic feel

I believe the simplicity of option 2 is what made me rate it much higher than the others. Option 2 is reminiscent of the beach and sun, which are the two most important features of our city. I also just love the bright color scheme of the yellow and blues in option 2.

Option one with the seagulls does not incorporate water, which is essential to HB identity; option two- my choice- highlights sun and water and is very simple and clear... it immediately projects the city's identity; option three is too busy, and while surfing is a popular activity for many, only a fraction of the city probably surfs, which means the seal would highlight an activity exclusive to just a minority of the population; option four displays water and land... but the green becomes the central focus point due to its strong color, and I would think water should be the main thing.

Option 3 is the most sophisticated design and is the best representation of all that Hermosa Beach has to offer

Option 2 has the most simple and concise design. The colors are also great. It captures the essence of what makes Hermosa Beach special.

great job !

#3 is waytoo busy and dated

Option 2 seems like a natural fit. Option 4 is good, and 1 is good but a bit too 'busy'. Option 3 tries to cram too much into the logo and I don't think would be a good fit for the city.

Clean, simple and contemporary. Works nicely for all uses. Hb in circle could be used separately as needed. Other designs look out of date, too complicated and busy.

A good logo should be simple, and able to be quickly and easily identifiable and reproducible by people of all ages, including children. Option 1 does this well! It's characteristically Hermosa, with symbols, colors, and styles already recognized and symbolic of our community, with a simple color palette. It would look good as a small icon in a digital setting, and is also simple enough to be worked into city infrastructure,

such as inlaid into a brick pattern in major intersections or sidewalks! Option 3 is much too detailed and intricate to make a good logo for Hermosa Beach.

2 and 4 seem the most usable without being too busy and also look pleasing. They are really pleasant to look at :)

#2 is perfect. The last thing you need in a logo is clutter or details that are too small. This one will look great on future city signage.

Option 3

#2 it's a simple design, not easily graffitied like 1/3 and if you change colors on #4 the grass won't work. Hb is beautiful because of its simplicity, Sun and Surf

Perfect capture of how I feel when I think of Hermosa.

2

Love the one that incorporates the surfer, it speaks to what Hermosa Beach is all about.

#2 it's unique and original but still stuck to our old original roots. Not too much detail. Easy to be tattooed on all of us locals. Made by locals for locals. LOCALS ONLY SPLIT KOOKS !!!!

I would suggest the City Council engage a professional graphic design firm to devote proper resources towards developing a graphic identity. While these options are "fine," they do little to distinguish Hermosa Beach - options 2 and 3 in particular are too busy and would not reproduce well in different formats. For all options, the suggested typography leaves much to be desired, as the wordforms are poorly constructed and awkwardly stretched and squished to fit. Significant work would need to be done to enable any of these logos to be widely and properly implemented.

Option 2 - Very pleasing & simple design. Love it!

Option 1: is good but does not include any elements of water which are important coming from a beach town Option 2: A great mix of old and new. Very simplistic and clean pays homage to prior art but definitely fresh. LOVE THIS Option 3: Looks too much like the Old Pier Surf logo. It's very busy and for no reason none of the buildings in the background resemble any notable structures in the town. They missed the mark on the silhouette of the surfer, It should have resemble something closer to the Tim Kelly statue. But all in all, this is the worst choice out of all of them. Option 4: Similar to option two. Contains elements that represent green or grassy hills? Not sure where the rolling green hills of Hermosa are. I think this would be the third best option

Option 2 is clearly the best choice. Simple yet colorful and very local.

I like them all, but I would like #3 much more without the red tips

Option 2 went through an incredible amount of thought process to respect the current logo, seal, color and font. It's a beautiful new design with timeless style and an updated freshness. It takes care not to completely change the look of the previous logo.

Options 3 and 4 are way off the mark. They do not look like Hermosa. Option 1 looks like the old logo rearranged. What's the point? Option 2 is better being a little updated but I still prefer the original logo.

I like that it's simple but reflects the city, also love the intersection designs

Option four has the classic all inclusive ingredients plus it brings in the green. The surfer represents such a small minority of the community.

#2 is the best thought out of the options and hits "refresh" while still maintaining the "old school/tradition" the true locals want to keep. Much (positive) has been posted/said about the design used in the downtown crosswalk and #2 seems to be the closest to that design as well. #3 is WAY too busy and appears to be at least somewhat "politically motivated/inspired" with all of the references to the Strategic Plan. That makes this option extremely ugly, both aesthetically and conceptually-the artist for #3 has also changed the rays to represent the "12 sunny months" while taking away the representation of the original sunburst/Vetter windmill-this option is definitely not "refresh" and should have never even been considered as a finalist. I really like how the artist for option 2 submitted a variety of implementation ideas and not just merchandise. This artist also kept the logo consistent throughout the implementation ideas where the other artists

submitted variations of their own logo...if the "refresh" is being done to "standardize" the logo, it needs to be consistent throughout the implementation and not have new variations of a new logo.

I love this image of the land meeting the sea with the sunset. I like that Hb is in blue like the ocean.

I like the simplicity of option 2; I like the surfer in option 3, but it's overall just too busy.

Simple is best. Too much going on in Option 3. Option 1 good, but I think we need water. 2 & 4 very good, but I think the Yellow (Option 2) works best.

I really like the balance depicted in #4 - the graphics, our heritage vs. future, beaches and green space.

It's an updated version of our current logo, but not too far of a departure

1,2,4 are boring

Option 2 is perfect!!!! Clean, bright, and feels like home. It can be small or large and doesn't lose any detail.

Option 2 is my choice of the four designs that we were directed to consider. It is a more modern look, much less "busy" than the other three. I think it will also translate into BW applications well.

Option 1 is great--the cleaner, simpler, the better. Nice basic look. Good design.

my understanding is the logo on the street signs has been the official logo for over 50 years so I'm wondering why we need to change it and spend the money.

My favorite is Option #3 but I would prefer the pier in the background (as shown on pdf document) instead of buildings.

love number 2

I just really love options 1 and 4!!!!

Option #3 better maintains the history of HB

Enjoy option 4 the best. You have green belt and ocean. Like potential for 3. Big buildings make no sense.

Surfer is too big. Take out buildings and put pier. Shrink surfer. That could be ideal logo for the city.

Option 3 - Hermosa Beach is about a lot more than just surfing. I prefer the options that focus on the ocean and sunshine.

Showing a surfer truly reflects Hermosa Beach

Love the surfer, wish the pier was included, space challenge

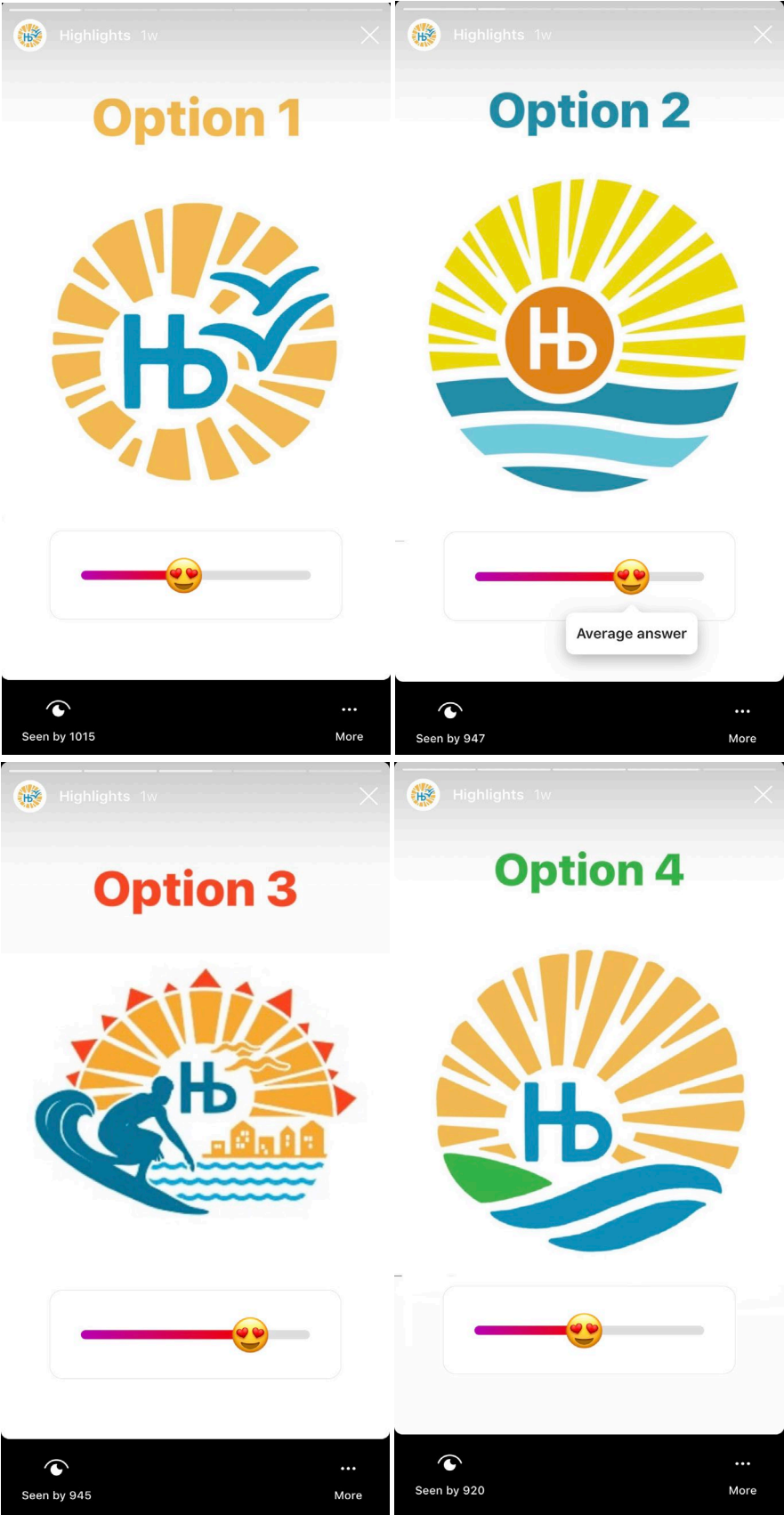
#2 is best option; more retro and on trend and less busy and beach cliché.

Option 2 is clean and bright. Represents the beach but simple enough to look so awesome on a towel, hat, shirt, website, etc. It is perfect!!!

option 1

## Social Media Feedback

The options were provided on Facebook and Instagram including a polling option within the Instagram Stories function. Below are screenshots of the results from the Instagram Stories.



Comments that simply provided their picks have been summarized in the table below and those comments that include more specific feedback are in a separate table also below.

Option 1	Option 2	Option 3	Option 4
36	135	179	47

I love 2 and 3, but i think 2 would be easier to replicate on signage no matter how small as 3 is pretty busy
2 or 3. Hermosa is more than surfing and we've mad great efforts protecting our green parks
option 3 is the most visually interesting and the surfer of course reminds us of the statue on Pier Plaza. The little red triangles are a nice touch and relate to the city seal. the other 3 options dont have elements that are uniquely tied to the city so i dont think i woul warrant a change
They're all nice, but i love option 2
i like 2. would be great to see us improve/standardize aesthetics around town....
I vote 2. There are far too many elements in 3 for it to be an easy to digest logo
the colors are too muddy. can we choose pure colors? that said, i prefer logo 3
i lke what we currently have as it is iconic hermosa! if changing, I'd go with 2!
option 3 is way too busy. vote option 2
2 or 4--ocean and sun! 1 only shows sun with no ocean. 3 is really busy, not everybody surfs, and not sure what the houses are doing there
#1 option 3, #2 option 3, #3 option 4 (but what is the green patch supposed to represent?), #4 option 1 (ranked last because there's no beach in it)
Option 3 by far...
vote for 1. number 2 secondd, but don't love that yellow color
the yellow rays of 2 with the rest of 3. if only as is...then 3
3 looks great
option 2. definitely not 3
at a glance they all look like a flower except for 3 which looks ultra freaking awesome
option 2 implementation of the sun and the sea
option 2 if i have to
3 or 4, but the orginial is still great
love 2 and like 4! definitely think 3 is too busy

#2 is my fave
1 or 3 but not crazy about gender specific surfer (sorry guys). I'd prefer something more vintage looking, like, the current one.
no. 2 or 4
2 it is!
3 or 4
#2 followed by #3
i'm liking option 2
love love #2
i vote for 2! scale it up just a bit (like #1) and it will be rad! who is the designer?
take the buildings out of 3 and change color of birds
They're all beautiful! but i'd say #2
3, three, 2 plus 1+=3
3 is my favorite! the second choice would be 2
Option 3 and take out the birds and borrow the color scheme of option 2
2 sun and ocean
In order: 3, 4, 1, 2
#4 looks great. Very simple and enjoyable, just like life in Hermosa is meant to be
option 1 with the birds from option 3
3 is my first choice. 4 is my second. After all. The people make the difference!
#4 simple and clean! City and red in 3 is too much
#3 for sure
3 is the most fitting
3 is legit
3 is real hb vibes
choose 3!
love them all but i think 3
3 is my fave but i don't like the buildings. they seem like taller buildings than we have in hermosa
3 for sure
wow these are amazing! i would have to pick 2 or 3
3 minus the buildings
4 but with the surfer from 3 instead of the grass
1 or 2, the houses aren't close enough in 3

1,2,4. no way to 3, too busy
I like them all but like 3 because it shows more about what the city is known for
3 but minus the buildings
4 looks great
option 2 for sure
they are all so good! my top 3 are #1, #2, #3! that might not have helped a lot though. lol
option 2 or 4. i love 3 but a bit busy. 1 looks like the vintage logo
i like 3 best but they are all nice
suggestions-capitalize the B. If you don't spell it out an go with #3; non-locals might confuse with Huntington Beach aka Surf City
3 is way too busy. 2 or 4
1. it's simple and clean
option 3 indeed
option 2, but with the larger font used in option 1. OR option 1 with 3 colors and nix the seagulls. Or just change the color of the seagulls
option 3 tim kelly statue
1 or 4...4 has the waves
variation of 3 or 4
blue seagulls on 3 and no red
1 classy. only 2 colors is the best
3 or 4. love the surfer, but also love blue and green
3 minus the red triangles on top though, would be much nicer
Def #2 most original! 3 is good but that statue is new. so #2!
Option 2 or 4 as like the ocean in it. 3 too busy
2 like the colors
option 3
3. way less generic, has the strand houses, solid choice.
#3 no red



Existing logo



A next-step forward evolution  
of the existing logo elements

**Hermosa Beach is a dynamic city.** Beloved for its unique hometown beach culture, the community is recognized as a fun & sun destination. The need exists for a refreshed identity presenting Hermosa's personality within a strong branding system.

Building on the current logo style and vintage hand-drawn letterforms, Hermosa can be clearly identified as distinct from other beach cities. Elements must be adaptable across print, digital, signage, community needs, and profitable merchandise to benefit the city.

Logo, typography, color, attitude - capture not just a place, but promise an emotionally rewarding experience. A wonderful challenge, a professional responsibility, most importantly - **an exciting opportunity.**

Adaptable elements for a variety of usages

HERMOSA  
BEACH



Version with gradient colors



Version with Hb monogram



One color for use in  
metal or concrete



### **Celebrate the community as a place of active wonders**

- A next-step forward evolution of the existing logo elements.
- Captures a positive, memorable experience for residents and visitors.
- Seabirds suggest a feeling of personal freedom and connection to nature.
- Custom alphabet based on Hermosa's beloved, vintage signage fonts.
- Reduced the number of rays from 30 to 20 for increased legibility, particularly at small sizes.
- Maintains the original logo's seabirds and sunburst / Vetter Windmill style.
- Thicker strokes and gaps designed for effective usage on signage, printing, and embroidery.

NOTE: Design elements can evolve from what's seen here.

● 5C, 25M, 80Y    ● 80C, 25M, 15Y    Gold / Orange & Blue color families

Idea for gateway signage using natural stone materials



Existing Valley Drive gateway signage



Idea for gateway signage carved from vintage reclaimed wood



Existing gateway signage



Street signs idea with the existing typeface “Libra.”



Street signs with custom Hermosa-themed alphabet. Designed for better legibility for motorists and pedestrians.





Consistent branding across merchandise, apparel, jewelry, earrings, community graphics, etc.

Current  
logo

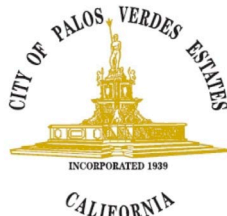


Refreshed  
logo



HERMOSA  
BEACH

Logo comparison to other coastal cities



Current  
logo



Refreshed  
logo



HERMOSA  
BEACH

Logo comparison to other coastal cities



# Hb Logo Refresh by Daniel Inez

---

- > South Bay Native
- > RUHS - Grad
- > OTIS COLLEGE OF ART + DESIGN - BFA
- > Metro Los Angeles - Re-branding Implementation
- > Leadership Hermosa - Class of 2016
- > M1SK + The Pacific Stranded - Owner / Creative Director

As someone who grew up locally I like many others are attached to the existing aesthetic of Hermosa signage and the old sun logo. However as a brand owner and a graphic designer I am also aware that city needs to develop something of it's own to differentiate itself from the businesses, groups, and brands within our community who use the current Hb Sun for their own purpose. (myself included)

My objective is to find a happy medium and to not stray too far from the past while and keeping it kinda funky. I believe this is a step in the right direction and the moment is now before someone down the road completely disregards the visual culture of Hermosa. I feel this design along with proper implementation through choice of material as pertaining to signage is a good compromise giving the past it's respect while allowing for visual improvements throughout the city. I see this as the old sun with a new smile and feel the transition would be relatively painless.

Regardless of which logo design is chosen I am capable implementing the chosen logo throughout an entire system. I can handle all aspects from developing style guide to producing everything from lapel pins to city gateway signage. I am also interested in exploring the idea of creating a web store and a possible storefront to sell official city merchandise.

OPTION 1



OPTION 2 ✓

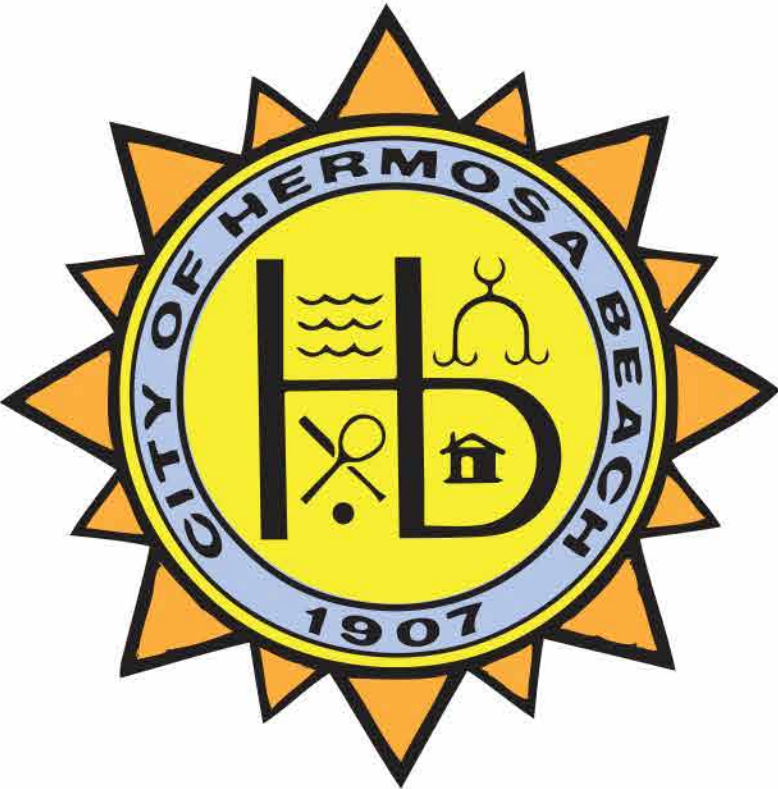


OPTION 3



# Hb Logo Refresh

*New Logo - Color Palette Origin*

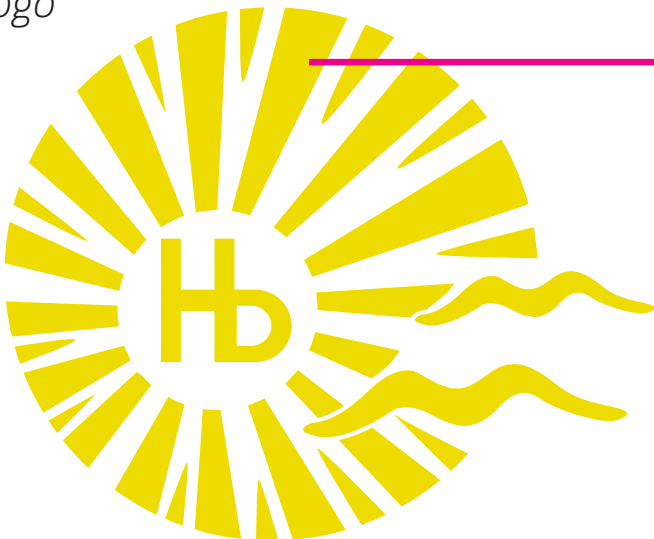


# Hb Logo Refresh

New Logo - Ocean Element Origin



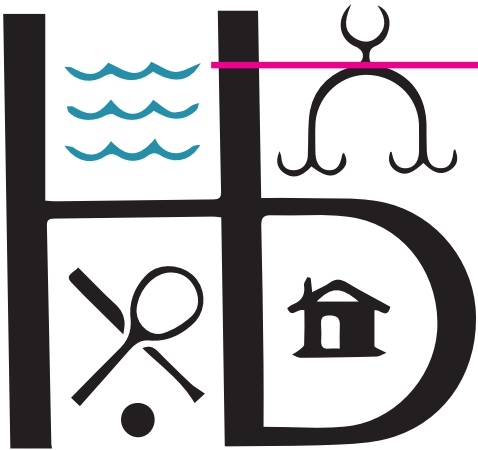
Current City Logo



Sun Element >>>



Current City Seal



Ocean Element >>>



# Hb Logo Refresh

*New Logo - Options*

OG



OPTION 1

OPTION 2

OPTION 3

*OG INTO CIRCLE*

*ADDED OCEAN ELEMENT*

*WITHOUT  
SEAGULLS*



*WITH  
SEAGULLS*



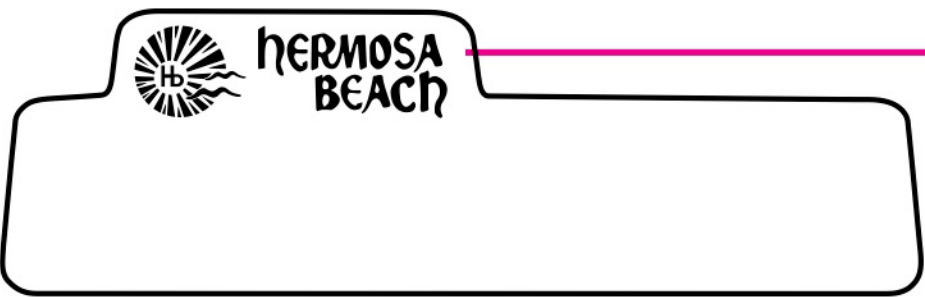
# Hb Logo Refresh

New Logo - Type Development



Type From Top Of Street Signs

Old Hermosa Beach Lockup >>>



Note: There Is No Uppercase "H"

HERMOSA  
BEACH

Appropriate uppercase "H"

HERMOSA  
BEACH

Type From Taken From Names Old Street Signs

A B C D E F G H I  
J K L M N O P Q R  
S T U V W X Y Z

Note: There Is No Uppercase "H"

HERMOSA  
BEACH



Hybrid Type

HERMOSA  
BEACH

Type From Current City Seal



Note: Uppercade "H"

HERMOSA  
BEACH

A work in progress of a typeface  
comprised of the existing letters pulled  
from Hermosa street signs and Helvetica  
from the Hermosa City Seal

# Hb Logo Refresh

*New Logo - Type Options*



*Old School*

HERMOSA BEACH

*Hybrid Old School + Helvetica*

HERMOSA BEACH

*Helvetica Bold (Pulled From City Seal)*

HERMOSA BEACH

*Customized Section Type By The Designer*

HERMOSA BEACH

*Gotham Bold*

HERMOSA BEACH

**Hb Logo Refresh**  
*New Logo - Type Alignment*



Hb Logo Refresh

*New Logo - 1 Color Options*



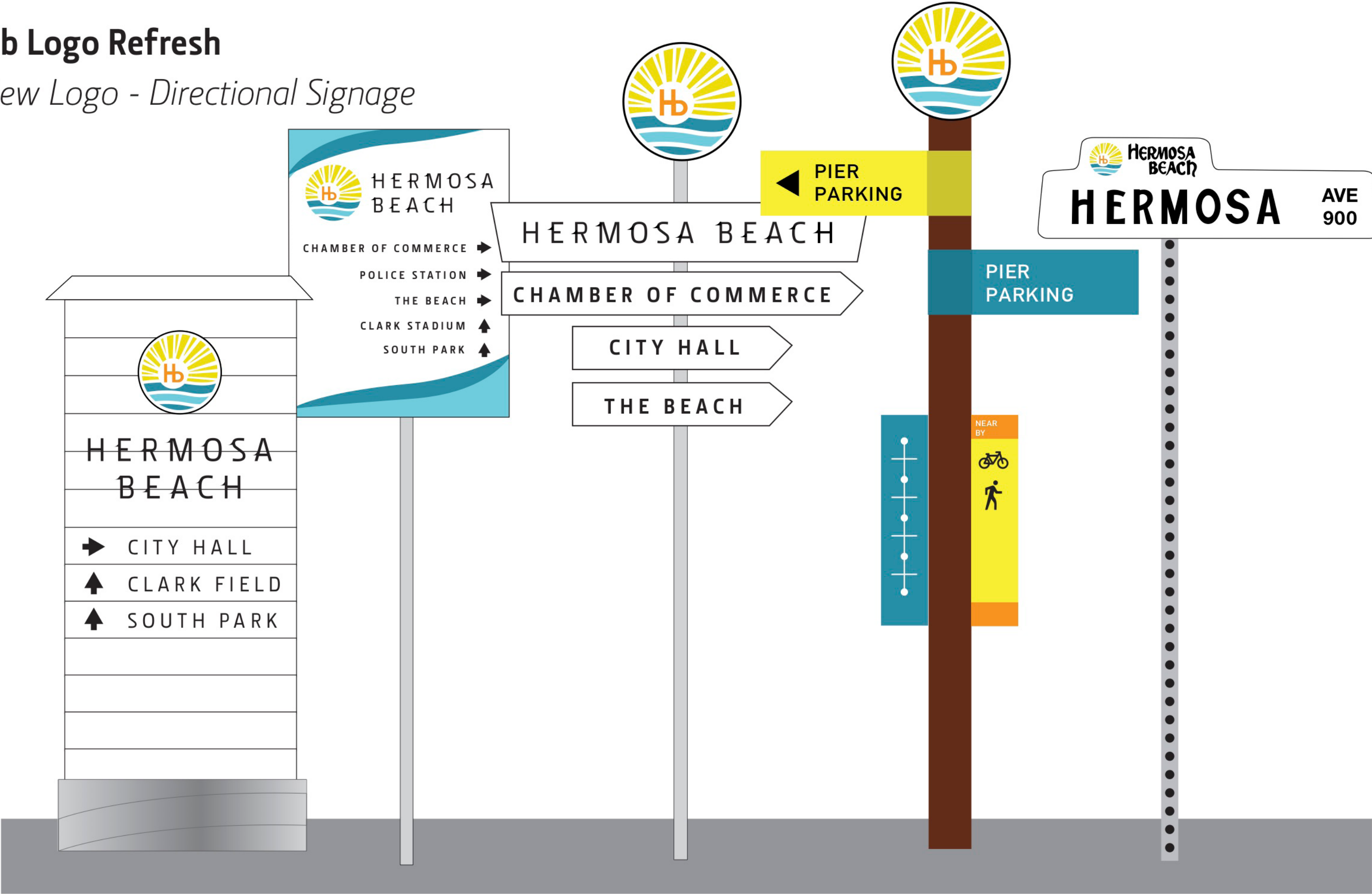
# Hb Logo Refresh

*New Logo - 2 Color Options*



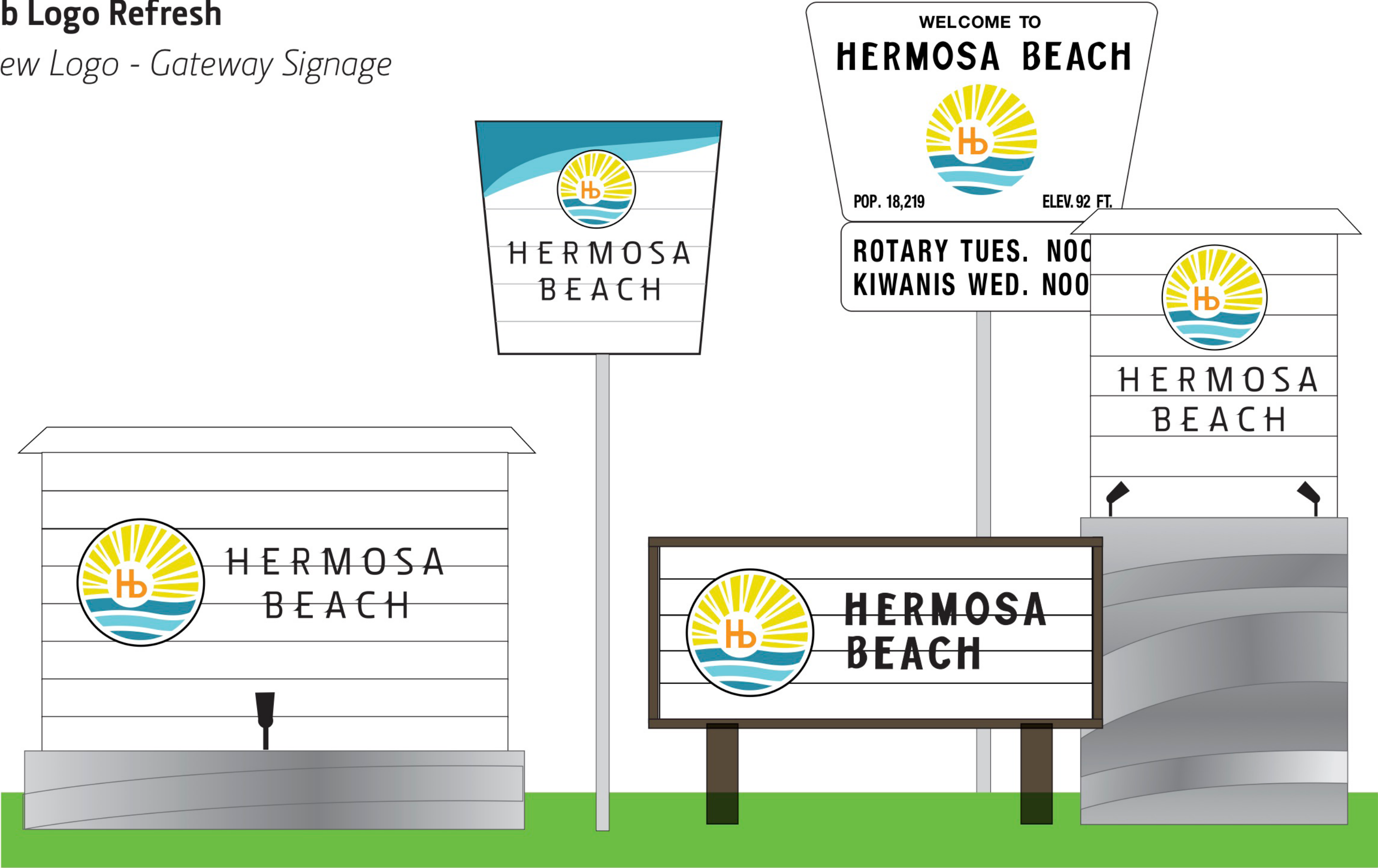
# Hb Logo Refresh

*New Logo - Directional Signage*



# Hb Logo Refresh

*New Logo - Gateway Signage*



# Hb Logo Refresh

New Logo - Street Signage



New Logo and Hybrid type



New Logo And Old School Type With A Modified Uppercase "H"



# Hb Logo Refresh

New Logo - Signage



**NO UNAUTHORIZED INSTRUCTION**

Tennis courts may only  
utilized on a first come,  
first serve basis



Contact us for more info  
Community Resources Dept.  
(310) 318-0280  
[hermosabch.org](https://hermosabch.org)

**TENNIS / PICKLEBALL COURTS**

**DAILY HOURS OF OPERATION:**  
8:00 AM - 10:00 PM



Thank You for Cooperating  
Community Resources Dept.  
(310) 318-0280  
[hermosabch.org](https://hermosabch.org)



**SMOKE-FREE  
ZONE**

H.B.M.C SEC 8.40.020



[hermosabch.org](https://hermosabch.org)

**3 HRS  
PARKING**

**ENFORCED  
10AM to 2AM  
DAILY**





**BIKE PARKING  
ON SAND**

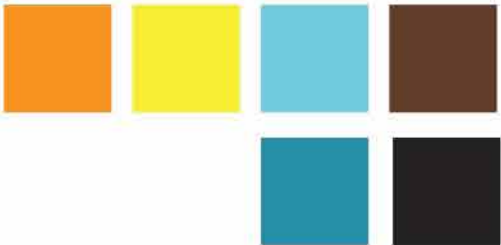
SECURE BIKES TO RACKS



[hermosabch.org](https://hermosabch.org)

**Hb Logo Refresh**

*New Logo - Merchandise*



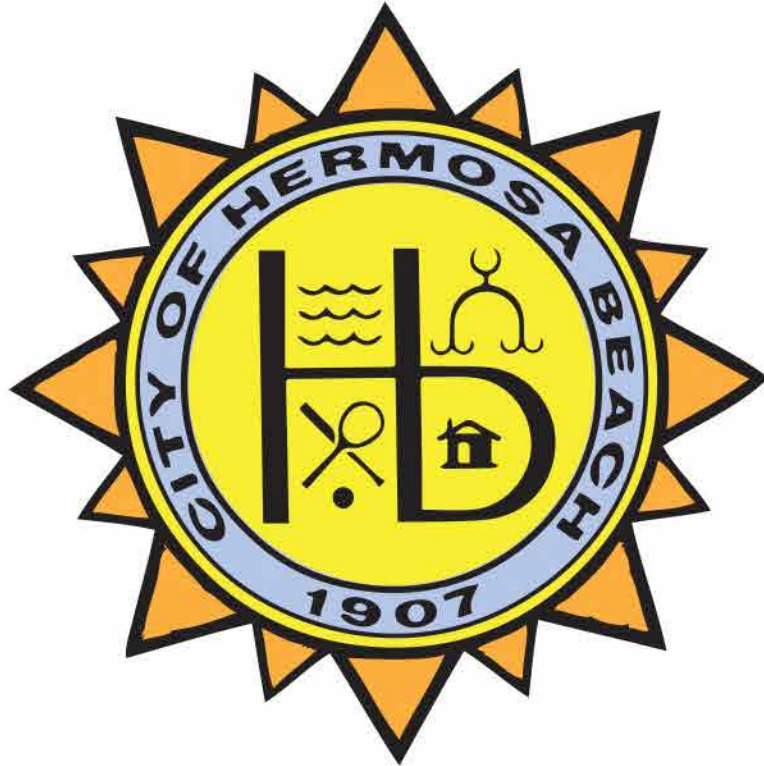
# Hb Logo Refresh

*Logo Implementation - Merchandise*



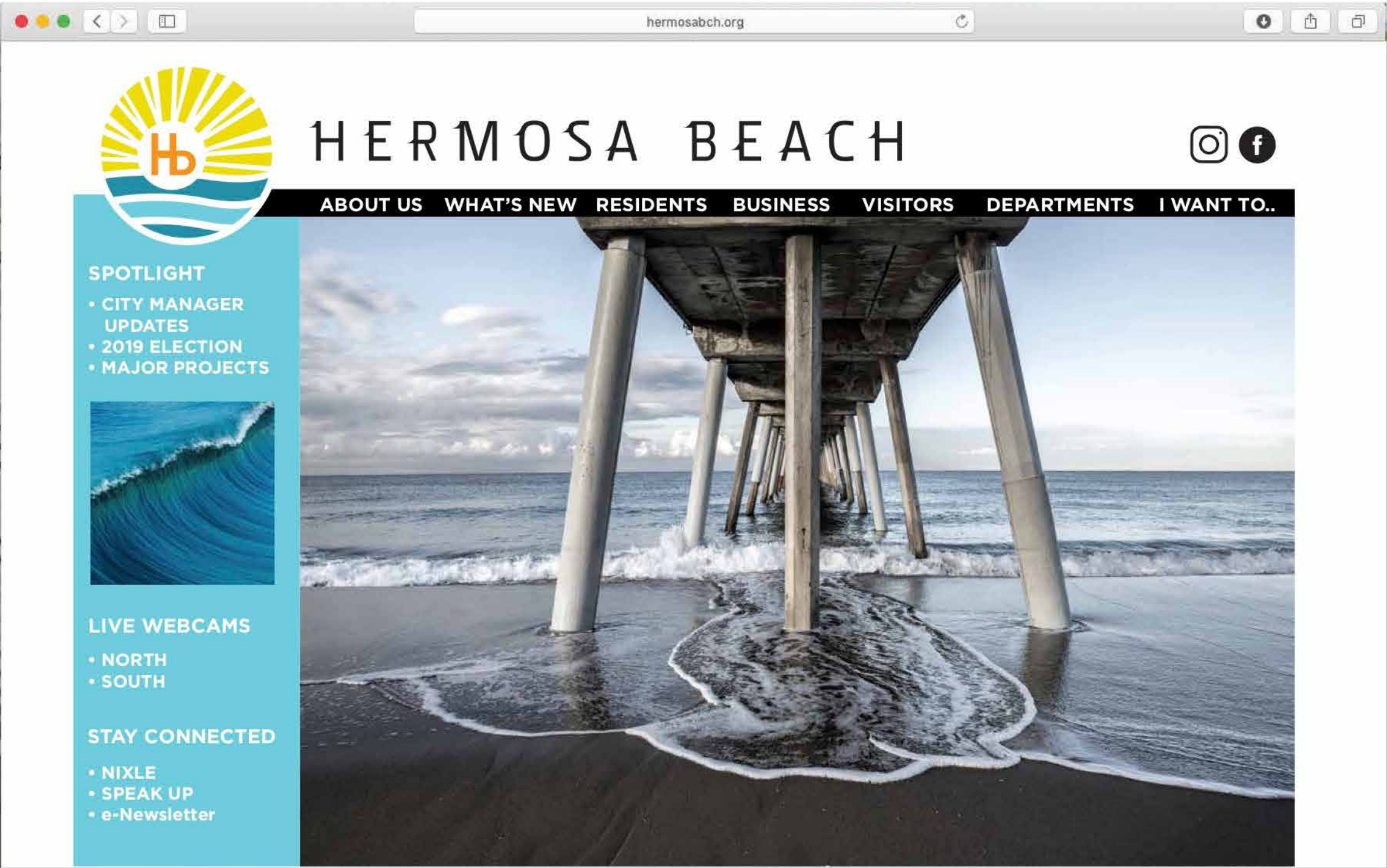
# Hb Logo Refresh

*New Logo - Harmony*



# Hb Logo Refresh

Logo Implementation - *hermosabch.org*



**CARISSA CATALINA**

**CatalinaGraphics@gmail.com**

**310-714-2521**

**947 8TH ST HERMOSA BEACH**

**Born & raised in south bay & local community designer.**

**CURRENT LOGO**



**NEW LOGO SIMPLE**



**NEW LOGO**



**LOGO** This is a blend of the current sun ray logo, the iconic surfer statue and hermosa pier.

**1ST SAMPLE LOGO**



**2ND SAMPLE LOGOS**

1



2




3








# LOGO REPRESENTATION


Please reference Strategic Plan: Hermosa Beach Vision 2031

- 

Iconic Hb symbol / principle 1 & 5
- 


Iconic Hermosa Beach Pier
- 


Outdoor healthy living and activities / easy beach access / sports competitions / principle 1 & 3
- 

Surf City History and Icon Statues / principle 1 & 3
- 


Yellow circle - Yearly sunshine and good weather / Commitment to environmental sustainability & carbon neutrality / principle 6

**1907** A remembrance of January 14, 1907, the day the City received its Charter of Incorporation from the State of California and to the memory of its early city fathers.

- 

Warm weather / yearly sunshine / energy / hope & happiness / community passion
- 

Ocean front / clean / friendship / loyalty / preservation
- 

Depth / expertise / stability / surf culture
- 

Sustainable / healthy / ambition / environment / stability / growth

## OTHER SAMPLE LOGOS





Existing logo



Ocean, land and atmosphere at play.  
Gold sunrays frame rolling blue waves and  
a green hill celebrates the city's parklands.

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Building on the current logo style and vintage hand-drawn letterforms, Hermosa can be clearly identified as distinct from other beach cities. Elements must be adaptable across print, digital, signage, community needs, and profitable merchandise to benefit the city.

Logo, typography, color, attitude - capture not just a place, but promise an emotionally rewarding experience. A wonderful challenge, a professional responsibility, most importantly - **an exciting opportunity.**

Adaptable elements for a variety of usages



HERMOSA  
beach est.  
1907



Version with gradient colors



Version with soaring seabirds



One color for use in  
metal or concrete



**Celebrate the city's natural beauty enjoyed by residents & visitors**

- Gold sunrays frame the vintage Hb monogram.
- Blue waves represent clear ocean views and cherished beach lifestyle.
- Green hill celebrates the city's recreational parklands and Hermosa Valley Greenbelt.
- Captures the moment people share watching a Pacific sunset.
- Maintains the original logo's sunburst / Vetter Windmill style.
- Custom alphabet based on Hermosa's beloved, vintage signage fonts.
- Unique stroke style offers a powerful opportunity to create a branded family of icons.
- Logotype maintains the unique cap "H" and lower case "b."

NOTE: Design elements can evolve from what's seen here.

● 5C, 25M, 80Y    ● 80C, 25M, 15Y    ● 75C, 100Y    Gold / Orange, Blue and Green color families

Idea for gateway signage using natural stone materials



Existing Valley Drive gateway signage



Idea for gateway signage carved from vintage reclaimed wood



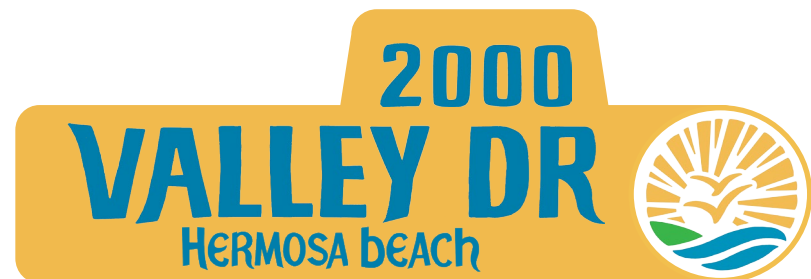
Existing gateway signage



Street signs idea with the existing typeface “Libra.”



Street signs with custom Hermosa-themed alphabet. Designed for better legibility for motorists and pedestrians.





Consistent branding across merchandise, apparel, jewelry, earrings, community graphics, etc.

Identity expanded for community events & organizations

Custom  
typography  
with slogan



Could be a series  
representing food,  
music, art & crafts



Three stars represent  
elementary, middle,  
and high school



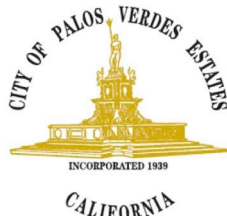
Current  
logo



Refreshed  
logo



Logo comparison to other coastal cities



Current  
logo



Refreshed  
logo

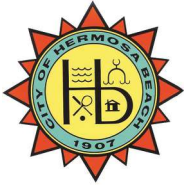


**HERMOSA**  
**beach** est. 1907



Logo comparison to other coastal cities





## Staff Report

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### Staff Report

REPORT 19-0505

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**AWARD OF CONTRACT(S) OF ON-CALL TRAFFIC ENGINEERING  
AND TRANSPORTATION PLANNING SERVICES**

(Environmental Analyst Leeanne Singleton, Acting Public Works Director  
Lucho Rodriguez, and Community Development Director Ken Robertson)

**Recommended Action:**

Staff recommends that the City Council:

1. Award Professional Services Agreements to a bench of qualified professional consulting firms to provide on-call traffic engineering and transportation planning services to the City of Hermosa Beach;
2. Approve the guidelines recommended for the implementation and assignment of task orders through these contracts with initial contract terms of two (2) years and options to extend contracts for up to three (3) one-year terms; and
3. Authorize the Mayor to execute and the City Clerk to attest the Professional Services Agreement(s) subject to approval by the City Attorney.

**Executive Summary:**

To fulfill the traffic engineering needs of the City of Hermosa Beach, the City has traditionally relied on the services of contract traffic engineering firms on a part-time, as-needed basis in lieu of hiring fulltime staff to serve as a City Traffic Engineer. The existing agreements with the City's traffic engineering consulting firms have or are near the expiration of the current terms.

In light of changing mobility trends and preferences, staff felt it was the appropriate time to re-envision the City's approach to the provision of these services. A team was created including staff from Public Works, Community Development, and the City Manager's Office to collaborate on the development of a Request for Proposals that met the traffic engineering and transportation planning needs of all three departments and the community.

A Request For Proposals for On-Call Traffic Engineering and Transportation Planning Services was issued in May 2019, and as of the proposal deadline of June 13, 2019 a total of 14 proposals were received for a combination of three tasks:

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1. Contract Traffic Engineering Services - Public Works Department;
2. Transportation Planning and Studies - City Manager's Office; and
3. Plan Check/Development Review - Community Development Department.

Staff reviewed the 14 proposals and invited 10 firms to participate in interviews and staff recommends that the City Council award a series of not-to-exceed contracts to a bench of nine qualified professional consulting firms to provide on-call traffic engineering and transportation planning services to the City over the next two years, with options to extend the contract lengths for up to three additional one-year terms.

### **Background:**

To fulfill the traffic engineering needs of the City of Hermosa Beach, the City has a longstanding practice of hiring contract traffic engineering services with qualified consulting firms to provide these services on a part-time, as-needed basis in lieu of hiring fulltime staff to serve as a City Traffic Engineer. The scope of these services in previous contracts has been focused primarily on responding to and evaluating traffic concerns and requests for traffic control devices from the community and as directed by staff. In recent years, the services of the City's contract traffic engineering consultants have also been solicited by the Community Development Department and the City Manager's Office to provide review of: development applications, design of infrastructure projects, evaluate parking designs, and development of new transportation and mobility policies.

The most recent contracts for the provision of on-call traffic engineering services were awarded by City Council in June 2015 to two consulting firms: Hartzog & Crabill and Quantum Consulting, each in the amount of \$150,000 and for a period of three years. These contracts were awarded following a request for proposal process in which three proposals were received. In 2018 and 2019, staff and the City Council agreed to amend and extend the contract with Hartzog & Crabill to accommodate higher than usual development activity requiring traffic engineering support; while staff worked to implement a Request for Proposals process to avoid a lapse in the provision of traffic engineering services within the City.

In light of changing mobility trends and preferences, and the recent adoption of PLAN Hermosa which charts a new approach to comprehensively addressing transportation, parking, and mobility issues and opportunities, staff felt it was the appropriate time to re-envision the City's approach to the provision of these services. A team was created including staff from Public Works, Community Development, and the City Manager's Office to collaborate on the development of a Request for Proposals that met the traffic engineering and transportation planning needs of all three departments and the community.

### **Discussion:**

RFP 19-04 was issued on May 13, 2019 seeking proposals from qualified individuals or firms to

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provide on-call mobility planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager (**Attachment 1**). To give proposers a sense of the City's needs, the RFP included key statistics about the local transportation network, information about the City's transportation goals, and expectations for community engagement related to transportation issues. The RFP was organized into three categories or tasks, each to be primarily managed by different departments of the City and proposers had the option to submit for consideration under one, two, or all three tasks:

1. Contract Traffic Engineering Services - Public Works Department;
2. Transportation Planning and Studies - City Manager's Office; and
3. Plan Check/Development Review - Community Development Department.

As of the June 13, 2019 proposal, a total of 14 proposals were received by the City. The complete list of firms that submitted proposals and the tasks under which they submitted are provided in **Table 1**. For those submitting on Task 1, they were also asked to submit a cost proposal based on an estimate of contract traffic engineering services needed at a level of approximately 15 hours per week with at least one day or eight hours per week onsite at City Hall.

**Table 1 – Proposal Submissions by Firm and Task**

Team (alphabetical order)	Proposed Tasks			Proposal for Task 1		Notes
	1	2	3	Key Staff Hourly Rate	Estimated Annual Cost	
<i>Alta</i>		X				
<i>Fehr &amp; Peers</i>		X	X			
<i>General Technology Solutions (GTS)</i>	X	X	X	\$130 - \$140	\$105,300	<i>Provided escalating rate of \$130, \$135, \$140 for each year</i>
<i>Hartzog &amp; Crabill</i>	X			\$110	\$85,800	
<i>IBI Group</i>		X	X			
<i>Interwest</i>	X	X	X	\$95 - \$160	\$106,080 - \$124,800	<i>Provided two options for staffing</i>
<i>Iteris</i>		X	X			
<i>Linscott Law &amp; Greenspan</i>			X			
<i>Minagar &amp; Associates</i>	X					<i>Cost proposal/rates not provided</i>
<i>Quantum Consulting</i>	X	X	X	\$125	\$97,500	
<i>Stantec</i>	X	X	X			<i>Cost proposal not provided for Task 1</i>
<i>Steer</i>		X				
<i>Toole</i>		X				
<i>Transtech</i>	X	X	X	\$140	\$109,200	
<b>Total Teams Submitted:</b>	<b>7</b>	<b>11</b>	<b>9</b>			

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Staff from the Public Works Department, Community Development Department, and Office of the City Manager reviewed and evaluated each of the proposals based on the criteria established in the RFP:

- Approach and Methods (35%)
- Relevant Experience & Expertise (40%)
- Timeframe and Costs (15%)
- Administration (10%)

Based on staff's review of the proposals, 10 of the 14 firms were invited to participate in interviews, that took place over the course of approximately one week in July. The interviews were structured to answer key questions regarding overall approach and experience, and then specific technical approach to each task for which the proposing team submitted on.

### All Tasks

- Approach to Workflow/Assignment of Tasks
- Experience Building Community Support/Consensus for Solutions
- Experience with Similar Projects/Services
- Creative Problem-Solving Approach

### Task 1

- Approach to Learning About the Community/Conditions
- Process for Evaluating Traffic-Related Concerns/Constraints/Requests

### Task 2

- Translation of Technical Transportation Terms
- Strengths and Weaknesses (Policy, Design, Visioning Plan) on Wide Variety of Potential Transportation Tasks

### Task 3

- Approach to Multi-Modal Assessments and Changing Transportation Trends
- Evaluation of Fine-Grained Neighborhood Mobility/Parking Impacts

Based on the review of proposals and scoring of interviews, the interview panel recommends that City Council award a series of not-to-exceed contracts to a total of nine firms across the three task disciplines. The proposals submitted by each of the recommended firms are provided in **Attachment 2**. The recommended firms by task are noted in **Table 2** below.

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**Table 2 – Recommendations by Firm and Task**

Team (alphabetical order)	Proposed Tasks			Proposed Contract Values (2 year total)
	1	2	3	
<i>Alta</i>		X		\$150,000
<i>Fehr &amp; Peers</i>		X	X	\$250,000
<i>General Technology Solutions (GTS)</i>	X	X	X	\$300,000
<i>Hartzog &amp; Crabill</i>	X			\$50,000
<i>IBI Group</i>		X	X	\$250,000
<i>Interwest</i>	X			\$250,000
<i>Iteris</i>			X	\$150,000
<i>Steer</i>		X		\$150,000
<i>Toole</i>		X		\$150,000
<b>Total Teams Recommended:</b>	<b>3</b>	<b>6</b>	<b>4</b>	<b>\$1,700,000</b>

### Implementation Guidelines and Proposed Contract Values

- *Task 1 - On-Call Traffic Engineering Services* - Staff recommends designating a primary and secondary Traffic Engineering team, with the primary team, Interwest, to serve the City's day-to-day contract traffic engineering needs in the Public Works Department. The secondary traffic engineering teams for Task 1 are recommended to be provided by General Technology Solutions (GTS) and Hartzog & Crabill and only on an as-needed or task order basis. Having three firms on the bench, with one as a primary and the other two as a secondary would ensure the Public Works Department has the capacity to handle fluctuations in work efforts needed to evaluate and respond to resident requests in a timely manner, when it is not uncommon for multiple requests and efforts to be underway at the same time.
  - *Primary:* Interwest-not-to-exceed contract of \$250,000 total
  - *Secondary:* GTS and Hartzog and Crabill-not-to-exceed contracts of \$50,000 (for Task 1 for GTS and total for Hartzog and Crabill)
- *Task 2 - Transportation Planning and Studies* - This second category would be used to support the development of a range of transportation related visioning/corridor plans, implementation of PLAN Hermosa mobility policies or programs, and development of transportation/traffic safety related outreach and education initiatives. Projects under this task would be initiated and assigned to a consultant team only when Council has authorized or

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budgeted a project or study if greater than \$30,000 or authorized by the City Manager under \$30,000. There are a wide range of potential projects that may be implemented through this task during the contract term and therefore staff has identified a bench of six consultants with varying expertise (parking standards, active transportation, transportation demand management, emerging mobility technology, curbspace management, etc).

It is possible that this qualified bench of consultants may also be utilized for some of the City's upcoming grant initiatives including the recently awarded grant from Caltrans for the design of Hermosa Beach's beach entry corridors-35<sup>th</sup> at Strand connection, Greenwich Village at Hermosa Avenue, and Hermosa Avenue from Herondo Street to 4<sup>th</sup> street (~\$246,000) and the Safer Prospect Demonstration Project from the Southern California Association of Governments (~\$178,000) as well as assist the City in the preparation of grant applications when opportunities arise that are consistent with the City's transportation goals and needs.

- For those recommended under Task 2 only (Alta, Steer, Toole), a recommended not-to-exceed contract value of \$150,000 has been identified. Depending on the needs of each project, a single assignment could require the majority of the contract value and staff would return to Council if the project assignment needs exceed the contract values of these project needs.
- *Task 3 - Plan Check/ Development Review* - This task would primarily assist the Community Development Department in preparing or peer reviewing the necessary transportation, traffic, and parking studies needed as part of discretionary permit applications or environmental analysis needed to comply with CEQA. Work assignments under this task would be based on the needs of each development application and costs would be borne by the applicant, typically on a deposit-basis. Recent discretionary projects have required the use of similar services and vary greatly depending on the project, and have ranged in consultant costs between \$1,000 and \$35,000.
  - For those recommended under Task 2 and 3 (Fehr and Peers, GTS, IBI), a recommended not-to-exceed contract value of \$150,000 has been identified. Depending on the needs of each project, a single assignment could require the majority of the contract value and staff would return to Council if the project assignment needs exceed the contract values of these project needs. Iteris is recommended for Task 3 only, and the recommended contract value is an amount not-to-exceed \$150,000.

### **General Plan Consistency:**

PLAN Hermosa, the City's General Plan, was adopted by the City Council in August 2017. The award of contracts to provide on-call traffic engineering and transportation planning services to the City is key to the effective and efficient implementation of the Hermosa Beach community vision for a safe and efficient multi-modal transportation network and supports several goals of the Governance

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Element, Land Use Element, and Mobility Element.

### Governance Element

Goal 1 - A high degree of transparency and integrity in the decision-making process.

- *1.6 Long-term considerations.* Prioritize decisions that provide long-term community benefit and discourage decisions that provide short-term community benefit but reduce long-term opportunities.

Goal 2 - The community is active and engaged in decision-making process.

- *2.7 Major planning efforts.* Require major planning efforts, policies, or projects to include a public engagement effort.

Goal 8 - A performance-based management and benchmarking program.

- *8.1 Community Indicators.* Utilize performance metrics, standards, and data collection procedures to evaluate progress towards goals.

### Mobility Element

Goal 2 - A public realm that is safe, comfortable, and convenient for travel via foot, bicycle, public transit, and automobile and creates vibrant, people-oriented public spaces that encourage active living.

- *2.1 Prioritize public right-of-ways.* Prioritize improvements of public right-of-ways that provide heightened levels of safe, comfortable and attractive public spaces for all non-motorized travelers while balancing the needs of efficient vehicular circulation.
- *2.2 Encourage traffic calming.* Encourage traffic calming policies and techniques to improve the safety and efficient movement of people and vehicles along residential areas and highly trafficked corridors.

Goal 3 - Public right-of-ways supporting a multimodal and people-oriented transportation system that provides diversity and flexibility on how users choose to be mobile.

- *3.3 Active transportation.* Require commercial development or redevelopment projects and residential projects with four or more units to accommodate active transportation by providing on-site amenities, necessary connections to adjacent existing and planned pedestrian and bicycle networks, and incorporate people-oriented design practices.
- *3.9 Access for emergency vehicles.* Ensure that emergency vehicles have secure and convenient access to the City's street network.
- *3.10 Require ADA standards.* Require that all public right-of-ways be designed per Americans with Disabilities Act (ADA) standards by incorporating crosswalks, curb ramps, pedestrian signals, and other components to provide ease of access for disabled persons.
- *3.11 Site specific conditions.* Evaluate and incorporate any site specific conditions or restrictions on public property or right-of-ways during the design and engineering phases for pedestrian and bicycle facilities.

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Goal 7 - A transportation system that results in zero transportation-related fatalities and which minimizes injuries.

- *7.1 Safe public right-of-ways.* Encourage that all public right-of-ways are safe for all users at all times of day where users of all ages and ability feel comfortable participating in both motorized and non-motorized travel.
- *7.2 Manage speeds.* Monitor vehicle speeds through traffic controls, speed limits, and design features with the intended purpose of minimizing vehicle accidents, creating a pedestrian and bicycle environment, and discouraging cut-through traffic.
- *7.4 Traffic safety programs.* Prioritize traffic safety programs oriented towards safe access to schools and community facilities that focus on walking, biking, and driving in school zones.

### **Fiscal Impact:**

Funds for the provision of on-call traffic engineering services (Task 1) are budgeted in the 2019-20 Budget under the Public Works Department Street Maintenance and Traffic Safety Division at an amount of \$100,000. At this time, there are sufficient funds in the 19-20 Budget to cover the expected level of service needed under Task 1 and staff would monitor the level of monthly expenditures and return with a request during the mid-year budget update should additional funds be needed prior to the end of the 2019-20 Fiscal Year. Funds would need to be appropriated for future budget years and staff would include funding requests as part of the overall budget process.

Projects under Task 2 would be initiated and assigned to a consultant team only when Council authorizes or budgets a project or study, if greater than \$30,000, or authorized by the City Manager under \$30,000. Some potential projects and studies have already been included in the Fiscal Year 2019-20 Budget or Capital Improvement Program and others, which may be grant funded, would require Council action to appropriate the expected funds prior to initiating work on a particular task order.

Projects under Task 3 would be initiated and assigned to a consultant team based on the needs of each development application and costs would be borne by the applicant, typically on a deposit-basis.

### **Attachments:**

1. RFP 19-04 - On-Call Transportation Planning and Traffic Engineering Services
2. Proposals from Recommended Consultant Teams
  - A. Alta Planning + Design
  - B. Fehr & Peers
  - C. General Technology Solutions
  - D. Hartzog & Crabill
  - E. IBI Group

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- F. Interwest Group
- G. Iteris
- H. Steer
- I. Toole Design

**Respectfully Submitted by:** Leeanne Singleton, AICP, Environmental Analyst

**Concur:** Lucho Rodriguez, P.E., Acting Public Works Director

**Concur:** Ken Robertson, AICP, Community Development Director

**Noted for Fiscal Impact:** Viki Copeland, Finance Director

**Legal Review:** Mike Jenkins, City Attorney

**Approved:** Suja Lowenthal, City Manager



# City of Hermosa Beach

Civic Center, 1315 Valley Drive, Hermosa Beach, CA 90254-3885

May 13, 2019

## REQUEST FOR PROPOSALS (RFP) FOR:

ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES (RFP 19-04)  
Office of the City Manager

**NOTICE IS HEREBY GIVEN** that the City of Hermosa Beach is seeking proposals from qualified individuals or firms to provide On-call Transportation and Traffic Engineering Services for the City of Hermosa Beach. Proposer(s) must have the expertise, experience and demonstrate resources available to perform the work described in the RFP. The complete RFP may be found on the City's website at the following location: <http://www.hermosabch.org/index.aspx?page=667> or by emailing the project contact listed below.

## Description of Services

The City of Hermosa Beach seeks to establish a list of professional firms with capability and capacity to provide on-call mobility planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager. The City anticipates a contract start date of August 1, 2019 and term of the agreement(s) shall be for two (2) years, with up to three (3) one (1) year extensions. Approximately 30 days prior to the end of each term, a meeting may be held between the consultant(s) and the City of Hermosa Beach staff to conduct a performance review, revise the scope and/or language of the agreement, and confirm consultant rate schedules. The initial agreement and each renewal will require City Council approval.

## RFP Timeline

RFP posted	May 13, 2019
Deadline to submit written questions	Friday May 31, 2019
Posting of responses to questions	Thurs June 6, 2019
<b>Deadline to submit proposals</b>	<b>Thurs. June 13, 2019 - 5 PM PST</b>
Interviews (if needed)	Week of June 24, 2019
Tentative award	July 2019
Tentative Contract start date	August 1, 2019

## Submittal Procedures

No proposals will be accepted after the listed date and time. All proposals must be clearly marked with the project title and RFP number and submitted in a sealed envelope. Failure to identify the proposal on the envelope may result in disqualification of the proposal. The format, content, and procedures for submitting a proposal are provided in further detail within the RFP.

## Contact

Please direct any inquiries regarding this RFP to **Leeanne Singleton, Environmental Analyst** at [lsingleton@hermosabch.org](mailto:lsingleton@hermosabch.org). All questions regarding the content of the proposal should be submitted in writing to the listed email address and sent no later than the date and time listed in the RFP timeline. Responses to questions will be distributed to registered RFP holders and posted to the City website. To ensure you receive any addendums or answers to questions on this RFP, please send an email to the project manager listed above if you are considering/planning to submit a proposal.



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# 1 Introduction

## 1.1 Invitation for Proposals

The City of Hermosa Beach is seeking proposals from qualified individuals or firms to provide on-call transportation and traffic engineering services for the City of Hermosa Beach. Proposer(s) must have the expertise, experience and demonstrate resources available to perform the work described in the RFP.

The City of Hermosa Beach is seeking to establish a list of professional firms with capability and capacity to provide on-call mobility planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager. The City anticipates a contract start date of August 1, 2019 and term of the agreement(s) shall be for two (2) years, with up to three (3) one (1) year extensions.

## 1.2 RFP Timeline

RFP posted	May 13, 2019
Deadline to submit written questions	Friday May 31, 2019
Posting of responses to questions	Thurs June 6, 2019
<b>Deadline to submit proposals</b>	<b>Thurs. June 13, 2019 - 5 PM PST</b>
Interviews (if needed)	Week of June 24, 2019
Tentative award	July 2019
Tentative Contract start date	August 1, 2019

## 1.3 General RFP Conditions

The following instructions and conditions apply to this RFP:

### Pre-Contractual Expenses

The City of Hermosa Beach shall not, in any event, be liable for any pre-contractual expenses incurred by any consultant. In addition, no consultant shall include any such expenses as part of the price proposed. Pre-contractual expenses are defined as expenses incurred by bidders in:

- Preparing a proposal in response to this RFP.
- Submitting that proposal to the City of Hermosa Beach.
- Negotiating with the City of Hermosa Beach any matter related to this RFP, proposal, and/or contractual agreement.
- Any other expenses incurred by the consultant prior to the date of an executed contract.

### Authority to Withdraw RFP and/or Not Award Contract

The City of Hermosa Beach reserves the right to withdraw this RFP at any time for any reason without prior notice. Further, the City makes no representations that any agreement will be awarded to any consultant responding to this RFP. The City expressly reserves the right to reject any and all proposals in response to this RFP without indicating any reasons for such rejection(s). The release of this RFP does not obligate or compel the City to enter into a contract or agreement.

**Authority to Revise RFP and Request Additional Information**

The City reserves the rights to amend the RFP at any time, to determine the successful respondent(s), and to reject any or all proposals or their components. Should it be necessary for the City to issue addendums to this RFP during the proposal period, the City will notify the known holders of this RFP and post addendums to the City website. Proposals shall acknowledge that the consultant is aware of all addendums which have been issued and has incorporated their provisions in their proposal by completing the Certification of Proposal Form.

The City reserves the right to request additional information or clarifications from consultants where it may serve the City's best interest.

**Other Conditions**

- **ADDITIONAL SERVICES.** The Scope of Work describes the minimum work to be accomplished. Upon final selection of the firm, the Scope of Work may be modified and refined during negotiations with the City.
- **AUTHORIZED SIGNATURES.** Every proposal must be signed by the person or persons legally authorized to bind the consultant to a contract for the execution of the work. Upon request of the City, any agent submitting a proposal on behalf of a consultant shall provide a current power of attorney certifying the agent's authority to bind the consultant.
- **AWARD OF PROPOSAL.** City reserves the right to negotiate final terms with the selected consultant, if any. Award may be made to the consultant offering the most advantageous proposal after consideration of all criteria. Should the selection criteria be requested, it shall be at the City's discretion if the criteria are released prior to the final selection being made.
- **COMPLIANCE WITH LAWS.** All proposals shall comply with current federal, state, and other laws relative thereto.
- **CONFLICT OF INTEREST.** By signing the Certification of Proposal, the consultant declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposals, consultant declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City, shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
- **DISQUALIFICATION OF PROPOSER.** If there is reason to believe that collusion exists among the consultants, the City may refuse to consider proposals from participants in such collusion. No person, firm, or corporation under the same or different name, shall make, file, or be interested in more than one proposal for the same work unless alternate proposals are called for. Reasonable grounds for believing that any consultant is interested in more than one proposal for the same work will cause the rejection of all proposals for the work in which a consultant is interested. Consultants shall submit as part of their proposal documents the completed Non-Collusion Affidavit.
- **EXAMINATION OF DOCUMENTS.** It is the responsibility of the consultant to carefully and thoroughly examine and be familiar with these RFP documents, general conditions, all forms, specifications, drawings, plans, and addendums (if any). Consultants shall satisfy themselves as to the character, quantity, and quality of work to be performed and materials, labor, supervision necessary to perform the work as specified by these documents. The failure or neglect of the consultant to examine documents shall in no way relieve the consultant from any obligations with respect to the solicitation for and



subsequent contract that may be awarded. The submission of a proposal shall constitute an acknowledgment upon which the City may rely that the consultant has thoroughly examined and is familiar with the RFP documents. The failure or neglect of a consultant to receive or examine any of the documents shall in no way relieve the consultant from any obligations with respect to the proposal. No claim will be allowed for additional compensation that is based upon a lack of knowledge of any solicitation document.

- **INTERPRETATION OF RFP DOCUMENTS.** City reserves the right to make corrections or clarifications of the information provided in this RFP. If any person is in doubt as to the true meaning of any part of the specifications or other RFP documents, or finds discrepancies or omissions in the specifications, the person may submit to the City a written request for an interpretation or correction. Oral statement(s), interpretations or clarifications concerning meaning or intent of the contents of this RFP by any person are unauthorized and invalid. Modifications to the RFP, including, but not limited to, the scope of work, can be made only by written addendum issued by the City. Proposers shall submit all questions in writing to the contact listed in the announcement. Proposers may not contact any other staff members with questions. The requesting party is responsible for prompt delivery of any requests. When the City considers interpretations necessary, interpretations will be in the form of an addendum to the RFP documents, and when issued, will be sent as promptly as is practical to all parties recorded by the City as having received RFP documents. All such addenda shall become a part of the RFP document. It is the responsibility of each consultant to ensure the City has their correct business name, mailing address and e-mail address on file. Any prospective consultants who obtained a set of RFP documents are responsible for advising the City that they have a set of RFP documents and wish to receive subsequent Addendums.
- **IRREGULARITIES.** City reserves the right to waive non-material irregularities if such would be in the best interest of the City as determined by the City Manager.
- **NON-DISCRIMINATION.** Consultant represents and warrants that it does not and will not discriminate against any employee or applicant for employment because of race, religion, gender, color, national origin, sexual orientation, ancestry, marital status, physical condition, pregnancy or pregnancy-related condition, political affiliation or opinion, age or medical condition.
- **NON-EXCLUSIVE.** Should the City make an award, the successful consultant will enter into a NON-EXCLUSIVE professional services agreement and the City reserves the right to enter into agreements with other firms.
- **OFFERS OF MORE THAN ONE PRICE.** Consultants are NOT allowed to submit more than one proposal.
- **OWNERSHIP.** All data, documents and other products used or developed during the RFP process become the property of the City upon submission. All bid proposals and documents submitted in response to this RFP shall become the property of the City and a matter of public record pursuant to Government Code sections 6250 et seq. Proposals should not be marked as confidential or proprietary, and City may refuse to consider a proposal so marked. All information contained within the proposal will become a matter of public record. It is the responsibility of each bidder to clearly identify any and all information contained within its bid proposal that it considers to be confidential and/or proprietary. To the extent that the City agrees with that designation, such information will be held in confidence whenever possible. All other information will be considered public.
- **PROFESSIONAL SERVICES AGREEMENT.** Prior to awarding any work, the selected Consultant will be required to execute a professional services agreement with the City. Any proposed



change to the agreement shall be identified in the response to the Request for Proposals (RFP) and shall be subject to the sole approval of the City. The City requires the Consultant to obtain and maintain a policy of professional liability and other insurance as indicated in the agreement.

- **NO PUBLIC BID PROPOSAL OPENING/PUBLIC RECORDS ACT.** Bid proposals shall be opened and its contents secured by City staff to prevent disclosure during the evaluative process and the process of negotiating with competing consultants. Adequate precautions shall be taken to treat each consultant fairly and to insure that information gleaned from competing proposals is not disclosed to other Consultants. Prices and other information concerning the proposals shall not be disclosed until a recommendation for award is made to the awarding authority.
- **PUBLIC RECORD.** All proposals submitted in response to this RFP will become the property of the City upon submittal and a matter of public record pursuant to applicable law.
- **REPRESENTATIONS.** Consultant understands and acknowledges that the representations made in their submitted proposal are material and important, and will be relied on by the City in evaluation of the proposal. Consultant misrepresentation shall be treated as fraudulent concealment from the City of the facts relating to the proposal.
- **SEVERABILITY.** If any provisions or portion of any provision of this Request for Proposals are held invalid, illegal or unenforceable, they shall be severed from the Request for Proposals and the remaining provisions shall be valid and enforceable.
- **SUBCONTRACTOR INFORMATION.** If the proposal includes the use of subconsultants, consultant must identify specific subconsultants and the specific requirements of this RFP for which each proposed subconsultant would perform services. If a subconsultant for work services to be performed exceeds \$25,000, the subconsultant contract must contain all required provisions of the prime contract.
- **VALIDITY.** Proposal must be valid for a period of 90 days from the due date.
- **WITHDRAWAL OF PROPOSAL.** Consultants' authorized representative may withdraw proposals only by written request received by City Engineer before the proposal submittal deadline.



## 2 Project Description

### 2.1 City Location and Characteristics

The City of Hermosa Beach is located within the southwestern coastal portion of Los Angeles County in what is commonly referred to locally as the “South Bay” area. The City is bounded on the north and east by the City of Manhattan Beach, on the south and east by the City of Redondo Beach, and on the west by the Pacific Ocean. Hermosa Beach strives to provide residents and visitors alike with the opportunity for a high quality of life that includes offering a range of safe and convenient transportation options. The city limits for Hermosa Beach encompass a relatively small land area, approximately 1.4 square miles and a shoreline of approximately two miles.

In 2018, the City of Hermosa Beach had an estimated population of 19,673. The City plays host to several major special events held throughout the year and visitors can increase the population to over 100,000 people on an average summer weekend.

Hermosa Beach includes nearly two miles of shoreline and varies in width between one-half mile and approximately one mile inland. Elevations in the City range from sea-level and rise up to 250 feet in elevation. With a land area of 1.4 square miles, Hermosa Beach has a high population density, with approximately 13,900 people per square mile. Within that compact area, there are approximately 48 centerline street miles, 6.8 miles of current bikeways (including the regionally significant Marvin Braude Bikeway), and 18 traffic signals in the City's publicly maintained roadway system. Pacific Coast Highway, under Caltrans jurisdiction, additionally runs the length of Hermosa Beach and serves as a main commuter thoroughfare.

### 2.2 Project Goals

The City of Hermosa Beach is seeking proposals from qualified firms to provide on-call transportation and traffic engineering services that achieve the following goals:

- Leverages the vision and goals of the recently adopted General Plan and the Community Decision-Making Tool;
- Takes a comprehensive approach to maintain, rehabilitate and improve the City's transportation network;
- Identifies opportunities to fund, design, and complete both capital projects and smaller traffic/pedestrian safety enhancements;
- Assists the City in complying with funding, expenditure, and reporting requirements for federal, state, or regional funding sources in a cost-effective and timely manner; and
- Seeks citizen input on the design and operation of transportation/pedestrian facilities and responds to traffic concerns.

### 2.3 Relevant Plans, Policies, Programs, or Projects

Proposers should review and consider the work already completed or underway in the development of approach, budget, and schedule. The following links are provided for your convenience:

- [PLAN Hermosa, the City's Comprehensive General Plan and Local Coastal Program](#), adopted August 2017
- [PLAN Hermosa Environmental Impact Report](#), certified August 2017
- [South Bay Bicycle Master Plan - Hermosa Beach Chapter](#), adopted August 2011



- [Draft Beach Cities Living Streets Design Manual](#), drafted Fall 2018
- [Hermosa Beach 2018/19 Capital Improvement Program](#), adopted June 2018
- [Engineering and Traffic Speed Survey](#), adopted August 2016
- [Pavement Management Plan](#), adopted October 2017

## 2.4 City Proposed Scope of Services

The City of Hermosa Beach is seeking to establish a list of professional firms with capability and capacity to provide on-call mobility planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager.

Firms or individuals responding to this RFP should carefully review the proposed scope of services for each category and **clearly indicate which categories of services for which they wish to be considered in their proposal**. Proposers may respond to one, all, or a combination of service areas sought by the City.

The City is looking for creativity from proposers to provide an approach that will result in the efficient and effective development or provision of services. The City is therefore open to proposers identifying a different scope of services, or recommending the addition or removal of items, so long as the project objectives are met, and the rationale for additions or removal are clearly articulated.

Hermosa Beach has a highly-engaged community and anticipates that community engagement efforts will be a necessary component to the successful implementation of the responsibilities identified within each category.

### 1. Contract Traffic Engineering Services

The City of Hermosa Beach is seeking a part-time contract traffic engineer to serve as the City's primary traffic engineer to assist the Public Works Department in managing the day-to day traffic engineering needs of the City and its citizens. Prior contracts have required approximately 15 hours per week and it is expected that this position would be on-site in Hermosa Beach at least one day per week (other hours/days may be on or off-site as needed and may be adjusted by the City during the contract period to accommodate fluctuation in tasks and demand). The position may be filled by a single project manager that can be either an individual or employee of a firm with a variety of staff resources that can be called upon for specific tasks. This position is expected to:

- a. Establish a pro-active approach to identifying, evaluating, and resolving transportation related issues and assist in achieving the mobility and transportation goals identified by the City's recently updated General Plan.
- b. Lead the development of traffic engineering studies and reports covering speed, safety, sight distance, parking, and other issues in response to staff, commission, Council, or citizen-initiated requests.
- c. Represent the City at public meetings including community meetings, regional organization meetings, and meetings of the Public Works Commission or City Council.



- d. Collect and prepare traffic safety, volume, speed, and other required data/reports for City traffic engineering, transportation planning, or mobility needs.
- e. Prepare and/or review plans for the implementation or modification of traffic control devices, traffic signals, crosswalks, parking regulations, and review traffic control/transportation plans for construction projects and special events as needed.

## 2. Transportation Planning and Studies

The City seeks to develop a bench of traffic engineering and/or transportation planning professionals which the City can utilize on an as-needed basis to assist with the implementation of the City's transportation goals, objectives, and performance standards to meet current and long-term transportation needs. Under this category, the City will issue a task order or request consultant(s) to provide a quote for the desired scope of services prior to work commencing on a particular project or task, and costs for services may be funded through grants, private development applications, or city resources.

- a. Development of conceptual plans and alternatives for corridor revitalization projects, neighborhood traffic management, bikeway improvements, and other long-term capital improvements.
- b. Preparation of studies, recommendations, and regulatory changes to assist in the expansion of transportation choices.
- c. Preparation of studies, recommendation, and regulatory changes to provide for the effective management of the City's parking resources and implementation of parking programs.
- d. Development and implementation of transportation education, engagement, and other awareness initiatives (i.e. Safe Routes to School, Bike Safety, Distracted Driving, etc).

## 3. Plan Check/Development Review

The City seeks to develop a bench of traffic engineering and/or transportation planning professionals for which the City can utilize on an as-needed basis to provide plan/project review of private development projects and prepare or peer review traffic and/or parking studies for California Environmental Quality Act documents on behalf of the Community Development Department. Under this category, the City will issue a task order or request consultant(s) to provide a quote for the desired scope of services prior to work commencing on a particular project or task, and costs for services will be borne by the project applicant through a reimbursement agreement established between the City and project applicant.

## 2.5 Work to be Performed or Provided by the City

The City will perform the following tasks or functions related to this project.

1. Process, distribute, and respond to data and information requests from the consultant .
2. Post/distribute public information announcements, website updates, workshop agendas/reports.
3. Prepare and execute Agreements with all entities.
4. Schedule times and facilities reservations for meetings and workshops.
5. Upon contract award, City will provide copies of available records.
6. Act as liaison with the appropriate decision-making bodies.



## 3 Proposal Submittal Instructions

### 3.1 Proposal Format

Proposals must be submitted in a sealed envelope or box bearing the name of the consultant, clearly marked, and submitted only to the following address:

RFP 19-04: ON-CALL TRANSPORTATION  
AND TRAFFIC ENGINEERING SERVICES  
City of Hermosa Beach  
Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach CA 90254

#### 3.1.1 Hard Copy Proposals

Proposers shall submit **one original** and **four copies** of the proposal for a total of five bound documents. All proposals shall be submitted on standard 8.5" by 11" paper and printed double-sided. Exhibits may be 11" by 17" paper as needed. Proposers should minimize the use of plastic film/dividers and other materials that cannot be recycled.

All pages should be numbered and identified sequentially. Proposals shall be no more than 50 total pages (25 double-sided pieces of paper) inclusive of the cover letter and all required forms.

#### 3.1.2 Electronic Submittal

Proposers shall additionally submit an electronic PDF version of their proposal by email to the project manager at **lsingleton@hermosabch.org**. Attachments may not exceed a combined total of 20 MB.

### 3.2 Proposal Content

Proposals must be concise, but with sufficient detail to allow accurate evaluation and comparative analysis. Proposals should be straightforward and provide "layman" explanations of technical terms that are used. Emphasis should be concentrated on conforming to the RFP instructions, responding to the RFP requirements, and on providing a complete and clear description of the offer. Proposals should include the sections as described in greater detail below. Do NOT include marketing brochures or other promotional material not connected with this RFP.

#### 3.2.1 Cover Letter

Proposal must be accompanied by a cover letter, signed by an individual authorized to bind the proposing entity. An unsigned proposal is grounds for rejection. The cover letter should include an introduction of the firm and summary statement of professional qualifications.

#### 3.2.2 Firm Profile

Proposers should provide a brief profile of the prime consultant and any subconsultants. Information should include, but is not limited to, the following information:



- Legal name and address.
- Name, address, and telephone number of the consultant's primary point of contact.
- Type of business entity of consultant (corporation, company, joint venture, etc.). Please enclose a copy of the Joint Venture Agreement if entity is a joint venture.
- Federal Employer I.D. Number.
- Address, telephone numbers and fax numbers of each of the proposing firm's locations.
- Indication whether firm is totally or partially owned by another business organization (parent company) or individual.
- Number of years consultant has been in business under the present business name.
- Number of years of experience the consultant has had in providing required, equivalent, or related services.
- Any failures or refusals to complete a contract, and explanation.

### 3.2.3 Project Understanding and Approach to Scope of Work

Proposers should include in this section a statement of project understanding, organizational chart, approach to work program and summary of deliverables, described in greater detail below.

#### **Statement of Understanding & Approach to Delivery of Services**

Through this RFP, the City is seeking effective, efficient and creative approaches to preparing work products and meeting the City's transportation goals. Consultant should be able to articulate a thorough understanding of the state, county and local requirements, and other industry standards applicable to the services to be provided. In this section, proposers should include their recommended approach to providing the requested professional services noted in the Scope of Services in the RFP. This section should also demonstrate a range of proposed approaches and techniques that may be appropriate to employ for to community and stakeholder engagement in different types of transportation projects.

#### **Organizational Chart**

Consultant shall include an organizational chart that reflects key staff and roles/responsibilities of each individual assigned to provide services under this proposal. Any roles or topics in which the proposer anticipates utilizing the expertise of subconsultants should be clearly identified.

#### **Roles and Responsibilities for City Staff**

Proposer should summarize any services NOT provided by their firm that are listed in the Scope of Work. Consultant shall also list any resources, City assistance or other items expected to be provided by City beyond those listed in Section 2.5, "Work to be Performed or Provided by the City". Consultant may additionally itemize those services which are further required but are not noted in the aforementioned paragraphs as requirements. Consultant will title this section as Additional Services.

#### **Communications Approach & Quality Control**

Key to a creative, effective, and efficient delivery of services is close coordination and communication between the City, community, and the selected consultant. In this section, proposers should provide describe the firm or project manager's approach to communications and quality assurance/quality control.

- Proposers should describe their recommended or preferred approach to project communications between the City and consultant team. This should include detail on the



frequency of project check-ins, progress updates, and meeting locations (i.e. phone, email, in-person). Communications protocols for coordinating with other City departments, agencies, and the community can be established during project kick-off, but note that the City expects a high-degree of communication from consultants with responses or acknowledgement of receipt of requests generally within one business day

- Describe the firm's QA/QC processes that will be adhered to during the term of the agreement. Describe the consultant's method of ensuring that the assigned personnel's quality of work is high.

### 3.2.4 Experience and Qualifications

Proposers should include in this section a summary of relevant projects, contact information for references, and information about the experience, qualifications, and availability of key personnel, described in greater detail below.

#### **Summary of Relevant Projects**

Proposers should highlight representative projects that are similar in scope and size to this project to demonstrate the firm's depth of experience and familiarity with similar projects. For each project, please include the following information, at a minimum:

- Year started and completed (if relevant)
- Contracting Agency + Department
- Project Description
- Key Personnel Assigned
- Contract Value

#### **References**

Consultant must provide at least three (3) references for which consultant has provided services similar in scope as set forth in the RFP within the last five (5) years. Reference information should include:

- Name of agency
- Name of agency project manager
- Email address and telephone number of contact person
- Description of project or services provided

#### **Experience and Qualifications of Key Personnel**

The consultant shall provide resumes indicating the experience and qualifications for the key personnel identified in the organization chart. Consultant shall also include the number and type of additional support personnel who will be providing services. At a minimum, the resume for each team member should include:

- Name
- Position and Role for This Project
- Degrees and Certifications
- Professional Memberships/Registrations
- Summary of Experience
- Work on Representative Project Similar in Scope

If subconsultants are to be used as part of this proposal, a resume of the sub-consultant and relevant experience is to be included in the same format.



### Assignment of Key Personnel

It is the City's preference to have the key personnel identified in the Organizational Chart remain with the project during the term of the agreement. In this section, please indicate the availability of key personnel to pursue completion of this project in terms of the involvement in other projects that are presently in your firm's backlog.

After contract execution, the consultant shall not substitute key personnel (project manager and others listed by name in the proposal) or subconsultants without prior written approval from the City. The consultant must request and justify the need for the substitution and obtain approval from the City prior to use of a different subconsultant on the contract. The proposed substituted person must be as qualified as the original, and at the same or lower cost for engineering types of consultant contracts. The Consultant's project manager shall have all the necessary credentials to qualify him/her as a project manager for this project.

In the event there are proposed changes in key personnel, including subconsultants, during the term of the agreement that are outside of the consulting firm's control, the consultant shall prepare a transition plan that is presented to the City's project manager for review.

#### 3.2.5 Required Forms

Consultant shall review, acknowledge and submit the following forms:

- **Certification of Proposal.** Proposer is required to sign and submit the Certification of Proposal including acknowledgement that they have received and considered any addendums issued by the City of Hermosa Beach in connection with this RFP.
- **Non-Collusion Affidavit.** Proposer is required to sign and submit the Non-Collusion Affidavit.
- **Compliance with Insurance Requirements.** Consultant shall demonstrate the willingness and ability to submit proof of the required insurance coverage as set forth in the Sample Professional Services Agreement.
- **Acknowledgement of Professional Services Agreement.** Consultant shall demonstrate willingness and ability to comply with the City's Sample Professional Services Agreement and/or indicate any exceptions to the Professional Services Agreement.

#### 3.2.6 Cost Proposal

For all categories, proposers shall provide an hourly rate sheet detailing the hourly rates of each category of key personnel to be assigned during the contract. The Cost Proposal must also state if the proposed hourly rate(s) for key personnel is guaranteed for the term of an agreement (if awarded) or if it is subject to adjustments. If subject to adjustments, consultant must state the frequency of adjustments and how adjustments are determined. The rate sheet should also include any direct costs such as travel, equipment, printing/materials.

For Category 1 – Contract Traffic Engineering Services, proposers should additionally provide a full-cost proposal for the provision of contract traffic engineering services to the City at the levels described in the scope of services.



## 4 Proposal Evaluation and Selection

### 4.1 Proposal Review Process

The City will evaluate all proposals received in accordance with the evaluation criteria. The City shall not be obligated to accept the lowest priced proposal, but the City may make award(s) in the best interests of the City after all factors are considered, including, but not limited to, the demonstrated competence, experience and professional qualifications of the proposer. Evaluation scores will not be released until after award of proposal, if one is made.

Following the review of proposals by the City's team, the City may invite short-listed consultants to be interviewed by a panel of City staff, which may include non-city personnel at the City's discretion. Discussions may, at the City's option, be conducted with the most qualified proposers. Discussions may be for the purpose of clarification to assure full understanding of, and responsiveness to, the solicitation requirements. Proposers shall be accorded fair and equal treatment with respect to any opportunity for discussion and written revision of proposals. In conducting discussions, the City will not disclose information derived from proposals submitted by competing proposers.

The City will verify references of short-listed consultants, which may include persons not listed as references, and this will help inform the City's decisions. The City will select a consultant to negotiate for the performance of work. In negotiating the contract, the City may request modifications to the proposed scope or to the technical team or other elements of the proposal. If negotiations fail, the City will commence negotiations with the next qualified candidate.

### 4.2 Evaluation Criteria

Proposals will be evaluated on the basis of their response to all provisions of this RFP. The City of Hermosa Beach will use the following criteria in its evaluation of proposals, interviews with selected consultants, verification of references, or selection of consultants for use on specific projects. The categories will be weighted approximately as follows.

#### **Approach and Methods (35%):**

- A well thought-out and tailored approach to the technical work that responds to the project's particular issues and needs.
- Incorporation of innovative and/or creative approaches for providing the service that will maximize efficient, cost-effective operations or increased performance capabilities.
- Evidence of the team's ability to work collaboratively with other members of a multi-disciplinary team in a complex and dynamic working environment.
- Demonstration of the team's commitment to accurate and superior work products and services as detailed in the project management project management plan.

#### **Relevant Experience & Expertise (40%):**

- Recent experience preparing similar projects or providing similar services for jurisdictions.
- Familiarity and experience with applicable industry standards and any relevant federal, state, or local requirements.
- The depth and appropriateness of experience of individual members of the technical team as they relate to the specific technical tasks called for by the project.
- The team's experience and ability to clearly communicate technical concepts and terminology with the community.



**Timeframe and Costs (15%):**

- Display of communications approach and quality control that demonstrates ability to accomplish any specific conditions laid out in the RFP or accomplishes the project objectives in a reasonable timeframe.
- Delivery of a clear and reasonable project budget that provides sufficient detail on the costs for required and optional services.
- Evidence of the team's ability to successfully deliver project tasks and deliverables within the identified project budget and minimize cost overruns.

**Administration (10%):**

- Ability to comply with the timeline, terms, and billing procedures.
- The extent and nature of any proposed amendments to the City's Professional Services Agreement.



## 5 Contract Expectations

### 5.1 Contract Period

The City anticipates the contract term would begin on August 1, 2019 and would include an initial term of two years, with the option for up to three (3) one-year extensions of the contract.

### 5.2 Professional Services Agreement

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

### 5.3 Standards of Work

Approximately 30 days prior to the end of each term, a meeting may be held between the consultant(s) and the City of Hermosa Beach staff to conduct a performance review, revise the scope and/or language of the agreement, and confirm consultant rate schedules. The initial agreement and each renewal will require City Council approval.

In case of conflicts, ambiguities, discrepancies, errors, or omissions, consultant shall submit the matter to City for clarification. Any work affected by such conflicts, ambiguities, discrepancies, errors or omissions which is performed by consultant prior to clarification by City shall be at consultant's risk and expense.

### 5.4 Invoicing and Payment

The contract will be set up as a not to exceed rate to be billed monthly based on hours worked. Invoices are to be submitted monthly. The invoices shall reference the project title, and must list the charges by task, worker classification, hours, billing rate, and totals. Back up information must be submitted together with the invoices.

Each invoice shall contain a progress report describing the work completed during the billing period and shall also include cost information by task regarding: previous work billed to date, work billed during the reporting period, percent of task completed and amount remaining by task.

## 6 Attachments and Required Forms

### 6.1 Maps or Design Plans

See plans provided in *Section 2.3 Relevant Plans, Policies, Programs, or Projects* for applicable transportation network maps.



## 6.2 Sample Professional Services Agreement

### CONTRACT FOR PROFESSIONAL SERVICES TO

#### BETWEEN THE CITY OF HERMOSA BEACH AND \_\_\_\_\_

This AGREEMENT is entered into this \_\_\_\_\_ day of \_\_\_\_\_, 2019, by and between the CITY OF \_\_\_\_\_, a general law city a municipal corporation ("CITY") and \_\_\_\_\_, a limited liability company ("CONSULTANT").

#### **RECITALS**

- A. The City desires to \_\_\_\_\_.
- B. The City does not have the personnel able and/or available to perform the services required under this agreement and therefore, the City desires to contract for consulting services to accomplish this work.
- C. The Consultant warrants to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.
- D. The City desires to contract with the Consultant to perform the services as described in Exhibit A of this Agreement.

**NOW, THEREFORE**, based on the foregoing recitals, the City and the Consultant agree as follows:

#### **1 CONSIDERATION AND COMPENSATION**

As partial consideration, CONSULTANT agrees to perform the work listed in the SCOPE OF SERVICES, attached as EXHIBIT A.

As additional consideration, CONSULTANT and CITY agree to abide by the terms and conditions contained in this Agreement.

As additional consideration, CITY agrees to pay CONSULTANT a total of \$ \_\_\_\_\_, for CONSULTANT's services, unless otherwise specified by written amendment to this Agreement.

No additional compensation shall be paid for any other expenses incurred, unless first approved by the City Manager or his/her designee.

CONSULTANT shall submit to CITY, by not later than the 10th day of each month, its invoice for services itemizing the fees and costs incurred during the previous month. CITY shall pay CONSULTANT all uncontested amounts set forth in CONSULTANT's invoice within 30 days after it is received.

#### **2 SCOPE OF SERVICES**

CONSULTANT will perform the services and activities set forth in the SCOPE OF SERVICE attached hereto as Exhibit A and incorporated herein by this reference.



Except as herein otherwise expressly specified to be furnished by CITY, CONSULTANT will, in a professional manner, furnish all of the labor, technical, administrative, professional and other personnel, all supplies and materials, equipment, printing, vehicles, transportation, office space, and facilities necessary or proper to perform and complete the work and provide the professional services required of CONSULTANT by this Agreement.

- 3 PAYMENTS. For CITY to pay CONSULTANT as specified by this Agreement, CONSULTANT must submit an invoice to CITY which lists the reimbursable costs, the specific tasks performed, and, for work that includes deliverables, the percentage of the task completed during the billing period in accordance with the schedule of compensation incorporated in "Exhibit A."
- 4 TIME OF PERFORMANCE. The services of the CONTRACTOR are to commence upon receipt of a notice to proceed from the CITY and shall continue until all authorized work is completed to the CITY's reasonable satisfaction, in accordance with the schedule incorporated in "Exhibit A," unless extended in writing by the CITY.
- 5 FAMILIARITY WITH WORK. By executing this Agreement, CONSULTANT represents that CONSULTANT has (a) thoroughly investigated and considered the scope of services to be performed; (b) carefully considered how the services should be performed; and (c) understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.
- 6 KEY PERSONNEL. CONSULTANT's key person assigned to perform work under this Agreement is \_\_\_\_\_. CONSULTANT shall not assign another person to be in charge of the work contemplated by this Agreement without the prior written authorization of the City.
- 7 TERM OF AGREEMENT. The term of this Agreement shall commence upon execution by both parties and shall expire on \_\_\_\_\_, 20\_\_\_\_, unless earlier termination occurs under Section 11 of this Agreement, or this Agreement is extended in writing in advance by both parties.
- 8 CHANGES. CITY may order changes in the services within the general scope of this Agreement, consisting of additions, deletions, or other revisions, and the contract sum and the contract time will be adjusted accordingly. All such changes must be authorized in writing, executed by CONSULTANT and CITY. The cost or credit to CITY resulting from changes in the services will be determined in accordance with written agreement between the parties.
- 9 TAXPAYER IDENTIFICATION NUMBER. CONSULTANT will provide CITY with a Taxpayer Identification Number.
- 10 PERMITS AND LICENSES. CONTRACTOR will obtain and maintain during the term of this Agreement all necessary permits, licenses, and certificates that may be required in connection with the performance of services under this Agreement.
- 11 TERMINATION. Except as otherwise provided, CITY may terminate this Agreement at any time with or without cause. Notice of termination shall be in writing.

CONSULTANT may terminate this Agreement. Notice will be in writing at least 30 days before the effective termination date.

In the event of such termination, the CONTRACTOR shall cease services as of the date of termination, and all finished or unfinished documents, data, drawings, maps, and other



materials prepared by CONSULTANT shall, at CITY's option, become CITY's property, and CONSULTANT will receive just and equitable compensation for any work satisfactorily completed up to the effective date of notice of termination.

Should the Agreement be terminated pursuant to this Section, CITY may procure on its own terms services similar to those terminated.

- 12 INDEMNIFICATION.** CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature arising out of or in connection with CONSULTANT's performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY'S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

The requirements as to the types and limits of insurance coverage to be maintained by CONSULTANT as required by Section 17, and any approval of said insurance by CITY, are not intended to and will not in any manner limit or qualify the liabilities and obligations otherwise assumed by CONSULTANT pursuant to this Agreement, including, without limitation, to the provisions concerning indemnification.

- 13 ASSIGNABILITY.** This Agreement is for CONSULTANT's professional services. CONSULTANT's attempts to assign the benefits or burdens of this Agreement without CITY's written approval are prohibited and will be null and void.
- 14 INDEPENDENT CONTRACTOR.** CITY and CONSULTANT agree that CONSULTANT will act as an independent contractor and will have control of all work and the manner in which is it performed. CONSULTANT will be free to contract for similar service to be performed for other employers while under contract with CITY. CONSULTANT is not an agent or employee of CITY and is not entitled to participate in any pension plan, insurance, bonus or similar benefits CITY provides for its employees. Any provision in this Agreement that may appear to give CITY the right to direct CONSULTANT as to the details of doing the work or to exercise a measure of control over the work means that CONSULTANT will follow the direction of the CITY as to end results of the work only.
- 15 AUDIT OF RECORDS.** CONSULTANT agrees that CITY, or designee, has the right to review, obtain, and copy all records pertaining to the performance of this Agreement. CONSULTANT agrees to provide CITY, or designee, with any relevant information requested and will permit CITY, or designee, access to its premises, upon reasonable notice, during normal business hours for the purpose of interviewing employees and inspecting and copying such books, records, accounts, and other material that may be relevant to a matter under investigation for the purpose of determining compliance with this Agreement. CONSULTANT further agrees



to maintain such records for a period of three (3) years following final payment under this Agreement.

CONSULTANT will keep all books, records, accounts and documents pertaining to this Agreement separate from other activities unrelated to this Agreement.

**16 CORRECTIVE MEASURES.** CONSULTANT will promptly implement any corrective measures required by CITY regarding the requirements and obligations of this Agreement. CONSULTANT will be given a reasonable amount of time as determined by the City to implement said corrective measures. Failure of CONSULTANT to implement required corrective measures shall result in immediate termination of this Agreement.

**17 INSURANCE REQUIREMENTS.**

A. The CONSULTANT, at the CONSULTANT's own cost and expense, shall procure and maintain, for the duration of the contract, the following insurance policies:

1. Workers Compensation Insurance as required by law. The Consultant shall require all subcontractors similarly to provide such compensation insurance for their respective employees. Any notice of cancellation or non-renewal of all Workers' Compensation policies must be received by the CITY at least thirty (30) days prior to such change. The insurer shall agree to waive all rights of subrogation against the CITY, its officers, agents, employees, and volunteers for losses arising from work performed by the CONTRACTOR for City.
2. General Liability Coverage. The CONSULTANT shall maintain commercial general liability insurance in an amount of not less than two million dollars (\$2,000,000) per occurrence for bodily injury, personal injury, and property damage. If a commercial general liability insurance form or other form with a general aggregate limit is used, either the general aggregate limit shall apply separately to the work to be performed under this Agreement or the general aggregate limit shall be at least twice the required occurrence limit.
3. Automobile Liability Coverage. The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT arising out of or in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than one million dollars (\$1,000,000) combined single limit for each occurrence.
4. Professional Liability Coverage. The CONSULTANT shall maintain professional errors and omissions liability insurance for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONSULTANT'S operations under this Agreement, whether such operations be by the CONSULTANT or by its employees, subcontractors, or subconsultants. The amount of this insurance shall not be less than one million dollars (\$1,000,000) on a claims-made annual aggregate basis, or a combined single-limit-per-occurrence basis. When coverage is provided on a "claims made basis," CONSULTANT will continue to renew the insurance for a period of three (3) years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, and will cover CONSULTANT for all claims made by CITY arising out of any errors or omissions of CONSULTANT, or its officers, employees or agents during the time this Agreement was in effect.



- B. Endorsements. Each general liability, automobile liability and professional liability insurance policy shall be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California, or which is approved in writing by City, and shall be endorsed as follows. CONSULTANT also agrees to require all contractors, and subcontractors to do likewise.
1. "The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations."
  2. This policy shall be considered primary insurance as respects the CITY, its elected or appointed officers, officials, employees, agents, and volunteers. Any insurance maintained by the CITY, including any self-insured retention the CITY may have, shall be considered excess insurance only and shall not contribute with this policy.
  3. This insurance shall act for each insured and additional insured as though a separate policy had been written for each, except with respect to the limits of liability of the insuring company.
  4. The insurer waives all rights of subrogation against the CITY, its elected or appointed officers, officials, employees, or agents.
  5. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the City, its elected or appointed officers, officials, employees, agents, or volunteers.
  6. The insurance provided by this policy shall not be suspended, voided, canceled, or reduced in coverage or in limits except after thirty (30) days written notice has been received by the CITY.
- C. CONSULTANT agrees to provide immediate notice to CITY of any claim or loss against Contractor arising out of the work performed under this agreement. CITY assumes no obligation or liability by such notice, but has the right (but not the duty) to monitor the handling of any such claim or claims if they are likely to involve CITY.
- D. Any deductibles or self-insured retentions must be declared to and approved by the CITY. At the CITY's option, the CONSULTANT shall demonstrate financial capability for payment of such deductibles or self-insured retentions.
- E. The CONSULTANT shall provide certificates of insurance with original endorsements to the CITY as evidence of the insurance coverage required herein. Certificates of such insurance shall be filed with the CITY on or before commencement of performance of this Agreement. Current certification of insurance shall be kept on file with the CITY at all times during the term of this Agreement.
- F. Failure on the part of the CONSULTANT to procure or maintain required insurance shall constitute a material breach of contract under which the CITY may terminate this Agreement pursuant to Section 11 above.
- G. The commercial general and automobile liability policies required by this Agreement shall allow City, as additional insured, to satisfy the self-insured retention ("SIR") and/or deductible of the policy in lieu of the Consultant (as the named insured) should Consultant fail to pay the SIR or deductible requirements. The amount of the SIR or deductible shall be subject to the approval of the City Attorney and the Finance Director. Consultant understands and agrees that satisfaction of this requirement is an express condition precedent to the effectiveness of this Agreement. Failure by Consultant as primary insured to pay its SIR or deductible constitutes a material breach of this Agreement. Should City pay the SIR or deductible on Consultant's behalf upon the Consultant's failure or refusal to do so in order to secure defense and indemnification as an additional insured under the



policy, City may include such amounts as damages in any action against Consultant for breach of this Agreement in addition to any other damages incurred by City due to the breach.

- 18** USE OF OTHER CONSULTANTS. CONSULTANT must obtain CITY's prior written approval to use any subconsultants while performing any portion of this Agreement. Such approval must include approval of the proposed consultant and the terms of compensation.
- 19** FINAL PAYMENT ACCEPTANCE CONSTITUTES RELEASE. The acceptance by the CONSULTANT of the final payment made under this Agreement shall operate as and be a release of the CITY from all claims and liabilities for compensation to the CONSULTANT for anything done, furnished or relating to the CONSULTANT'S work or services. Acceptance of payment shall be any negotiation of the CITY'S check or the failure to make a written extra compensation claim within ten (10) calendar days of the receipt of that check. However, approval or payment by the CITY shall not constitute, nor be deemed, a release of the responsibility and liability of the CONSULTANT, its employees, sub-consultants and agents for the accuracy and competency of the information provided and/or work performed; nor shall such approval or payment be deemed to be an assumption of such responsibility or liability by the CITY for any defect or error in the work prepared by the Consultant, its employees, sub-consultants and agents.
- 20** CORRECTIONS. In addition to the above indemnification obligations, the CONSULTANT shall correct, at its expense, all errors in the work which may be disclosed during the City's review of the Consultant's report or plans. Should the Consultant fail to make such correction in a reasonably timely manner, such correction shall be made by the CITY, and the cost thereof shall be charged to the CONSULTANT. In addition to all other available remedies, the City may deduct the cost of such correction from any retention amount held by the City or may withhold payment otherwise owed CONSULTANT under this Agreement up to the amount of the cost of correction.
- 21** NON-APPROPRIATION OF FUNDS. Payments to be made to CONSULTANT by CITY for services preformed within the current fiscal year are within the current fiscal budget and within an available, unexhausted fund. In the event that CITY does not appropriate sufficient funds for payment of CONSULTANT'S services beyond the current fiscal year, the Agreement shall cover payment for CONSULTANT'S services only to the conclusion of the last fiscal year in which CITY appropriates sufficient funds and shall automatically terminate at the conclusion of such fiscal year.
- 22** NOTICES. All communications to either party by the other party will be deemed made when received by such party at its respective name and address as follows:

CITY	CONSULTANT
City of Hermosa Beach 1315 Valley Drive Hermosa Beach, CA 90254 ATTN:	ATTN:

Any such written communications by mail will be conclusively deemed to have been received by the addressee upon deposit thereof in the United States Mail, postage prepaid and properly addressed as noted above. In all other instances, notices will be deemed given at



the time of actual delivery. Changes may be made in the names or addresses of persons to whom notices are to be given by giving notice in the manner prescribed in this paragraph. Courtesy copies of notices may be sent via electronic mail, provided that the original notice is deposited in the U.S. mail or personally delivered as specified in this Section.

- A. SOLICITATION. CONSULTANT maintains and warrants that it has not employed nor retained any company or person, other than CONSULTANT's bona fide employee, to solicit or secure this Agreement. Further, CONSULTANT warrants that it has not paid nor has it agreed to pay any company or person, other than CONSULTANT's bona fide employee, any fee, commission, percentage, brokerage fee, gift or other consideration contingent upon or resulting from the award or making of this Agreement. Should CONSULTANT breach or violate this warranty, CITY may rescind this Agreement without liability.
  - B. THIRD PARTY BENEFICIARIES. This Agreement and every provision herein is generally for the exclusive benefit of CONSULTANT and CITY and not for the benefit of any other party. There will be no incidental or other beneficiaries of any of CONSULTANT's or CITY's obligations under this Agreement.
  - C. INTERPRETATION. This Agreement was drafted in, and will be construed in accordance with the laws of the State of California, and exclusive venue for any action involving this agreement will be in Los Angeles County.
  - D. ENTIRE AGREEMENT. This Agreement, and its Attachments, sets forth the entire understanding of the parties. There are no other understandings, terms or other agreements expressed or implied, oral or written.
  - E. RULES OF CONSTRUCTION. Each Party had the opportunity to independently review this Agreement with legal counsel. Accordingly, this Agreement will be construed simply, as a whole, and in accordance with its fair meaning; it will not be interpreted strictly for or against either Party.
  - F. AUTHORITY/MODIFICATION. The Parties represent and warrant that all necessary action has been taken by the Parties to authorize the undersigned to execute this Agreement and to engage in the actions described herein. This Agreement may be modified by written amendment with signatures of all parties to this Agreement. CITY's city manager, or designee, may execute any such amendment on behalf of CITY.
- 23** ACCEPTANCE OF FACSIMILE OR ELECTRONIC SIGNATURES. The Parties agree that this Contract, agreements ancillary to this Contract, and related documents to be entered into in connection with this Contract will be considered signed when the signature of a party is delivered by facsimile transmission or scanned and delivered via electronic mail. Such facsimile or electronic mail copies will be treated in all respects as having the same effect as an original signature.
- 24** FORCE MAJEURE. Should performance of this Agreement be impossible due to fire, flood, explosion, war, embargo, government action, civil or military authority, the natural elements, or other similar causes beyond the Parties' control, then the Agreement will immediately terminate without obligation of either party to the other.
- 25** TIME IS OF ESSENCE. Time is of the essence to comply with dates and schedules to be provided.



- 26** ATTORNEY'S FEES. The parties hereto acknowledge and agree that each will bear his or its own costs, expenses and attorneys' fees arising out of and/or connected with the negotiation, drafting and execution of the Agreement, and all matters arising out of or connected therewith except that, in the event any action is brought by any party hereto to enforce this Agreement, the prevailing party in such action shall be entitled to reasonable attorneys' fees and costs in addition to all other relief to which that party or those parties may be entitled.
- 27** STATEMENT OF EXPERIENCE. By executing this Agreement, CONSULTANT represents that it has demonstrated trustworthiness and possesses the quality, fitness and capacity to perform the Agreement in a manner satisfactory to CITY. CONSULTANT represents that its financial resources, surety and insurance experience, service experience, completion ability, personnel, current workload, experience in dealing with private consultants, and experience in dealing with public agencies all suggest that CONSULTANT is capable of performing the proposed contract and has a demonstrated capacity to deal fairly and effectively with and to satisfy a public agency.
- 28** OWNERSHIP OF DOCUMENTS. It is understood and agreed that the City shall own all documents and other work product of the Consultant, except the Consultant's notes and workpapers, which pertain to the work performed under this Agreement. The City shall have the sole right to use such materials in its discretion and without further compensation to the Consultant, but any re-use of such documents by the City on any other project without prior written consent of the Consultant shall be at the sole risk of the City.
- 29** DISCLOSURE REQUIRED. (City and Consultant initials required at one of the following paragraphs)

By their respective initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is a "consultant" for the purposes of the California Political Reform Act because Consultant's duties would require him or her to make one or more of the governmental decisions set forth in Fair Political Practices Commission Regulation 18701(a)(2) or otherwise serves in a staff capacity for which disclosure would otherwise be required were Consultant employed by the City. Consultant hereby acknowledges his or her assuming-office, annual, and leaving-office financial reporting obligations under the California Political Reform Act and the City's Conflict of Interest Code and agrees to comply with those obligations at his or her expense. Prior to consultant commencing services hereunder, the City's Manager shall prepare and deliver to consultant a memorandum detailing the extent of Consultant's disclosure obligations in accordance with the City's Conflict of Interest Code.

City Initials \_\_\_\_\_

Consultant Initials \_\_\_\_\_

**OR**



By their initials next to this paragraph, City and Consultant hereby acknowledge that Consultant is not a "consultant" for the purpose of the California Political Reform Act because Consultant's duties and responsibilities are not within the scope of the definition of consultant in Fair Political Practice Commission Regulation 18701(a)(2)(A) and is otherwise not serving in staff capacity in accordance with the City's Conflict of Interest Code.

City Initials \_\_\_\_\_

Consultant Initials \_\_\_\_\_

**IN WITNESS WHEREOF** the parties hereto have executed this contract the day and year first hereinabove written.

CITY OF HERMOSA BEACH

CONSULTANT

\_\_\_\_\_  
MAYOR

By: \_\_\_\_\_  
TITLE

ATTEST:

\_\_\_\_\_  
Elaine Doerfling, City Clerk

\_\_\_\_\_  
Taxpayer ID No.

APPROVED AS TO FORM:

\_\_\_\_\_  
Michael Jenkins , City Attorney



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: \_\_\_\_\_

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_



### 6.3.2 Non-Collusion Affidavit

**RFP #:** \_\_\_\_\_

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

\_\_\_\_\_

Printed Name and Title:

\_\_\_\_\_

### 6.3.3 Compliance with Insurance Requirements

**RFP #:** \_\_\_\_\_

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

---

Printed Name and Title:

---

#### 6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** \_\_\_\_\_

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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---

Signature of Authorized Representative:

---

Printed Name and Title:

---

CITY OF HERMOSA BEACH:

# ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES

CATEGORY: 2. TRANSPORTATION PLANNING AND STUDIES

June 13, 2019

PREPARED BY:  
Alta Planning + Design



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# Cover Letter

617 West 7th Street, Suite 1103  
Los Angeles, CA 90017  
(213) 489-7443  
www.altaplanning.com



June 13, 2019

City of Hermosa Beach  
Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Re: Request for Proposals (RFP) for: On-Call Transportation and Traffic Engineering Services (RFP 19-04)

Dear Ms. Singleton and Members of the Selection Committee:

On behalf of Alta Planning + Design (Alta), I am pleased to submit this proposal to support the City of Hermosa Beach through the On-Call Transportation and Traffic Engineering Services to provide **2. Transportation Planning and Studies**.

Our firm's reputation is built on supporting and enabling community efforts to promote, encourage, and provide safer and more comfortable facilities to meet the needs of people walking, taking transit, riding bicycles, and other mobility devices and driving. Our approach is to apply our national experience to create local solutions that help communities achieve their larger goals for economic vitality, healthy living, and improved quality of life. As we have written and assisted in writing many of the national design guidelines related to active transportation, including the NACTO *Urban Bikeway Design Guide* and the FHWA *Small Town and Rural Multimodal Networks Guide*, we will be sure to apply that knowledge and best practices to this project.

Alta is proud to offer the City the following unique qualifications:

- **Unparalleled active transportation expertise:** Alta has led hundreds of active transportation plans across California and the United States. We provide a combination of local knowledge leading active transportation design and expertise and experience with innovative public outreach approaches to create of state-of-the-art and implementation focused plans. Our approach to active transportation planning integrates planning, urban design, engineering, innovative outreach approaches, modeling, public health, and land use to create safe and vibrant walking environments that encourage people to choose walking for transportation and recreation. We have led dozens of pedestrian, bicycle, and Safe Routes to School master plans throughout Southern California.
- **Leverage our extensive knowledge of Hermosa Beach:** Our team has worked in Hermosa Beach and throughout the South Bay for many years on numerous projects, and this will provide tremendous value to the City as we will be ready to hit the ground running from day 1 of the project. In 2011, Alta completed the South Bay Bicycle Master Plan to develop a comprehensive bicycle network and set of programs and policies throughout the South Bay, which included the seven cities of Hermosa Beach, Manhattan Beach, Redondo Beach, El Segundo, Gardena, Lawndale and Torrance. In 2015, Alta completed the South Bay Bicycle Mini-Corral Plan for the three cities of Hermosa Beach, Manhattan Beach, and Redondo Beach. As the Project Manager for the South Bay Bicycle Master Plan, I bring extensive knowledge related to transportation planning in Hermosa Beach and throughout the South Bay region.

We hope to collaborate with you on the exciting, creative endeavors that will result from this on-call. If we can provide any additional information about our firm or this proposal, please do not hesitate to contact me at (213) 257-8600 or samcorbett@altaplanning.com.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sam Corbett".

Sam Corbett, Principal  
Alta Planning + Design

A handwritten signature in black ink, appearing to read "Greg Maher".

Greg Maher, PLA, ASLA, Vice President  
*Individual Authorized to Bind Firm*  
Alta Planning + Design

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# FIRM PROFILE



# Firm Profile



## Alta Planning + Design

Alta Planning + Design is North America's leading multimodal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, greenway, park, and trail corridors and systems. Founded in 1996, Alta has more than 200 staff in 30 offices across North America and an international workload. On any given day, most staff walk, bike, or take transit to work. We are committed to transforming communities, one trip at a time, one step at a time, and one street, intersection, and park at a time. **Alta's mission is to create active communities where bicycling and walking are safe, healthy, fun, and normal daily activities.**

### EXPERIENCE PROVIDING ON-CALL SERVICES

Alta has worked with many public agencies across the country in an on-call capacity to assist with non-motorized planning and design projects. We can provide project management, technical expertise, logistical organization, research, and professional writing capabilities. Our market focus on bicycle and pedestrian planning provides for a strong sustainability component, and our experience developing regional plans in Southern California and for many MPO and statewide agencies across the country provides us with extensive experience in developing presentation strategies for complex multimodal improvement programs.

### ACTIVE TRANSPORTATION PLANNING AND DESIGN

Alta works with communities to provide opportunities for people to choose bicycling and walking for recreation and transportation. We have developed transportation plans for over 800 jurisdictions throughout the United States and led the development of the NACTO *Urban Bikeway Design Guide* and the FHWA *Small Town and Rural Multimodal Networks Guide*.



Our planning process includes extensive field work on bicycle and on foot, engaging residents and stakeholders through tours and outreach activities, and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Other key tasks include developing short- and long-term project and program recommendations, identifying traditional and innovative funding strategies, preparing development code language to leverage improvements through new development, and developing implementation plans to clearly map where communities should focus their investments.

### SAFE ROUTES TO SCHOOL

Safe Routes to School (SRTS) efforts inspire and enable students and their families to use active and shared transportation modes. Alta is a national leader in SRTS, offering more than 18 years of experience managing SRTS programs. Our dedicated SRTS team works collaboratively across the country, sharing best practices, new innovations, and the most effective approaches to overcoming barriers. Our team of SRTS evaluation experts are known nationally for establishing performance measures and communicating program outcomes.

**Legal Name and Address:** Alta Planning + Design, Inc., 711 SE Grand Avenue, Portland, OR 97214

**Primary Point of Contact:** Sam Corbett, Principal, 617 West 7th Street, Suite 1103, Los Angeles, CA 90017, (213) 257-8600

**Type of Business Entity:** The firm was established in 1996 as C-Corporation in California and is a single legal entity.

**Federal Employer ID Number:** 68-0465555

**Number of Years in Business:** 23



Alta's SRTS professionals offer a comprehensive package that includes all six E's of SRTS: education, encouragement, enforcement, engineering, evaluation, and equity. Alta's work ranges from planning and infrastructure recommendations to program administration, effective outreach, and comprehensive evaluation. Our cross-disciplinary team can realize improvements from project identification to construction, while building community buy-in and support for programs.

## TRANSPORTATION DESIGN AND ENGINEERING

Our engineering skills offer a perspective that goes beyond vehicle-oriented design—we consider the needs and safety of people walking, bicycling, and using transit. Our experience is fully rooted in the fundamentals of traditional civil and traffic engineering principles, as well as the dozens of new guidelines and tools available to agencies to enhance safety, mobility, access, and connectivity for all. Alta's engineering team has the expertise to lead projects that involve ADA upgrades, signing and striping, curb and gutter reconstruction, and pavement repairs/replacement. We have significant experience preparing traffic control plans in support of these activities as well.

## INCLUSIVE COMMUNITY OUTREACH

Through our straightforward communication style, ability to engage citizens, and use of the latest technology, we are able to produce outreach strategies and successful designs and plans that meet the needs of the community. Alta's professionals are experts at listening to the public, conveying technical issues in a clear manner, offering distinct choices and options, and explaining trade-offs. Our outreach process is inclusive, interactive, and productive. We use a variety of innovative techniques, ranging from online surveys, the use of photo simulation to show how options will look, videotaped interviews, field reviews, GIS mapping, and dynamic and engaging public workshops. We make contact with the community early and build confidence by addressing specific issues with a documented approach.

## HEALTHY, EQUITABLE COMMUNITIES

Health and equity are inextricably linked with mobility options. To better understand and act on the connection between health and transportation, Alta's health analyses can be used to integrate healthy community design and evidence-based health strategies into



*Alta is a national leader in SRTS, offering more than 18 years of experience managing SRTS programs, as well as a wide range of management and program development services related to school transportation.*



*Alta is committed to leading inclusive and equitable engagement processes, and making sure that the voices of underrepresented populations are heard.*



*The Alta team has a long track record developing multimodal transportation solutions that support all modes of transportation including pedestrian, bicycle, transit, and vehicular transportation.*

community planning, transportation, and land use decision-making processes. Our team can graphically represent potential health impacts, demonstrate the benefits of active transportation, and inform decision makers about the potential trade-offs in resource allocation. Safe, healthy, affordable, and convenient transportation options are not always available to the populations that need them most. Our equity analyses help map segments within a community most burdened by environmental pollution, at risk of experiencing large health disparities, and most reliant on non-motorized transportation.

## TRANSPORTATION ANALYTICS

Alta provides our clients with analysis tools customized to help understand active transportation connectivity, demand, health, and safety needs. Over the past two decades, Alta has pioneered the development of tools to analyze and communicate the benefits of active transportation. These include models to estimate who is likely to bike or walk and why, analyses that help capture and convey the benefits of active transportation investments to health and the economy, and visualization techniques that help convey all of this technical analysis in a clear and compelling fashion. From our advancement of the national bicycle and pedestrian count program and a standardized method for estimating active transportation demand to our cutting-edge suitability and economic impact analyses, we are committed to providing our clients with the most advanced active transportation analytics tools available.

## TRANSPORTATION DEMAND MANAGEMENT

Alta is an industry leader in encouraging all types of people to drive less and walk, bike, take transit, and share rides more. As a firm, we have 18 years of experience planning and implementing Transportation Demand Management (TDM) and SRTS programs, both in California and around the country, that reduce drive-alone commute trips. Our team brings directly applicable experience implementing TDM programs at other agencies and organizations, from community-based travel planning marketing and bike commute encouragement programs to programs that offer employees flexible work schedules and incentives to drive less.

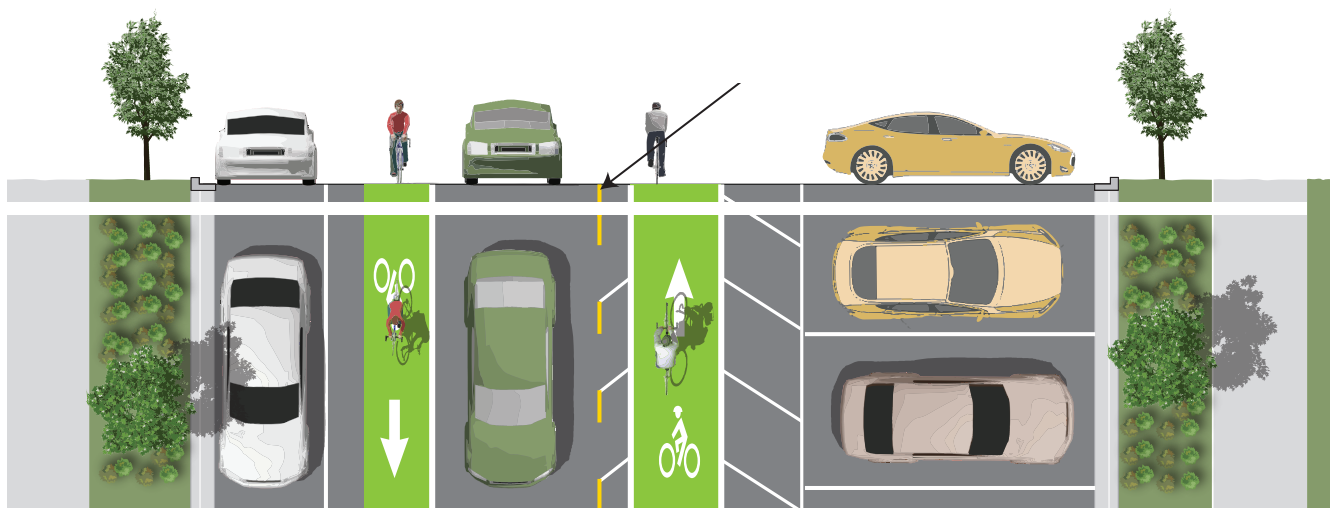
## FAILURES OR REFUSALS TO COMPLETE A CONTRACT, AND EXPLANATION

Alta Planning + Design, Inc. and its employees have had no known prior or current (i) significant contract failures or contract breaches (ii) regulatory or criminal investigations (iii) governmental actions or judgments which prohibits or otherwise may affect the performance of the services to be rendered and (iv) maintains significant all risk insurance coverage.


## FIRM'S OFFICE LOCATIONS

### Address of office that will work on this project:

617 W 7th Street, Suite 1103, Los Angeles, CA 90017



*Alta worked with the City of Santa Monica to provide comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating SRTS for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment.*

A large group of students, mostly seen from behind, are walking across a street at a crosswalk marked with yellow diagonal stripes. They are carrying backpacks of various colors, including green, blue, and pink. In the background, there are parked cars, including a blue SUV and a red pickup truck, and a commercial building with a sign that partially reads "102.7 FM". A traffic light and a street sign are visible in the upper left. The scene is set on a clear, sunny day.

# PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK

# Project Understanding and Approach

## Project Understanding

Alta understands that the City is seeking to develop a bench of traffic engineering and/or transportation planning professionals which the City can utilize on an as-needed basis to assist with the implementation of the City's transportation goals, objectives, and performance standards to meet current and long-term transportation needs.

With Alta's strong South Bay presence and experience working with the City of Hermosa Beach on active transportation projects, Alta staff are knowledgeable and readily available to lead task order projects. As transportation specialists, this statement of qualifications represents our in-house capabilities to lead projects and studies focused on multimodal street planning projects with active transportation elements and education and awareness programs.

Alta has experience managing similar on-call contracts and understands the complexities associated with these types of projects, such as quick project initiation, project team selection, and managing multiple schedules and budgets. Due to this experience, we have the capability to take on new work with short notice and integrate project deadlines into our existing workload.

We have worked widely throughout Los Angeles County, South Bay Region, and within Hermosa Beach. We are familiar with the local, state, and federal regulations related to active transportation, leaders in transportation education, engagement, and awareness

initiatives and understand the existing bicycle and pedestrian plans in the City. We will be able to assist City staff immediately with the development and completion of various projects and programs. Our understanding of public spaces, the connections people form to them, and the identity they provide to the community informs our work so that each project encompasses the unique characteristics of its location. Finally, our broad knowledge of the technical aspects of the active transportation planning and engineering profession allow us to provide first-rate products, even on aggressive schedules.

Our specific approach to working in an on-call environment involves close client communication, frequent collaboration during project development, and management of efficient delegation of tasks.

Alta has worked with the City of Hermosa Beach previously and we look forward to working on exciting and innovative projects and plans.

## TRANSPORTATION PLANNING AND STUDIES

In the fast evolving and expanding field of transportation planning, Alta staff are proven innovators constantly testing and learning from our project experience and engagement in technical organizations. No matter the size or character of the project, we provide the attention to detail and quality control that are essential to project delivery and minimization of risk.

Alta is involved with and has a deep understanding of transportation related policies at the federal, state, and local level. As national leaders in active transportation planning and design, Alta was a key team member in the NACTO *Urban Bikeway Design Guide*, writing a white paper that influenced guidelines for protected intersections. We are eager to help the City understand NACTO design and how to apply them to different contexts throughout the City. Alta will monitor existing design guidance and policy trends at the state level that can help the City implement bicycle and pedestrian projects. Alta staff work every day with the Caltrans Highway Design Manual and California Manual on Uniform Traffic Control Devices as they relate to bicycle and pedestrian projects. At a local level, Alta is paying close attention to micro-mobility and shared mobility regulations and activities; we are currently completing a before and after study on the LA Metro Bikeshare and Santa Monica Breeze Bike System to better understand usage patterns and trends.



*We will leverage our extensive knowledge and experience working in Hermosa Beach and throughout the South Bay to deliver successful projects that meet the needs of the City and its residents.*



Alta worked with a team of officials from NACTO member cities and a team of national and international bikeway design experts to develop the country's first Urban Bikeway Design Guide, a ground-breaking document that is transforming how our cities design bikeway treatments. Our knowledge of design solutions for a variety of challenges is unparalleled.

For any multimodal street design or pedestrian and bicycle facility or any transportation studies, Alta has developed a comprehensive approach that makes certain we have an innovative, practical, and implementable project that has community input and buy-in. This approach is outlined in detail below.

Alta is a leader in development and implementation of transportation education, engagement and awareness initiatives and campaigns. Alta has implemented SRTS programs throughout the nation and within Los Angeles County schools, including many schools within the City of Lawndale. These plans include walk audits, surveys, maps, educational programming for students, school staff, and parents. Alta has also led multiple encouragement and safety programs for all ages and user types; using safety classes/rides, flyers and education materials, and even videos on how to ride and use new facilities.

To support projects, programs and studies, Alta also creates graphically compelling maps, photo simulations, cross sections, 3D models, and videos to explain conceptual designs and help agencies, elected officials, stakeholders, and the general public envision their community with new improvements. Our skilled planners and designers use these tools to facilitate discussions about what design is most appropriate for a particular site by allowing people to see it from different perspectives.

We have assembled our team of experts in engineering, transportation and urban design. Our staff provide:

- Unsurpassed knowledge of evolving standards in the design of bicycle and pedestrian facilities
- Experience in bringing Complete Streets policy into an implementable reality
- Practice in development and implementation of transportation education, engagement, and awareness initiatives
- Compelling graphics that help the community visualize a variety of options

## APPROACH, COMMUNITY ENGAGEMENT, AND PROJECT DEVELOPMENT

### An Efficient and Collaborative Process

Below is a sample scope of work that represents Alta's approach to a multimodal planning project. The Alta team will work seamlessly as an interdisciplinary assembly of professionals throughout the project. Creative, holistic solutions will emerge from a highly collaborative process with the City, agencies, stakeholders, business owners and operators, and the general public. The Alta team is well-versed in developing transportation planning concepts that examine a wide range of options, from low-cost enhancements to more complex and expensive long-term solutions. For every concept, we consider the land use and urban design elements that strengthen the identity of the place and provide a hospitable environment for pedestrians and bicyclists, while maintaining mobility for all roadway users. The Alta team offers a unique blend of skills to develop a safe and functioning corridor, from concept to implementation. The sample below demonstrates the depth and detail Alta can provide for projects; each task order will be evaluated and an appropriate scope of work will be developed to meet the project needs.

## Scope of Work

### TASK 1 PROJECT INITIATION AND MANAGEMENT

#### Task 1.1 Review Scope, Schedule, Budget and Initiate Project

A kick-off meeting will be held with City staff and others (as directed) to:

- Review scope of services
- Confirm study area
- Review project schedule
- Establish communication channels with other departments and agencies
- Identify available data and published materials
- Identify applicable design and planning standards
- Identify required local, state and federal elements

Changes to the scope of work will be made (if necessary) following the kick-off meeting, and an amended scope and schedule will be published.

#### Task 1.2. Project Management

Alta believes in open communication with our clients for successful plan development. Throughout the project, there will be ongoing coordination between the Alta Project Manager and the City Project Manager—including email, phone, and written communication to keep the City apprised of progress. We propose holding bi-weekly calls to keep the project on schedule, on budget, and to meet City expectations. In addition, Alta will provide monthly status updates that will include budget and deliverable progress that meet Caltrans requirements.

#### Task 1 Deliverables

- » Project kick-off meeting agenda and notes
- » Bi-weekly team calls
- » Monthly project status update

### TASK 2 COMMUNITY AND STAKEHOLDER ENGAGEMENT

#### Task 2.1 Stakeholder Meetings

The Alta team will facilitate meetings with specific stakeholders, neighborhood associations, government agencies and departments, advocacy organizations, and other interested parties, as identified by City staff. The purpose of these stakeholder meetings will be to present the project objectives and related information, solicit feedback, and address challenges.

The Alta team will provide logistics including invitation flyers, sign-in sheets, name tags, comment cards, large format graphics, presentations, meeting facilitation, and summary notes. City staff will help identify or provide suitable venues.

#### Task 2.2 Community Workshops

Alta will hold two community open houses during the plan process to solicit input from a broad audience of community members. These workshops are typically held during the evening, and we have found that an “open house” style setting with various information stations allows participants the greatest flexibility to participate and provide one-on-one input to the project team.

The first workshop will be held early in the process to explain the planning process, outline the objectives for the plan, and obtain public comments about needs, concerns, and recommendations for bicycling and walking facilities throughout the study area. This workshop can be structured as an exciting high-profile kick-off event. The second workshop will be held toward the end of the process to present our team’s findings and recommendations and obtain public feedback on recommended facility projects and programs.

The Alta team will prepare visual presentations for the public workshops, including storyboards, graphics, and presentations. We will facilitate each meeting and record the discussions on flip charts. We will provide sign-in sheets, name tags, refreshments, comment cards, and a written meeting summary. City staff will help identify or provide suitable venues.



*Community workshops provide an opportunity for the public to participate meaningfully during the process. We lead traditional, standalone workshops and also collect input as part of existing regional events.*

### Task 2.3 Targeted/“Pop Up” Outreach

Public outreach needs will evolve throughout the project, and many stakeholders may not have the interest or availability to attend an evening public workshop. Alta has found that an outreach approach that goes out to the stakeholders is an important supplement to the formal workshops. We suggest holding a series of targeted outreach “pop-ups,” either through attending existing meetings (like neighborhood groups) or tabling at community events such as farmer’s markets, festivals, or open streets days.

### Task 2.4 Project Website

Alta will host a stand-alone project website for the project, with the web address to be confirmed with City staff. The webpage will provide updated project information (such as meeting dates or the availability of draft documents) and contact information. Our online presence will enable our team to crowdsource project ideas via interactive mapping, host virtual workshops, and draft posts for Facebook, Instagram, and Twitter.

### Task 2.5. User/Business Survey

The Alta team will develop a survey (with City review) to determine the community’s general needs and concerns surrounding transportation in the study area. Alta will provide the City with a copy of the survey so that it may be sent out to residents via mailings, the project website, at workshops, and be distributed at civic locations such as libraries, local bicycle shops, and other public spaces. This survey will ask specific questions such as “How often do you/would you bike?”, “What are your chief concerns?”, and “What types of improvements would you like to see in the community?”



*Site tours by bicycle provide close-up, first-hand knowledge of the study area and associated issues, and provide an on-site forum for identifying opportunities and challenges.*

To provide an alternative feedback mechanism for engaging the business community, Alta can prepare an online survey to gather insights and opinions from businesses in the study area, Chambers of Commerce, and local business associations on the benefits and role of bicycling, walking, and transit in promoting economic development.

### Task 2.6 Walking and Bicycling Tours

Organized walking or bicycling tours are “meetings in the field” that can involve elected officials, City staff, advocates, interested residents, business representatives, and others (including media). By gaining a user perspective of key issues and routes, these tours promote a shared stakeholder experience that informs and improves ongoing decision-making. It is not uncommon for our tours to be considered the highlight of the planning process.

The Alta team will work with the City to finalize the exact nature, timing, and route of the tours, but we envision one community tour up-front, as part of a coordinated series of early outreach events (to inform the study), and a second tour later in the process after the project alternatives have been identified (to discuss the pros and cons of each alternative in the field).

Highlights and discussion from the tours, recorded through notes, map graphics, and digital photos, will be summarized in a memorandum and included as part of the final report.

### Task 2.7 Commission/Council Meetings

Alta will present to the appropriate authoritative bodies twice during the study. We assume the first meeting will be an interim progress meeting, and the second meeting will be as part of the plan adoption process. For each meeting, the Alta team will provide an overview presentation of the project and be prepared to discuss and answer questions on the recommendations of the project.

### Task 2 Deliverables

- » Meeting schedule
- » Meeting materials/exhibits for open houses, tours, and targeted outreach
- » Presentations for all meetings
- » Notes from meetings and workshops
- » Project website
- » User/business survey

## TASK 3. DATA COLLECTION

### Task 3.1 Review Existing Data and Studies

The Alta team will collect and review plans, studies, maps, and reports that are relevant to this project. This includes relevant traffic impact studies.

### Task 3.2 Collect New Traffic Data

The Alta team will collect new peak-hour traffic volume information at identified intersections in the study area. Each of these locations will provide information for the study corridor and extend to the adjacent signalized intersections outside of the corridor to better model the local activity. The information collected at each intersection may include motor vehicle turning movements, pedestrian crossings, and bicyclist information.

Bicycle and pedestrian counts will be conducted for key crossings so that a baseline is available to determine the current users commuting along the corridor.

### Task 3.3 Field Work

The Alta team will conduct an in-depth site visit, which will include the collection of geo-tagged photos, field measurements, and the identification of impediments to pedestrian and bicycle travel. We will conduct a meeting with City staff to review the project's

opportunities and constraints and discuss design assumptions that will direct the development of the project alternatives.

### Task 3 Deliverables

- » Raw data from multimodal traffic counts
- » One in-depth site visit by Alta team and photos and data collected as part of site visit

## TASK 4. TRAFFIC ANALYSIS

### Task 4.1 Traffic Analysis

After compilation of the traffic data from Task 3, a Synchro/SimTraffic network may be constructed or updated to simulate current traffic conditions along the corridor. The network will be built based on current geometric conditions, existing and new traffic data and traffic signal timing information.

### Task 4.2 Safety Analyses of Existing Conditions

As part of the existing conditions analysis, the Alta team will also complete a comprehensive collision analysis. Up to five years of crash data will be obtained from the City. This data will be reviewed and analyzed to determine if there are indicative trends such as crash type, time of day, age involved, cause, or location.



*Alta led the conceptual design and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School.*

*Alta's Level of Traffic Stress Analysis provided Google with a Bike Vision Plan and a map of prioritized routes to reduce stress to encourage more people to ride their bicycles to work.*



### Task 4.3 Bicyclist Level of Traffic Stress Analysis

The Alta team will conduct a GIS-based level of traffic stress (LTS) analysis of the key corridor within the project area, nearby parallel streets and cross-streets to identify existing low stress bicycle routes and areas in need of improvement. LTS is an objective, data-driven roadway classification system based on analysis conducted by the Mineta Transportation Institute that rates streets in terms of the level of stress bicyclists feel while riding on that street and results in the categorization of streets into four stress tolerance types:

- **LTS 1** – Most children are comfortable
- **LTS 2** – Most of the adult population are comfortable
- **LTS 3** – Confident cyclists are comfortable
- **LTS 4** – Only the strongest and most experienced cyclists are capable, but not necessarily comfortable

The intent of the LTS analysis is to analyze connectivity of the existing bicycling network and identify improvements needed to create a fine-grained bicycle circulation network that serves users of all ages and abilities, connecting places where people live, work, play, and learn. The product of this analysis shows graphically how different types of destinations, such as schools, are connected and reveal areas where low-stress routes are needed.

### Task 4 Deliverables

- » Results from micro-simulation traffic model, collision analysis of existing conditions, and bicyclist LTS analysis

## TASK 5. DOCUMENTATION

### Task 5.1 Project Framework

Following the project kick-off meeting and using the input received during initial community and stakeholder outreach, the Alta team will work with City staff to craft a project framework that will include:

- Mission statement
- Purpose and need statement
- Project performance measures
- Methodology for evaluating the project alternatives

The Alta team will quantify multimodal operational and safety metrics that support the project performance measures. Doing so will help isolate and identify the tradeoffs between the different alternatives to facilitate understanding of the holistic impacts of certain design features. This will provide greater transparency as to why certain recommendations are being advanced and others are not. This community-driven project framework, along with continual feedback from the City staff and community open house participants,

will drive the development of the project alternatives and the selection of the preferred alternative.

### Task 5.2 Prepare Base Maps

Using the existing and new data, the Alta team will create project base maps in GIS and Adobe PDF format. The base maps will be sent to City staff for one round of review. The final base maps will be developed using our latest mapping styles, which have been optimized for user accessibility such as color vision impairment, and designed to convey information in an easy-to-understand format. The base maps will be used to develop the corridor-wide concept plans as described in Task 5.4.

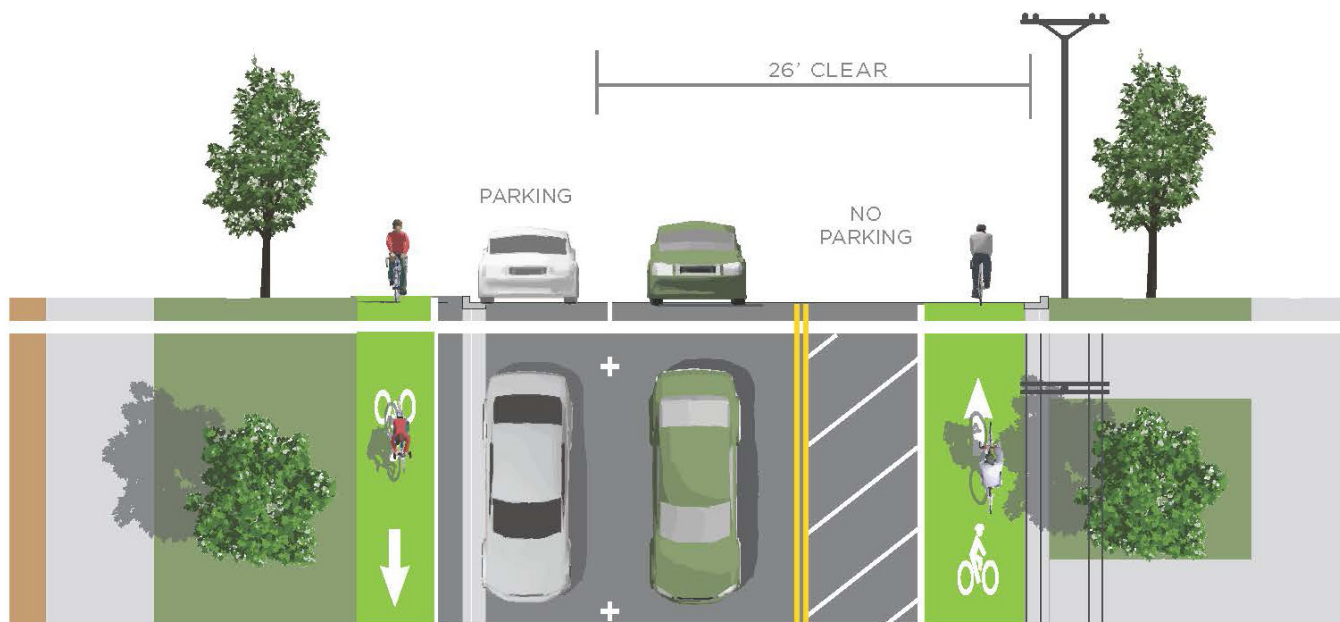
### Task 5.3 Existing Conditions Report

The Alta team will prepare a report on existing conditions within the study area, including a review of the physical limitations and opportunities, such as traffic, right-of-way (ROW), roadway conditions, land use and urban design, and factors that influence the safety and experience for all modes of travel. The existing conditions report will include observations from the data collection, traffic modelling, collision analysis, field work, walking and bicycling tours, user analysis, and base maps.

### Task 5.4 Develop Project Alternatives

The Alta team will use the project framework to develop up to three alternatives for the key corridors, which will include detailed concepts for the three focus areas. In order to provide a good variety of alternatives and develop consensus around a preferred alternative, the different alternatives will each stress different performance measures. We will assemble the alternatives with regard to existing walking and bicycling patterns, available ROW, crossing options, and other elements to evaluate their functionality and feasibility. The alternatives will be designed to enhance the walking and bicycling experience through the corridor and access to key nearby destinations. The Alta team will prepare the initial three alternatives as corridor-wide concept plans for early feedback from City staff before developing photo simulations for each alternative to be presented at the second round of community open houses.

The Alta team will also develop focus area concept plans with enhanced detail for up to three locations as part of each alternative. These could be intersections, new pedestrian crossings or other important areas. Our in-house traffic engineering team will assist us in “over the shoulder” review of suggested modifications to the lane configuration as part of the alternatives development.



*Preferred design for the Santa Monica High School Separated Bikeway and Complete Streets project.*

### Task 5.5 Evaluate Alternatives

As described in Task 4, the Alta team will conduct a detailed evaluation of alternatives using an evaluation framework that is agreed on with the City and safety analysis techniques and methodologies. Trade-offs will be identified and evaluated between the different travel modes in terms of quality of service.

The quantitative results from the alternatives analysis and collision analyses will be plotted on maps. This will allow City staff, stakeholders, business owner/operators, and the general public to see how the perception of issues along the key corridors align with the corridor performance measures and evaluation criteria. These maps will be designed to provide a compelling visual that integrates public perception with technical results. This can provide support for improvements at locations where there is a match or meaningful dialogue in locations where there is a significant mismatch. A separate map will be developed for each of the three alternatives.

The Alta team will also provide a written analysis of each of the three alternatives, including their benefits, opportunities, and challenges, as well as an outline of

how they relate to the project's mission statement, purpose and need statement, and corridor performance measures. Analysis will include a discussion of historic crash data, overall safety assessment, travel patterns, and the safety analysis output. Special attention will be paid to bicycle, pedestrian, transit, and motor vehicle access to local businesses and adjacent neighborhoods. A discussion of bicycle and pedestrian circulation at the major intersections along the corridor will be included for each alternative, with a focus on the key bicycle and pedestrian routes.

In order to facilitate a systematic review of the three alternatives, the Alta team will prepare an evaluation matrix with criteria derived from the performance measures developed as part of the project framework. The Alta team has a well-established system for evaluating alternatives in an objective fashion. Typical evaluation criteria includes:

- Community support
- Conformance with existing plans and standards
- Economic development impacts
- Environmental impacts



*Alta brings innovation to each project to improve communities while being mindful of local, state, and federal requirements. Our transportation planning skills offer a perspective that goes beyond the standard—we consider public transit, bicycle, and pedestrian needs in all our work.*

- Estimated cost
- Impacts on adjacent land uses
- Projected usage (appeal to different user groups)
- ROW availability
- Safety and security benefits
- Traffic operation impacts
- Utility and drainage impacts

The Alta team will use the evaluation criteria to indicate the feasibility of each alternative. Weights for each criterion will be assigned using a simple pairwise comparison method to create a robust and transparent evaluation process. The overall evaluation results will be summarized and recommendations will be made for the preferred alternative based upon scores for the identified evaluation criteria, and submitted to City staff for one round of review.

### Task 5.6 Planning-Level Cost Estimates

The Alta team will produce planning-level cost estimates for the preferred alternative. The project will be broken down into smaller segments and/or categories of improvements, depending on feedback received from City staff. The format of the cost estimates will provide City staff with the maximum amount of flexibility to scale the project appropriately when drafting funding applications.

### Task 5.7 Final Report

Based on final input from City staff, stakeholders, business owners/operators, and the general public, the Alta team will summarize the work conducted in Tasks 1-5 and assemble associated agendas, charts, infographics, notes, photo simulations, posterboards, and tables to produce the draft Project Report. A detailed discussion of the project framework, processes used to develop the alternatives, alternatives evaluation criteria and matrix, benefits and estimated costs (at the planning-level) of the preferred alternative, and results of the community and stakeholder outreach will be included in the final report.

The report will include existing conditions as well as recommendations and conceptual level plans for the design and implementation of the preferred alternative by block. The Alta team will submit the draft project report to City staff for approval before finalizing.

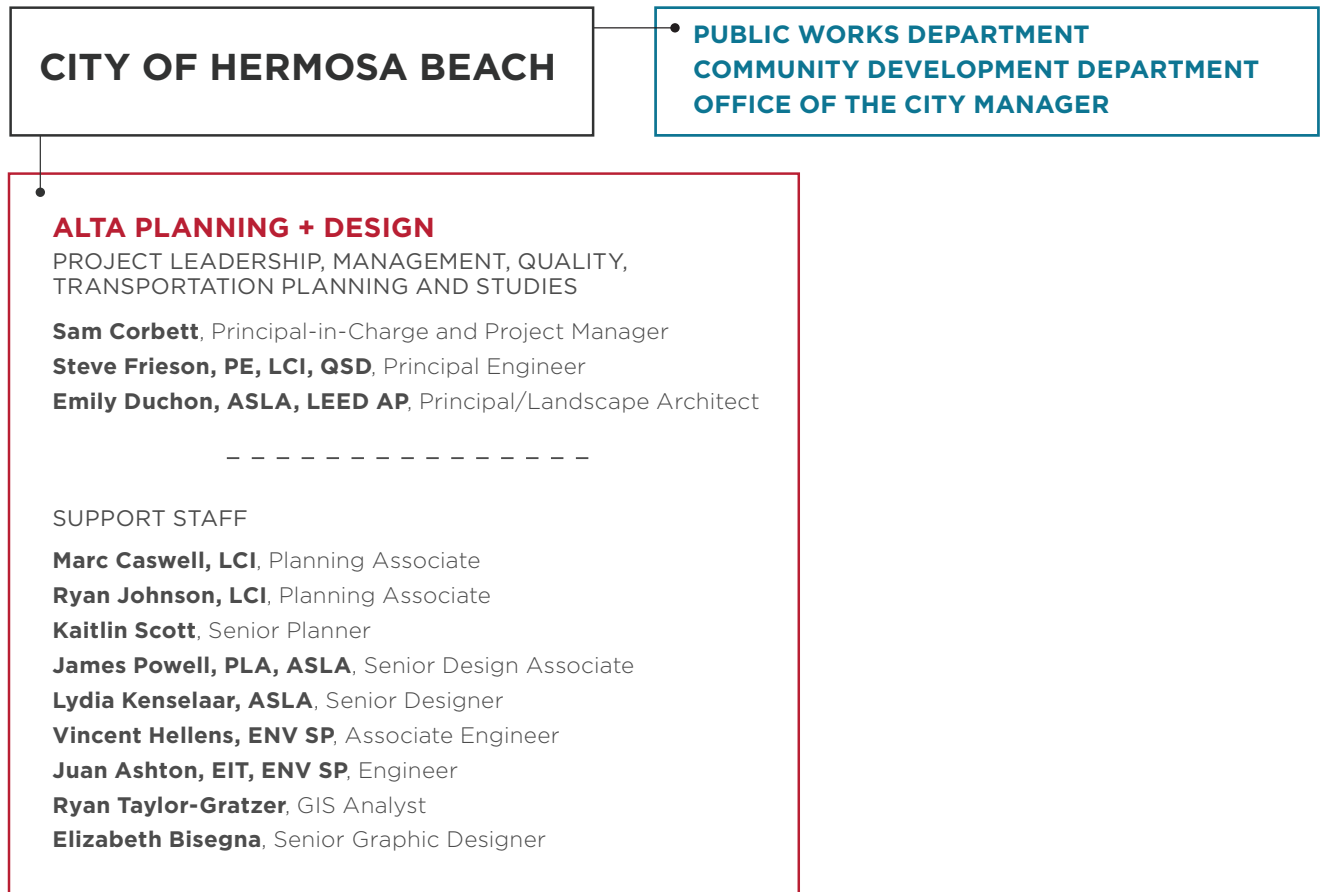
### Task 5 Deliverables:

- » Corridor base maps in GIS and Adobe PDF format
- » Draft existing conditions report (includes one revision based on one set of consolidated comments from City staff)
- » Final Existing Conditions Report for inclusion in final report
- » Three full-color corridor-wide concept plans for project alternatives
- » Nine full-color photo simulations for project alternatives
- » Nine full-color focus area concept plans for project alternatives
- » Six highly-graphic display boards/pull-out exhibits illustrating project concepts for presentation at open houses
- » One full-color corridor-wide concept plan for preferred alternative
- » Three full-color photo simulations for preferred alternative
- » Three full-color focus area concept plans for preferred alternative
- » Draft project report (includes one revision based on one set of consolidated comments from City staff)
- » Final project report

## Organizational Chart

Alta has assembled a multi-disciplinary team to provide qualified consultant services to the City of Hermosa Beach. Alta Principals **Sam Corbett, Point-of-Contact and Project Manager; Steven Frieson, PE, LCI, QSD, Principal Engineer; and Emily Duchon, PLA, ASLA, Principal/Landscape Architect** are key senior staff at Alta that will provide project guidance, quality control and review, and will manage the team for task order solicitations. Sam Corbett will take the lead in building the right teams for specific task orders, coordinating project tasks, overseeing subconsultants, and working directly with the City.

Depending on tasks orders, Alta will select a project manager and team from our highly qualified staff engineers, planners, and designers who are passionate about improving active transportation networks and active transportation awareness and culture in California.



## Roles and Responsibilities for City Staff

The City will perform the following tasks or functions related to this project:

- Process, distribute, and respond to data and information requests from the consultant
- Post/distribute public information announcements, website updates, workshop agendas/reports
- Prepare and execute agreements with all entities
- Schedule times and facilities reservations for meetings and workshops
- Upon contract award, City will provide copies of available records
- Act as liaison with the appropriate decision-making bodies

## Communications Approach and Quality Control

### COMMUNICATE EFFECTIVELY WITH STRONG PROJECT MANAGEMENT

#### Regular Team Calls

Alta believes in good coordination and communication with our clients. Technology is not a substitute for open and regular communication. Throughout the project, Alta will host weekly, bi-weekly, or monthly coordination calls to keep the project moving on schedule and budget.

#### Monthly Progress Reports

We will produce monthly progress reports that summarize tasks completed, and outline tasks to be completed over the next 30 days.

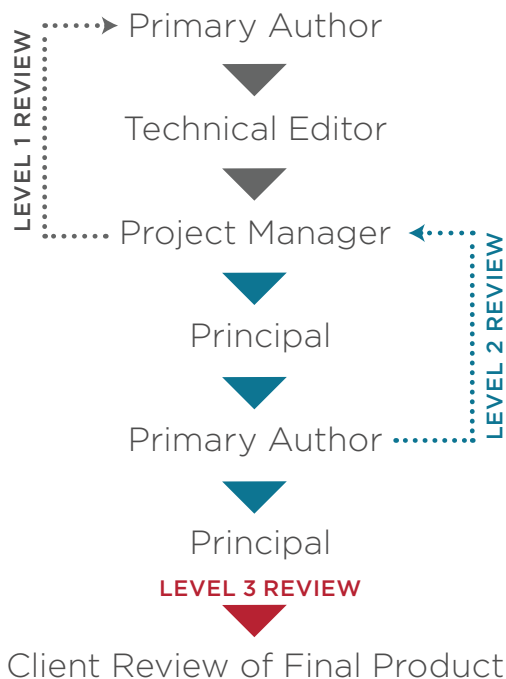
## Meeting Summaries and Action Items

Alta will produce detailed meeting summaries covering the discussion items and will include a list of follow-up tasks and the responsible party for each task in a Status of Open Items (SOI) format.

## QUALITY ASSURANCE/QUALITY CONTROL

Alta maintains a quality assurance/quality control system along with strict adherence to established business procedures. Our team employs a three-tier quality control system that includes (1) an in-house editor who reviews all materials, (2) independent review by principals, and (3) in-house scheduling and management tools.

Our QA/QC process will provide both plan verification and schedule compliance. All members of the project team have the authority to identify quality problems, and to initiate, recommend, provide, and verify the necessary solutions.



*The Alta team employs a three-tier quality control system which, coupled with our familiarity with City processes, will facilitate the highest level of QA/QC for the project.*

The QA/QC process will be led by the Principal-in-Charge, whose primary role will be to see to the integration of goals of the project and to verify the accuracy and consistency of project deliverables. Our quality management procedures will see that:

- Work is performed by qualified personnel
- The necessary information is documented, checked, transmitted, and reviewed for completeness
- Documents will be reviewed by staff technical writers for accuracy
- Products are reviewed by staff not directly involved in the project to provide a fresh perspective and insight

## TIME AND BUDGET MANAGEMENT

Alta project managers use Deltek Vision software to manage the complete lifecycle of a project. All time commitments, project costs, and fees are captured in real time for accurate and complete client budgeting and billing. Project cost control can also be attributed to:

- A strong, experienced project management team with a proven track record
- Open lines of communication between the project team and the City
- Striving to produce a project that exceeds the expectations of the City within the established budgets and schedule

Our team has an excellent record of delivering high quality, award-winning, comprehensive projects to communities on time and within defined budgets. We invite the City staff to contact our listed references to discuss our work experience on similar projects.

# EXPERIENCE AND QUALIFICATIONS



# Summary of Relevant Projects

## South Bay Bicycle Master Plan

Alta worked with the Los Angeles County Bicycle Coalition, the South Bay Bicycle Coalition, and the seven South Bay cities of Redondo Beach, Hermosa Beach, Manhattan Beach, Torrance, El Segundo, Gardena, and Lawndale to develop a multi-jurisdictional regional bicycle master plan. The overarching goal of the South Bay Bicycle Master Plan is to create a more bicycle friendly South Bay Region by developing infrastructure, programs and policies to improve the bicycling conditions within the seven cities included in the planning effort. Extensive public outreach efforts were conducted throughout the project, including public workshops, bicycle counts, and an online bicycling survey. In addition to creating BTA-compliant plans for all seven cities, the project also includes the development of a regional wayfinding signage plan to assist bicyclists with finding key destinations in the region. Detailed project sheets were also developed for the high priority projects in each of the seven cities, which present conceptual designs, project impacts and cost estimates for the proposed bicycle improvements.

**Dates:** 2010-2011

**Agency:** Los Angeles County Bicycle Coalition

**Key Personnel:** Sam Corbett

**Contract Value:** \$87,110

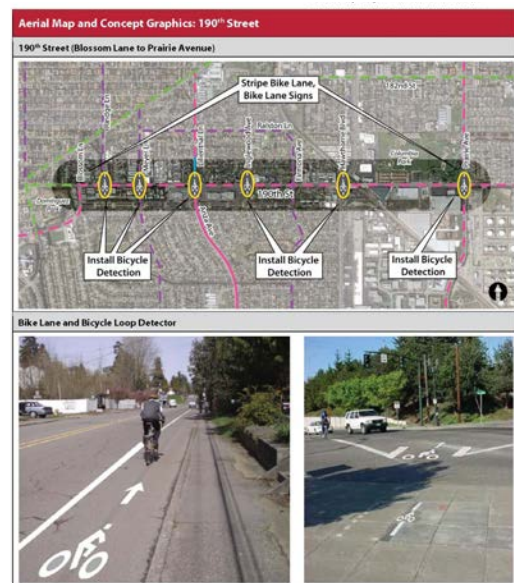


Figure 11-1: Sign Types



## South Bay Bicycle Mini-Corral Plan

Expanding upon general bicycle parking guidelines in the South Bay Bicycle Master Plan, this plan recommends and prioritizes specific locations for bicycle mini-corral in the three participating cities. Sites were chosen based upon input from city staff, the South Bay Bicycle Coalition, a community workshop, and an online mapping tool. In addition to specific sites, guidelines were provided for future bicycle parking efforts, with detailed recommendations for bike rack selection and appropriate surrounding land uses. Findings will be presented to Public Works Commissions and City Councils for Hermosa Beach, Manhattan Beach, and Redondo Beach.

**Dates:** 2014-2016

**Agency:** Southern California Association of Governments

**Key Personnel:** James Powell, Ryan Johnson

**Contract Value:** \$39,943



## Long Beach Traffic Engineering Transportation Planning and Related On-Call

Alta has served in an on-call capacity to the City of Long Beach since 2015, providing transportation planning, outreach, and concept development services for multiple task orders. Projects completed include the 14th Street Park Traffic Calming Quick Build Concept Designs, the Beach Streets event, and the Bicycle Master Plan Update.

Alta developed an interim design approach to enhance connections along 14th Street Park that used short-term, low-cost design interventions. For the Beach Streets project, Alta assisted the City to produce a highly successful Beach Streets event during the planning, business and community outreach, implementation, and evaluation phases. Finally, Alta led the development of the Long Beach Bicycle Master Plan Update. The plan serves as the guiding document for the transformation of Long Beach into the most bicycle-friendly city in the United States.

**Dates:** 2015–ongoing

**Agency:** City of Long Beach

**Key Personnel:** Emily Duchon, Ryan Johnson, Kaitlin Scott, Marc Caswell

**Contract Value:** \$1,100,000



## Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs

Alta assisted the City of Long Beach to enhance connections along 14th Street Park through an interim design approach that used short-term, low-cost design interventions. The improvements were designed with the expectation that they will undergo changes in the future after installation. The benefit of this approach is that the City will be able to make safety and recreational improvements in a short time frame, for a lower cost than a fully built out project.

**Dates:** 2016-2017

**Agency:** City of Long Beach

**Key Personnel:** Emily Duchon, Ryan Johnson, Kaitlin Scott

**Contract Value:** \$20,000



## SCAG Disadvantaged Communities Planning Initiative

Alta is developing a template that is intended to be used by communities throughout the SCAG region to develop active transportation plans (ATPs). The ATP template is being developed with disadvantaged communities in mind who are often under-resourced at the City staff level and do not have the assets for project implementation and delivery. Disadvantaged communities also have significant populations who are low-income and transit dependent and are usually harder to reach through the planning process. All of these factors are being incorporated into this project to ensure its relevance to these communities. The ATP template will be easy to use and highly replicable and will incorporate innovative approaches to project delivery and implementation. Following the template's development, the Alta team will pilot the design by developing ATPs for seven disadvantaged communities throughout the SCAG region. The development of the ATPs will include a data driven needs assessment, an extensive community engagement, a 'Go Human' demonstration event, and a grant writing assistance at the end of the project.



### Active Transportation Plan Toolkit

AUGUST 2020

Prepared by Alta Planning + Design for the Southern California Association of Governments



**Dates:** 2019-ongoing

**Client:** Southern California Association of Governments

**Key Personnel:** Sam Corbett, Kaitlin Scott, Ryan Gratzner-Taylor, Elizabeth Bisegna

**Contract Value:** \$1,029,962

## Santa Monica 17th Street Pedestrian and Bicycle Improvement Project

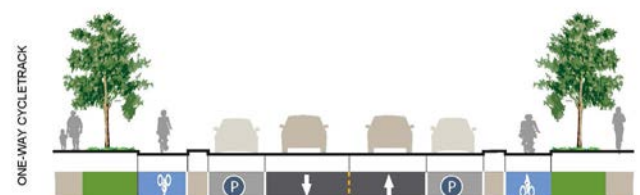
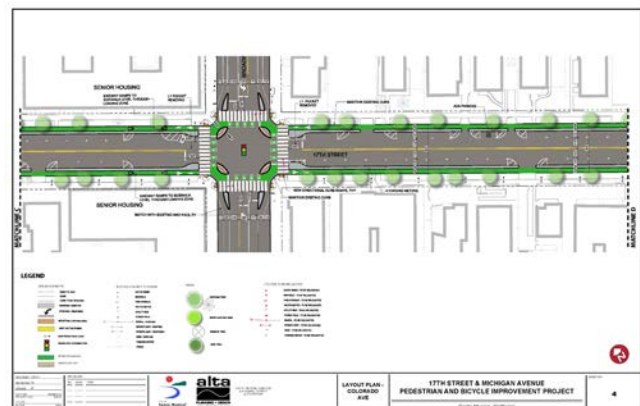
Alta assisted the City of Santa Monica to improve walking and biking along 17th Street between Wilshire and Pico Boulevards. This project will enhance First-last Mile transit connections by creating safe and comfortable active transportation connections between the Metro Expo Station at 17th Street and Colorado Boulevard to Santa Monica City College. Alta developed 30% plans and estimates which included one-way protected bikeways, two protected intersections, new pedestrian lighting and ADA crossing improvements, and Big Blue Bus transit station upgrades.

**Dates:** 2017-2019

**Agency:** City of Santa Monica, Mobility Division

**Key Personnel:** Emily Duchon, Lydia Kenselaar

**Contract Value:** \$57,114



## Santa Monica High School Separated Bikeway and Complete Streets

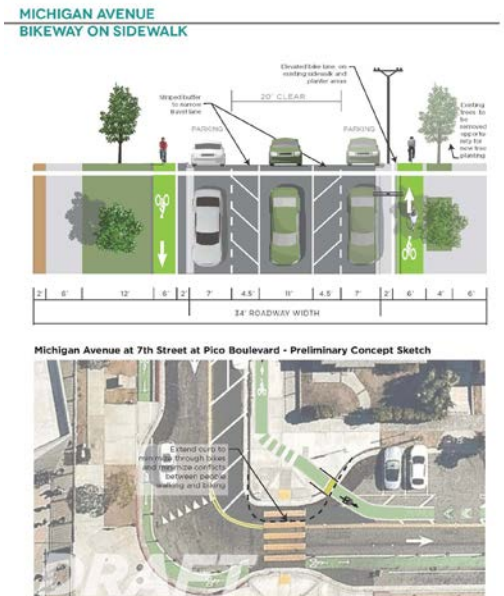
This project provides comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating a safe route to school for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Alta led the assessment and redesign of the protected bikeway on Michigan Avenue and 7th Street to meet the needs of the City and school stakeholders. The project involved the development and evaluation of seven alternatives before arriving at the preferred design option.

**Dates:** 2016-2017

**Client:** City of Santa Monica

**Key Personnel:** Emily Duchon, Steven Frieson, Lydia Kenselaar, James Powell, Juan Ashton

**Contract Value:** \$66,058



## Santa Monica Michigan Avenue Neighborhood Greenway/ Edison Safe Routes to School

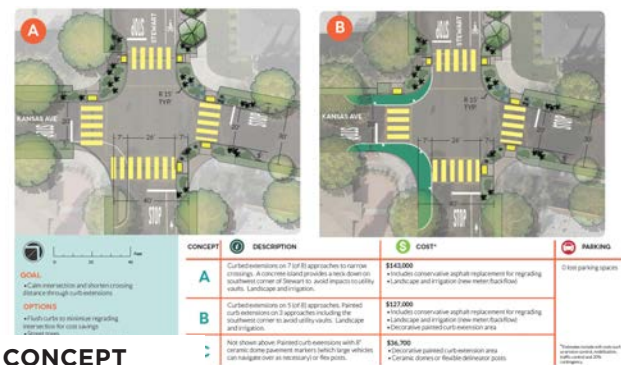
The Edison Language Academy SR2S Project, a phase of the Michigan Avenue Neighborhood Greenway, connects the Bergamot area of Santa Monica to the beach. Alta led schematic design through construction document preparation. Project improvements involved analysis and design of curb extensions, a raised crosswalk, island neck downs, curb ramp improvements, striping, and wayfinding signs. The project featured traffic calming at three intersections and an improved mid-block crossing at an elementary school. The detailed design involved challenging grading to meet ADA requirements, minimize storm-water impacts, and reduce pavement replacement. Each extension includes a new landscape area with irrigation that ties into the existing planting. Alta provided Landscape Architecture services.

**Dates:** 2016-2018

**Agency:** City of Santa Monica

**Key Personnel:** Emily Duchon, Lydia Kenselaar, Kaitlin Scott

**Contract Value:** \$115,405



## Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project

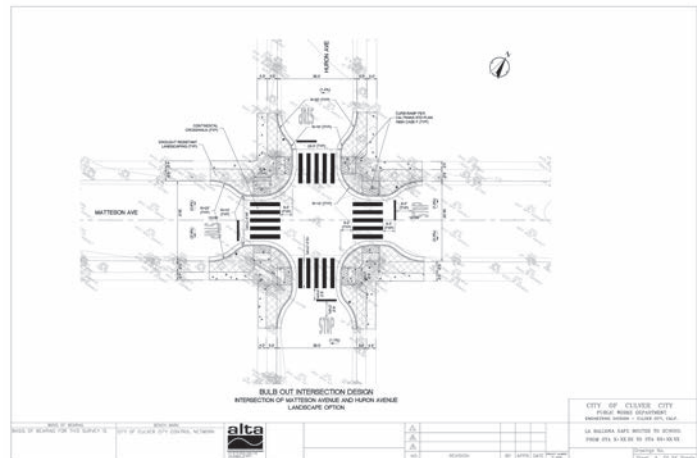
Culver City hired Alta to lead the conceptual design, outreach, and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School. The separated bikeway design includes parking and traffic analysis, streetscape and pedestrian lighting, striping, and bicycle signal design at two major boulevards (Washington Boulevard and Culver Boulevard). The neighborhood greenway improvements include curb extensions with green infrastructure, raised crosswalks, and streetscape improvements. This project has Federal funding through Caltrans, and Alta is assisting the City with Caltrans Local Assistance Project Manual protocols.

**Dates:** 2017-ongoing

**Agency:** City of Culver City

**Key Personnel:** Sam Corbett, Steven Frieson, Emily Duchon, Marc Caswell, Juan Ashton, Vincent Hellens, Ryan Gratzner-Taylor, Lydia Kenselaar

**Contract Value:** \$403,697



## Santa Ana Safe Routes to School Plan

The Safe Routes to School Plan includes an extensive and inclusive community engagement process, identification and prioritization of school infrastructure improvements, and the development of programs and strategies to better educate and encourage students to walk and bike to school. The result will be a comprehensive six E's SRTS Plan that will lead to improved safety and mobility for all Santa Ana residents, especially the community's students and youth, through engineering, education, encouragement, and enforcement recommendations.

**Dates:** 2017-ongoing

**Agency:** City of Santa Ana

**Key Personnel:** Steven Frieson, Kaitlin Scott, Ryan Johnson, Juan Ashton, Ryan Taylor-Gratzner

**Contract Value:** \$584,956

### SAFE ROUTES TO SCHOOL IMPROVEMENTS MEJORAS A SAFE ROUTES TO SCHOOL

SANTA ANA SAFE ROUTES TO SCHOOL





## Sherman Way Streetscape Improvements, Los Angeles

Alta is leading a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley in Los Angeles. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood, as well as patrons of and visitors to the corridor. Project elements also include planted medians, high-visibility crossings, and driveway conflict markings.

**Dates:** 2018–ongoing

**Agency:** City of Los Angeles Department of Transportation

**Key Personnel:** Steven Frieson, James Powell, Lydia Kenselaar, Marc Caswell, Juan Ashton, Vincent Hellens

**Contract Value:** \$399,916



## Urban Cooling Strategies for Neighborhoods Serviced by the LA Metro Orange Line (Bus Rapid Transit), Los Angeles

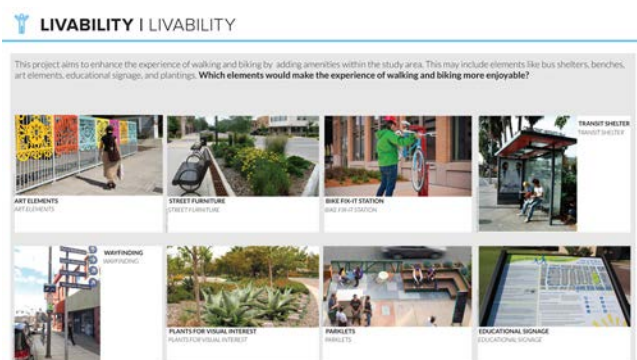
Alta is developing a conceptual plan to mitigate the climate change threat of heat burden along the neighborhood pathways within the First-Last Mile connections of the LA Metro Orange Line (Bus Rapid Transit) Sherman Way Station in the working-class community of Canoga Park. The plan will investigate and identify opportunities to incorporate new technologies and accepted practices to cool streets and pavement within the service region, including active transportation facilities, plantings, streetscape features, and pavement materials and colors.

**Dates:** 2018–ongoing

**Agency:** City of Los Angeles Bureau of Street Services

**Key Personnel:** Sam Corbett, Lydia Kenselaar, Marc Caswell, Juan Ashton, Ryan Taylor-Gratzer

**Contract Value:** \$353,982



## OCTA Active Transportation Support Services

Since 2016, Alta has been providing active transportation support services on an on-call capacity directly to Orange County Transportation Authority (OCTA) staff to advance engineering, education, encouragement, evaluation, and promotion efforts. Alta has provided support for roadway reconfigurations, cost estimates, promotional and educational campaigns, community outreach, and training. Alta has successfully completed time sensitive tasks and supported OCTA with grant writing services to secure funds to develop and sustain active transportation non-infrastructure projects in throughout the County.

**Dates:** 2016-ongoing

**Agency:** Orange County Transportation Authority

**Key Personnel:** Sam Corbett, Kaitlin Scott, Marc Caswell, Ryan Taylor-Gratzer

**Contract Value:** \$75,000



## Western Riverside Council of Governments On-Call Planning Services

Alta provides a variety of services to the Western Riverside Council of Governments (WRCOG) via on-call Services. Alta has written three applications for the California Active Transportation Program Cycle IV on behalf of cities in the WRCOG region, supported by WRCOG. Alta has also written a Caltrans Sustainable Transportation Planning Grant for the City of Eastvale, funded by WRCOG. We also have hosted a two-hour training with director-level staff of a dozen cities in the WRCOG region on Complete Streets concepts, and continue to plan additional trainings as requested. Alta has created a curriculum that speaks to the land use, demographics, and is context-sensitive to the WRCOG communities while highlighting the benefits of Complete Streets, and providing strategies on how these local jurisdictions can implement them. Alta also created a memo of a meta-analysis on the potential impacts on local economies, with a focus on business receipts and property values when new bikeways and active transportation projects are built in communities. The memo was designed to inform the WRCOG directors and stakeholders on the benefits and drawbacks of active transportation projects to allow them to make more informed decisions on funding priorities.

**Dates:** 2017-ongoing

**Agency:** Western Riverside Council of Governments

**Key Personnel:** Marc Caswell, Ryan Taylor-Gratzer, Juan Ashton, Kaitlin Scott, James Powell, Lydia Kenselaar

**Contract Value:** N/A



# References

## **Santa Monica 17th Street Pedestrian and Bicycle Improvement**

- » **Agency:** City of Santa Monica
- » **Agency Project Manager:** Carlos Morales, Senior Transportation Planner - Mobility Division
- » **Email Address and Telephone Number:** carlos.morales@smgov.net, (310) 434-2670
- » **Description of Services Provided:** Design

## **SCAG Disadvantaged Communities Planning Initiative**

- » **Agency:** Southern California Association of Governments
- » **Agency Project Manager:** Julia Lippe-Klein, Associate Regional Planner
- » **Email Address and Telephone Number:** lippe-klein@scag.ca.gov, (213) 236-1856
- » **Description of Services Provided:** Planning

## **Santa Monica Michigan Avenue Neighborhood Greenway/Edison Safe Routes to School**

- » **Agency:** City of Santa Monica
- » **Agency Project Manager:** Peter Dzewaltowski, Transportation Planning Associate
- » **Email Address and Telephone Number:** peter.dzewaltowski@smgov.net, (310) 458-8292
- » **Description of Services Provided:** SRTS design and landscape architecture

## **Santa Monica High School Separated Bikeway and Complete Streets**

- » **Agency:** City of Santa Monica
- » **Agency Project Manager:** Linda Cogswell, Associate Planner
- » **Email Address and Telephone Number:** linda.cogswell@smgov.net, (310) 458-8341
- » **Description of Services Provided:** SRTS design

## **South Bay Bicycle Mini-Corral Plan**

- » **Agency:** Southern California Association of Governments
- » **Agency Project Manager:** Kristen Pawling (Previously with SCAG), Sustainability Programs Director, Chief Sustainability Office, County of Los Angeles
- » **Email Address and Telephone Number:** kpawling@ceo.lacounty.gov, (213) 974-1172
- » **Description of Services Provided:** Planning

## **Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs**

- » **Agency:** City of Long Beach
- » **Agency Project Manager:** Sean Crumby, Deputy Director of Public Works/City Engineer
- » **Email Address and Telephone Number:** sean.crumby@longbeach.gov, (562) 570-6695
- » **Description of Services Provided:** Design

## **Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project**

- » **Agency:** City of Culver City
- » **Agency Project Manager:** Gabe Garcia, City Traffic Engineer
- » **Email Address and Telephone Number:** gabriel.garcia@culvercity.org, (310) 253-5600
- » **Description of Services Provided:** Design, outreach, and construction documents

## **Santa Ana Safe Routes to School Plan**

- » **Agency:** City of Santa Ana
- » **Agency Project Manager:** Cory Wilkerson, Active Transportation Coordinator
- » **Email Address and Telephone Number:** cwilkerson@santa-ana.org, (714) 647-5643
- » **Description of Services Provided:** SRTS planning

## **OCTA Active Transportation Support Services**

- » **Agency:** Orange County Transportation Authority
- » **Agency Project Manager:** Paul Martin, Active Transportation Coordinator
- » **Email Address and Telephone Number:** pmartin@octa.net, (714) 560-5386
- » **Description of Services Provided:** Planning and design, outreach, training, and grant writing

## **Western Riverside Council of Governments On-Call Planning Services**

- » **Agency:** Western Riverside Council of Governments
- » **Agency Project Manager:** Christopher Tzeng, Program Manager
- » **Email Address and Telephone Number:** ctzeng@wrcog.us, (951) 405-6711
- » **Description of Services Provided:** Active transportation analytics, training, and grant writing

# Experience and Qualifications of Key Personnel



## Sam Corbett *Principal-in-Charge*



Sam has 20 years of experience as a transportation planner and manager, specializing in transit planning, TDM, pedestrian and bicycle planning, program development, transportation system improvements, survey design and analysis, implementation and evaluation techniques, and public outreach and communication strategies. Sam brings strong transportation planning skills, developed from working on a wide range of transportation projects. He has both planning and operational skill sets and has worked in both the public and private sector. The majority of Sam's work has focused on assessing and improving urban transport systems, with particular focus on active modes and public transportation.

### EDUCATION

Master of City Planning, University of California, Berkeley, 2001

BS, Environmental Policy, Analysis, and Planning, University of California, Davis, 1996

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2010-2012; 2018-Jacobs, 2015-2018

Auckland Transport, 2012-2015

UC San Diego, 2006-2010

UC Los Angeles, 2004-2006

Urbitrans Associates, Inc., 2001-2004

### AWARDS

2017 Client Choice Award Winner, Most Client Focused Consulting Engineer in Australia/New Zealand, independently researched by Beaton Consulting Group  
2015 Roundabout Award for Best Contribution, "What Can Sydney Teach Us About Walking and Cycling?"

## RELEVANT EXPERIENCE

### SOUTH BAY BICYCLE MASTER PLAN

Alta, with Sam as Project Manager, worked with the Los Angeles County Bicycle Coalition, the South Bay Bicycle Coalition, and the seven South Bay cities of Redondo Beach, Hermosa Beach, Manhattan Beach, Torrance, El Segundo, Gardena, and Lawndale to develop a multi-jurisdictional regional bicycle master plan. The overarching goal of the plan is to create a more bicycle friendly South Bay Region by developing infrastructure, programs and policies to improve the bicycling conditions within the seven cities included in the planning effort. Extensive public outreach efforts were conducted throughout the project, including public workshops, bicycle counts, and an online bicycling survey.

### SCAG DISADVANTAGED COMMUNITIES PLANNING INITIATIVE

Alta, with Sam as Principal-in-Charge, is leading the development of a template that is intended to be used by communities throughout the SCAG region to develop active transportation plans (ATPs). The ATP template is being developed with disadvantaged communities in mind who are often under-resourced at the City staff level and do not have the assets for project implementation and delivery. The ATP template will be easy to use and highly replicable, and will incorporate innovative approaches to project delivery and implementation. Following the template's development, the Alta team will pilot the design by developing ATPs for seven disadvantaged communities throughout the SCAG region.

### URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta, with Sam as Principal-in-Charge, is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. Alta is working to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies.

### ADDITIONAL RELEVANT EXPERIENCE:

- » San Bernardino County Safe Routes to School
- » Chula Vista Pedestrian Master Plan and Safe Routes to School Plan
- » Kern County Bicycle Master Plan and Complete Streets Vision



## Steven Frieson, PE, LCI, QSD

### Principal Engineer



Steve has 35 years of extensive experience managing site civil and transportation projects throughout Southern California. His technical expertise includes planning, design, and construction management. Steve augments his engineering skills with strong administrative abilities in the oversight and direction of technical professionals, client relations, quality control, subconsultant coordination, public outreach, and resource allocation to see that projects are delivered on time and within budget. He excels in site development, freeway and interchanges, signing and striping, street lighting, traffic-handling plans, roadway drainage, grading, traffic studies, and pedestrian and bike paths.

#### EDUCATION

BS, Civil Engineering,  
Stanford University, 1983

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2018–

Psomas, 2014-2018

BASE + Birge  
Engineering, 2011-2013

Birge Engineering,  
2008-2011

Arroyo Engineering  
Solutions, 2005-2008

Boyle Engineering,  
1997-2005

PBSJ, 1988-1997

Metcalf & Eddy,  
1983-1988

#### PROFESSIONAL REGISTRATIONS

Professional Engineer:  
California (#42110);  
Nevada (#11599)

League of American  
Bicyclists, League  
Cycling Instructor  
(#3460)

#### RELEVANT EXPERIENCE

##### SHERMAN WAY STREETScape IMPROVEMENTS, LOS ANGELES

Steven is serving as Project Manager for a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood as well as patrons of and visitors to the corridor. The project also includes street beautification elements such as street furnishings and enhanced landscaping.

##### CULVER CITY LA BALLONA ELEMENTARY PROTECTED BIKE LANE AND SAFE ROUTES TO SCHOOL PROJECT

Alta, with Steve as Principal-in-Charge, is leading the conceptual design, outreach, and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School. The separated bikeway design includes parking and traffic analysis, streetscape and pedestrian lighting, striping, and bicycle signal design at two major boulevards (Washington Boulevard and Culver Boulevard). The neighborhood greenway improvements include curb extensions with green infrastructure, raised crosswalks, and streetscape improvements.

##### CV LINK, COACHELLA VALLEY

Steve is serving as the Principal Engineer providing engineering QA/QC for CV Link, an innovative, multimodal facility of national importance that connects communities in the Coachella Valley. In 2013, Alta began development of the CV Link Master Plan for a nearly 80-mile portion of the multimodal pathway connecting the nine cities of the Eastern Riverside County region. The proposed pathway system will accommodate low speed electric vehicles (LSEV) in addition to bicyclists and pedestrians. Alta is providing recommendations for on-street segments at the highest design standard, and supporting infrastructure, including LSEV charging facilities. Alta is also recommending an implementation strategy with immediate next steps and segments for near-term construction or upgrades.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » City of Berkeley Transportation On-Call Services – Class IV Bikeway Design
- » Avenue R Complete Streets and Safe Routes to School, Palmdale\*
- » Lincoln Bridge Multimodal Improvements, Los Angeles\*

*\*Completed prior to joining Alta*



## Emily Duchon, ASLA, LEED AP

### *Principal/Landscape Architect*



Emily leads projects that help communities design and implement innovative active transportation solutions, taking projects from master plans through concept design and construction drawings and administration. Her project experience includes bicycle, pedestrian and trail master plans as well as Complete Street, multi-use trail and wayfinding design. Emily's creativity, energy, and experience in ecological design give her the tools to create vibrant public spaces and transportation networks in communities. Her ability to conduct successful community outreach efforts is a valuable asset for building project support and community investment in her projects. Emily is skilled in leading consulting teams through construction document development.

#### EDUCATION

Masters of Landscape Architecture, University of Michigan, School of Natural Resources, 2007

Bachelors in Environmental Policy, University of Michigan, School of Natural Resources, 2001

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2009–2013, 2014–  
Fehr & Peers 2013–2014

Rios Clementi Hale Studios, 2008

The Greenway Collaborative, Inc., 2006–2008

#### PROFESSIONAL REGISTRATIONS

American Society of Landscape Architects

LEED Associated Professional

#### AWARDS

International Federation of Landscape Architects, Jury Award

ASLA Student Merit Award

#### RELEVANT EXPERIENCE

##### SANTA MONICA 17TH STREET PEDESTRIAN AND BICYCLE IMPROVEMENT

Emily was Principal-in-Charge for the 17th Street project to enhance First-Last Mile transit connections between the Metro Expo Station at 17th Street and Colorado Boulevard to Santa Monica City College. Emily worked closely with City stakeholders including the Santa Monica Fire Department to oversee the development of 30% plans, which included new pedestrian lighting and ADA crossing improvements, one-way protected bikeways, Big Blue Bus transit station upgrades, and two bikeway protected intersections along 17th Street.

##### SANTA MONICA MICHIGAN AVENUE NEIGHBORHOOD GREENWAY/ EDISON SAFE ROUTES TO SCHOOL

The Edison Language Academy SR2S Project is a phase of the Michigan Avenue Neighborhood Greenway which connects the Bergamot area of Santa Monica to the beach. The Alta team, with Emily as Project Manager, led schematic design through construction document preparation. Project improvements involve analysis and design of a traffic diverter, landscaped curb extensions, and raised crosswalk.

##### SANTA MONICA HIGH SCHOOL SEPARATED BIKEWAY AND COMPLETE STREETS

This project provides comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating a safe route to school for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Alta, with Emily as Project Manager, led the assessment and redesign of the protected bikeway on Michigan Avenue and 7th Street to meet the needs of the City and school stakeholders. The project involved the development and evaluation of seven alternatives before arriving at the preferred design option.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project
- » Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs
- » Culver City Bicycle and Pedestrian Initiative



## Marc Caswell, LCI

### *Planning Associate*



Marc has more than a decade of experience in transportation planning in communities across California including Los Angeles, San Francisco, and Long Beach and smaller suburban communities like Arroyo Grande, Culver City, Eastvale, and El Monte. Since joining Alta, Marc has worked with cities across southern California on bicycle and pedestrian master plans, applications for grants and funding, SRTS trainings, and public safety campaigns. He has extensive experience creating safety messages and training curricula for drivers and bike riders. Marc has personally trained thousands of Californians how to safely share the road – whether behind the steering wheel or on two wheels. He brings his expertise in project management, coalition-building, and civic engagement to encourage safer, more inviting walking and bicycling.

#### EDUCATION

Masters in Urban and  
Regional Planning,  
University of California,  
Los Angeles, 2016

BA, Religion, Sociology,  
University of Florida,  
Gainesville, 2004

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2016-

City of Long Beach  
Public Works  
Department Traffic  
Engineering, 2015-2016

Climate Resolve,  
2013-2014

San Francisco Bicycle  
Coalition, 2008-2013

Urban Habitat,  
2006-2008

#### PROFESSIONAL REGISTRATIONS

League of American  
Bicyclists, Certified  
Cycling Instructor  
(#4088)

#### RELEVANT EXPERIENCE

##### URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, Bureau of Street Services which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. As Project Manager, Marc is leading the Alta team to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies. The project includes extensive community outreach and engagement, and Alta is preparing site-specific conceptual plans and renderings to create cooler environments for pedestrians and bicyclists in the study area.

##### ANAHEIM SAFE ROUTES TO SCHOOL PROGRAM

To complement the proposed improvements of sidewalks, crosswalks, and traffic lights near eight school campuses, the City of Anaheim has hired Alta to complete school-focused encouragement and education campaigns. As Project Manager, Marc is working with Principals, school and district staff, and City staff for maximum visibility and impact at the schools.

##### CULVER CITY BICYCLE AND PEDESTRIAN ACTION PLAN

Facilitating a large, broad-based outreach effort throughout Culver City, Marc is leading the project team to update the City's 2010 Bicycle and Pedestrian Master Plan to reflect current and future project plans. The project includes demonstration projects, development of a Vision Zero Action Plan, and a full citywide bicycle and pedestrian plan. Marc is serving as the Project Manager.

##### ADDITIONAL RELEVANT EXPERIENCE:

- » OCTA Active Transportation Support Services
- » City of El Monte Walking School Bus
- » Irvine Citywide Bicyclist, Pedestrian, and Motorist Safety Program



## Ryan Johnson, LCI

### Planning Associate



Ryan excels at interagency collaboration, bringing key players together for decision making and coordination. He brings a range of skills including project management, multimodal master planning, transit access studies, SRTS program coordination, community outreach, and festival and event production. Ryan is experienced at collaborating with various stakeholders in multiple jurisdictions to gain consensus on bikeway plans and establish linkages across city boundaries. His work has won the respect of his peers and his clients, leading to him being named the 2016 Professional of the Year by the Association of Pedestrian and Bicycle Professionals.

#### EDUCATION

Master of Urban and  
Regional Planning,  
University of California,  
Los Angeles, 2012

BA, Sociology  
and Political Science,  
University of Mississippi,  
2008

Mexico-U.S. Bilateral  
Study Tour with the  
Instituto Tecnológico  
de Monterrey, Hidalgo  
Campus, 2006

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2012–

Pro Walk/Pro  
Bike/Pro Place, Long  
Beach, CA, 2012

Bike Long Beach,  
2011-2012

CicLAvia, 2010-2012

#### PROFESSIONAL REGISTRATIONS

League of American  
Bicyclists, League  
Cycling Instructor  
(#3994)

#### RELEVANT EXPERIENCE

##### SANTA ANA SAFE ROUTES TO SCHOOL PLAN

This effort will involve an extensive and inclusive community engagement process, identification and prioritization of school infrastructure improvements, and the development of programs and strategies to better educate and encourage students to walk and bike to school. The result will be a comprehensive 6 “E’s” SRTS Plan that will lead to improved safety and mobility for all Santa Ana residents, especially the community’s students and youth, through engineering, education, encouragement, and enforcement recommendations. Ryan is the Project Manager.

##### SANTA MONICA SAFE ROUTES TO SCHOOL

The Santa Monica Safe Routes to School project encouraged children to walk and bike to elementary and middle schools in the Santa Monica-Malibu Unified School District through planning and programming. Ryan’s role on this project involved organizing a Family Bicycle Fest, supporting the bi-monthly Kidical Mass group rides, and writing the analysis report for a parent survey about children’s walking and cycling habits.

##### SANTA ANA TRAVEL SAFE, SHARE THE SPACE BICYCLE SAFETY CAMPAIGN

Ryan as Project Manager worked with the City of Santa Ana to develop a multi-faceted bicycle safety marketing and education campaign in the largely Latino Orange County community. The final marketing campaign message asked residents and visitors to “Travel Safe, Share the Space” (in both English and Spanish). The message was distributed via bus stop shelters at 12 locations, banners on 36 street light poles, 500 printed brochures, and a new page hosted on the City’s official website. The project team also conducted in-school traffic safety assemblies at 19 local elementary schools, led four citywide bicycle safety rodeos, and gave away 1,000 free bicycle helmets to Santa Ana youth.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » Orange County Transportation Authority Districts 1 and 2 Bikeways Collaborative
- » Santa Clarita Pedestrian and Bicycle Master Plan Update
- » Pasadena Safe School Zones
- » Long Beach Bicycle Master Plan Update
- » LA Metro Safe Routes to School Pilot



## Kaitlin Scott

### Senior Planner



Kaitlin brings a range of skills including SRTS program coordination, community outreach, festival and event production, and the design of streets and public spaces with a focus on equity and access. She is skilled at working with diverse communities to conduct meaningful, inclusive outreach. Prior to joining the Alta team, Kaitlin worked with the City of Los Angeles Great Streets Initiative, where she helped design safer, more engaged streets, programmed pop-up events and demonstrations, led design of outreach materials, and conducted interactive outreach.

#### EDUCATION

University of California,  
Los Angeles, 2016

BA, Environmental  
Studies, UC Santa Cruz,  
2012

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2016–

City of Los Angeles  
Great Streets Initiative,  
2015–2016

#### PROFESSIONAL REGISTRATIONS

Association for  
Pedestrian and Bicycle  
Professionals

Next City  
Los Angeles Walks

#### RELEVANT EXPERIENCE

##### SANTA MONICA SAFE ROUTES TO SCHOOL PLAN

Alta is providing education, training, and outreach in conjunction with the SRTS program previously developed for the Santa Monica-Malibu Unified School District. The project involves developing and distributing SRTS maps and educational materials for students and parents, providing traffic safety education assemblies and parent education seminars, and establishing encouragement programs such as Walking School Buses and Bike It, Walk It Week. Kaitlin is a Senior Planner on the project.

##### SAN BERNARDINO COUNTY SAFE ROUTES TO SCHOOL PROGRAM

Kaitlin is a Senior Planner on this countywide SRTS program that targets 25 priority schools throughout the county with education, encouragement, enforcement, and evaluation activities. The program involves student and parent workshops, school and community rodeos, walking events, and bike and pedestrian audits. The program will address the conflict points throughout San Bernardino county that currently deter children from walking or biking to school.

##### OCTA PEDESTRIAN AND BICYCLE SAFETY PROGRAM

The Orange County Transportation Authority secured funding from the Office of Traffic Safety to develop the Pedestrian and Bicycle Safety Program. As Project Manager, Kaitlin led the multi-faceted program, which included bike education safety classes, distribution of bike lights and helmets, and distribution of reflectorized items to the public on OCTA buses. The distribution of lights and reflectorized items served to improve safety for active transportation users and promoted the bike education safety classes.

##### CULVER CITY BICYCLE AND PEDESTRIAN ACTION PLAN

Facilitating a large, broad-based outreach effort throughout Culver City, Alta is leading a team to update the City's 2010 Bicycle and Pedestrian Master Plan to reflect current and future project plans. The project includes demonstration projects, development of a Vision Zero Action Plan, and a full citywide plan. Kaitlin is a Planner on the project.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » Kern Region Active Transportation Plan, Kern County
- » Los Angeles County Pedestrian Plans
- » Ventura County Safe Routes to School Master Plan
- » Pasadena Safe Routes to School Program



## James Powell, PLA, ASLA

### Senior Design Associate



James brings a wide range of solutions to his work, drawing upon experience managing and leading design processes in a wide variety of settings. These include trail master plans from local to regional scales, trail design services from grant writing and feasibility through PS&E, construction support, Complete Streets and streetscape design, corridor planning, and implementation plans. His recent projects have included green infrastructure and protected bikeway design, trail prioritization modeling, facility evaluation frameworks, and landscape designs for streetscapes, medians, and trailheads. James has hands-on experience coordinating subconsultants from a variety of disciplines, as well as with the project management, design, and analysis tools.

#### EDUCATION

Master of Landscape  
Architecture, California  
State Polytechnic  
University, Pomona, 2013

BA, Humanities, New  
College of Florida, 2001

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2013–

Urban Design Studio,  
Los Angeles Department  
of City Planning,  
2011-2012

#### PROFESSIONAL REGISTRATIONS

Registered Landscape  
Architect: California  
(#6416)

#### RELEVANT EXPERIENCE

##### SOUTH BAY BICYCLE MINI-CORRAL PLAN

This plan recommends and prioritizes specific locations for bicycle mini-corral in Hermosa Beach, Manhattan Beach, and Redondo Beach. Sites were chosen based upon input from city staff, the South Bay Bicycle Coalition, a community workshop, and an online mapping tool. In addition to specific sites, guidelines were provided for future bicycle parking efforts, with detailed recommendations for bike rack selection and appropriate surrounding land uses. James served as Project Manager, and produced design guidelines for 15 mini-corral locations, cost estimates for each, and graphics for citywide bicycle parking design guidelines.

##### SHERMAN WAY STREETScape IMPROVEMENTS, LOS ANGELES

James is serving as the Landscape Architect for a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood as well as patrons of and visitors to the corridor. The project also includes street beautification elements such as street furnishings and enhanced landscaping.

##### SANTA MONICA LOT 4S BEACH PATH ACCESS IMPROVEMENTS

Alta worked with the City of Santa Monica to improve bicycle and pedestrian access to the Beach Path from Hollister Avenue. Six concept designs were developed to analyze benefits to proposed circulation alternatives. The preferred design reconfigures under-used parking lot space into a colorful promenade entrance to the Beach Path. Alta prepared construction documents, which included marked bicycle facilities, custom wave pavement marking stencils for the promenade and planting plan. James contributed conceptual design, photo simulations, and cost estimates. James served as a Landscape Architect.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » LA Metro LA River Gap Closure Project
- » WRCOG Steele Peak Reserve Trails Plan
- » Vernon Los Angeles River Path Feasibility Study
- » LA Metro Safe Routes to School Pilot
- » LA Metro Active Transportation Strategic Plan



## Lydia Kenselaar, ASLA

### Senior Designer



Lydia is a landscape designer who has experience designing and providing project management for a wide variety of project types, from new communities and parks to trails and streetscapes. Her background in fine art grounds her landscape practice and informs her approach to placemaking and design. She is passionate about art, ecology, and the dynamic ways in which the two intersect in the built environment. Prior to her career as a designer, Lydia spent five years leading fundraising and marketing for community arts-based programs.

#### EDUCATION

Master of Landscape Architecture, University of Texas at Austin, 2015

BFA, Fiber, Maryland Institute College of Art, 2007

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2017-

Design Workshop, 2014-2016

Studio Balcones, 2013-2014

Strategic Fundraising Consultant, 2007-2012

#### PROFESSIONAL REGISTRATIONS

American Society of Landscape Architects

#### RELEVANT EXPERIENCE

##### SANTA MONICA MICHIGAN AVENUE NEIGHBORHOOD GREENWAY/ EDISON SAFE ROUTES TO SCHOOL

The Edison Language Academy SR2S Project is a phase of the Michigan Avenue Neighborhood Greenway which connects the Bergamot area of Santa Monica to the beach. Alta led schematic design through construction document preparation. Project improvements involved analysis and design of a traffic diverter, curb extensions and wayfinding. Lydia served as Assistant Project Manager.

##### SANTA MONICA 17TH STREET PEDESTRIAN AND BICYCLE IMPROVEMENT

Lydia is the Project Manager on the 17th Street project to enhance first-last mile transit connections between the Metro Expo Station at 17th and Colorado Boulevard to Santa Monica City College. Lydia worked closely with City stakeholders including Santa Monica Fire Department during the development of 30% plans which included new pedestrian lighting and ADA crossing improvements, one-way protected bike-ways, Big Blue Bus transit station upgrades, and two bikeway protected intersections along 17th Street. This is part of a larger Complete Streets goal in Santa Monica to better connect bikes and pedestrians to the newly expanded Metro Exposition line and address gaps in the City's existing bicycle network.

##### URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, Bureau of Street Services which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. Alta is working to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies. As Senior Designer on the project, Lydia is considering ways in which the landscape can reinforce the project's goals of increasing shade to reduce urban heat island effect and maximize potential for stormwater capture.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project
- » Fullerton Priority Bike Connection Plan



## Vincent Hellens, ENV SP

### Associate Engineer



#### EDUCATION

BS, Civil Engineering,  
Alabama Agricultural  
and Mechanical  
University, 2007

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2019–

Psomas, 2012-2019

Florence & Hutcheson,  
Inc., 2006-2012

#### PROFESSIONAL REGISTRATIONS

ENV SP, Envision  
Sustainable Professional

QSD/P, Qualified  
SWPPP Developer and  
Practitioner

Vincent has over 12 years of experience designing and managing large and small Capital Improvement Projects all the way through construction. His expertise includes pedestrian ADA design, roadway diets and widening designs, roadway rehabilitation, design of interchanges, and conceptual plans to final PS&E (e.g., roadway plan and profile, typical sections, drainage plans, traffic control, pavement marking, and signing plans). Vincent is familiar with many roadway design guidelines, such as the Standard Plans/Specifications for Public Works Construction (SPPWC) Green Book, the AASHTO Roadway Construction Standards, the ASTM Roadway Specifications, the Federal Highway Administration's Manual of Traffic Control Devices (MUTCD), as well as, other local, state, and federal publications.

#### RELEVANT EXPERIENCE

##### CV LINK, COACHELLA VALLEY

Alta is providing engineering QA/QC and design management for CV Link, an innovative, multimodal facility of national importance that connects communities in the Coachella Valley. In 2013, Alta began development of the CV Link Master Plan for a nearly 80-mile portion of the multimodal pathway connecting the nine cities of the Eastern Riverside County region. Alta is providing recommendations for on-street segments at the highest design standard, and supporting infrastructure, including LSEV charging facilities. Alta is also recommending an implementation strategy with immediate next steps and segments for near-term construction or upgrades. Vincent is serving as Associate Engineer on the project.

##### CORDOVA STREET COMPLETE STREET, PASADENA\*

Vincent was the Project Manager for the development of preliminary engineering design and ultimately final construction design PS&E for this Complete Street project. The project will improve safety along Cordova Street with Class II bike lanes, bicycle detection, street resurfacing, pedestrian ADA accessibility upgrades, curb extensions, and water quality improvements. In addition, he assisted the City with their community outreach workshop for the project.

##### AVENUE R COMPLETE STREETS AND SAFE ROUTES TO SCHOOL, PALMDALE\*

Vincent was the Project Manager/Engineer providing environmental clearance and developing construction documents for infrastructure enhancements to accomplish a "Complete Streets" approach. He was responsible for the geometric approval drawings and leading the design and preparation of PS&E documents. The design included sidewalk gap closures, storm drain design, and widening Avenue R to accommodate buffered Class II Bike Lanes. In addition, Vincent prepared grant documents to secure \$5.2 million for construction for the project through the CTC ATP Cycle 4 grant process.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » TOS 38, Roscoe Boulevard and Reseda Blvd "Complete Streets" Improvements, Los Angeles\*
- » Normandie Avenue Street Improvement, Gardena\*

\*Completed prior to joining Alta



## Juan Ashton, EIT, ENV SP Engineer



Juan is an engineer specializing in planning and design projects that have an emphasis on sustainability and helping communities thrive. Before joining Alta, Juan worked for the Department of Public Works at both the County and City of Los Angeles, where he developed technical drawings and specifications for street and stormwater improvement projects, provided design support during construction including plan clarifications and as-built drawings, and performed design investigations, quantity takeoffs, cost estimates, and geospatial analysis. He has experience advancing active transportation infrastructure through SRTS, Vision Zero, Great Streets initiatives, First-Last Mile, urban greening, and congestion mitigation and air quality programs. Juan is fluent in Spanish and remains engaged in education advocacy and community-led health initiatives alongside his professional career.

### EDUCATION

BS, Civil Engineering,  
California State  
University, Los Angeles  
(CSULA), 2017

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2018–

City of Los Angeles  
Department of Public  
Works, 2017-2018

County of Los Angeles  
Department of Public  
Works, 2016-2017

Special Olympics World  
Games, Los Angeles,  
2015

### PROFESSIONAL REGISTRATIONS

Engineer-in-Training  
(#160495)

Certified SolidWorks  
Associate  
(#C-U5VRRZ698Z)

## RELEVANT EXPERIENCE

### CULVER CITY LA BALLONA ELEMENTARY PROTECTED BIKE LANE AND SAFE ROUTES TO SCHOOL PROJECT

Alta is leading this Safe Routes to School design and implementation project including a two-way cycle track with bicycle signal design, curb extensions with green infrastructure, and streetscape and lighting improvements. Juan is preparing final construction documents for intersection improvements and has also provided traffic analysis and swept-path vehicle analysis as part of the final design process.

### SHERMAN WAY STREETSCAPE IMPROVEMENTS, LOS ANGELES

As an Engineer on this project, Juan prepared final construction documents and an engineer's opinion of cost for corridor improvements along Sherman Way and Hart Street. Project features include: a mini-roundabout, ADA curb ramps, landscaped medians/parkways, transit shelters, bike racks, a pedestrian actuated warning beacon, high-visibility crosswalks, speed humps, and signage and striping plans for a bicycle-friendly street. Juan also provided coordination with project stakeholders including the Los Angeles Department of Water and Power and Department of Public Works Bureau of Engineering.

### SANTA MONICA HIGH SCHOOL SEPARATED BIKEWAY AND COMPLETE STREETS

Santa Monica High School (SaMoHi) is an important node within the City due to its location in the Civic Center area, proximity to downtown and the beach, and its sizable student body. The streets surrounding SaMoHi handle high traffic volumes, with people going to and from their homes, downtown, and the interstate, in addition to those traveling to and from school. This project will provide comfortable, livable and safe streets that serve SaMoHi by managing traffic behavior and creating Safe Routes to School for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Juan is serving as an Engineer on the project.

### ADDITIONAL RELEVANT EXPERIENCE:

- » Santa Ana Safe Routes to School Plan
- » Arts District Pedestrian and Cyclist Improvements, Los Angeles
- » CV Link, Coachella Valley



## Ryan Taylor-Gratzer

### GIS Analyst



Ryan specializes in research, design, GIS, and safety analysis and is skilled in visualizing geographic data. Before joining Alta, he worked as a planner and a researcher for the City of Long Beach and UCLA, respectively. At UCLA, Ryan modeled bicyclist crash risk, and evaluated the safety impacts of newly-installed bikeways in the City of Los Angeles.

#### EDUCATION

Masters in Urban and  
Regional Planning,  
University of California  
Los Angeles, 2016

BA, Sociology,  
University of California  
Santa Barbara, 2002

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2017–

City of Long Beach,  
Public Works,  
Department of Traffic  
Engineering, 2016

UCLA, Lewis Center for  
Regional Policy Studies,  
2014-2016

Portland State  
University, Initiative for  
Bicycle and Pedestrian  
Innovation, 2007-2011

#### PROFESSIONAL ORGANIZATIONS

Association of  
Pedestrian and Bicycling  
Professionals

Los Angeles County  
Bicycle Coalition

#### RELEVANT EXPERIENCE

##### SAN BERNARDINO COUNTY SAFE ROUTES TO SCHOOL PROGRAM

Alta is leading this countywide SRTS program that will target 25 priority schools throughout the County with education, encouragement, enforcement, and evaluation activities. The program involves student and parent workshops, school and community rodeos, walking events, and bike and pedestrian audits. The program will address the conflict points throughout San Bernardino County that currently deter children from walking or biking to school. Alta designed both a logo and a stakeholder facing website for the project. Ryan conducted spatial analyses and developed maps for public use.

##### SANTA MONICA SAFE ROUTES TO SCHOOL EXPANSION

Following the successful 2012-2014 SRTS project led by Alta, Santa Monica has hired Alta to expand the project to an additional five schools. Ryan provided support at four Kidical Mass events, assisted on walk audits, and created base maps of the study schools.

##### OCTA ACTIVE TRANSPORTATION ON-CALL

Alta is providing on-call active transportation support to the Orange County Transportation Authority. Alta's role is intended to advance OCTA's engineering, education, encouragement, evaluation, enforcement, and equity efforts. Through this on-call, Alta has supported OCTA with organizing and staffing walk to school days, promotional campaigns, grant writing, and bicycle-friendly driving training. As GIS Analyst, Ryan analyzed bicyclist and pedestrian count data at 21 count sites in Orange County. He presented the results in an easily-digestible document.

##### LONG BEACH BIKE MASTER PLAN UPDATE

Alta is working with the City of Long Beach to update the City's Bicycle Master Plan. The continued development of the City's network of bicycle facilities will not only make bicycling a more viable mode of transportation, but will contribute to an enhanced quality of life in the City that includes increased public health, community development and reduced greenhouse gas emissions. Ryan updated the Long Beach Bike Map based on newly-completed infrastructure projects.

#### ADDITIONAL RELEVANT EXPERIENCE:

- » Pasadena Pedestrian Safety Outreach and SRTS Maps Update
- » San Gabriel Valley Active Transportation Initiative
- » El Monte Durfee-Thompson Walking School Bus
- » Los Angeles County Unincorporated Pedestrian Plans



## Elizabeth Bisegna

### Senior Graphic Designer



Elizabeth is a graphic designer with nearly 20 years of experience in drafting, designing, illustration and teaching. She has created branding, marketing, and packaging materials for clients ranging from small, locally-owned businesses to international City and State agencies. Elizabeth draws on her expertise to provide highly professional graphic design for Alta projects, including branding, final master planning reports, and encouragement and education campaigns. She offers technical expertise in Adobe Creative Suite, hand drafting, drawing, and sketching.

#### EDUCATION

MFAIA, Goddard  
College, 2017

BFA, Art Institute of  
Chicago, 2001

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,  
2016–

Bike to Work LLC Art  
and Design, 2015-2016

Works Partnership  
Architecture, 2011-2015

Art Institute of Seattle.  
2005-2007

Freelance Design,  
2002-2007

Booth Hansen  
Associates, 1999-2002

#### PROFESSIONAL REGISTRATIONS

SEGD Society for  
Experiential Graphic  
Design

#### RELEVANT EXPERIENCE

##### LA METRO LOS ANGELES RIVER GAP CLOSURE PROJECT

Alta is co-leading the team selected by LA Metro to design the landmark Los Angeles River Bike Path Gap Closure project. This \$365-million project—one of the largest active transportation trail projects in the country—will close an eight-mile gap in the path along the LA River in downtown Los Angeles and Vernon. Once complete, the LA River Path will be a 32-mile continuous pathway for walking and biking from Long Beach to the San Fernando Valley, providing a world-class facility for Angelenos and the region. Elizabeth is the Senior Graphic Designer on this project.

##### SCAG TACTICAL URBANISM EVENTS, LOS ANGELES COUNTY

Alta worked with SCAG to develop and implement the 2017 Tactical Urbanism component of “Go Human”, a region-wide safety and encouragement campaign. It was comprised of ten events in ten different locations. The primary goal of the Tactical Urbanism component is to promote walking and biking across the region by implementing a series of events that allow residents to temporarily experience roadways that are designed for people and not just cars. Elizabeth successfully applied the existing Go Human branding guidelines to the design of logos, marketing materials, event signage and programs for a variety of locations, creating a very recognizable and cohesive campaign, while also developing individual identities for each of the events based on their specific characteristics and needs.

##### CALIFORNIA STATEWIDE BICYCLE AND PEDESTRIAN MASTER PLAN

Alta developed California’s first statewide bicycle and pedestrian plan. Alta led the development of plan goals, objectives, performance measures, and strategies, as well as identifying the existing and needed data to support performance measures and ongoing bicycle and pedestrian counts. The project team designed a public survey to gauge community interests, as well as a “big idea” board to premiere the planning process at the 2015 Cal Bike Summit. Elizabeth designed a new logo for the plan, branded Toward an Active California. Elizabeth also designed informational materials to explain recommended bicycle- and pedestrian-focused road safety features for California planners and engineers.

##### ADDITIONAL RELEVANT EXPERIENCE:

- » Santa Monica North Beach Trail Improvement Project
- » Rialto Citywide Safe Routes to School Program
- » Coalinga Active Transportation Plan

## Assignment of Key Personnel

The team we propose has the time and capacity to complete within the timeframes of the project. Alta project managers use Deltek Vision software to balance resources and manage the complete lifecycle of a project. This ensures that staff members are not overcommitted and can allocate resources effectively. Our 30 offices across North America are able to track and manage project progress with streamlined collaboration and information sharing across a distributed project team. As evidenced in the chart below, all team members have adequate availability for each individual's role on the project.

KEY PERSONNEL/ROLE	TIME COMMITMENT FOR CURRENT PROJECTS	AVAILABILITY
Sam Corbett, Principal-in-Charge	60%	40%
Steven Frieson, PE, LCI, QSD, Principal Engineer	60%	40%
Emily Duchon, ASLA, LEED AP, Principal/Landscape Architect	70%	30%
Marc Caswell, LCI, Planning Associate	60%	40%
Ryan Johnson, LCI, Planning Associate	40%	60%
Kaitlin Scott, Senior Planner	50%	50%
James Powell, PLA, ASLA, Senior Design Associate	50%	50%
Lydia Kenselaar, ASLA, Senior Designer	60%	40%
Vincent Hellens, ENV SP, Associate Engineer	60%	40%
Juan Ashton, EIT, ENV SP, Engineer	35%	65%
Ryan Taylor-Gratzer, GIS Analyst	35%	65%
Elizabeth Bisegna, Senior Graphic Designer	50%	50%

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# REQUIRED FORMS



# Required Forms

RFP 19-04

City of Hermosa Beach



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

**RFP #:** RFP 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: Questions & Responses | 6/6/19


Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

**RFP 19-04****City of Hermosa Beach**


### 6.3.2 Non-Collusion Affidavit

**RFP #:** RFP 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:



Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

### 6.3.3 Compliance with Insurance Requirements

**RFP #:** RFP 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.

**RFP 19-04**

**City of Hermosa Beach**



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in black ink, appearing to read 'Greg Maher', written over a horizontal line.

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

### 6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** RFP 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

Please see following document which contains a complete list of our exceptions and  
explanations for these changes.

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Signature of Authorized Representative:

A handwritten signature in black ink, appearing to read 'Greg Maher', written over a horizontal line.

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

## PROPOSED AMENDMENTS TO FORM OF AGREEMENT

<p align="center"><b>Legal Company Name: Alta Planning + Design, Inc.</b>  <b>State of Incorporation: California</b>  <b>For all legal-related correspondence and information please use the following address:</b>  <b>711 SE Grand Avenue</b>  <b>Portland, OR 97214</b>  <b>(503) 230 9862</b>  <b>contracts@altaplanning.com</b></p>			
Section / General Condition	Location	Proposed Amendment (Deletions in Red, Insertions in Blue)	Rationale and Benefit
Recitals C.		The Consultant <del>warrants</del> <b>represents</b> to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.	
Section 7		The term of this Agreement shall commence upon execution by both parties, <b>or receipt of notice to proceed from the City</b> and shall expire on _____, 20____, unless earlier termination occurs under Section 11 of this Agreement, or this Agreement is extended in writing in advance by both parties.	Section 4 (which mentions proceeding with Notice to Proceed) and Section 7 conflict- proposed language clarifies.
Section 12	First paragraph	CONSULTANT shall indemnify, defend <del>with counsel approved by CITY</del> , and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature <del>arising out of or in connection with</del> <b>to the extent caused by</b> CONSULTANT's <b>negligent</b> performance of work hereunder <del>or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY'S passive negligence</del> , but excepting such loss or damage which is caused by the <del>sole active</del> negligence or willful misconduct of the CITY. <del>Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then</del> CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.	CA Civil code (California Civil Code § 2778; California Civil Code § 2782.8) prohibits intermediate indemnity and design professional's defense costs from exceeding proportionate percentage of fault. Additionally, if indemnity is not limited to the negligence standard, it would not be fully insured. Legal Counsel will be chosen by insurance carrier- Indemnity obligation already requires reimbursement of costs of defense but only for Consultant's proportionate negligence. Breach of contract is uninsurable.

Section 17, A3.		Automobile Liability Coverage. The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT <del>arising out of or</del> in connection with the work to be performed under this Agreement, including coverage for owned, hired, and non-owned vehicles, in an amount of not less than one million dollars (\$1,000,000) combined single limit for each occurrence.	
Section 17, A4.		The CONSULTANT shall maintain professional errors and omissions liability insurance <del>for protection against claims alleging negligent acts, errors, or omissions which may arise from the CONSULTANT'S operations under this Agreement, whether such operations be by the CONSULTANT or by its employees, subcontractors, or subconsultants.</del> The amount of this insurance shall not be less than one million dollars (\$1,000,000) on a claims-made annual aggregate basis, <del>or a combined single limit per occurrence basis.</del> When coverage is provided on a "claims made basis," CONSULTANT will continue to renew the insurance for a period of three (3) years after this Agreement expires or is terminated. Such insurance will have the same coverage and limits as the policy that was in effect during the term of this Agreement, <del>and will cover CONSULTANT for all claims made by CITY arising out of any errors or omissions of CONSULTANT, or its officers, employees or agents during the time this Agreement was in effect.</del>	Subconsultants cannot be covered under Consultant's PL policy- Consultant will require any subs to maintain PLI. It must be on a claims basis and much of this language conflicts with Professional Liability coverage for Design Professionals.
Section 17, B.		Each general liability, <del>and</del> automobile liability <del>and professional liability</del> insurance policy shall be issued by a financially responsible insurance company or companies admitted and authorized to do business in the State of California, or which is approved in writing by City, and shall be endorsed as follows. CONSULTANT also agrees to require all contractors, and subcontractors to do likewise.	Additional insured cannot be provided Professional Liability - the insurance does not work that way.

# COST PROPOSAL



# Cost Proposal



**Alta Planning + Design, Inc.**

*Billing Rates - 2019*

Labor Category	Rate General Classifications
Labor Category 1a	<b>\$325</b> Senior Principal
Labor Category 1b	<b>\$275</b> Principal
Labor Category 1c	<b>\$250</b> Principal
Labor Category 2	<b>\$220</b> Principal
Labor Category 3	<b>\$215</b> Principal, Senior Associate
Labor Category 4	<b>\$200</b> Principal, Senior Associate
Labor Category 5	<b>\$193</b> Principal, Senior Associate
Labor Category 6	<b>\$186</b> Principal, Senior Associate
Labor Category 7	<b>\$180</b> Principal, Senior Associate
Labor Category 8	<b>\$173</b> Senior Associate, Associate
Labor Category 9	<b>\$165</b> Senior Associate, Associate
Labor Category 10	<b>\$159</b> Senior Associate, Associate
Labor Category 11	<b>\$152</b> Associate, Senior
Labor Category 12	<b>\$145</b> Associate, Senior
Labor Category 13	<b>\$135</b> Associate, Senior
Labor Category 14	<b>\$122</b> Senior, Level I
Labor Category 15	<b>\$112</b> Senior, Level I
Labor Category 16	<b>\$104</b> Level I, Level II
Labor Category 17	<b>\$90</b> Level I, Level II
Labor Category 18	<b>\$78</b> Administration
Labor Category 19	<b>\$70</b> Intern

Rates are presented in US Dollars (US\$) and are subject to change at any time.

Subconsultants and reimbursable expenses will be charged at cost + 10% markup.

Mileage will be charged at the provisional standard rate.

In-house reproductions will be charged as follows:

<i>Color copies</i>	\$0.65/ page
<i>Black and white copies</i>	\$0.20/page
<i>24" x 36" large format plot</i>	\$17.50/sheet
<i>36" x 48" large format plot</i>	\$32.50/sheet

*Note: Rates are adjusted annually in January to reflect cost of living and salary adjustments.*

# **CITY OF HERMOSA BEACH**

## **Proposal to Provide On- Call Transportation and Traffic Engineering Services (RFP 19-04)**

**June 13, 2019**

**SUBMITTED TO:**

**City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254**

**SUBMITTED BY:**

**FEHR & PEERS  
600 Wilshire Blvd,  
Suite 1050  
Los Angeles , CA 90017**

# 1. Cover Letter



June 13, 2019

Leeanne Singleton  
City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254

**RE: Request For Proposals (RFP) For: On-Call Transportation And  
Traffic Engineering Services (RFP 19-04)**

Dear Ms. Singleton,

Fehr & Peers is pleased to submit this proposal for category 2. Transportation Planning and Studies and category 3. Plan Check/Development Review for the On-Call Transportation and Traffic Engineering benches.

Like the staff of the City of Hermosa Beach, our team understands how transportation touches the lives of all who live, work, and play in the City. Managing transportation projects requires superior facilitation skills to navigate the range of opinions, needs, and technical expertise to identify the solutions that best match the stakeholder needs.

Our on-call team brings you the local experience working in the City of Hermosa Beach and the South Bay and national expertise in mobility planning, transportation engineering design. As the largest firm in California exclusively focused on transportation planning and engineering, we have the staff capacity to meet the City's on-call needs as they are released. We have served in an on-call capacity for a variety of cities in Los Angeles County, including the City of Beverly Hills, and have the technical capabilities to handle all category 2 and 3 tasks effectively and efficiently.

Our Principal- in-Charge, Jeremy Klop, brings decades of experience in multimodal planning, travel demand forecasting, and traffic operations. He was co-author of the Transportation Planning Handbook – Chapter 21 Pedestrian & Bicycle Planning for the Institute of Transportation Engineers, and has worked extensively with communities in Los Angeles to find consensus around transportation issues. Our Project Manager, Michael Kennedy, has served the transportation needs of the South Bay for over ten years, including managing multiple planning, mobility, parking, and CEQA transportation impact studies. He knows the political dynamics of working in the South Bay, and has the technical depth to manage all transportation planning and CEQA related tasks as they are issued by the City. Rachel Neumann, our Deputy Project Manager, has served the City of Hermosa Beach on several projects, including the transportation evaluation for the Hermosa Beach General Plan. Netai Basu, has a successful track-record providing peer review traffic and parking studies for CEQA documents in the City of Hermosa Beach, and other similar communities. Claude Strayer has served the City of Beverly Hills in an on-call capacity, effectively managing pedestrian, bicycle, site design, and other transportation engineering services.

We will leverage our team's years of experience working on mobility projects in Hermosa Beach and nearby communities, to meet the needs of the City.

We appreciate the opportunity to submit this proposal, and have demonstrated our expertise in category 2 and 3 of this RFP.

If you have any questions about the content of our proposal or need further information, please contact me at (213) 261-3050 or [m.kennedy@fehrandpeers.com](mailto:m.kennedy@fehrandpeers.com). We acknowledge Addendum 1. Thank you for your consideration of our proposal, we hope to hear from you soon.



Michael Kennedy, AICP  
Project Manager  
(213) 261-3071  
[m.kennedy@fehrandpeers.com](mailto:m.kennedy@fehrandpeers.com).

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## 2. Firm Profile

### ABOUT FEHR & PEERS

Fehr & Peers has an extensive and successful history providing transportation solutions to public and private clients. With richly designed techniques, we transform complex information into accessible visuals for a diverse range of stakeholders. Our team of visual communicators understand that a successful outreach strategy relies on intuitive, polished visuals that structure the discussion, provide opportunities to inform and listen, and, most importantly, are crafted with the viewer in mind. As technical experts, the creative, cost-effective, and results-oriented solutions we develop position us as one of the preeminent authorities on multi-modal safety. We offer our clients the right combination of leading-edge technical skills and knowledge of the communities where we work to deliver comprehensive solutions and superior client service. We are nationally-recognized experts who routinely publish original research, serve on national committees, and teach courses to others in the industry. We do this while maintaining our commitment to translating those techniques into practical solutions. At Fehr & Peers, we take a creative, data-driven approach to each of our practice areas, which include the following:

- Multi-modal safety and operations, and simulation
- Active transportation planning + Design
- Transportation Modelling + Impact Analysis
- Corridor studies
- Transportation engineering

We are the largest transportation-focused firm in California, with nearly 300 employees, including 40 in our Los Angeles office. This gives us the resources and expertise to deliver this work on your behalf.

Clients hire Fehr & Peers because of our commitment to being the best at what we do. We live out this commitment in three distinct ways. First, we invest heavily in our culture to ensure that we are attracting and retaining the best and brightest staff in the industry. Second, we have a robust, internally-funded research and development program that enables us to develop new analytical methods and advance the state of the practice. This includes our Multi-Modal Safety Technical Initiative, through which staff from across California share best practices and collaboratively problem-solve on safety topics. And third, we survey every client at the completion of every project to assess their satisfaction and to identify areas for improvement. We are very proud of the impact this commitment has had on the communities we have been fortunate to serve.

#### Legal name and address:

**Fehr & Peers**  
**600 Wilshire Blvd, Suite 1050**  
**Los Angeles, CA 90017**

#### Point of Contact:

**Michael Kennedy**  
**Project Manager**  
**600 Wilshire Blvd, Suite 1050**  
**Los Angeles, CA 90017**  
**Tel: 213.261.3071**

#### Type of Business

**S-Corporation**

#### Federal Employer ID

**68-0065540**

#### Office Location

**For this project, the work will be performed out of the Los Angeles office listed in the official name and address.**  
**Fax - 310-394-7663**

#### Business Organization

**Fehr & Peers is not owned by another business entity**

#### Number of Years Consultant has been in Business under

**Present Name**

**3/12/2007 - name changed from Fehr & Peers Associates to Fehr & Peers**

#### Number of Years Providing Similar Services

**34**

#### Failures or Refusals to Complete a Contract

**Fehr & Peers has never failed or refused to complete a contract.**

# 3. Project Understanding and Approach to Scope of Work

## Statement of Understanding & Approach to Delivery of Services

### Approach to Providing Services

Our approach to serving the City of Hermosa Beach starts with our project management team. Our team has worked extensively in Hermosa Beach and the South Bay, and understands the political dynamics and physical constraints of implementing transportation projects in the City. With each task order, our project manager will review the scope of work, and assemble a team of staff to execute the work based on the technical needs and schedule expectations of the task order. We have nearly 40 staff in our Los Angeles office, 70 in Southern California, and nearly 300 companywide that our PM can leverage to deliver work, be it traffic analysis, conceptual design, site plan review, parking studies and more. Our PM has managed projects in nearly all areas of category 2 and 3, so will manage many of the task orders directly, providing the City with a consistent contact for all work, and knowledge of all work that we will prepare for the City to ensure consistent quality.

We will also leverage our best practice knowledge in all areas of transportation. Unlike other firms, we internally finance our own leading-edge research on key topics related to land use and transportation integration to give our clients the best possible information and recommendations. Much of this research centers around quantifying the effects of various built environment factors on trip generation and mode choice. This work has been assembled into our MainStreet tool, which provides an accurate and comprehensive estimate of trip generation for both suburban and urban conditions. We will utilize this state of the practice tool to conduct trip generation and traffic analysis assessments for projects within the City. Our TDM+ tool quantifies the effects of Transportation Demand Management (TDM) programs on vehicle miles traveled, empowering clients to make informed decisions with respect to their investments, which is especially critical as Senate Bill 743 requires the City to shift to vehicle miles travelled as the metric to assess significant transportation impacts under CEQA.

In addition to our technical practice areas, our ongoing internal initiatives on transportation equity, community engagement, and cognitive bias in transportation planning ensure that we remain at the leading edge of the conversation and evolving best practices in transportation planning.

### Local Context & Federal, State & Local Regulatory Environment Knowledge

Fehr & Peers and our team has worked extensively with most of the neighboring cities in the South Bay, particularly the City of Redondo Beach, and the South Bay Cities Council of Governments. We know the issues that the Beach Cities are aligned on, and aware of the challenges that they face, from substantial peak period traffic, to Caltrans coordination challenges for addressing Pacific Coast Highway.

The depth of our experience and relationships with these agencies helps us find opportunities to bring two or more clients together and seek transportation solutions of mutual benefit. Our understanding of local design requirements, and the CEQA and NEPA environmental clearance processes helps us find opportunities to streamline projects and set them up for implementation success. Our multi-disciplinary team is knowledgeable with all key statutes, plans, requirements and guidance that inform the implementation of transportation projects in Los Angeles County, including the projects we have completed in Hermosa Beach.

### Community Engagement

Best practices in community engagement are rapidly evolving, and technology is becoming more prevalent to reach a larger group of people who cannot or may not want to attend in-person meetings. In our experience working with Hermosa Beach and similar communities, the following strategies could be considered:

Meet People Where They Are: Instead of evening workshops that make it difficult for busy schedules and families, we propose a series of “pop-up” events in Hermosa Beach in addition to any focus groups needed. In our experience, meeting people where they are – out and about at the farmer’s market or school events, or biking – is the most effective way to generate public engagement. These mobile workshops will provide more meaningful input and maximize the number of participants.

Utilize Technology: Hermosa Beach is a sophisticated and technology saavy community. Providing online mapping tools will allow people to participate in the planning process from the comfort of their own computers or smart phones. We have used this tool in similar communities, and it provides us with detailed, high-quality, and technical comments and issues that can be addressed in Plan recommendations.



**Jeremy Klop, AICP**  
PRINCIPAL-IN-CHARGE

**Michael Kennedy, AICP**  
PROJECT MANAGER

**Rachel Neumann**  
DEPUTY PROJECT MANAGER

**Netai Basu, AICP CTP**  
PEER REVIEW SPECIALIST

**Claude Strayer, PE**  
TRANSPORTATION ENGINEER

## Organizational Chart Roles and Responsibilities

Fehr & Peers is available to provide all the professional services necessary for category 2 and 3. However, we will bring on subconsultants as/if needed for traffic counts and data collection. No additional City resources will be needed beyond this listed in Section 2.5 other than provision of reference data, reports, etc. that may be pertinent to the particular task order.

## Communications Approach and Quality Control

### Communications Approach

Depending on the scope of the task order, we typically recommend monthly communications between the City and the Fehr & Peers team. During the initial phase and project milestones, we recommend in-person meetings, because we expect that this will be a particularly critical time on the project. We recommend an in-person meeting where Fehr & Peers can present data analysis findings, and measure prioritization.

Fehr & Peers prides ourselves on the quality of the services we offer. As such, our standard process for design projects is described below followed by our standard process for planning efforts. Fehr & Peers sends out a client survey at the close of every project we work on. In 2018, 99% of our clients noted that we met or exceeded expectations. This is the ultimate verification that we are producing quality products for our clients.

### Engineering Projects

Fehr & Peers developed and maintains a QA/QC plan ("Plan") for Engineering Design projects. The Plan is written for all staff, is available to anyone in the company via our internal website, and is available to external clients on request. It provides definitions related to the engineering process, explains the QA Plan procedures, our internal file system protocol and also outlines our Quality Assurance (QA) Auditing program.

The Plan outlines individual responsibilities of everyone, as well as unique responsibilities of key staff (e.g. Principal-in-Charge, Project Manager, Lead Designer). The Plan explains our records management and retention protocols to comply with Federal and State Law. Perhaps the most referenced element of the Plan is the explanation of our standard procedures regarding CADD file creation and management, creation of construction documents, engineering estimates and other calculations. Checklists are available to ensure the process is followed, including such activities as coordination with utilities, affected agencies, ensuring agency comments are responded to, etc. Each of our design documents undergoes an independent internal review, for which we have additional technical checklists depending on the type of plan prepared. Finally, once per year, several projects are audited to ensure compliance with our QA Plan. Through this process, Fehr & Peers ensures that our construction documents are reviewed multiple times by multiple people during the design process, and we maintain the high level of quality that our clients expect.

#### **Planning Projects**

Fehr & Peers employs a Quality Control (QC) process on all transportation planning and traffic operations projects. At the core of the QC process is a hierarchy of staff that are responsible for various aspects of each project. The following hierarchy may be employed on any given project depending on the project requirements and resources. The Principal-in-Charge or Associate-in-Charge provides oversight, review, and strategic direction on the study as necessary.

The Project Manager (PM) is responsible for the overall quality of the study, and adherence to schedule and budget. The PM is the primary point of contact for the client. The Project Engineer/Planner conducts the technical calculations, prepares reports, and supports the PM.

Experts are individuals that have considerable experience on specific topics and are available to collaborate on innovative solutions to a variety of planning and operational problems.

Technical/Administrative Staff includes individuals who prepare high-quality graphics, process reports, set up conference calls, and conduct other project-related activities as necessary. This staff allows our engineers and project managers to focus on the technical analysis.

## 4. Experience and Qualifications

### 2. Transportation Planning and Studies

#### City of Beverly Hills On-Call Traffic Engineering Services

**Year Started and Completed:** 2010-Ongoing

**Contracting Agency + Department:** City of Beverly Hills

**Project Description:** Fehr & Peers has served all aspects of the transportation needs for the City of Beverly Hills as their on-call traffic engineering consultant for multiple contract terms. We have directly prepared dozens of transportation impact studies for a wide variety of projects in the City, including mixed use, hotel, office, and retail projects, and have peer review studies prepared by other consultants. We assist the City in a wide range of studies, including an in-depth assessment of safety and operations at complex intersections and managed the development of a Transportation Division Procedures Manual for internal use. Other assignments included reviewing development project site plans, developing locations for the new bikeshare stations, assessment and implementation of a pilot project to convert traditional crosswalks to continental crossings, evaluated existing and proposed crosswalks to identify appropriate treatments/enhancements, and studied traffic-related concerns submitted by residents and business owners. We have also prepared plan check comments for temporary traffic control plans associated with the Metro Purple Line Extension Subway Project. Additionally, we prepared neighborhood traffic management plans, and detailed studies to enhance safety on a residential street that suffered from truck collisions and speeding. We frequent present our findings at transportation commission, planning commission, and city council, and are savvy to the political dynamics that staff face as they seek to implement projects in the City.

**Key Personnel:** Claude Strayer

**Contract Value:** Various



## Hermosa Beach General Plan and Coastal Land Use Plan Update

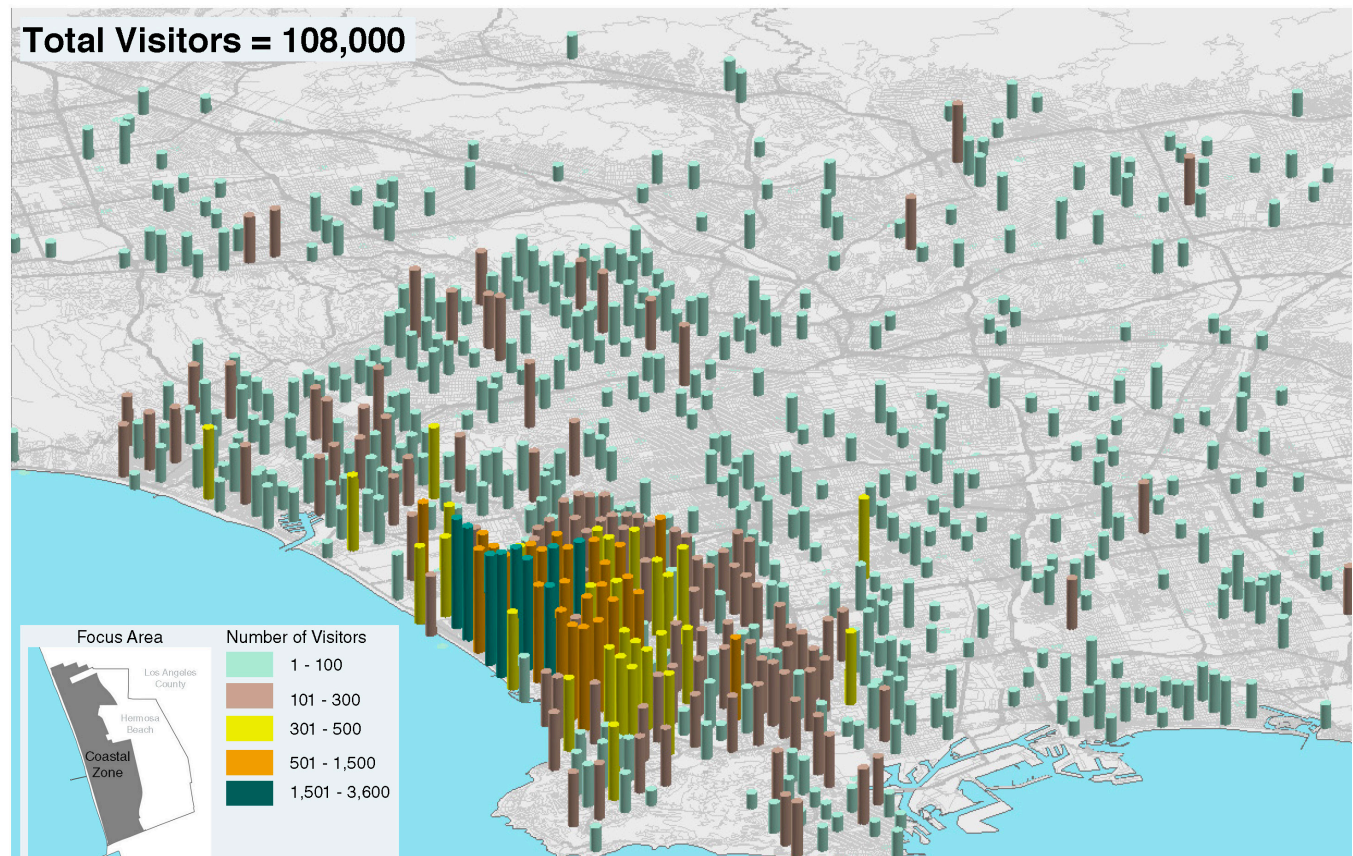
**Year Started and Completed:** 2013-2017

**Contracting Agency + Department:** City of Hermosa Beach

**Project Description:** Fehr & Peers assisted the City of Hermosa Beach with the development and environmental analysis of the General Plan and Coastal Land Use Plan. We were responsible for transportation policy and multi-modal transportation modeling. Fehr & Peers prepared a background report summarizing existing mobility conditions, which included an inventory of transportation facilities (roadway, parking, transit, pedestrian, bicycle), and a summary of their current operation. Because mobile source greenhouse gas emissions (GHG) make up a large portion of the City's total GHG output, innovative mobility policies are a vital component of the General Plan Update. The goals, objectives, and policies of the Mobility Element reflect the requirements of the 2008 California Complete Streets Act (AB 1358), as well as the City's growing interest in transportation mode alternatives. We provided input to the project team on transportation goals, policies, and standards and developed a roadway classification system and prototypical street cross sections that support the City's mobility goals and policies. Fehr & Peers also identified enhancements to the bicycle, pedestrian, and alternative vehicle network for inclusion in the Mobility Element. Our tasks included developing strategies and policies to address the management of parking resources in the City, the need to increase parking supply to support economic vitality, and methods to efficiently increase parking supply. Fehr & Peers prepared a transportation impact study in support of the preparation of the Environmental Impact Report (EIR) for the General Plan Update. We gathered parking utilization rates and analyzing parking operations in the coastal zone as part of the Local Coastal Plan update, including using cellphone based "Big Data" sources to understand travel patterns to and from the coastal zone.

**Key Personnel:** Jeremy Klop, Rachel Neumann

**Contract Value:** \$159,660



## City of Redondo Beach Focused General Plan Update & Artesia Aviation Area Plan

### Year Started and Completed:

2017-Ongoing

### Contracting Agency + Department:

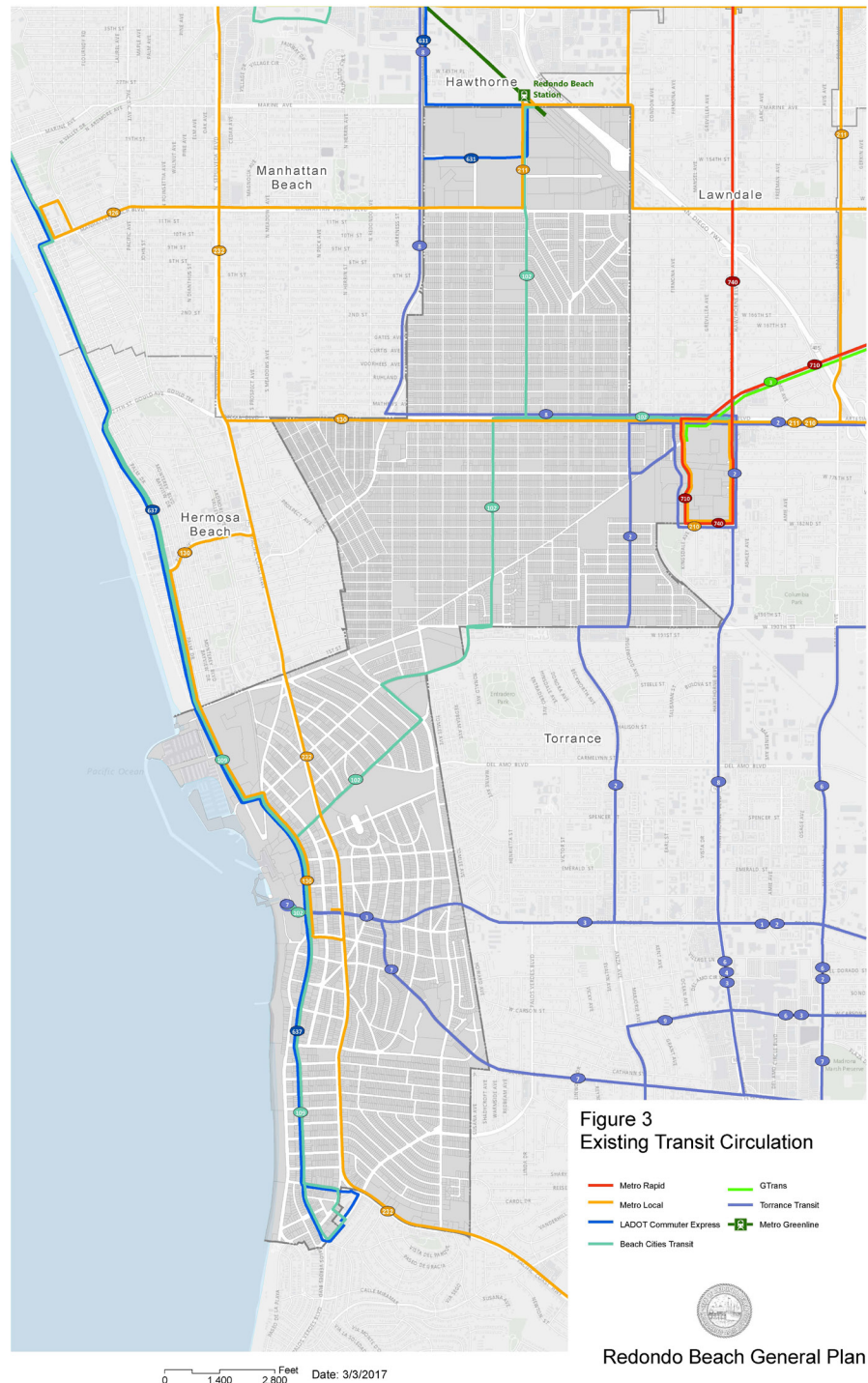
City of Redondo Beach

**Project Description:** Fehr & Peers is leading the transportation impact analysis for the focused update to the land use element of the Redondo Beach General Plan. We will evaluate how the proposed changes to land use will affect vehicle miles traveled (VMT) per capita in the City, and will conduct localized traffic level of service analyses to determine how land use changes could affect key intersection operations. We prepared an evaluation of the likelihood of transportation impacts associated with the City's adoption of an accessory dwelling unit ordinance.

For the Artesia Aviation Area Plan, we led the evaluation of existing parking conditions, including conducting a parking study to inventory parking supply, and count existing parking demand. We used the existing data to calibrate an existing shared parking model, which we will use to estimate future parking demand associated with land use changes along the corridor. Our work will include recommendations for appropriate parking ratios for different land uses that will balance the City's goal of corridor revitalization on parcels with limited depth and set back, while avoiding spillover parking that impacts adjacent residential streets. Our work will also include proposed parking management strategies for the district that can facilitate greater parking efficiency and encourage a "park once" experience for visitors to the district.

**Key Personnel:** Michael Kennedy

**Contract Value:** \$150,539



## Westside Mobility Plan, City of Los Angeles

**Year Started and Completed:** 2010-2016

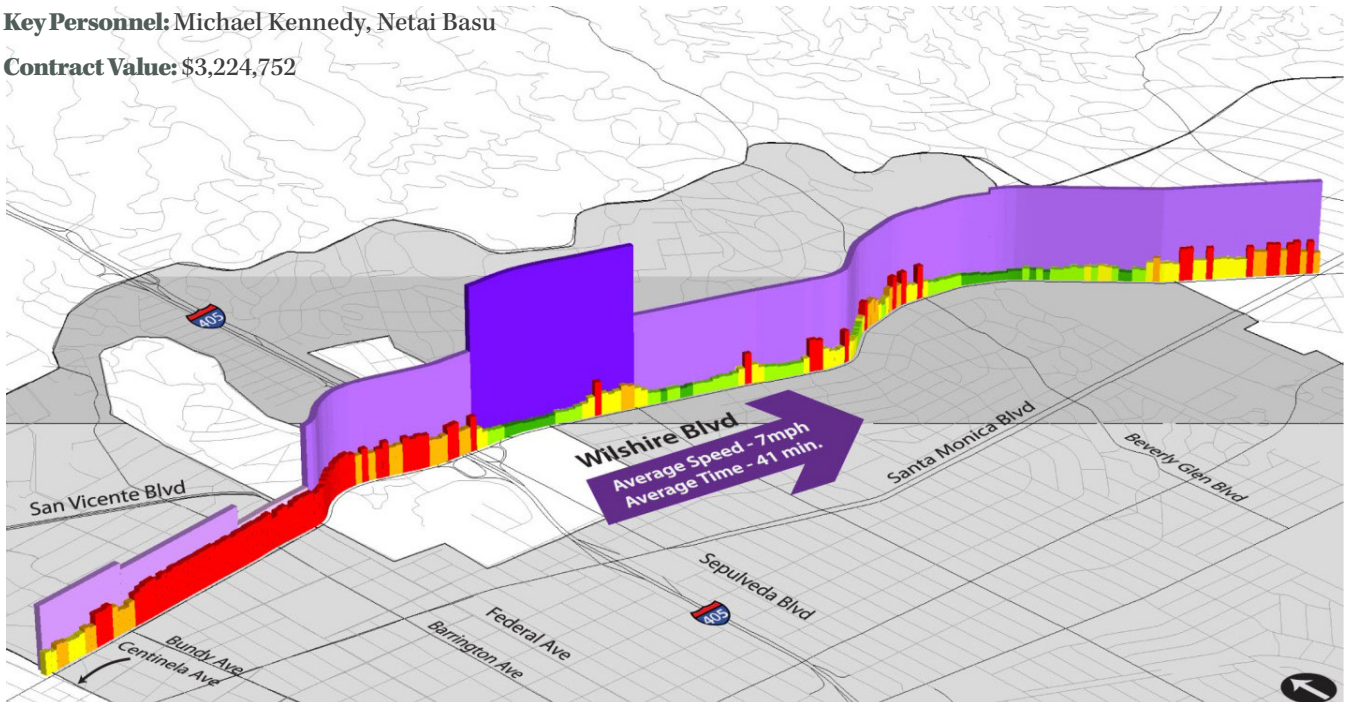
**Contracting Agency + Department:** Los Angeles Department of Transportation

**Project Description:** Fehr & Peers led a multi-disciplinary team to develop a long-term comprehensive Mobility Plan for the Westside of the City of Los Angeles, California. The study included six major components: development of a state-of-the-art travel demand model; a mobility and rail connectivity study including the potential for north/south rail transit connections from the LAX area through the Westside and integration of transit, highway, bicycle and pedestrian modes; a comprehensive Westside parking study; updates to the Coastal Transportation Corridor and the West Los Angeles Transportation Specific Plans; and a livable boulevards study addressing the integration of urban design/streetscape and transportation planning. As part of the Specific Plan updates for the City of Los Angeles West LA and Coastal Corridor, innovative trip fee nexus studies were conducted that will base fees on VMT rather than trips, utilizing cell phone data to determine trip lengths by land use type in the Westside. The updates to the fee programs consist of revisions to the fees, trip generation rates, exemptions, and in lieu credits, and an update to the list of transportation improvements and mitigation measures to be funded, in part, by the impact fees collected from new development. Historically, fee programs in the City have funded roadway capacity enhancements with minimal emphasis on transit and active modes of transportation. The recent changes in legislation make the consideration of other transportation impacts and benefits applicable in the assessment of a TIA fee. This requires transportation plans and their associated fee programs to consider non-vehicular modes of travel, such as transit, biking and walking and the infrastructure needed to make these modes a viable options for those that live and work in the community. The Final EIR for these two Specific Plans was published in Fall 2016 and the new fees are currently in the approval process.

The project developed five streetscape plans that reflect community values and extensive input from residents and local business owners. The streetscape plans created vibrant boulevards connecting local neighborhoods to major transit stations. The study included a substantial public outreach program to engage the community throughout the process. The Westside Mobility Plan blueprint is intended to serve as a catalyst for future action to improve transportation on the Westside. Our Westside Dashboard won the Award of Excellence for Innovative Use of Technology for the 2013 APA LA Awards.

**Key Personnel:** Michael Kennedy, Netai Basu

**Contract Value:** \$3,224,752





## City of Los Angeles Mobility Plan 2035

**Year Started and Completed:** 2012-2016

**Contracting Agency + Department:** City of Los Angeles Department of City Planning

**Project Description:** Despite its car-centric reputation, the City of Los Angeles recently took on several ambitious planning efforts that envision a new way of moving around the City. Recognizing the challenges of achieving complete streets that provide access for all Angelenos, the City of Los Angeles Planning and Transportation departments selected Fehr & Peers to lead the Mobility Element update.

Building on a multifaceted public engagement process, including mayoral-level leadership and extensive social media and community outreach, Fehr & Peers and the City pioneered a layered network concept for complete streets. Recently described in an ITE Recommended Practice for Planning Urban Roadway Systems, this approach is particularly well suited to built-out cities like Los Angeles. While all modes can coexist on a given street, layered networks enhance a particular mode on a street to ensure that there are great transit, bicycling, and pedestrian streets, as well as those for drivers. Enhancements include peak period bus lanes on transit enhanced streets, buffered bike lanes on bicycle enhanced streets, and signal coordination on vehicle enhanced streets.

The Fehr & Peers team also helped to translate this transformative mobility vision into on-the-streets implementation with the Complete Streets Design Guide that identifies improvements associated with street priorities and addresses the disconnect between mobility goals and existing street standards. We led the environmental process to support plan adoption, including leverage the City's innovative Travel Demand Model we developed to quantify performance measures that show environmental and mobility benefits. This project won the 2016 APA Los Angeles award for Transportation Planning.

**Key Personnel:** Jeremy Klop, Michael Kennedy, Netai Basu

**Contract Value:** \$755,782

## Vision Zero Education and Engagement, City of Los Angeles

**Year Started and Completed:** 2018-2018

**Contracting Agency + Department:** Los Angeles Department of Transportation

**Project Description:** Fehr & Peers has been working with LADOT since 2016 to implement Mayor Garcetti's Executive Directive 10: Vision Zero. Vision Zero is an ambitious initiative to eliminate traffic fatalities and severe injuries among all roadway users. As part of this process, Fehr & Peers conducted an extensive peer city review, including key interviews and led a robust, data-driven effort to identify the driving causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. Following the development of this analysis, Fehr & Peers supported the team that developed the first Vision Zero Action Plan to effectively translate the data analysis findings into an education campaign and actionable strategies for the Department of Transportation. We have continued to work with LADOT to implement their Vision Zero efforts through the initial development of Vision Zero projects along 12 high-priority corridors, including concept design and community engagement, and through the innovative 2018 Education and Engagement initiative.

**Key Personnel:** Jeremy Klop

**Contract Value:** \$86,825



## Venice Coastal Zone Parking, City of Los Angeles

**Year Started and Completed:** 2018-2018

**Contracting Agency + Department:**

City of Los Angeles Department of City Planning

**Project Description:** The City of Los Angeles is updating its Local Coastal Program for the Venice Beach neighborhood, one of the most popular tourist destinations in the state. Fehr & Peers is assisting the City in a comprehensive study of parking utilization, management strategies, and beach access within the Venice Coastal Zone. As part of the process, Fehr & Peers conducted an inventory of parking supply and utilization and forecasting future needs, in order to offer parking supply and demand management strategies that balance the needs of Venice residents and businesses, while meeting the requirements of the California Coastal Commission to ensure continued public access to the beach. In addition to providing custom strategies, standards, and pricing recommendations for managing parking supply, we also prepared recommendations for Transportation Demand Management strategies, new parking ratios, and an updated in-lieu fee program for the area. As with our work in Hermosa Beach, we used cell phone based data sources to understand origin-destination travel patterns to the coastal zone.

**Key Personnel:** Netai Basu

**Contract Value:** \$299,500



## Safe Routes to School Projects for Saddleback Valley Unified School District, City of Mission Viejo

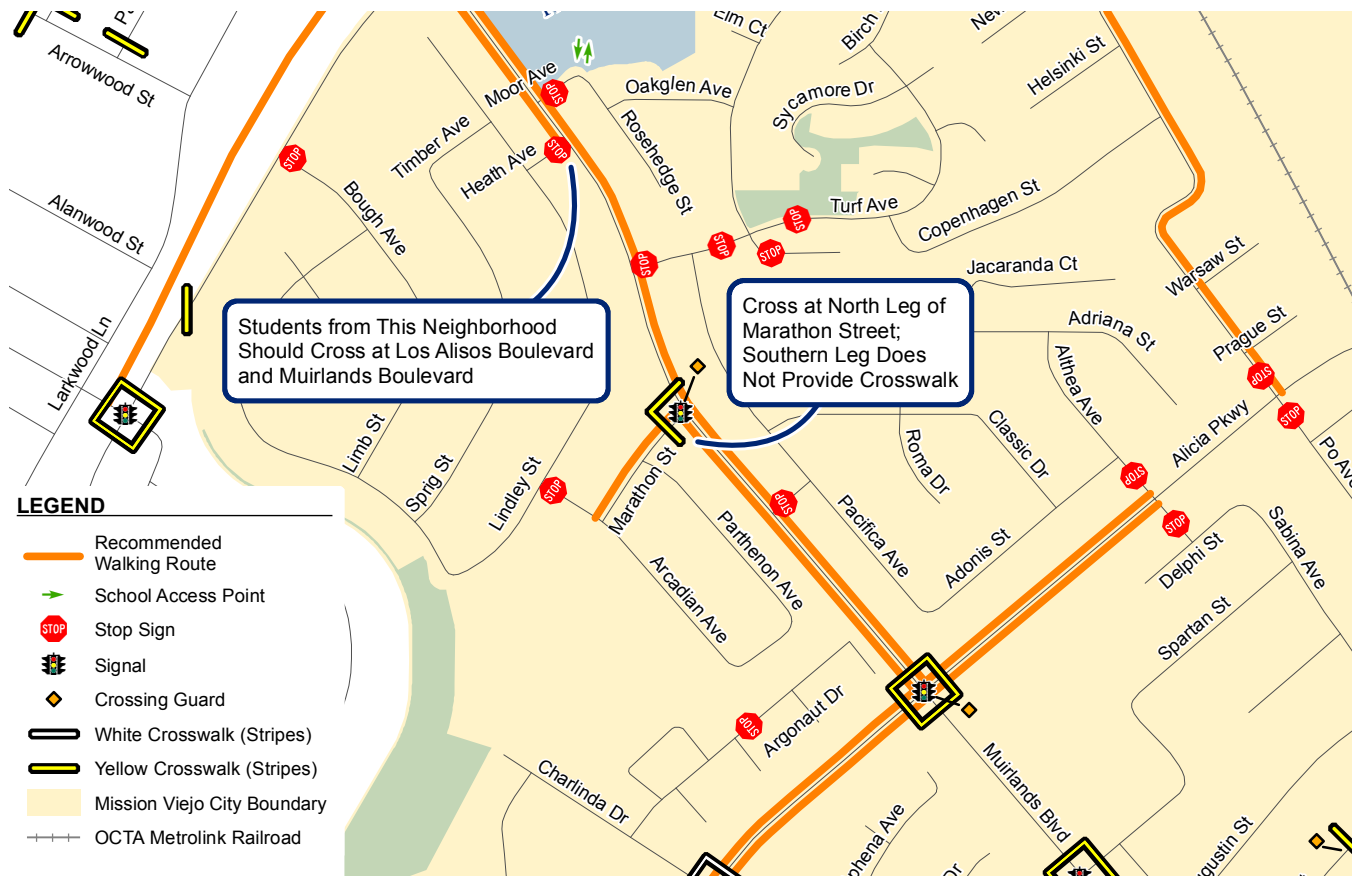
**Year Started and Completed:** 2011-2015

**Contracting Agency + Department:** Los Angeles Department of Transportation

**Project Description:** Fehr & Peers assisted the City of Mission Viejo, California with Safe Routes to School projects at 10 elementary or middle schools. At each location, we led a walking audit with city staff and school administrators during pick-up or drop-off times. Following the walking audit, we identified improvements and created concept plans for each location, drawing upon our expertise as contributors to the national Safe Routes to School toolbox. The recommendations focused on operational and engineering improvements based on unique issues at each school. The goal was to improve safety for bicyclists and pedestrians, and to create comfortable walking environments. The products of this effort included existing conditions evaluation, field inventories, review of vehicular, pedestrian, and bicycle count data, collision analysis, location-specific recommendation improvements, cost estimates, assistance with the selection of traffic calming devices and suggested route to school maps. The products of this effort will assist the City in creating competitive grant applications to fund infrastructure projects and implement improvements oriented toward improving safety and accessibility for bicyclists and pedestrians near schools.

**Key Personnel:** N/A

**Contract Value:** \$191,205



### 3. Plan Check/Development Review

#### Pier Strand Hotel EIR Peer Review & Shared Parking Study, City of Hermosa Beach

**Year Started and Completed:** 2016-2017

**Contracting Agency + Department:** City of Hermosa Beach

**Project Description:** Fehr & Peers provided peer review services of the traffic and parking studies submitted by the applicant for the proposed Hermosa Beach Hotel project to ensure that the study was prepared in a manner consistent with the City's standards and was conducted accurately. We reviewed several parking plans for the project to make a reasonableness and feasibility determination of the proposed parking plans.

Over the course of the project, the City ultimately decided to engage Fehr & Peers to prepare the shared parking study for the project. We conducted a detailed parking inventory and utilization survey of all publicly-available parking within three blocks of the project site, developed a shared parking model to estimate the demand and resulting parking supply needed to serve the project site, and conducted parking surveys at similar hotels in other cities to inform the development of a recommended parking supply and management strategy for the hotel

**Key Personnel:** Netai Basu

**Contract Value:** \$27,700

#### Skechers Design Center Peer Review and EIR, City of Hermosa Beach

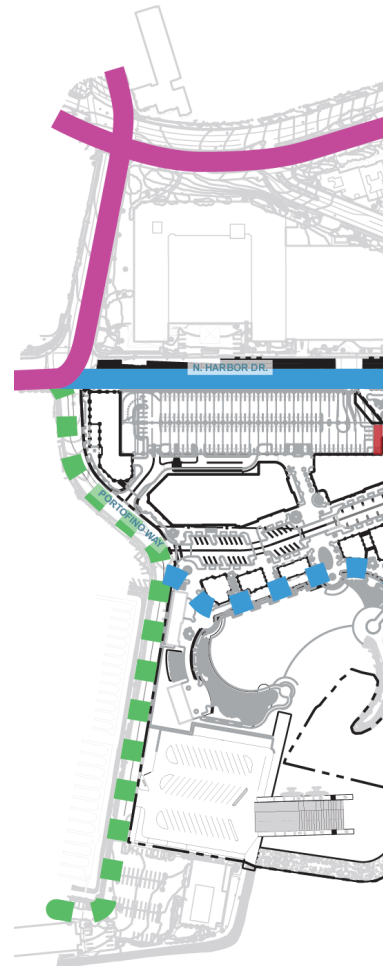
**Year Started and Completed:** 2015-2015

**Contracting Agency + Department:** City of Hermosa Beach

**Project Description:** Fehr & Peers peer reviewed the traffic impact study for the proposed Skechers Design Center project in Hermosa Beach. The purpose of this peer review was to ensure that the study was prepared in a manner consistent with the standards established by the City. Issues addressed included the assumptions made in conducting the study such as the trip generation estimates, trip credits for existing uses on the project sites and other trip reductions (such as for transit trips), overall trip distribution and detailed trip assignments, study area and selection of study locations, the quality of the data used in the analysis, the reasonableness of findings of the analysis and of the proposed mitigation measures, the methodology used to conduct the technical analyses (V/C analysis, trip generation, etc.), the format, nature, and quality of the charts, figures, and other exhibits used to present the results of the study, and the adherence to the EIR standards established by each City. Detailed review of certain traffic mitigation measures was conducted at the request of the City and assistance was provided to prepare responses to public comments.

**Key Personnel:** Jeremy Klop, Netai Basu

**Contract Value:** \$10,900 (peer review); \$69,902 (EIR)



## Waterfront Revitalization Project, City of Redondo Beach

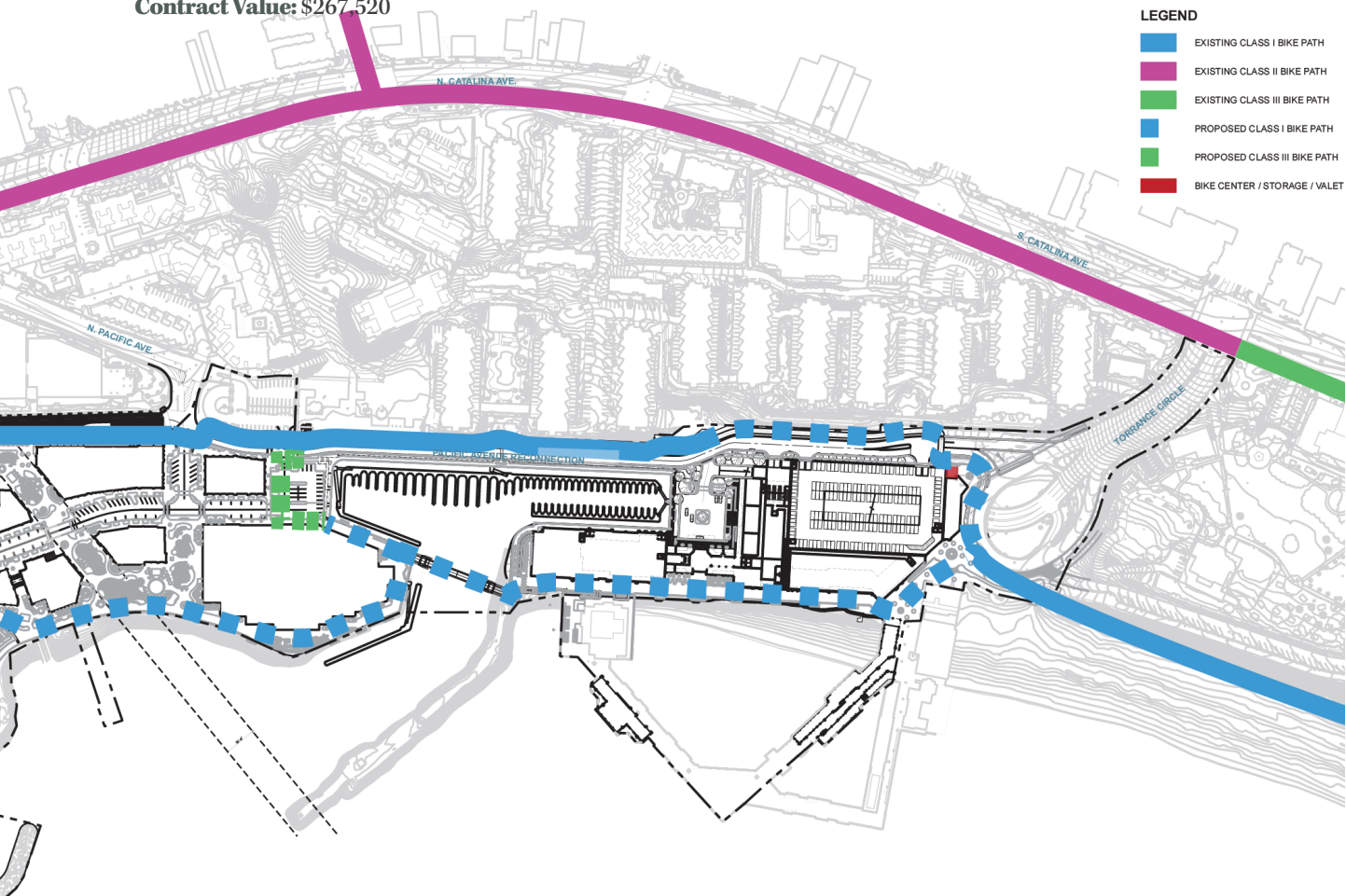
**Year Started and Completed:** 2014-2016

**Contracting Agency + Department:** City of Redondo Beach

**Project Description:** Fehr & Peers prepared the transportation impact study for the Redondo Beach Waterfront Project. We used the mixed use trip generation model (MXD) developed by Fehr & Peers to more accurately estimate trip generation at the site given the mixed use nature of the project. Fehr & Peers previously prepared a detailed transportation impact study evaluating the potential impacts of changes to the zoning of the Harbor/Pier that was the precursor to the Waterfront project. Following the completion of the transportation analysis, the Zoning Amendments were approved by the voters of the City of Redondo Beach in a special election. Given the political sensitivities of the redevelopment of the Waterfront, a substantial number of public comments were made on the EIR. We effectively responded to all comments, and our work withstood challenges during public hearings, and the EIR was ultimately certified by the Harbor Commission.

**Key Personnel:** Michael Kennedy

**Contract Value:** \$267,520



## South Bay Galleria, City of Redondo Beach

**Year Started and Completed:** 2014-2016

**Contracting Agency + Department:** City of Redondo Beach

**Project Description:** Fehr & Peers led the preparation of the EIR traffic study for the South Bay Galleria Mixed Use Project. As part of the project, Fehr & Peers developed a transportation model that would allow for variation in the location and size of the land use parameters. In addition, Fehr & Peers worked with multiple city agencies to ensure analysis requirements meet the needs of each jurisdiction. The EIR for the project was certified in 2018. As part of our work, we reviewed and provided input on the site plan to refine site access and circulation.

**Key Personnel:** Michael Kennedy

**Contract Value:** \$253,340

## Shade Hotel, City of Redondo Beach

**Year Started and Completed:** 2012-2012

**Contracting Agency + Department:** Redondo Hospitality Company

**Project Description:** Fehr & Peers prepared a transportation impact study to assess the potential for traffic impacts associated with the proposed Shade Hotel Redondo Beach project. Detailed event traffic analyses were conducted, and a mitigation package that included hotel shuttles, as well as other travel demand management strategies was prepared. We evaluated the feasibility of valet parking strategies at the hotel, and provided input on the site plan of the project.

**Key Personnel:** Michael Kennedy

**Contract Value:** \$23,050



## References

Aaron Kunz  
Director of Community Development  
City of Beverly Hills  
455 North Rexford Drive  
Beverly Hills, CA 90210  
akunz@beverlyhills.org  
310-285-2500



Sean Haeri  
Program Specialist  
Senior Transportation Engineer  
LADOT  
100 South Main Street, 9th Floor  
Los Angeles, CA 90012  
sean.haeri@lacity.org  
213-972-8476



Sean Scully  
Planning Manager  
Community Development Department,  
Planning Division  
415 Diamond Street, Door "2"  
Redondo Beach, CA 90277  
310-318-0637/1+2405  
sean.scully@redondo.org



## Experience and Qualifications of Key Personnel

### Jeremy Klop <sup>AICP</sup>

#### PRINCIPAL-IN-CHARGE



**JEREMY KLOP** is a Principal with Fehr & Peers in Los Angeles. Since joining the firm in 2002, Mr. Klop has led the planning and management of many of the firm's award-winning public and private projects. He currently directs and oversees the firm's downtown Los Angeles office. His background in community engagement, education, active transportation, multimodal planning, traffic operations helps clients discover and deliver innovative transportation solutions for complex projects such as the City of LA's Mobility Element, the LA Union Station Master Plan, and LA County's Active Transportation Strategic Plan. His environmental experience includes development entitlement, citywide General Plans, and implementation clearance for transportation infrastructure improvements.

#### HERMOSA BEACH GENERAL PLAN AND COASTAL LAND USE PLAN

Jeremy was Principal-in-Charge for the City of Hermosa Beach General Plan and Coastal Land Use Plan. Fehr & Peers was responsible for transportation policy and multi-modal transportation modeling, including development of the Mobility Element. The goals, objectives, and innovative policies of the Mobility Element reflect the requirements of the 2008 California Complete Streets Act (AB 1358), as well as the City of Hermosa Beach's focus on reducing greenhouse gas emissions and growing interest in transportation mode alternatives. The project won the Outstanding Award from AEP in 2018.

#### CITY OF LA MOBILITY PLAN 2035

Fehr & Peers led a team updating the General Plan Mobility Element for the City of Los Angeles. From a selection of alternative approaches, the City chose a multimodal layered-network approach with a context sensitive overlay to update its street classification system. Fehr & Peers is picking up where its LA Street Classification and Benchmarking System study left off and working with the City to develop concepts for a layered network. Fehr & Peers worked with the City to create new street standards based on the development of that layered network. Through an extensive social media campaign and a series of meetings and workshops, Fehr & Peers framed the conversation in terms of transportation choices, where options and tradeoffs are clearly defined to reflect both aspirational goals and

the constraints of conditions on the ground. The team worked with the City to prepare a Streetscape Manual that identifies improvements associated with each street type and addressed the disconnects between policy goals and current street standards. Our team performed outreach and branding.

#### VISION ZERO EDUCATION AND ENGAGEMENT

Fehr & Peers has been working with LADOT since 2016 to implement Mayor Garcetti's Executive Directive 10: Vision Zero. Vision Zero is an ambitious initiative to eliminate traffic fatalities and severe injuries among all roadway users. As part of this process, Fehr & Peers conducted an extensive peer city review, including key interviews and led a robust, data-driven effort to identify the driving causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. Jeremy served as Principal-in-Charge.



## Michael Kennedy <sup>AICP, LEED AP</sup>

### PROJECT MANAGER



**MICHAEL'S** areas of expertise include long range planning, environmental analysis, transit planning, and pedestrian and bicycle planning. He has worked extensively in the South Bay for over a decade on Mobility Plans, CEQA Transportation Impact Analyses, and parking studies. He is Fehr & Peers' project manager for the Redondo Beach Focused General Plan Update and the Aviation Artesia Area Plan. He previously was the Project Manager for the Redondo Beach Harbor/Pier Zoning Amendments traffic study, as well as the Shade Hotel Redondo Beach traffic study. He is currently managing Fehr & Peers' work on the Airport Metro Connector project, for the proposed rail link from the planned Century/Aviation station to the LAX Central Terminal Area. He was the primary planner for Vision Los Angeles, an innovative study that quantified the greenhouse gas benefits of a wide range of strategies to address the region's mobility challenges.

### REDONDO BEACH WATERFRONT REVITALIZATION PROJECT

Fehr & Peers prepared the transportation impact study for the Redondo Beach Waterfront Revitalization Project EIS/EIR. The study included an analysis of the CEQA transportation impacts of the mixed-use waterfront project. An extensive data collection effort was conducted during the summer and spring to evaluate the existing school year and summer season peak activity for traffic, pedestrians, and cyclists to be used as a baseline for the analysis of the project. Michael was Project Manager.

### REDONDO BEACH HARBOR/PIER ZONING AMENDMENTS STUDY

Fehr & Peers prepared a detailed transportation impact study evaluating the potential impacts of changes to the zoning of the Harbor/Pier area of the City of Redondo Beach. Following the completion of the transportation analysis, the Zoning Amendments were approved by the voters of the City of Redondo Beach in a special election. The findings of the study were included in the ballot materials sent to voters. Michael was Project Manager for this study.

### SHADE HOTEL REDONDO BEACH TRAFFIC STUDY

Michael was Project Manager for the preparation of a traffic study to assess the potential for traffic impacts associated with the proposed Shade Hotel Redondo Beach project. Detailed event traffic analyses were

conducted, and a mitigation package that included hotel shuttles, as well as other travel demand management strategies was prepared.

### REDONDO BEACH CIRCULATION ELEMENT UPDATE

Fehr & Peers led a multi-disciplinary team that prepared an update of the Redondo Beach General Plan Circulation Element. Fehr & Peers performed data collection and analysis of existing roadway, highway and transit systems, developed the Redondo Beach Traffic Model (RBTM) based on a new Citywide GIS TAZ system, revised circulation element policies and devised near-term (2010) and long-term (2030) transportation system alternatives, conducted ongoing community outreach and conducted an Environmental Initial Study (EIS). Michael was the Project Planner.

### AIRPORT METRO CONNECTOR 96TH STREET STATION EIR & STATION DESIGN

Michael was Project Manager for Fehr & Peers on the Metro Airport Metro Connector 96th Street Station project. Fehr & Peers worked with the project team to prepare the Alternatives Analysis and Purpose and Need in earlier phases of the project, and led the preparation of the transportation impact analysis for the EIR, including the preparation of a bus rerouting plan. On the station design team, Fehr & Peers prepared a simulation to test and optimize bus transit operations, and driveway design.



Master of Urban & Regional Planning, California State Polytechnic University  
Bachelor of Arts, Music, Wesleyan University, (Phi Beta Kappa)



American Institute of Certified Planners (AICP);  
Leadership in Energy & Environmental Design  
Accredited Professional (LEED AP)

## Rachel Neumann

### DEPUTY PROJECT MANAGER



**RACHEL NEUMANN** has six years of transportation planning experience in diverse topics, including active transportation, general and community planning, programmatic planning, climate action planning, traffic calming, parking and access, and traffic analysis. Rachel joined the team at Fehr & Peers in 2013 and since that time has managed and assisted on major projects, including the Rail to Rail Active Transportation Corridor 30% Design and Environmental Clearance project, the Subregional Mobility Matrix for the Central Los Angeles and West Subregions, and Quality of Life Study for Los Angeles County Metro (Metro), and the Hermosa Beach General Plan and Hermosa Beach Local Coastal Plan, which won a planning award from AEP in 2018. Rachel excels at interacting with the public and effectively communicating complex, data-driven findings to a wide variety of audiences. Rachel's clients consistently ask to work with her again.

### HERMOSA BEACH GENERAL PLAN AND COASTAL LAND USE PLAN

Rachel was Project Manager for the City of Hermosa Beach General Plan and Coastal Land Use Plan. Fehr & Peers was responsible for transportation policy and multi-modal transportation modeling, including development of the Mobility Element. The goals, objectives, and innovative policies of the Mobility Element reflect the requirements of the 2008 California Complete Streets Act (AB 1358), as well as the City of Hermosa Beach's focus on reducing greenhouse gas emissions and growing interest in transportation mode alternatives. The project won the Outstanding Award from AEP in 2018.

### CALIFORNIA PEDESTRIAN SAFETY ASSESSMENT PROGRAM

On behalf of the California Office of Traffic Safety (OTS) and the UC Berkeley Institute for Transportation Studies Technology Transfer Program (Tech Transfer), Fehr & Peers developed a technical guide to conduct pedestrian safety assessments (PSAs) in California. The guide incorporates best practices in pedestrian safety engineering, planning, and policy, and is intended for use by a team of two evaluators that has performed the assessments in over 50 California cities. Rachel provided assistance on PSAs in four cities, and was an expert evaluator for this program beginning in 2015.

### SANTA MONICA BOULEVARD PEDESTRIAN PATH CROSSING STUDY

A decomposed granite pathway runs along the north side of Santa Monica Boulevard in Beverly Hills. With the exception of two locations, the pathway discontinues at each of 25 other intervening roadways with no crossing facilities such as ramps or marked crosswalks provided. This project involved the identification of potential crossing improvements for each location with consideration given to the characteristics of the roadway, the adjacent traffic control at Santa Monica Boulevard, intervening pedestrian and bicycle facilities, if any, and nearby destination points such as transit stops. Rachel utilized Fehr & Peers' in-house crosswalk tool to identify

### MOBILITY MATRIX: CENTRAL LA & WESTSIDE

Fehr & Peers led a team to assist Metro with development of a Mobility Matrix for the Central Los Angeles and the Westside subregions. Separate, but simultaneous, processes were established for the necessary sets of meetings for project development. This process included presentations to provide ongoing updates on the progress and status of the Central Los Angeles subregion and Westside COG efforts, including regular Project Development Team meetings with key stakeholders.

## Netai Basu AICP, CTP

### PEER REVIEW SPECIALIST



**NETAI** has over 24 years of experience in transportation planning including 19 years with Fehr & Peers at the Los Angeles office. He has participated in and managed a broad range of traffic and parking studies for public and private clients in many parts of Southern California and in Hawaii. He has prepared consulting reports including traffic impact studies in support of environmental documents, parking studies, master plan studies, operational studies and special event plans. Mr. Basu's clients have called him "very smart and precise and deliberate" as well as praised his superior service and high-quality reports.

### SKECHERS DESIGN CENTER PEER REVIEW AND EIR

Fehr & Peers peer reviewed the traffic impact study for the proposed Skechers Design Center project in Hermosa Beach. The purpose of this peer review was to ensure that the study was prepared in a manner consistent with the standards established by the City. Netai served as Project Manager.

### VENICE COASTAL ZONE PARKING

The City of Los Angeles updated its Local Coastal Program for the Venice Beach neighborhood, one of the most popular tourist destinations in the state. Fehr & Peers assisted the City in a comprehensive study of parking utilization, management strategies, and beach access within the Venice Coastal Zone. As part of the process, Fehr & Peers undertook an inventory of parking supply and utilization and forecasting future needs, in order to offer parking supply and demand management strategies that balance the needs of Venice residents and businesses, while meeting the requirements of the California Coastal Commission to ensure continued public access to the beach.

### TRAFFIC ANALYSIS FOR THE FISHERMAN'S PRIDE PROJECT

Fehr & Peers conducted a traffic study to evaluate the potential traffic impacts of the relocation of the Fisherman's Pride processing facility from the City of Vernon to a location on Cannery Street in the Fish Harbor area of Terminal Island within the

Port of Los Angeles. Planned land-side improvements included renovation and repurposing of a historic structure to provide modern processing facilities adjacent to an oceanside berth as well as supporting parking and loading facilities. The study was conducted in support of an IS/MND and included analysis of existing and cumulative (2030) conditions with the project on roadways along key access routes.

### SAN PEDRO WATERFRONT PROJECT TRAFFIC IMPACT STUDIES FOR EIS/EIR AND ADDENDUM

Netai served as Project Manager for this effort, which analyzed the potential traffic and parking impacts of the San Pedro Waterfront (formerly known as the Bridge to Breakwater) project. The project would redevelop the entire west side of the Port of Los Angeles' Main Channel, adjacent to the San Pedro community. Among the components of the project was a major expansion of the existing Ports O' Call retail development and additional passenger cruise terminals. When a specific development proposal was offered for the Ports O' Call site, the San Pedro Marketplace, additional analysis was conducted as part of the environmental analysis. As part of the study, new studies were conducted at the existing World Cruise Terminal to identify the trip generation characteristics of that unique generator.



Master of Urban and Regional Planning, San José State University  
Bachelor of Arts in History, Oberlin College, Oberlin



American Planning Association (APA)  
Association of Environmental Professionals (AEP)

# Claude Strayer<sup>PE</sup>

## TRANSPORTATION ENGINEER



**CLAUDE STRAYER** has a range of transportation experience with the design of signing and striping plans, safe routes to school improvements, pedestrian and bicycle facilities, traffic signals, wayfinding and the public involvement process. He has served as Engineer of Record and led teams of designers on a variety of other transportation engineering projects such as temporary traffic control, roadway and sidewalk design, and lighting. He also has experience performing traffic analysis as well as studies with respect to parking, circulation and school zone safety.

### BEVERLY HILLS CROSSWALK EVALUATION AND DESIGN

Fehr & Peers conducted a study to evaluate crosswalk treatments in the City of Beverly Hills. These locations included 28 mid-block crossing of the Beverly Gardens path, marked crosswalks across South Santa Monica Boulevard and Wilshire Boulevard, and a stop-controlled crosswalk in front of City Hall. Following this study, the City constructed its first raised crosswalk to serve a Beverly Gardens path crossing and is in the process of implementing several of the recommended treatment options. Mr. Strayer has served as the engineer/designer on this project.

### HONOLULU COMPLETE STREETS PLANNING AND DESIGN

Fehr & Peers conducted multimodal transportation analysis, complete streets planning, and design plan development for pedestrian and bicycle safety improvements along 15.6 miles of roadway within Honolulu's Primary Urban Center (PUC). This project was envisioned as a critical first phase of the expansion of a low traffic stress bicycle and pedestrian network, and a trophy project for Honolulu's leadership in innovative bikeway planning and design. Mr. Strayer is focused on the design of selected features that balance bike, pedestrian, transit, and vehicular mobility.

### TEMPLE HILLS DRIVE TRAFFIC CALMING, LAGUNA BEACH

Mr. Strayer is the Project Manager for the design and cost estimation of recommended traffic calming treatments for residential streets with a significant grade in Laguna Beach. These recommendations have been advanced to the design phase.

### NORTH PARK MID CITY FINAL DESIGN

Mr. Strayer served on the design team preparing the plans, specifications and estimates (PS&E) for 11 traffic signal modifications along the Meade, Georgia, and Landis bikeways in the North Park-Mid City area of San Diego, as well as the wayfinding design for the Meade and Landis bikeways. The signal modifications included the preparation of 100% plans that addressed the planned removal of separate left-turn lanes at numerous intersections, the installation of curb extensions/bendouts, and modifications to signal phasing.



Bachelor of Science, Civil Engineering, Northeastern University



Professional Engineer, DE #19157  
Civil Engineer, CA #86774

## Assignment of Key Personnel

Fehr & Peers does not intend to substitute any personnel throughout the duration of this contract.

NAME	ROLE	CURRENT ASSIGNMENTS	AVAILABILITY
Jeremy Klop <sup>AICP</sup>	Principal-In-Charge	20%   Vision Zero DICE 50%   Director of Strategy	30%
Michael Kennedy <sup>AICP</sup>	Project Manager	10%   Forecourt and Alameda Esplanade Design 10%   South Alameda County Transit Market Assessment 10%   Redondo Beach General Plan Update 30%   Office Management	40%
Rachel Neumann	Deputy Project Manager	20%   LA Zoo 25%   SBCCOG Slow Speed Study 5%   LACSP 20%   Hermosa Beach North School NTMP	30%
Netai Basu <sup>AICP CTP</sup>	Peer Review Specialist	15%   Port of Long Beach 15%   Port of Los Angeles 5%   Mission Canyon Park 20%   LAX-area projects	45%
Claude Strayer <sup>PE</sup>	Transportation Engineer	25%   Avenue K at SR 14 PS&E 5%   SR 60 at Archibald Ave PS&E 15%   Garden Grove Cycle Track Design 15%   HART TMP/ITS Design	40%

## 5. Required Forms

RFP 19-04

City of Hermosa Beach



### 6.3 Required Forms

#### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: 1

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

Printed Name and Title:

Michael Kennedy, Principal

**RFP 19-04**

**City of Hermosa Beach**



**6.3.2 Non-Collusion Affidavit**

**RFP #:** 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Michael Kennedy", written over a horizontal line.

Printed Name and Title:

Michael Kennedy, Principal

**6.3.3 Compliance with Insurance Requirements**

**RFP #:** 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.

**RFP 19-04**

**City of Hermosa Beach**



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Michael Kennedy", written over a horizontal line.

Printed Name and Title:

Michael Kennedy, Principal

#### 6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

Please see attached.

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Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Michael Kennedy", written over a horizontal line.

Printed Name and Title:

Michael Kennedy, Principal

**1. FAMILIARITY WITH WORK, 5.**

Changes Requested: By executing this Agreement, CONSULTANT represents that CONSULTANT has (a) ~~thoroughly reasonably~~ investigated and considered the scope of services to be performed; (b) ~~carefully reasonably~~ considered how the services should be performed; and (c) ~~reasonably~~ understands the facilities, difficulties, and restrictions attending performance of the services under this Agreement.

Reason for Changes: No consultant can guarantee a “complete” and thorough inspection and investigation.

**2. INDEMNIFICATION, 12.**

Changes Requested: “CONSULTANT shall indemnify, defend with counsel ~~reasonably~~ approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature ~~to the extent~~ arising out of, ~~pertaining to, or relating to or in connection with~~ CONSULTANT's ~~negligent~~ performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, ~~regardless of CITY's passive negligence, but excepting except to the extent~~ such loss or damage ~~which~~ is caused by the ~~sole active~~ negligence or willful misconduct of the CITY. ~~Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. In no event shall the cost to defend charged to CONSULTANT exceed CONSULTANT's proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, CONSULTANT shall meet and confer with other parties regarding unpaid defense costs.~~ The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.”

Reason for Changes: These revisions are to conform this indemnity obligation to Cal. Civ. Code section 2782.8, which includes a negligence trigger and limits a design professional's indemnity obligations to its own proportionate percentage of fault.

**3. INSURANCE REQUIREMENTS, 17.B.1.**

Change Requested: “The CITY, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations.” ~~This endorsement shall only apply to CONSULTANT's general liability insurance policy and automobile liability insurance policy.~~

Reason for Change: The revisions here are just to clarify the City did not mean to include Consultant's professional liability insurance for this required endorsement. There is no additional insured coverage on professional liability policies. The policy exists only for the insured professional.

#### 4. **OWNERSHIP OF DOCUMENTS, 28.**

Change Requested: “It is understood and agreed that the CITY shall own all documents and other work product of the Consultant, except the Consultant’s notes and work papers, which pertain to the work performed under this Agreement. The CITY shall have the sole right to use such materials in its discretion and without further compensation to the Consultant, but any re-use of such documents by the CITY on any other project without prior written consent of the Consultant shall be at the sole risk of the CITY. ~~However, notwithstanding any provision to the contrary in this Agreement, CONSULTANT shall retain ownership and all rights in all inventions, improvements, discoveries, methodologies, models, formats, software, algorithms, processes, procedures, designs, specifications, findings, and other intellectual properties developed, gathered, or produced by CONSULTANT prior to or independently of any of its services under this Agreement (“Pre-existing Materials”), including such Pre-existing Materials that CONSULTANT may employ in the performance of this Agreement, or may incorporate into any part of its work product. CONSULTANT grants CITY an irrevocable, non-exclusive, royalty-free, license in perpetuity to use, disclose, derive from, and transfer such Pre-existing Materials, but only as an inseparable part of the work product.”~~

Reason for Change: We will often integrate some of our IP (Background Properties) into our work product which we believe will enhance our services and further the goals of this project. We would like to incorporate these Background Properties into our services under this Agreement, but we cannot take the risk of losing our rights to our Background Properties.

## 6. Cost Proposal

Jeremy Klop.....	\$315
Michael Kennedy.....	\$245
Rachel Neumann.....	\$165
Netai Basu.....	\$230
Claude Strayer .....	\$195

- Other Direct Costs / Reimbursable expenses are invoiced at cost plus 10% for handling.
- Personal auto mileage is reimbursed at the then current IRS approved rate (58 cents per mile as of Jan 2019).
- Voice & Data Communications (Telephone, fax, computer, e-mail, etc.) are invoiced at cost as a percentage of project labor.

The hourly rate listed above is for the current year. Fehr & Peers has a 3% annual escalation on billing rates.



830 Traction Ave #3a  
Los Angeles, CA 90013  
[www.gentecsol.com](http://www.gentecsol.com)  
t. 213 267 2332

**City of Hermosa Beach On-Call Transportation  
and Traffic Engineering Services (RFP 19-04)  
Categories 1, 2, and 3**

June 7, 2019

SUBJECT: **City of Hermosa Beach On-Call Transportation and Traffic Engineering Services  
(RFP 19-04)**

Dear City of Hermosa Beach Selection Committee:

On behalf of General Technologies and Solutions (GTS), I am pleased to submit our proposal for the City of Hermosa Beach (City) On-Call Transportation and Traffic Engineering Services.

GTS provides transportation planning, traffic engineering, parking, and technology solutions for public agencies and institutions across Southern California. Our team-members have worked with several cities either directly as staff members or on an on-call basis, and as such we understand the importance of responsiveness while ensuring top-quality deliverables.

For this on-call, we have hand-picked a team of seasoned professionals who bring a comprehensive range of multi-modal transportation engineering services to support the City of Hermosa Beach for the duration of the project on all three categories identified in the RFP.

I will be your project manager and main point of contact for this project and will manage and coordinate the activities of our proposed team. I have served in similar capacities for various cities most recently for the City of Commerce (delivering on traffic analysis and preparing grant applications), City of Glendora (carrying out signal warrant analysis), City of Buena Park (reviewing signal timing and communications plans), the City of Irvine (assisting with adaptive signal control and probe data analysis), the City of West Hollywood (carrying out parking studies) among others.

Our proposed team to serve the City also includes Mo Blorfroshan for the City's Traffic Engineer position. Mo is a registered professional engineer who brings over 30 years of multi-disciplinary transportation engineering as well as positive public interaction experience.


We have included John M. Cruikshank Consultants (JMC2) and the Safe Routes Partnership (SRP) as part of our team. JMC2 provides civil engineering and topographic surveying services when needed as part of this on-call. SRP brings extensive experience in Complete Streets, active transportation, and Safe Routes to School programmatic and policy scenarios. Also part of our team is Sam Gennaway to support community outreach and engagement efforts. I have worked together with our sub-consultants and appreciate the value they each bring to the team.

Our team's combined experience allows us to work seamlessly as an extension of your staff covering all elements of the transportation planning, traffic engineering and parking disciplines.

We hope that you will find our quality, diversity, and responsiveness beneficial to your City. As a token for our responsiveness, I will ensure that you will receive our proposal letter response to your on-call tasks within 2 to 4 business days.

We appreciate your consideration of the GTS team and look forward to working with the City of Hermosa Beach. If you have any questions regarding our submittal, please contact me at any time.

Sincerely,



Rawad Hani (PE, TE, PTOE, PTP)

Principal / Project Manager

213 267 2332 | rawad.hani@gentecsol.com

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## Team Profile

### General Technologies and Solutions (GTS)

[www.gentecsol.com](http://www.gentecsol.com)



Technology is having a profound impact on every aspect of our lives. Mobility, of people and of goods, is no exception. GTS was established with the goal of helping municipal agencies leverage advanced technology in transportation.

We believe in the power of technology to effect meaningful change in our local neighborhoods and communities. Smart cities are the future, offering unlimited opportunities for smart government technology. GTS brings together our understanding of smart technology solutions (what's on the horizon) with community needs and goals (what's in demand).

GTS provides mobility solutions for all road uses: pedestrian, bicycle, transit, auto, and freight modes. We employ state-of-the-art technologies to provide innovation in:

- traffic engineering
- multi-modal planning
- parking
- systems engineering

At GTS results matter as much as the way getting there. We support our clients throughout the whole project lifecycle, including communicating mobility initiatives, technology goals, and strategies to stakeholders at all levels.

#### **Legal Name:**

General Technologies and Solutions (GTS)  
830 Traction Ave Suite 3A, Los Angeles, CA 90013  
t. 213 267 2332 | f. 213 318 0744

#### **Point of Contact:**

Rawad Hani, PE, TE  
c. 714 878 6464 | e. [rawad.hani@gentecsol.com](mailto:rawad.hani@gentecsol.com)  
Providing Transportation Engineering & Planning Services for over 18 years

#### **Type of Business Entity:**

California Limited Liability Company  
Wholly owned by Rawad Hani / Registered on May 5, 2017  
FEIN: 82 160 2943  
No Failures or Refusals to complete any contract

## JMC2

[www.jmc-2.com](http://www.jmc-2.com)



JMC2 Civil Engineering + Surveying (JMC2) is committed to providing high-quality civil engineering, surveying, and structural engineering services.

Founded in 1996, the firm emphasizes client service and custom-tailored work approaches that fit each client's individual needs. With a flexible organizational structure, JMC2 can focus on ensuring quality and cost effectiveness, maintaining tight schedules, and remaining responsive to client's revisions.

JMC2 have solid working relationships with the various cities in the Los Angeles region and understand the local considerations. JMC2 civil engineering services include transportation systems, green street designs, low impact development (LID), storm water management, grading, utilities, public facilities, land development, street design, dry/wet utilities, and street and parking lot lighting.

**Role:** JMC2 will support the feasibility and design tasks as well as cost estimations with a focus on projects involving Caltrans coordination.

## Safe Routes Partnership

[www.saferoutespartnership.org](http://www.saferoutespartnership.org)



The Safe Routes Partnership is a nonprofit organization that improves quality of life for kids and communities by promoting healthy living, safe infrastructure, and physical activity, starting with bicycling and walking to school and beyond.

We advance policy change; catalyze support with a network of more than 750 partner organizations, as well as schools, policy makers, and grassroots supporters; and we share our deep expertise at national, state and local levels with those helping propel our mission.

The Safe Routes Partnership's Technical Assistance Team has experience with a wide array of active transportation programmatic and policy scenarios. Our team has helped communities and school districts throughout the country develop programs, partnerships, and action plans leading to new policies that support healthy and active communities. We have a staff of national experts who also stay in touch with the challenges of making change on the local level.

Each community is unique. Through our individualized technical assistance we provide strategic support to local, regional, and state program and policy leaders.

**Role:** SRP will provide expertise in the following areas related to Safe Routes to School and active transportation: complete streets, community planning and land use, shared use, school district policies, equity and the built environment, personal safety and violence prevention, federal transportation funding, legal obstacles and liability, and education and encouragement program development

## Project Understanding & Approach

The City of Hermosa Beach is seeking professional and responsive transportation planning and traffic engineering support to enhance the safe and efficient movement of all modes. The GTS team will build-on the vision and goals identified in the General Plan and take a context-sensitive approach to help the City maintain, rehabilitate and improve its transportation network. Key to that approach is a *balanced emphasis* on automobiles, bicycles, pedestrians, transit, and alternative fuel vehicles. We will work with the City to identify opportunities to fund, design, and implement both capital projects and smaller traffic/pedestrian safety enhancements. Our proposed project manager has a track record of working with cities to obtain Active Transportation Program (ATP) and Highway Safety Improvement Program (HSIP) funding for enhancing pedestrian and bicycle connectivity. We will also assist the City of Hermosa Beach in complying with funding, expenditure, and reporting requirements for federal, state, or regional funding sources all while maintaining positive stakeholder and community engagement.

This section succinctly illustrates our project understanding and approach, the team organizational chart, our communications approach and quality control as well as the anticipated support from the City staff.

### ***Project Understanding and Approach***

The Transportation Engineering and Planning Services requested by the City fall into three main categories:

1. Contract Traffic Engineering Services
2. Transportation Planning and Studies
3. Plan Check/Development Review

Below we discuss our approach to each of these categories illustrating our understanding.

#### **Category 1. Contract Traffic Engineering Services**

We understand that the City is seeking a part-time contract traffic engineer to serve as the City's primary traffic engineer to assist the Public Works Department in managing the day-to day traffic engineering needs of the City and its citizens.

While prior contracts have required approximately 15 hours per week, we realize that flexibility in this role is an important consideration to accommodate fluctuation in tasks and demand.

Based on the above and the expectations for this role outlined in the RFP, we meticulously selected for this role Mo Blorforshan, a professional engineer with over 30 years of experience who brings the technical expertise as well as proven track record of working with citizens, council, commissions, and various stakeholders. Mo resides in Redondo Beach (a short distance from the City Hall) and will be *available on-site when/as needed*. Mo's resume is included in the following chapter. Mo will be supported by our project team (off-site and on-site when called upon) for specific tasks. In the following table we briefly illustrate how we meet the City's expectations outlined in the RFP.

RFP Expectations	GTS Approach
<p>a. Establish a pro-active approach to identifying, evaluating, and resolving transportation related issues and assist in achieving the mobility and transportation goals identified by the City's recently updated General Plan.</p>	<p>We reviewed the eight mobility goals identified in the General Plan and we understand they are critical to achieve the overall vision of the plan. We will work with the City to achieve these goals throughout the planning, design, and implementation phases.</p> <p>Our team brings to this on-call experience in complete streets, multi-modal systems, parking, and designing for safe, sustainable, and regionally integrated systems. For example, in addition to our signal design, traffic studies, and parking analysis projects we are currently working in Santa Monica (within the Caltrans right-of-way) to provide a shared use path connecting a bicycle greenway (sharrow) to the transit station. Moreover, our proposed contract traffic engineer (Mo) has worked as part of the City of Los Angeles (LADOT) on various curb management, high-visibility crosswalk, and traffic control projects.</p>
<p>b. Lead the development of traffic engineering studies and reports covering speed, safety, sight distance, parking, and other issues in response to staff, commission, Council, or citizen-initiated requests.</p>	<p>For over 20 years our nominated contract traffic engineer has helped the City of Los Angeles develop traffic engineering studies and reports covering traffic control, safety, parking among others.</p> <p>The GTS team enjoys the breadth and depth to provide responsive and personalized service to the City. Our team members have assisted various cities with responding to council requests typically on short notices. Most recently our project manager assisted the City of Glendora carry-out a traffic signal warrant where the complete task (including counts, site visits, analysis, and reporting) was completed within 2 weeks in time for the City staff to present to council during their next scheduled meeting.</p>
<p>c. Represent the City at public meetings including community meetings, regional organization meetings, and meetings of the Public Works Commission or City Council.</p>	<p>Our proposed traffic engineer (Mo) has represented LADOT at meetings with City Councils, Neighborhood Councils, Planning Commissioners, Community Councils, Business Improvement Districts, Homeowners Associations, other City Departments, and other jurisdiction agencies. Mo has chaired various traffic committees on the West side, such as Brentwood, Del Rey, Mar Vista, Venice and Westwood.</p>
<p>d. Collect and prepare traffic safety, volume, speed, and other required data/reports for City traffic engineering, transportation planning, or mobility needs.</p>	<p>GTS provides a multi-disciplinary team to assist the City with any mobility needs that come-up; these include traffic engineering design, traffic studies, safety analysis, transportation plans, systems engineering, parking among others. We understand of the need to coordinate with various stakeholders on many projects including Caltrans, Metro, Coastal Commission, and others and we bring this experience to the City.</p>
<p>e. Prepare and/or review plans for the implementation or modification of traffic control devices, traffic signals, crosswalks, parking regulations, and review traffic control/transportation plans for construction projects and special events as needed.</p>	<p>Mo has reviewed and conducted traffic engineering studies for various traffic controls, such as traffic signals, left-turn signals, flashing beacons, stop signs, crosswalks, regulatory/warning/guide signs, parking restrictions, curb zones, and pavement markings. He has prepared traffic control reports for the authorization of new traffic controls. He has assisted in the modification of the LADOT's Manual of Policies and Procedures' guidelines related to authorization of new stop signs and marked crosswalks.</p>

## **Category 2. Transportation Planning and Studies**

We understand that the City desires to establish a bench of professionals to utilize on an as-needed basis to assist with the implementation of the City's transportation goals, objectives, and performance standards to meet current and long-term transportation needs.

Our general project approach to on-call transportation planning and studies encompasses three components:

- i. Research of Relevant Background Information: this includes items such as previous studies, records of prior approvals or resolutions, conditions of approval that may be relevant to the project under consideration, etc.
- ii. Application of our Engineering and Planning Knowledge: to discern prospective issues including controversial issues and providing notice to the City staff. Our knowledge is based on the collective experience of our team members coupled with the relevant background information. In delivering our services we build on:
  - a) *Policies and Procedures at the Local, Regional, State, and Federal levels*: which include regulations and guidelines impacting the municipal traffic engineering process from the City code to elements like SB 1, SB743, the regional Green House Gas/SCS policies and plans, MUTCD, the Complete Streets guidelines among others.
  - b) *Emerging Trends in Traffic Engineering Practice and Technology*: which includes elements such as Vision Zero, concepts of Complete Streets and Active Transportation considerations. Similarly, changes in the MUTCD and the new Highway Safety Manual affect the practice of municipal transportation traffic engineering.
- iii. Effective and Timely Communication: whereby we expect on-going interaction with City staff during each task order where progress can be monitored. This could include weekly touchpoints to discuss the project and ensure all parties are up to date on project progress. We anticipate that informal face-to-face check in meetings will occur regularly.

The following table briefly illustrates how we will meet the City's expectations for this on-call.

RFP Expectations	GTS Approach
a. Development of conceptual plans and alternatives for corridor revitalization projects, neighborhood traffic management, bikeway improvements, and other long-term capital improvements.	<p>GTS provides the experience and expertise to work on various revitalization projects. We are often called-in for our parking experience when it comes to downtown or corridor revitalization projects. We have a keen understanding of parking management strategies and their impact on the economic viability along corridors and in downtown areas. We approach parking not just from a transportation perspective but from economic development and land use frameworks.</p> <p>At GTS we understand that successful neighborhood traffic calming plans are those "owned" by the community and as such are developed through neighborhood collaboration and often times consensus. Our goal is to ensure that residents are well-informed about the alternatives and the process. We will assist the City in the response and management of public requests (petitions) for neighborhood traffic calming, the prioritization of study areas, data collection and analysis, attending neighborhood meetings, determination of potential solutions, cost analysis, preparation of construction plans, and refinement of plans and study of effectiveness of traffic calming measures after implementation..</p>

RFP Expectations	GTS Approach
	<p>GTS also assists with conceptual and detailed designs for bikeway and capital improvements. We are currently working as part of the JMC2 in Santa Monica on a shared-use path connection to the Bergamot station within the Caltrans right-of-way. We are also assisting the City of Commerce in enhancing connectivity of all modes across I-5.</p> <p>Our team understands context sensitive solutions and the need to design for all modes of transportation.</p>
<p>b. Preparation of studies, recommendations, and regulatory changes to assist in the expansion of transportation choices.</p>	<p>GTS typically prepares studies, analysis and recommendations that result in the expansion in transportation choices. Typically these studies build on a community vision and utilize available data, best practices, and community engagement to assist in affecting change.</p> <p>We understand that single occupancy vehicles are not a sustainable mode of transport and that viable alternatives (coupled with incentives, and disincentives) should be available to help affect mode choice. These options could be in the form of infrastructure for rolling modes, repurposing parking for other uses, promoting alternative modes (NEVs) among others. There is a significant body of work that has been carried in Hermosa Beach and the South Bay COG that we will build upon as we address these task orders.</p> <p>As an example of our work, we are working with California State University Dominguez Hills to enhance transit, pedestrian and bicycle connectivity to promote alternative modes of transportation. Our project managed has also assisted the City of West Hollywood reduce the parking ratios (demand rates) for its restaurants and retail uses in response for the proliferation of shared-mobility solutions (uber, lyft, bike sharing, etc.) We</p>
<p>c. Preparation of studies, recommendation, and regulatory changes to provide for the effective management of the City's parking resources and implementation of parking programs.</p>	<p>We have carried out various parking studies across Southern California from shared-parking analysis to parking needs assessment, analysis of parking credit districts, surveys of residential parking districts, commercial vehicle zones, and parking enforcement audits to mention a few. We understand also the considerations (limitations) that the City of Hermosa Beach have when it comes to Coastal Commission rules and we will work with the City to address these concerns. Most recently our nominated project manager for this on-call (Rawad Hani) managed the West Hollywood Parking On-Call, Temple City Downtown Parking Plan Update, Mariners' Mile parking supply/demand analysis (along PCH), among other parking studies illustrated in the following chapter of this proposal. Our typical approach for parking studies includes the following:</p> <ul style="list-style-type: none"> <li>- Reviewing of Relevant Documents and Studies</li> <li>- Assessing Current Parking Supply and Demand</li> <li>- Stakeholder Engagement</li> <li>- Estimating Future Parking Demand</li> <li>- Recommending Parking Management Strategies (demand, location, time, price and supply strategies)</li> <li>- Developing an implementation plan that includes short, medium, and long term projects</li> </ul>

RFP Expectations	GTS Approach
d. Development and implementation of transportation education, engagement, and other awareness initiatives (i.e. Safe Routes to School, Bike Safety, Distracted Driving, etc).	<p>For more than a decade, Safe Routes to School programs have flourished across the country. Now, communities are boosting walking and bicycling to school and in daily life through sustainable, long-term policy change.</p> <p>Our team member Safe Routes Partnership (SRP) will take the lead on this task item building on their experience in Complete Streets, active transportation, and Safe Routes to School programmatic and policy scenarios. Their experts have diverse skills and backgrounds and are experienced with the challenges of making change on the local level.</p> <p>SRP will assist the City build partnerships, local leadership, and community support for walking, bicycling, and Safe Routes to School. They will develop quality Safe Routes to School community-wide programs and policies that advance healthy, active lifestyles. Equally important they will leverage money that will support walking and bicycling as a permanent part of Hermosa Beach's future.</p>

### **Category 3. Plan Check/Development Review**

The following presents our approach to plans checks and development review services which typically include peer review of studies and reports.

#### **Peer Review of Studies/Reports**

GTS will assist in conducting reviews of the Traffic Impact Analyses (TIA) and Parking Studies on behalf of the City. During such peer reviews, we aim to ensure that the technical report is adequate for supporting the analysis, findings, and conclusions of the Traffic/Transportation section of the environmental document. The TIA will be evaluated in accordance with the City's criteria and standards, as well as industry standards set forth by ITE, AASHTO, and other applicable standards. In brief, the scope of work for the review typically includes:

1. Review the most current project description to ensure that it is consistent with the project as analyzed
2. Review the TIS for consistency of the analysis methodology with City and industry-standard requirements, including any measures identified in the report to reduce identified traffic impacts. We have the in-house resources to check various types of models microscopic, mesoscopic and macroscopic.
3. Discuss review approach and initial findings with the City staff, to ensure that City and CEQA requirements have been addressed.
4. Provide a written summary of the review of the TIS in the form of a comments-matrix identifying any shortcomings or fatal flaws and outlining findings, including items needing clarification or recommendations to be addressed by the Project Applicant's traffic consultant.

It is important to note that CEQA guidelines are likely to change due to the requirements of Senate Bill 743 (SB743). SB 743 does not preclude a local agency from utilizing measures such as delay and V/C (volume to capacity) ratio to assess local transportation system performance or achievement of adopted LOS-based standards. However, these metrics could no longer be considered when determining significant environmental impacts under the CEQA. A draft of the

proposed changes to the CEQA Guidelines was released by the Governor's Office of Planning and Research (OPR) along with a Technical Advisory for Evaluating Transportation Impacts in CEQA. When a VMT analysis is required, we will review the VMT analysis and compare that to the baseline VMT established for (and with) the City of Hermosa Beach. We will review the independent variable of the VMT analysis (capita, employment, square footage, etc.) and the projects' VMT will be compared to a baseline measure of VMT for the City of Hermosa Beach.

### **Plan Check**

GTS often prepares and reviews traffic signal plans and electrical special provisions for new traffic signals or traffic signal modifications. Our work also includes signing and striping as well as street lighting design (including supporting calculations). We are currently carrying out signal design and street lighting design in the City of Torrance per Caltrans standards.

We will work with the City to efficiently review and approve plans and maintain schedules. We provide high quality through the plan check cycle, from planning and design to construction completion.

Typical tasks include reviewing of:

- new traffic signals or traffic signal modifications
- power source and cabinet placement
- required street lighting and integration with traffic control
- conformance with ADA requirements
- street improvement, rehabilitation, and widening plans

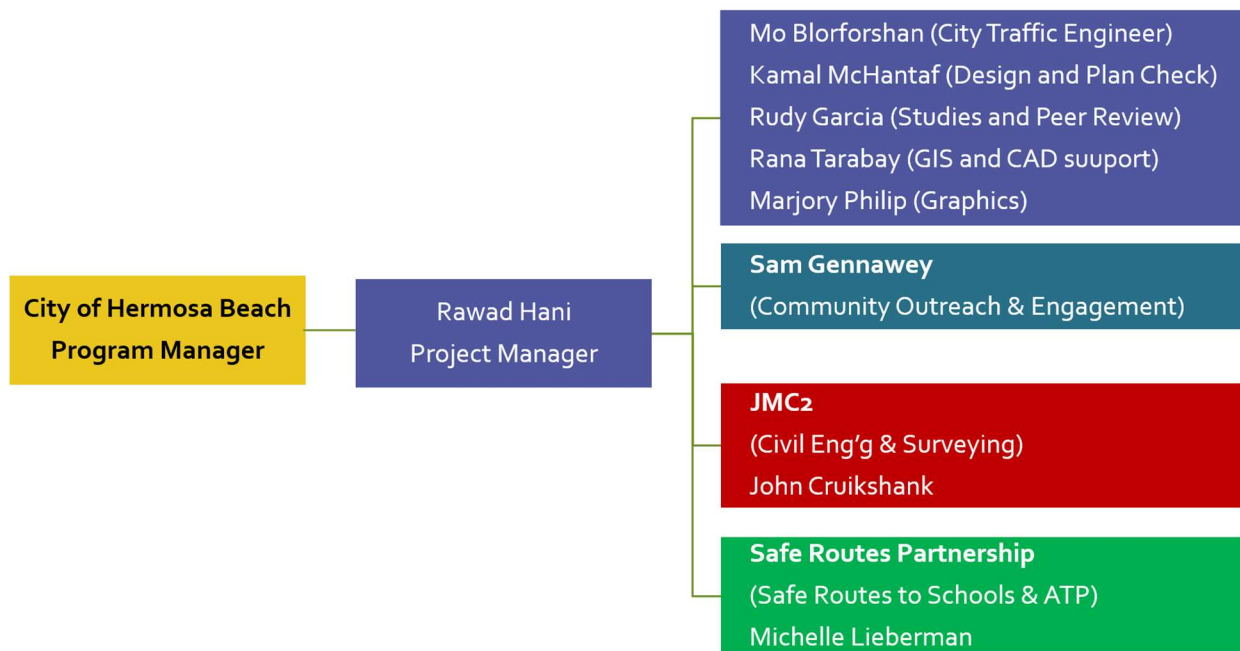
### **Organizational Chart**

The GTS team offers seasoned professionals with varied backgrounds who will assist the City of Hermosa with the transportation engineering and planning needs. We understand the nature of the demands placed on the City staff and as such our team is dedicated to making the City task orders a top priority and meeting your delivery expectations. Our key team members include:

- Rawad Hani (a Professional Civil and Traffic Engineer) will be the hands-on project manager working with the City and the various task leads to ensure timely delivery of all task orders. He will coordinate on an on-going basis with the City and the project delivery team. Rawad has managed on-call contracts for the cities of Commerce, Irvine, West Hollywood, Santa Monica, Buena Park and others.
- Mo Blorfroshan (a Professional Civil Engineer) will serve as the City's primary traffic engineer. Mo worked with LADOT on technical studies and plans as well as stakeholder and community engagement. His focus for over 20 years with LADOT has been on the western district and he has a keen understanding of Coastal Commission and Caltrans considerations. He resides in Redondo Beach and will be able to spend the requested number of hours per week on-site ensuring the best value for the City.
- Kamal McHantaf (a Professional Civil Engineer) will provide the needed expertise for Caltrans coordination, design, traffic control and plan check services. Kamal will be the lead for the Plan Check services and can provide back-up for Mo if/as needed.
- Rudy Garcia brings over 10 years for transportation studies and parking experience including working on projects in the City of Hermosa Beach and across Southern California.
- Sam Gennawey (as a sub-consultant) to our team will support with facilitating community outreach meetings and public engagement. Sam has worked with various coastal cities and his work included assisting on projects involving the Coastal Commission and Caltrans.

- JMC2 will provide support on civil and surveying needs as well as Caltrans and utility coordination. They will assist with cost estimates, ADA considerations, as well as feasibility and design services when needed. They have first-hand experience of the City's requirements having extensively worked with the City, most recently, on ADA Curb Ramp Projects on Pacific Coast Highway.
- Safe Routes Partnership (SRP) will provide technical support on complete streets, active transportation planning, and education and encouragement program development

Our key team members will be assisted by engineers, planners, and analysts providing GIS services, analysis and graphics.



### ***Roles and Responsibilities for City Staff***

GTS requires support from the City primarily in the six areas noted in Task 2.5 of the RFP. We expect that the City's project/program manager to be available for kick-off meetings for task orders in order to help set the goals, objectives and expectation for each task. It is also our expectation that the City will provide the logistical resources for the City Traffic Engineer to carryout his task on site such as internet connection, office space, etc.

### ***Communications Approach & Quality Control***

GTS provides the capabilities needed to complete high-priority transportation projects or provide solid recommendations to City staff and elected officials on how to address particular transportation issues. We understand that communication, responsiveness, efficiency and collaboration are critical to our successful partnerships with local municipalities. As such, we commit to responding to the City with a proposal to any request within 2 to 4 business days.

Rawad Hani will be City's main point of contact and will manage the task orders and staff to adequately and efficiently execute the required tasks. His responsibilities include leading the project management, scoping, and coordinating with experts from the GTS team among others. Upon receiving a task order request, our response proposal will include the following:

- A description of the services to be provided (scope and methodology)
- The name and position of each person to be assigned to perform the services
- A schedule with the milestones
- The estimated number of hours and cost to complete the services

Upon notice to proceed and depending on the specific task order, a kick-off meeting may be required to coordinate the specifics of our project approach and work tasks to ensure we meet the overall goals and objectives. This meeting will be used to establish the goals and objectives for the task order, refine the approach and/or schedule, establish project team communication and stakeholder coordination aspects, discuss data or design requirements, and confirm deliverables and milestones.

All project deliverables will be provided to the City in draft format, with time for comments and feedback.

Our approach to project delivery emphasizes quality control to ensure that all work products are delivered free of errors. For this engagement, all work products will be reviewed by our project manager and a key team member prior to submittal to the city. As can be attested to by our references, our project team consistently collaborates to deliver a quality work product in a timely manner.

At the end of every task, GTS will conduct a task review process that may include a quick survey to gauge our success from your perspective. We share the feedback among the project team in an effort to constantly improve.

It should be noted that for Category 1 our on-site traffic engineer will work as an extension to your staff and will be available on-site for all the work he is doing for the City. This will ensure a better communications approach through face-to-face interaction.

## Experience and Qualifications

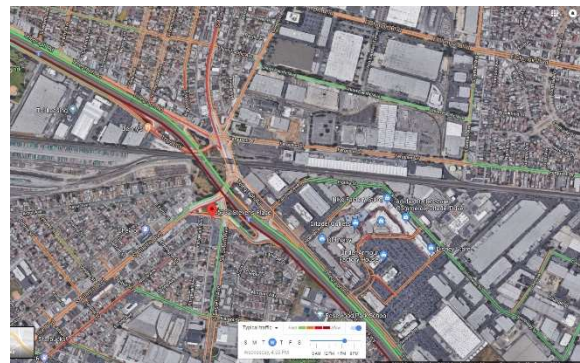
### ***Summary of Relevant Projects***

#### **City of Commerce Mixmaster Intersection Analysis and Conceptual Design**

GTS worked with the City of Commerce on analyzing the Mixmaster Intersection which is a critical component of the City's transportation network connecting both sides of the City across the I-5 freeway. The complexity of the intersection, the number of approaches, the traffic mix consisting of a large number of trucks, the signal operations, the street lighting, the weaving into adjacent lanes to access the major roadways, among others made it a point of confusion and a bottleneck for traffic flow.

GTS assisted the City enhance the safety, capacity, accessibility, and mobility of the Mixmaster intersection with an in-depth multi-modal analysis to explore alternative concepts that would improve overall safety and operational aspects without expanding or widening of roadways. The project is data-driven and examines the mix of traffic, signal timing, roadway striping, minor physical improvements, and improved signage along with other innovative ideas pertaining to operations and management.

*It should be noted that prior to this project we have carried out two successful grant writing applications to the City – an HSIP grant and an ATP grant.*



*(Typical Weekday PM Peak Hour Traffic patterns at the intersection – Google Data)*

**Contracting Agency:** City of Commerce – Public Works

**Contact Information:** Maryam Babaki, P.E. | Director of Public Works and Development Services  
| 2535 Commerce Way, Commerce California 9004 | T. 323 722 4805 |  
mbabaki@ci.commerce.ca.us

**Budget:** \$120,000

**Beginning and Ending Date:** October 2018 – March 2019

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia

#### **Traffic Signal and Street Lighting Design, City of Torrance**

As part of the conditions of approval of a proposed residential development at the northwest corner of Arlington Ave and Lincoln Ave, GTS is carrying out the signal design, signing and striping, and street light design services. The scope of work consists of:

- Designing a new traffic signal at the intersection of Arlington Ave and Lincoln Ave
- Replacing the overhead-fed street lights and undergrounding power feeds
- Installing one new underground-fed street light along the Lincoln Ave frontage

**Contracting Agency:** DSC Engineering

**Contact Information:** Joe Dietz, PE, SE | President of DSC Engineering | 25411 Cabot Road, Suite 205, Laguna Hills, CA. 92653 | T 949 305 9070 | joe.dietz@dscengineering.net

**Budget:** \$21,000

**Beginning and Ending Date:** March 2019 – On-going

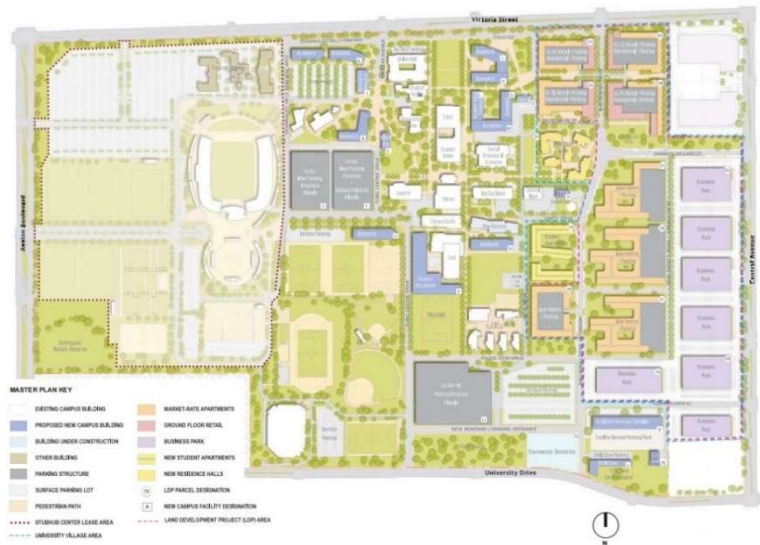
**Members of Project team Involved with Project:** Rawad Hani, Kamal, McHantaf, Rudy Garcia

## **California State University Dominguez Hills Traffic Analysis and Parking Needs Assessment**

GTS carried out a campus-wide parking needs assessment for the CSU Dominguez Hills campus. The study examined existing supply, demand, and travel demand management conditions as well as the 20-year master plan growth forecasts. The growth impacts on parking demand and supply were assessed under various scenarios. The study was used to assess the recommendations for proceeding with the construction of a 1600-parking garage that would replace two existing surface lots being used for a public-private-partnership (P3) mixed-use development.

*It should be noted that prior to this project GTS assisted CSU Dominguez*

*Hills with the traffic circulation and signals warrant analysis for Victoria St and University Dr intersections as part of the Lot 6 Garage Feasibility Study.*



**Contracting Agency:** California State University

**Contact Information:** Roshni Thomas | Director of Facilities and Planning | California State University

Dominguez Hills | T. 310-243-3826 | roshnthomas@csudh.edu

**Budget:** \$12,000

**Beginning and Ending Date:** December 2018 – February 2019

**Members of Project team Involved with Project:** Rawad Hani

## **Notre Dame High School Master Plan Traffic and Parking Analysis, Los Angeles**

GTS assisted Notre Dame High School and the City of Los Angeles with the school's Master Plan Update. The purpose of the Master Plan is primarily to enhance the experience of the student body and includes the various components prime among which is a parking structure that will provide for 183 parking spaces, a cafeteria/banquet hall, a practice gymnasium, a theater expansion from 100 to 200 seats, addition of administrative space, future classroom building, and STEM center renovation.

GTS carried out a parking and traffic analysis as per the requirements of Los Angeles Department of Transportation to assess the projects impacts on the adjacent transportation systems and recommended mitigation measures.

**Contracting Agency:** Notre Dame High School

**Contact Information:** Brett Lowart | President of Notre Dame High School | 13645 Riverside Drive, Sherman Oaks, CA 91403 | T. 818 933 3610 | lowart@ndhs.org

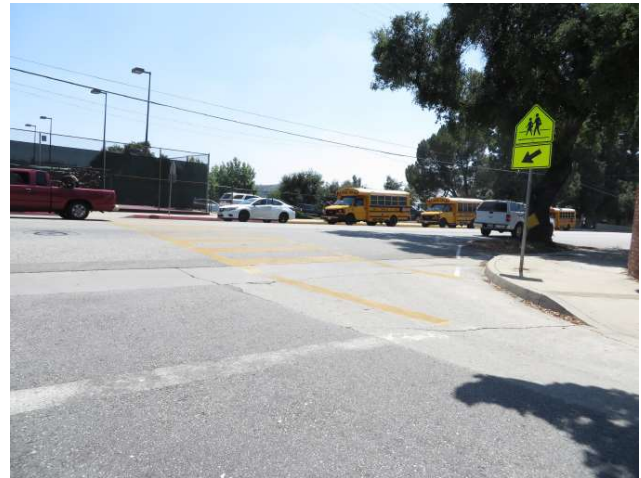
**Budget:** \$11,000

**Beginning and Ending Date:** October 2018 – April 2019

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia, Rana Tarabay

### **Foothill Blvd and Oak Tree Drive Signal Warrant Analysis, City of Glendora**

The Foothill Blvd and Oak Tree Drive junction is a 'T'-intersection with Foothill Blvd running in the east-west direction and Oak Tree Dr intersecting perpendicularly on the northside of Foothill Blvd. Currently, the intersection has a one-way stop sign installation controlling the Oak Tree Dr southbound approach, while Foothill Blvd is uncontrolled. The intersection is located just north of Glendora High School and it is also used by pedestrians to cross Foothill Blvd along the marked crosswalk at this intersection. Rawad Hani (as an employee of a previous firm) carried out a detailed Traffic Control Device Warrants Analysis for the intersection per the California Manual of Uniform Traffic Control Devices (CA-MUTCD)



guidelines in order to verify if a traffic signal is justified and recommended based on meeting the standard guidelines. Due to the importance of this project, all the tasks from data collection through documentation were delivered successfully in two weeks.

**Contracting Agency:** City of Glendora

**Contact Information:** Maliha Fatima Ansari, P.E. | Principal Engineer | Public Works Department  
116 E Foothill Blvd, Glendora, CA 91741 | T: 626 914 8294 | mansari@ci.glendora.ca.us

**Budget:** \$4,000

**Beginning and Ending Date:** May 2018 – May 2018

**Members of Project team Involved with Project:** Rawad Hani

### **La Verne Town Center North Shared Parking Analysis, City of La Verne**

Many zoning codes are based upon peak parking demand ratios for individual land uses; however, when a mixture of land uses shares the same parking supply, the zoning codes do not reflect the combined peak parking demand which can be substantially less than the sum of the individual demands. Rawad Hani (as an employee of a previous firm) carried out a Shared Parking Analysis to evaluate the parking supply and demand considerations for the La Verne Town Center North located along Foothill Boulevard in the City of La Verne. The site contains a mix of retail, medical offices, day care and restaurants. The study included assessing the existing weekday and weekend parking peak demand based on the existing uses/tenants and evaluating the conversion of the currently vacant retail suite into a restaurant, and the effects on the parking demand. The Study followed the parking methodologies provided in the Shared Parking, 2<sup>nd</sup> Edition (Urban Land Institute - ULI, 2005) and Parking Generation, 4<sup>th</sup> Edition (Institute of Transportation Engineers - ITE, 2010).

**Contracting Agency:** City of La Verne

**Contact Information:** Luke Seibert | Senior Planner at the City of La Verne | 3660 D Street, La Verne CA 91750 | T: 909.596.8706 | Lseibert@cityoflaverne.org

**Budget:** \$8,000

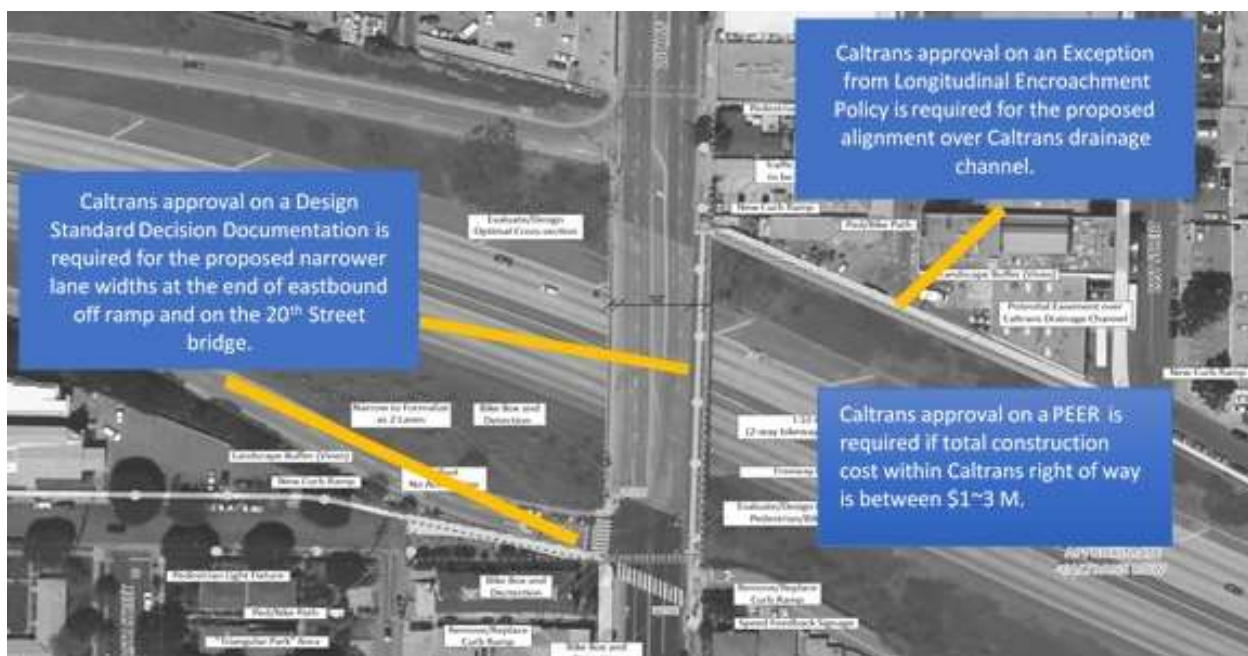
**Beginning and Ending Date:** July 2018 – August 2018

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia

## **City of Santa Monica Michigan Avenue Greenway & 20th Street Bike and Pedestrian Improvements**

GTS (as a subconsultant to JMC2) is leading the traffic engineering tasks for this City of Santa Monica project that is closing a key bike and pedestrian network gap and serving as critical linkage between the Michigan Avenue Neighborhood Greenway (MANGO) and Bergamot Expo Station. The project poses the challenge of designing as closely as possible to Caltrans Highway Design Manual standards with limited space available for improvements.

GTS is currently working on developing and testing the alternatives. The alternatives will then be approved by the City and Caltrans. Following that the traffic signal design, signing and striping, and traffic control plans will be developed.



**Contracting Agency:** City of Santa Monica - Planning & Community Development, Mobility Division

**Contact Information:** Joseph SanClemente, Principal Transportation Planner | 1685 Main Street, Room 115, Santa Monica, CA 90401 | joseph.sanclemente@smgov.net | T 310 458-2204

**Beginning and Ending Date:** May 2019 – On-going

**Budget:** \$42,000

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia, Kamal McHantaf

## **West Hollywood On-Call Parking Studies**

Rawad Hani managed the City of West Hollywood On-Call Parking Contract as a principal of his previous firm. As part of the on-call contact he led various task orders prime among which are the following:

1. Right-sizing parking demand rates (ratios) for various land uses- The purpose of this project was developing updates to the municipal code parking rates to help remove barriers to economic development that may be occurring due to high parking requirements. Potential parking rates were based on research of national best practices

- for parking requirements as well as data collected for development in West Hollywood for the entire Sunset Strip and part of Santa Monica Boulevard and the wrap around streets.
2. The 2018 Parking Enforcement Evaluation –Rawad assisted the City in evolving its approach to enforcement from an enforcement first model to one where service is crucial. Under the enforcement first model, citation issuance is the major performance measure indicator, whereas under a service-first approach, parking is viewed as a service and the performance is measured based on positive engagements with residents, businesses, and visitors;
  3. Residential parking district reviews. The City conducts a study for one residential preferential parking (RPP) district each year – we carried out District 8. The goal of the study was to assess daytime parking conditions including supply, utilization, duration of stay and the impact of non-resident vehicles parking in the district.

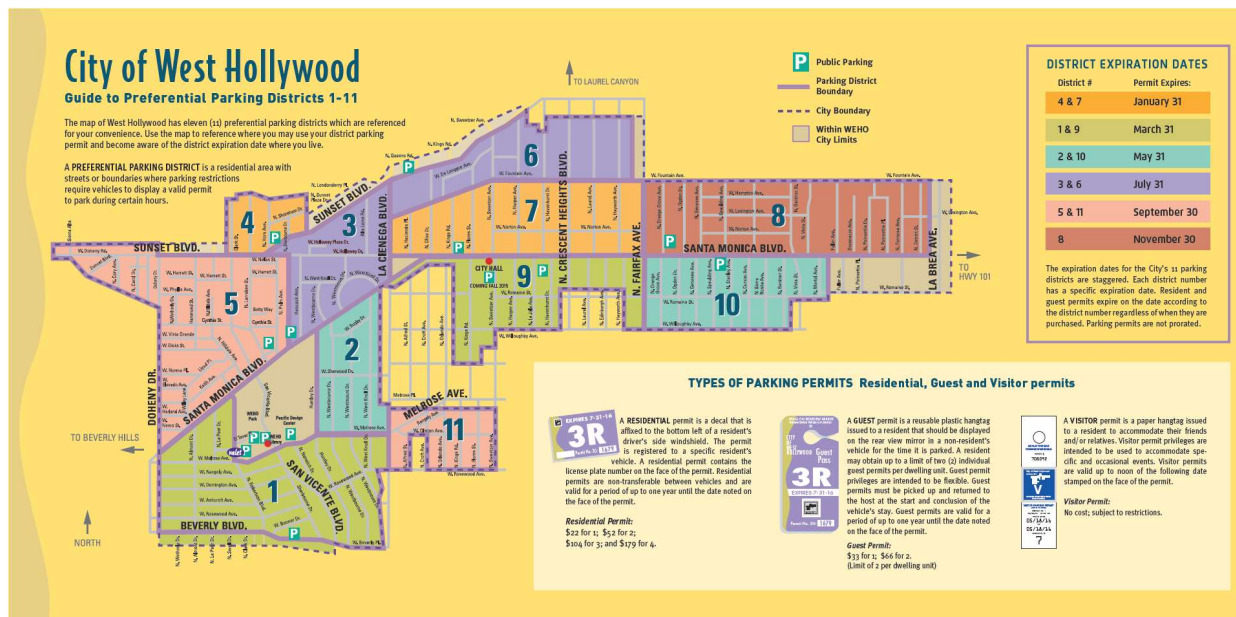
**Contracting Agency:** City of West Hollywood – Parking Division

**Contact Information:** Vince Guarino Parking Manager | 8300 Santa Monica Blvd, West Hollywood, CA | T 323-848-6426 | vguarino@weho.org

**Beginning and Ending Date:** January 2018 – October 2018

**Budget:** \$400,000

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia



## Temple City Downtown Parking Study Update

As a project manager and technical lead, Rawad Hani delivered on the Temple City Downtown Parking Update. The project started with reviewing of relevant documents and studies (general and specific plans, municipal codes, as well as previous parking studies). The next step included assessing the current parking demand – based on occupancy and turnover surveys for weekday and weekend conditions. We estimated future parking demand by building a parking demand model to assess the impact of future changes in land use on parking in the downtown area. A series of parking management strategies and recommendations were then illustrated including demand, supply, time, price, enforcement and location strategies. An implementation plan was

developed identifying short term and longer-term strategies. The project included outreach to downtown merchants and businesses.

**Contracting Agency:** City of Temple City – City Manager’s Office

**Contact Information:** Tinny Chan Management Analyst City of Temple City 9701 Las Tunas Dr Temple City, CA 626-285-2171 tchan@templecity.us

**Beginning and Ending Date:** January 2018 – October 2018

**Budget:** \$36,000

**Members of Project team Involved with Project:** Rawad Hani

### Old Pasadena Commercial Vehicle Loading

Rawad Hani (as Project Manager), worked with the Old Pasadena Management District (OPMD) and the City of Pasadena to develop a commercial vehicle loading strategy tailored to the historic character of Old Pasadena. We reviewed the best practices, carried out an inventory of existing parking conditions (updating along the way the City’s GIS database), evaluated commercial loading demand, and developed a loading zone management strategy. The City has already implemented some of the recommendations and is monitoring the effectiveness of the pilot commercial vehicle loading zone strategy deployment in Old Pasadena before larger scale deployment throughout other City business districts.



*"Rawad - Thank you and your team for a great collaborative project and final work product. The outreach through the workshops really helped make this project a success, by providing OPMD the ability to voice their issues and concerns."*

*- Joaquin Siques, City of Pasadena Project Manager*

**Contracting Agency:** City of Pasadena Transportation Department

**Contact Information:** Joaquin Siques | Principal Traffic Engineer | T 626 744-6900 | jsiques@cityofpasadena.net

**Beginning and Ending Date:** 2016 - 2017

**Budget:** \$60,000

**Members of Project team Involved with Project:** Rawad Hani, Rudy Garcia

## ***References***

Our reputation is based on timely completion of projects while providing excellent service. In all our assignments we develop a strong understanding of the opportunities and constraints and work with you to deliver best-in-class services. We encourage the City to contact the references below to learn how we provide real value to our clients.

### City of Commerce On-Call

#### **Maryam Babaki, P.E. | Director of Public Works and Development Services**

2535 Commerce Way, Commerce California 9004 | T. 323 722 4805 |

mbabaki@ci.commerce.ca.us

#### Project References:

- Mixmaster Intersection Analysis and Conceptual Design (\$12,000; 7/2018 to 4/2019)
- HSIP Grant Writing (\$10,000; 7/2016 to 8/2016)
- ATP Grant Writing (\$12,000; 5/2016 to 7/2016)

### City of Glendora On-Call

#### **Maliha Fatima Ansari, P.E. | Principal Engineer | Public Works Department**

116 E Foothill Blvd, Glendora, CA 91741 | T. 626 914 8294 | mansari@ci.glendora.ca.us

#### Projects References:

- Signal Warrant Analysis for the Foothill Blvd and Oak Tree Dr. (\$2,400; 5/2018)

### California State University Dominguez Hills (Traffic and Parking Studies)

#### **Roshni Thomas | Director of Facilities and Planning | California State University Dominguez Hills**

T. 310-243-3826 | roshnathomas@csudh.edu

#### Project References:

- California State University Dominguez Hills Parking Needs Assessment (\$10,000; 12/2018 to 2/2019)

### City of Irvine On-Call

#### **Mark Ha | Supervising Transportation Analyst | Transportation Department**

1 Civic Center Plaza | City of Irvine, CA 92623 | T. 949 724 6186 | mha@cityofirvine.org

#### Project References:

- Adaptive Signal Control Pilot Study (\$50,000; 2/2018 to 7/2018)
- Probe Data Analysis Assessment (\$50,000; 2/2018 to 7/2018)

### City of Buena Park On-Call

#### **Kristin Taylor, EIT | Assistant Engineer | Public Works: Traffic Engineering**

6650 Beach Boulevard | Buena Park, CA 90622 | T. 714 562 3698 | ktaylor@buenapark.com

#### Project References:

- Artesia Blvd Traffic Signal Synchronization Plans Peer Review (\$10,000; 11/2017 to 6/2018)
- Knott Avenue Traffic Signal Synchronization Plans Peer Review (\$6,000; 2/2018 to 7/2018)

### ***Experience and Qualifications of Key Personnel***

The GTS team includes several key team members who will assist the project manager (Rawad Hani) in delivering the various task orders. We offer not only depth of expertise but also breadth while ensuring responsiveness to the City of Hermosa Beach. Our key team members resumes are included below.

#### **Rawad Hani PE, TE, PTOE, PTP**

##### **Role: Project Manager**

Rawad is a traffic engineer and transportation planner with over 18 years of experience. He specializes in traffic engineering, parking analysis, demand modeling, and technology applications. Rawad has managed engineering design projects in the US and internationally where he advised public, private, and institutional clients.

His recent experience includes assisting local governments across Southern California with transportation plans, traffic studies, parking management strategies, and signal and street lighting designs. His on-call project experience includes the cities of Irvine, Buena Park, Commerce, Santa Monica, and Glendora among others.

Rawad understands the importance of striking the right balance between engineering (mobility and safety) and planning (livability and sustainability) considerations. He has worked on context-sensitive design projects and has helped planning and transportation agencies achieve effective solutions.

##### **AREAS OF EXPERTISE**

- Traffic Engineering
- Parking Analysis
- Transportation Planning
- Transportation Technology Applications

##### **EXAMPLES OF HIS PROJECT WORK INCLUDE:**

- City of Commerce MixMaster Analysis and Alternatives Design, City of Commerce
- Artesia Blvd and Knott Ave Signal Synchronization Review, Buena Park
- Foothill Blvd and Oak Tree Dr Warrant Analysis, Glendora
- CSU Dominguez Hills Parking Needs Assessment and Traffic Analysis, Carson
- Old Pasadena Commercial Vehicle Loading, Pasadena
- West Hollywood Parking Studies, West Hollywood
- Notre Dame High School Traffic Impact Analysis, Los Angeles
- Downtown Temple City Parking Study Update, Temple City
- Adaptive Signal Control Pilot Study and Probe Data Analysis, Irvine
- Electronic Parking Guidance Design, Santa Monica
- Newport Beach Mariners Mile Analysis, Newport Beach
- Eco-Rapid Station Area Planning, Paramount and South Gate
- Festival at Moreno Valley Specific Plan Traffic Study, Moreno Valley
- Thompson Village Traffic Impact Analysis, Riverside County
- Sun Valley Signal Designs and Street Lighting, Los Angeles
- Fallbrook Shopping Center Streetlight, Los Angeles

- ATP and HSIP Grant Funding Applications, City of Commerce
- Notre Dame High School Parking and Traffic Analysis, Los Angeles
- 8888 Washington Blvd Signing, Striping, and Street Lighting, Culver City

#### EDUCATION

- Bachelor and Masters of Civil (Transportation) Engineering – American University of Beirut
- Public Policy Making Certification – University of California, Irvine

### **Mohammad (Mo) Blorfroshan, PE**

#### **Role: City Traffic Engineer (Category 1)**

Mo is a registered Civil Engineer in the State of California with more than 30 years of transportation planning, design, and operations experience. Mo has completed a wide variety of unique transportation projects, including high visibility cross-walks, stops signs, traffic signals, hawk signals, traffic impact analysis, and the design of street improvements

Mo has also prepared and completed controversial and complex transportation studies often managing detailed design projects while interfacing and coordinating with other engineering disciplines, designers and permitting specialists. He chaired various traffic committees on the West side, such as Brentwood, Del Rey, Mar Vista, Venice and Westwood and represented LADOT at meetings with City Councils, Neighborhood Councils, Planning Commissioners, Community Councils, Business Improvement Districts, Homeowners Associations, other City Departments, and other jurisdiction agencies. He brings excellent management and communication skills in addition to his considerable knowledge of Transportation Engineering Policies and Procedures.

Mo served as a Senior Transportation Engineer with Los Angeles Department of Transportation (LADOT), Southern & Western District Sections from October 2014 until June 2019. Before that he was a Transportation Engineer with LADOT in the Western District and West LA Development Review Sections.

#### EXAMPLES OF HIS PROJECT WORK INCLUDE:

- Reviewing and assigning requests received from the Council Offices, other City Departments, other jurisdictions and general public related to installation or maintenance of various traffic control devices
- Conducting and Reviewing traffic engineering studies for various traffic controls, such as traffic signals, left-turn signals, flashing beacons, stop signs, crosswalks, regulatory/warning/guide signs, parking restrictions, curb zones, and pavement markings
- Preparing traffic control reports for the authorization of new traffic controls such traffic signals, left-turn signals, flashing beacons, stop signs, crosswalks, regulatory signs, curb zones and parking restrictions
- Reviewing traffic studies prepared by traffic consultants for new development projects
- Reviewing site plans, new driveway locations, and identifying the appropriate trip rates and traffic mitigation measures for new development projects
- Preparing Traffic Assessment, Annual Trip Monitoring Assessment, and On-Site Parking Assessment Reports for new development projects
- Assisting in modification of the Department's Manual of Policies and Procedures' guidelines related to authorization of new stop signs and marked crosswalks

- Reviewing signal design plans, geometric design plans, haul routes and worksite traffic control plans
- Preparing and reviewing ATSAC signal design, Interconnect and Fiber Optic plans for new and existing ATSAC System
- Performing cost estimates for new ATSAC System Projects
- Conducting field investigations and performing on-street parking studies
- Preparing response memos and letters after finalizing the DOT investigation of requests
- Preparing work orders to install traffic control signs, pavement markings and curb zones

#### EDUCATION

- Bachelor's Degree in Civil Engineering, University of Southern California, January 1981
- Master's Degree in Civil Engineering, University of Southern California, June 1984

#### **Sam Gennawey**

##### **Role: Community Engagement and Outreach**

Sam led over 130 projects in 14 years of experience as an urban planner. He successfully facilitated more than 750 public meetings and is a highly effective consensus builder and communicator. He has extensive experience with long-range policy documents, as well as in Transportation Plans, General and Specific Plans, Design Guidelines, and Strategic Plans. He has demonstrated ability to work with municipalities and the private sector to forge strong working relationships and partnerships with community stakeholders. He has authored two books on urban design and its meaning to the human spirit and contributed to others.

His affiliations include affiliation include: Former Board Member, Pasadena Center Operating Committee, the Urban Land Institute, and American Planning Association.

#### EXAMPLES OF HIS PROJECT WORK INCLUDE:

- City of Los Angeles Glendale Hyperion Complex of Bridges Seismic Retrofit. Serving as a project manager through developing outreach strategies. Provided notification of community meeting at various neighborhood meetings, stakeholder groups, and Farmer's Market. Facilitated community meeting, assisted in designing and facilitating interactive, iterative workshops. (Reference: Mr. Wenn Chyn, Project Manager, Department of Public Works, Bureau of Engineering, City of Los Angeles, Tel. 213.485.1455, Wenn.Chyn@lacity.org)
- LAC+USC Medical Plan Master Plan. Serving as project manager for this project involving 100 acres of county owner land surrounding the historic General Hospital. Provided presentations to neighborhood councils, chambers and other key stakeholder groups, facilitated community meetings, assisted in designing and facilitating interactive, iterative workshops, developed meeting summaries and analyzed results of input and implications for the project. (Reference: Clarice Nash, Project Manager, LA County Department of Public Works, T 626.300.2363)
- Metro Eastside Stations Access Program. Serving as deputy project manager for outreach, providing presentations to stakeholder groups, support community advisory meetings, and public meetings, providing strategic advice on appropriate messages to best convey project benefits. (Reference: Dolores Roybal Saltarelli, Transportation Planning Manager,

Los Angeles County Metro, One Gateway Plaza, Los Angeles, CA 90012, 213.922.3024  
roybald@metro.net)

#### EDUCATION

- BA Liberal Arts with a concentration in Urban Planning, DePaul University Chicago

#### **Kamal McHantaf, PE**

##### **Role: Plan Check, Design and Traffic Control Plans**

Kamal is a registered Civil Engineer in California with over 30 years' experience in highway design, signal design, traffic control plans, and signing/stripping plans. Having worked with Caltrans Kamal has extensive experience in designing Caltrans facilities.

#### HIS EXPERIENCE INCLUDES:

- On-call traffic design services for City of Desert Hot Springs, City of Monterey Park, City of Grand Terrace, and City of Colton
- CALTRANS - Over 15 years as a project engineer responsible for the delivery of state highway projects from preliminary geometric design to final PS&E (plans, specifications, and estimates). PR (Project Report), PSR (Project Study Report), and PSSR (Project Scope Summary Report) preparation. Processing of traffic related encroachment permit applications.
- Civil Design: Design of streets and highways to meet cities and counties specifications and standards. Intersection analysis & design. Precise grading plans. PS&E.
- Traffic design: Striping plan preparation and review. Signing plan preparation and review. Traffic signal plan preparation and design. Field inspection and data collection. Traffic control plan preparation and review.

#### EDUCATION

- BS Civil Engineering / MS Structural Engineering - Oklahoma State University

#### **Rudy Garcia, EIT**

##### **Role: Traffic Engineering and Parking Analysis**

Rudy is an experienced Transportation Engineer with over 10 years of experience in the design and studies of transportation systems. His experience includes traffic impact studies, parking, and feasibility studies. He has also prepared various traffic signal design plans, traffic handling and detour plans, conceptual drawings for mitigation and circulation studies.

Rudy has working experience with various local and state design and studies guidelines and he worked with the latest versions of AutoCAD, Synchro, and HCS, software. He often adapts work flows and develops tools to minimize errors and improve accuracy with the design and analysis.

#### HIS EXPERIENCE INCLUDES:

- Buena Park On-Call – As part of the on-call contract, Rudy reviewed signal timing documents for the Artesia Blvd corridor including the before study, after study, the synchro files, the communication design plans, and other documents for consistency and compliance with the CA MUTCD and other City guidelines.

- Garden Grove Unified School District– Rudy provided conceptual signing and striping plan to help ease the congestion and provide an alternate place for school drop-off and afternoon pick up for the Garden Grove High School Access Study.
- City of Commerce: Rudy provided support for the HSIP and ATP grant applications.
- Pasadena Commercial Vehicle Loading Zone Analysis – Rudy led the data collection effort that collected data on existing commercial vehicle loading zones including, business entrances, existing commercial zones, signs, and curb markings.
- Alternatives Parking Assessment and Evaluation for California State University, Fullerton
- TRAFFIX Model Update Integrated with Microsoft Access Database, Beverly Hills, CA
- Mobility Plan GIS Data Creation, Santa Ana, CA
- Foothill Blvd Master Plan, Claremont, CA
- Pedestrian Safety Study & ITS Design, Santa Monica, CA
- Various Traffic Impact Studies for mixed use and industrial developments across Southern California

#### EDUCATION

- BS, Civil Engineering (Specialized in Transportation Systems Engineering): University of California, Irvine

#### **John Cruikshank, PE**

##### **Role: Civil Engineering and Surveying Lead**

John Cruikshank is President & CEO JMC2 Civil Engineering + Surveying (JMC2). He is a registered civil engineer with thirty years of civil and structural design, constructability reviews, and project management for all aspects of land development, transportation systems, port facilities, building systems, and industrial operations. Originally with Caltrans – District 7, he was involved construction inspection, report writing, and design in both Los Angeles and Ventura Counties.

His areas of expertise include Project Management, Caltrans, Utility Company, and Local Agency Coordination, Transportation Engineering, Civil Engineering, and Street Improvement Plans. His affiliations include American Society of Civil Engineers – Fellow, City of Rancho Palos Verdes – Mayor Pro Tem, and Construction Management Association of America – Member. He also served as the president of Harbor Association of Industry & Commerce.

#### HIS EXPERIENCE INCLUDES:

- Hermosa Avenue, Longfellow Avenue, and 21st Street Improvement Plans (CIP No. 05-119), Hermosa Beach, CA, City of Hermosa Beach. Project manager who had the opportunity to work closely with City staff and to prepare a full-set of plans, estimates, and specifications. The work on these critical City streets included patching for underground utility installation and storm water and drainage improvements. 21st Street will receive asphalt paving on top of existing concrete paving, cross drainage improvements, concrete gutters, and fresh traffic striping. Hermosa and Longfellow Avenues are major City streets where staging and drivability are critical.
- South Bay Bike Trail/Pier Parking Structure Improvements, Redondo Beach, CA, City of Redondo Beach - HLA Infrastructure, Inc. Project manager to design a new bike path alignment, accessing the King Harbor parking structure. The realignment rerouted the bike

path to the top level of the parking structure via new ramp structures; exit the covered parking area through an opening in the concrete wall, and lead to the existing path north and south of the structure.

- Street/Pedestrian Upgrades of Cravens Avenue, Old Torrance, Torrance, CA. Project manager for surveyors, civil engineers, and landscape architects for street rehabilitation, pedestrian upgrades, and ADA improvements for Cravens Avenue in historic Old Torrance.
- Street Improvement Design of Duncan Avenue, Louise Avenue, Olanda Street and Wright Road, Lynwood, CA, City of Lynwood. Project manager working with the City of Lynwood's public works staff to prepare street rehabilitation plans for Duncan Avenue, Louise Avenue, Olanda Street, and Wright Road.
- Utility Coordination Services for the I-5 North Corridor Improvements Burbank Project, Metro Highway Program. Project manager to compile all project information affecting all utility systems, current project status, schedule, critical utility issues, and go forward recommendations.
- Santa Monica State Beach Parking Lot 4S Rehabilitation, Santa Monica, CA, City of Santa Monica Public Works Department. Project civil engineer for the preparation of plans and specifications to resurface, rehabilitate, and restripe Santa Monica Beach Parking Lot 4S.

#### EDUCATION

- Bachelor's Degree in Civil Engineering, University of Southern California
- Master's Degree in Civil Engineering, University of Southern California

#### **Michelle Lieberman, AICP, LEED AP**

##### **Role: Safe Routes to School Lead and Sr. Transportation Manager**

Michelle Lieberman serves as the Senior Technical Assistance Manager for the Safe Routes Partnership. In this role, she provides technical assistance to local communities around the country that are seeking to improve their built environment and active transportation initiatives. In addition, Michelle develops publications and other resources, assists with local and state campaigns, and coordinates trainings and webinars through the Safe Routes Partnership's Safe Routes Learning Center.

With a background in urban planning and public health, Michelle is committed to developing healthy communities through planning and policy development that supports the health and well-being of all community members. Prior to joining the Safe Routes Partnership, Michelle was a Community Planner and Senior Associate at RBF Consulting/Michael Baker International where her core service areas included public engagement, active transportation, downtown and neighborhood revitalization, and community visioning.

#### HER EXPERIENCE INCLUDES:

- Safe Routes to School Launch Program, Statewide, CA: Project Coordinator/Lead Planner. The Safe Routes to School Launch Program, a joint project of the Safe Routes Partnership and UC Berkeley SafeTREC and funded by the California Office of Traffic Safety, is assisting communities in launching strong Safe Routes to School initiatives that include the six E's that make up a comprehensive approach to Safe Routes to School – engineering, education, encouragement, enforcement, evaluation, and equity. To date, 10 communities have received program services including an assessment of challenges, a community

training workshop, development of a Safe Routes to School initial action plan, and follow up implementation assistance. Michelle serves as the project coordinator and is delivering the workshops, action plan development, and follow up technical assistance to the communities.

- Active Transportation Program Quality Assurance/Quality Control, Los Angeles County, CA. Project Manager and Lead Reviewer. Michelle was a lead pre-submittal reviewer and coordinated the overall quality assurance/quality control process for medium and large infrastructure Cycle 4 Active Transportation Program (ATP) applications sponsored by Metro in Los Angeles County. Applications came primarily from disadvantaged communities located in cities lacking staff resources to prepare successful applications without outside assistance. National Partnership staff reviewed the applications for adherence to ATP guidelines and internal consistency, and produced mock scoring to assist grant writers in understanding areas that could be strengthened.
- Building Student Leaders through Safe Routes to School: Facilitator's Guide to Engaging Middle School Youth. Project Coordinator. The Safe Routes Partnership worked with the California Department of Public Health to develop a youth engagement guide that enables middle school student leaders to develop and implement campaigns to improve conditions for and encourage walking and bicycling to school. The guide includes a series of sessions to prepare for and execute a school-based campaign, as well as provides for team building and interaction with local government officials and outside community members. Michelle coordinated the final edits and production of the guide.

#### EDUCATION

- MURP, Urban and Regional Planning, University of California, Irvine, CA
- BArch, Architecture, California State Polytechnic University, Pomona, CA
- Graduate Certificate, Public Health, University of Florida
- Certificate in Public Participation, International Association of Public Participation

### ***Assignment of Key Personnel***

GTS strives to keep the key personnel identified in the Organizational Chart remain with the project during the term of the agreement. After contract execution, GTS will not substitute key personnel (project manager and others listed by name in the proposal) or subconsultants without prior written approval from the City.

The following table indicates the percentage availability of the key team members in terms of involvement in other projects that are presently on the firm's backlog.

- Rawad Hani – 60%
- Mo Blorfroshan – 80%
- Kamal – 50%
- Rudy – 40%
- Marjory – 40%

## Required Forms

The following pages present the following forms:

- Certification of Proposal
- Non-Collusion Affidavit
- Compliance with Insurance Requirements
- Acknowledgement of Professional Services Agreement



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: June 6, 2019 - Questions and Answers

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

Rawad Hani

Printed Name and Title:

Rawad Hani, Principal



### 6.3.2 Non-Collusion Affidavit

RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:



Printed Name and Title:

Rawad Hani, Principal

### 6.3.3 Compliance with Insurance Requirements

RFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

Rawad Hani

Printed Name and Title:

Rawad Hani, Principal

### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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Signature of Authorized Representative:

Rawad Hani

Printed Name and Title:

Rawad Hani, Principal

## Cost Proposal

### GTS Rates

Our hourly rate for Category 1 – City Traffic Engineer is capped at \$140 with (\$130 hourly rate for year 1, \$135 for year 2, and \$140 for year 3)

The following tables illustrate our rates per labor category as well as our specific rates for the team members identified in this proposal. The rates are valid for a period of year (July 1 through June 30). The yearly escalation is estimated at 4%.

<b>Labor Category (Grade)</b>	<b>Hourly fully-Loaded Rate</b>
Principal L7	\$173.25 - \$219.45
Engineer / Planner / Analyst (L6)	\$127.05 - \$173.25
Engineer / Planner / Analyst (L5)	\$103.95 - \$138.6
Engineer / Planner / Analyst (L4)	\$92.4 - \$127.05
Engineer / Planner / Analyst (L3)	\$80.85 - \$103.95
Engineer / Planner / Analyst (L2)	\$80.85 - \$103.95
Engineer / Planner / Analyst (L1)	\$69.3 - \$92.4
Project Admin / CAD / Graphics (L4)	\$92.4 - \$127.05
Project Admin / CAD / Graphics (L2)	\$57.75 - \$80.85
Intern (L1)	\$46.2 - \$57.75

Specific Staff Rate Sheet Valid through June 30, 2020

<b>Name</b>	<b>Hourly fully-Loaded Rate</b>
Rawad Hani, PE, TE	\$190
Mo Blorfroshan, PE	\$130
Kamal McHantaf, PE	\$160
Rudy Garcia, EIT	\$125
Marjory Philip	\$120
Rana Tarabay	\$90

Sam Gennawey (sub-consultant)	\$175
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## **JMC2 Rates**

### **Classification - Engineers Hourly Rate**

Expert Witness	\$ 310.00
Principal	\$ 250.00
Vice President	\$ 235.00
Director	\$ 195.00
Project/Survey Manager	\$ 180.00
Chief of Parties Field Supervisor	\$ 160.00
Project Engineer	\$ 155.00
Engineer III (Sr. Design Engineer)	\$ 140.00
Engineer II (Design Engineer)	\$ 120.00
Engineer I / CAD Technician (Designer)	\$ 110.00

### **Field Survey Party (4 hrs. Minimum Charge) Hourly Rate**

One Person Party	\$ 175.00
Two Person Party	\$ 300.00
Three Person Party	\$ 390.00

### **Classification – Miscellaneous Hourly Rate**

Controller	\$ 100.00
Clerical	\$ 75.00

### **Reimbursable Expenses Per Unit Charge**

In-house large format copy service	\$3.50/print
In-house black and white plots	\$25/plot
In-house color plots	\$50/plot
Color Copies	\$0.50/page

Outside printing/media services Cost + 15%

Postage/delivery service\* Cost + 15%

Travel: Air Fare, Car Rental, Meals, Lodging Cost + 15%

Company Vehicle Maximum allowed by IRS

Long Distance Telephone Calls Cost + 15%

\*Plans are sent out to clients via Overnight mail unless otherwise directed by Client.

**Field Party Overtime Rates and Travel Time Rates:** The above schedule is for straight time only. Overtime will be charge at 145 percent of the standard hourly rate. Weekends, holidays, and overtime hours after 12 hours in one shift will be charged at 180 percent of the standard hourly rate.

### ***Safe Routes Partnership Rates***

Executive Director	.....	\$220/hour
Senior Staff	.....	\$195/hour
Mid-Level Manager	.....	\$160/hour
Senior Programmatic Staff	.....	\$150/hour
Senior Field Staff	.....	\$150/hour
Programmatic Staff	.....	\$140/hour
Field Staff	.....	\$140/hour
Communications Staff	.....	\$125/hour
Operations Staff	.....	\$110/hour

## *Our Commitment to the City Hermosa Beach*

*We will provide the City of Hermosa Beach with the team most capable of developing innovative solutions based on local needs and more importantly communicating these solutions using the most responsive and cost-effective process. In providing quality service to the City, GTS will focus on:*

- *Communicating clearly*
- *Meeting established deadlines*
- *Suggesting creative yet implementable solutions*
- *Maintaining positive working relationships*

*Thank you for the Opportunity to propose on this on-call!*

**PROPOSAL  
FOR  
ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING  
SERVICES, RFP 19-04**

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Prepared for:

**City of Hermosa Beach  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254**

**Attention:  
Ms. Leeanne Singleton, AICP, LEED AP  
Environmental Analyst**

Presented by:

**Hartzog & Crabill, Inc.  
Traffic Engineers  
17852 E. 17<sup>th</sup> Street, Suite 101  
Tustin, CA 92780  
(714) 731-9455**



**June 13, 2019**

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- Required Forms
- Certificate of Insurance
- Resumes
- Schedule of Hourly Rates



Trammell Hartzog, President  
Gerald J. Stock, PE, TE,  
Executive Vice President

17852 E. 17<sup>th</sup> Street  
Suite 101  
Tustin, CA 92780

Phone: (714) 731-9455  
FAX: (714) 731-9498

[www.hartzog-crabill.com](http://www.hartzog-crabill.com)

June 13, 2019

Ms. Leeanne Singleton, AICP, LEED AP  
Environmental Analyst  
**City of Hermosa Beach**  
1315 Valley Drive  
Hermosa Beach, CA 90254

**SUBJECT: PROPOSAL FOR ON-CALL TRANSPORTATION  
AND TRAFFIC ENGINEERING SERVICES (RFP 19-04)**

Dear Ms. Singleton:

Hartzog & Crabill, Inc. (HCI) is pleased to submit this Cover Letter and Proposal package to the City of Hermosa Beach for providing on-call professional transportation and traffic engineering services. As you know, HCI has been successfully providing the same type of service as contract City Traffic Engineer during this current term. HCI has thoroughly examined and become familiar with the work required under this RFP, and is capable to continue performing quality traffic engineering services to achieve the City's objectives under a new 2-year contract, which will start on August 1, 2019. HCI understands that it is the City's intent for this process to result in an approved list of firms that may be utilized for upcoming services.

The City's Request for Proposal (RFP), dated May 13, 2019, is incorporated in its entirety as a part of our proposal. Likewise, if selected, HCI understands that our proposal package will be incorporated in its entirety as part of a new On-Call Transportation and Traffic Engineering Services contract, and will jointly become part of the "Professional Services Agreement" when said agreement is fully executed by the City of Hermosa Beach and HCI. HCI is proposing to continue providing on-call engineering services specifically for the following category as identified in the RFP:

**1) Contract Traffic Engineering Services**

During our (25) years of operation, HCI staff have successfully provided these same types of requested on-call traffic engineering services to numerous Southern California city agencies, including the City of Hermosa Beach, where we continue to build on their foundation for a viable, responsive traffic engineering function. Our service to our client agencies over these past years also affords us knowledge of client expectations and work products required. We look forward to continuing to work with your staff and sharing our experience and expertise with the common goal of ever-improving traffic safety and efficiency in the City of Hermosa Beach.

Ms. Leeanne Singleton, AICP, LEED AP  
June 13, 2019  
Page 4

I, Trammell Hartzog, am President and co-owner of HCI, a California corporation, and am authorized to commit to contractual terms and conditions resulting from this submittal.

Gerald J. Stock, PE, TE is Executive Vice-President, co-owner of HCI, and is also authorized to commit to contractual terms and conditions. If selected, Mr. Stock will serve as the Principal-In-Charge of the agreement/services with the City of Hermosa Beach, and the single person for contact during the RFP process.

If selected, our Senior Engineer, Mr. Scott Ma, PE, TE, will continue to provide the on-call traffic engineering services as part-time contract traffic engineer for the City of Hermosa Beach.


As we currently have an agreement with the City for contract traffic engineering services, HCI is very familiar with the City of Hermosa Beach's agreement and insurance requirements. Upon execution of a new agreement, HCI confirms that our insurance shall meet or exceed the requirements per the City's RFP. A copy of our current insurance certificate is attached for the City's review.

By signing this cover letter below, we attest that all information submitted in the attached proposal is true and correct. We sincerely appreciate the opportunity to submit this proposal package and being considered to continue serving your community.

Very truly yours,  
**HARTZOG & CRABILL, INC.**



Trammell Hartzog  
President



Gerald J. Stock, PE, TE  
Executive Vice President  
City & Traffic Engineering Services

Attach:        Proposal

Below and on the following pages, Hartzog & Crabill, Inc. (HCI) has provided our responses to the requirements set forth in Section 3.2 Proposal Content of the City's RFP (Page 10 of 28). We have incorporated the exact numbering order of the format to facilitate the City's review.

### **3.2.1 COVER LETTER**

Please see the cover letter in the initial pages of this proposal package.

### **3.2.2. FIRM PROFILE**

#### General Firm Information

Hartzog & Crabill, Inc. (HCI) is a private traffic engineering consulting firm that has been in business for over (25) years, as a California corporation since 1993, offering the same types of traffic engineering services under the same name.

The firm's sole office location is headquartered in Tustin, CA, which provides quick, easy access to the majority of our client cities. Our general firm information, including legal name, address, telephone numbers, and title information of our two company principals are provided below:

Hartzog & Crabill, Inc.  
17852 E. 17<sup>th</sup> Street, Suite 101  
Tustin, CA 92780  
Phone (714) 731-9455  
Fax (714) 731-9498  
Federal Tax ID #33-0575354

Attn: Mr. Trammell Hartzog, President  
Email: [trammell@hartzog-crabill.com](mailto:trammell@hartzog-crabill.com)

And

Attn: Mr. Gerald J. Stock, PE, TE, Executive Vice President (Primary Contact)  
Email: [jstock@hartzog-crabill.com](mailto:jstock@hartzog-crabill.com)

HCI confirms that our company insurance meets or exceeds the requirements per the City's RFP. HCI will provide all updated insurance documentation at the time of execution of a new agreement, as well as applicable business license requirements. A copy of our current insurance certificate is attached for the City's review.

HCI has had no failures or refusals in completing a contract within the last five (5) years, or ever, and has no other financial interests in other lines of business.

### 3.2.2. FIRM PROFILE (continued)

#### Firm Description

HCI is a consulting engineering firm specializing in serving local government agencies with a full array of engineering services, including serving several of our client cities as contract City Traffic Engineer, contract City Engineer, and “on-call” City Traffic Engineer. Specific to traffic engineering and transportation planning, HCI performs various services including, but not limited to, the following:

Traffic signal and striping plan design, specifications, and estimates (*PS&E*); development and design of traffic signal coordination systems; on-going remote and local (*off-site/on-site*) management of traffic signal systems; warrant analyses for traffic control devices (*traffic signals, flashing beacons, Stop signs, crosswalks, RRFBs, etc.*); engineering and traffic surveys for establishing speed limits; traffic control plans; preparation and review of traffic impact analyses; and assist cities with coordination of services completed by their traffic signal maintenance contractor. HCI also provides on-call construction observation, administration, and training services on behalf of our client cities relative to the installation of new and modified traffic signals, safety lighting, copper/fiber optic interconnect communications, and signing and striping in order to verify compliance with approved *PS&E*.

Since its inception in 1993, HCI has proven itself as a leader in client satisfaction through successful project completion. This is evident in the continued and long-standing relationships we have maintained with our numerous client cities.

The successes are attributed to the “hands on” approach that is demonstrated by our principals, Mr. Trammell Hartzog and Mr. Jerry Stock. Mr. Hartzog’s experience spans over (40) years and involves a specialization and unmatched expertise in traffic signal design, signal operations, and signal system coordination. Mr. Stock is a registered Civil and Traffic Engineer whose experience covers over (25) years. Mr. Stock has been serving the City of Bellflower as both contract City Engineer and City Traffic Engineer for over (19) years.

In addition to our technical expertise, a cornerstone of HCI’s success is our work ethic, loyalty to our client cities, completion of assigned tasks on schedule, and ability to effectively communicate with the public, City staff, and elected officials.

#### Location

The firm’s Tustin office location, located near the Santa Ana (I-5) and Costa Mesa (SR-55) Freeway interchange, provides quick, easy access to the majority of our client cities. The office employees total (15) individuals who comprise a complete staff of professional engineers and support technicians where all design work products are prepared using state-of-the-art AutoCAD software and personal office computers from this office location.

### 3.2.2. FIRM PROFILE (continued)

#### Engineering Services

Working with numerous Southern California cities, HCI has been responsible for directing the activities of Traffic Divisions, providing expertise to City Engineering and Planning staffs, and responding to requests, inquiries and concerns of citizens and City Council members. Our overall services available to the City of Hermosa Beach include the following:

- ✓ Traffic signal design
- ✓ Signing and striping design
- ✓ Warrant analyses for traffic control devices, such as traffic signals, Stop signs, crosswalks
- ✓ Traffic signal operational analyses
- ✓ Develop, design and implement traffic signal coordination systems
- ✓ Develop and implement traffic signal timing plans
- ✓ Remote and local (*off-site/on-site*) management of traffic signals
- ✓ Traffic management plans (*traffic control plans*)
- ✓ Preparation and review of traffic impact analyses
- ✓ Provide construction observation/management services on behalf of the City on all proposed traffic improvements, development, site and traffic management plans to ensure conformance with applicable standards (*City, AASHTO, Cal. MUTCD, etc.*)
- ✓ Develop traffic-related conditions of approval for planning and development applications
- ✓ Identify and prepare applications for public improvement funds/grants
- ✓ Coordination of activities of our client cities' traffic maintenance contractor
- ✓ Contract City Traffic Engineering, including City representation
- ✓ Engineering and Traffic Surveys for establishing speed limits
- ✓ Civil engineering design
- ✓ Grading/drainage plan-checking
- ✓ All other traffic-related impact reports, surveys and analyses

From our Tustin office location, HCI continuously operates (16) local agencies' citywide traffic signal systems. The local agencies where HCI operates and manages the coordination timing for traffic signals are the following cities:

- |                 |                  |                          |                         |
|-----------------|------------------|--------------------------|-------------------------|
| 1) Aliso Viejo  | 5) La Palma      | 9) Lake Forest           | 13) San Juan Capistrano |
| 2) Cerritos     | 6) Laguna Hills  | 10) Mission Viejo        | 14) Stanton             |
| 3) Cypress      | 7) Laguna Niguel | 11) Moorpark             | 15) Tustin              |
| 4) Indian Wells | 8) Lake Elsinore | 12) Ran. Santa Margarita | 16) Yorba Linda         |

As such, HCI staff acts as an extension to our client cities. We believe that, if selected, the City of Hermosa Beach should be able to see that HCI will continue to establish a close working relationship with City staff and remain accessible throughout the contract duration.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK**

#### **Statement of Understanding & Approach to Delivery of Services**

##### HCI's Understanding and Proposed Service Category

Per the City's RFP, the City of Hermosa Beach seeks to establish a list of professional firms with the capability and capacity to provide on-call mobility, planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager.

HCI understands that the City of Hermosa Beach's intent to provide a full range of engineering services on an on-call/as-needed basis, and to result in an approved list of firms that may be utilized for upcoming services. We also understand that various City Departments will complement their existing staff with certain engineering services to be provided on an on-call/as-needed basis. City staff will develop a short list of qualified consultants to begin on August 1, 2019, and utilize for the 2 years (2019/20 – 2020/21), with up to 3 additional annual renewals.

As you know, HCI has been successfully providing these same services as part-time contract traffic engineer for the City of Hermosa Beach during this current term. Consequently, we are very familiar with the City and that it includes nearly 2 miles of shoreline and varies in width between one-half mile and approximately one mile inland. We also recognize the City has a land area of 1.4 square miles, a high population density of approximately 13,900 per square mile, and approximately 48 centerline miles of streets. As traffic signal design is our expertise, we are very familiar with the City's 18 traffic signals, and with Pacific Coast Highway, which is under Caltrans jurisdiction and runs the length of the City of Hermosa Beach.

HCI is proposing to continue providing on-call engineering services to the City of Hermosa Beach specifically for the following category as identified in the City's RFP:

#### **1) Contract Traffic Engineering Services**

As such, our focused understanding is that the City of Hermosa Beach is seeking a part-time, on-site, contract traffic engineer to serve as the City's primary traffic engineer approximately 15 hours per week to assist the Public Works Department in managing the day-to-day traffic engineering needs of the City and its citizens.

If selected, our Senior Engineer, Mr. Scott Ma, PE, TE, will continue serving the City of Hermosa Beach in this current position as summarized in the City's RFP. Mr. Ma will provide recommendations and services requested on an as-needed basis by the City's principal contact. Mr. Ma will ensure that consistent communication between the City of Hermosa Beach and HCI occurs regularly. Mr. Ma will continuously have our entire HCI staff as a resource, as needed.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

As contract traffic engineer, HCI will continue to assist the City in achieving the following goals:

- Leverage the vision and goals of the recently adopted General Plan and the Community Decision-Making Tool;
- Take a comprehensive approach to maintain, rehabilitate, and improve the City's transportation network;
- Identify opportunities to fund, design, and complete both capital projects and smaller traffic/pedestrian safety enhancements;
- Assist the City in complying with funding, expenditure, and reporting requirements for federal, state, or regional funding sources in a cost-effective and timely manner; and,
- Seek citizen input on the design and operation of transportation/pedestrian facilities and respond to traffic concerns.

Under the direction of the City's principal contact, or other approved staff member, at a minimum, HCI will continue to provide on-call traffic engineering consulting services to address specific traffic engineering matters within the City of Hermosa Beach Public Works Department:

**1) Provide technical staff for City Council, City staff and commissions at the request of the Public Works Director.**

HCI staff will attend City staff, City Council, and Public Works Commission meetings, as well as any other meetings, as needed and requested by City. HCI is also capable and familiar with preparing all types of traffic-related materials, exhibits, and information for the City's use at various staff and public meetings. HCI staff will remain available to provide such materials upon the City's request.

**2) Represent City at regional organization meetings at the request of the Public Works Director.**

Since our client base are primarily municipalities, we have extensive experience working with City staff, regional and county agencies, as well as other city consultants in providing the support necessary to represent our clients and ensure that transportation planning and traffic services required by the City are met.

Through our successful work in other communities, HCI already has many regional organization relationships firmly established, and represent our client cities at regional meetings such as Council of Government Technical Advisory Committee meetings, specific regional corridor development meetings, and Public Works Officers meetings. Consequently, HCI staff has been able to quickly contact the correct person for project development, along with other similar individuals at Caltrans District 7, as well as Metro and the County of Los Angeles, in order to resolve traffic-related matters that affect our client cities in a timely manner. These associations also afford HCI the opportunity to learn and share new technologies, products and procedures with our client cities.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

##### **3) Respond to citizen input – “Questions, Complaints, & Suggestions”.**

HCI has the capability, sensitivity, and range of expertise to respond to and provide technical advice on any traffic or transportation-related issue or facility to the City of Hermosa Beach and its citizens. A tenet of HCI is our belief that we serve as an extension of City staff and consider ourselves as associates in the well-being of the City.

Additionally, our staff has had the opportunity to work with many public and private schools in Los Angeles and Orange County over the past several years. Our staff has also worked closely with Police Services and elected officials on traffic-related issues. HCI's collective experience and expertise in all aspects of traffic and transportation engineering allows our staff to provide advice and recommendations to our client cities on virtually any traffic issue. HCI can provide technical advice on traffic signal facilities, accident rates, new developments, and maintenance of traffic facilities.

HCI staff will complete the requested services in a thorough, efficient, and polite manner, on time and within the approved fee schedule. If a new or unique situation arises, HCI staff does not hesitate in performing the research necessary to determine an appropriate action or recommendation. HCI is well versed in responding to the community in layman terms without excessive technical jargon.

##### **4) Attend meetings of Council, Commission and staff at the request of the Public Works Director.**

As mentioned, HCI staff will attend City staff, City Council, and Public Works Commission meetings, and any other extraordinary meetings or events, as needed and requested by City.

##### **5) Prepare reports covering investigations of requests for traffic control devices, installation and/or modifications such as traffic signals, stop signs, parking regulations, speed zones, channelization, crosswalks, etc.**

Our staff prepares numerous amounts of traffic operations and warrant analysis reports every year for various city agencies, such as operational level-of-service (LOS) studies, traffic signal warrants, left-turn phasing warrants, queuing analyses, multiway stop warrants, flashing beacon warrants, traffic calming studies, engineering and traffic surveys for speed limits, etc. HCI staff has obtained and analyzed data, prepared exhibits, and developed reports for literally hundreds of traffic studies. Sample reports can be forwarded upon request.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

**6) Provide traffic engineering review for proposed City projects, development projects and special City events.**

HCI will review, plan-check, and make recommendations on all traffic plans and reports, and provide input relating to traffic issues on planning and development applications. Our staff has extensive experience in reviewing and analyzing all types of City and developer-related plans, as well as assimilating the findings and recommendations into easily understood summations. Our experience and expertise also allows quick and complete site plan review for all types of civil and traffic engineering applications to determine conformance to traffic, parking, access, street and pavement, subdivision requirements, meetings with developers or contractors to resolve traffic issues, with capability to present findings to City staff, City Council and/or Public Works Commission. It is noted that many development-related services such as the review of street improvement or traffic signal plans are project specific and are treated as recoverable project costs.

HCI will review all proposed improvements for conformance to the City's Traffic Standards. HCI has the expertise to review all proposed improvements, development, site, and traffic management plans (traffic control plans) for conformance to the City's standards, from both a traffic engineering and civil engineering perspective.

Upon request, HCI staff will render and remit a typed plan-check correction/clarification list (2 copies) to the Public Works Department within (10) working days from notification by the City for a typical development project.

**7) Identify, review and develop recommendations for corrective measures for neighborhood streets experiencing unacceptably high volumes of traffic.**

As mentioned, HCI has been and will continue to review, identify, and develop recommendations for corrective measures on neighborhood street issues. Our staff has extensive experience in reviewing and analyzing all types of City issues.

Our experience and expertise allows quick and complete review for all types of neighborhood street applications to determine volumes of traffic, parking, access, pavement, subdivision requirements, and meetings to resolve traffic issues, including but not limited to, concerns of speeding, cut-through traffic, and sight distance concerns, along with capability to present findings to City staff, City Council and/or Public Works Commission.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

##### **8) Provide transportation planning services.**

In terms of transportation planning, HCI can assist the City in developing a prioritized list of traffic improvement projects for inclusion into the City's Capital Improvement Program (CIP) and incorporate into existing project lists.

HCI has also worked with many of our client cities in identifying and developing long and short-range CIP projects consistent with the economic capabilities of the City. A fundamental goal of HCI in developing CIP projects is to provide City staff with that data necessary to make vital and meaningful decisions at critical stages of the project's development, in order to provide viable, achievable options. Consistently reaching this goal assists with resolving issues and problems associated with each project.

Possible traffic engineering candidate projects the City of Hermosa Beach may desire to consider, or expand on, include the following:

- a.) Video surveillance of other major intersections or street segments.
- b.) Identification and analysis of potential critical intersections, improvement alternatives, and funding opportunities.
- c.) An updated Signal Construction or Modification Priority List, including long-term maintenance and equipment needs.
- d.) Implementation of citywide emergency vehicle preemption (EVP) systems.
- e.) Changeable message signs.
- f.) Countdown pedestrian signal indications.

Additionally, HCI can assist the City with preparation of the City's Annual Reports. Each year, HCI has assisted several cities with the preparation of their Annual Report to the South Coast Air Quality Management District (AQMD). As a result, HCI is very familiar with the requirements for this report preparation. Based on the types of programs implemented by the City to reduce air emissions, the Annual Report may require a series complex calculations and procedures to measure the effectiveness of the City's programs to reduce air emissions.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

Similarly, HCI provides critical intersection calculations to several of our client city agencies on a bi-annual basis for compliance with the region's Congestion Management Program (CMP) and Highway Performance Monitoring System (HPMS). In regards to the CMP, HCI typically gathers peak-hour turning movement counts for the specified intersections, and applies these traffic volumes, number of lanes for each approach leg, and timing to obtain an intersection LOS. More specifically, HCI utilizes the Intersection Capacity Utilization (ICU) or the Highway Capacity Manual (HCM) methodologies, as appropriate, to complete peak-hour intersection level-of-service (LOS) calculations. Typically, HCI uses the HCM methodology to determine LOS at traffic signalized intersections using the latest Synchro Traffic Signal software, unless the ICU methodology is specified. HCI then reviews the results, determines applicable deficiencies, and provides a recommendations report to the City for improving LOS to acceptable standards, such as additional lanes, protected left-turns, overlap phases, and signal timing.

Lastly, HCI has assisted in the preparation of numerous grant applications for our client cities. HCI has worked with City staff to identify potential improvement projects that meet the criteria of the grants. Two types of grants that are issued practically on yearly basis are the Safe Route to Schools (SRTS)/ATP grants, and Highway Safety Improvement Program (HSIP) grant. HCI is very familiar with the requirements of these two grants and will remain ready to assist the City with any traffic-related grant application.

#### **9) Other duties, as assigned by City Engineer or Public Works Manager.**

##### **Provide traffic engineering design:**

HCI has extensive experience in the development of traffic engineering plans, such as new traffic signal, traffic signal modification, signal interconnect, signing and striping, and traffic control plans, as these are our firm's primary service products.

For each of these types of plans, HCI includes technical provisions and engineer's estimates that complement each plan set providing complete PS&E ready for construction bidding on time and within the approved schedule. Examples of our different types of designs can be submitted for the City's review upon request.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Statement of Understanding & Approach to Delivery of Services (cont'd)**

As previously noted, HCI's collective experience and expertise in all aspects of traffic and transportation engineering allows our staff to provide recommendations to our client cities on virtually any traffic issue. Consequently, if a unique situation arises or a new duty is assigned by the City's principal contact, HCI staff will not hesitate in performing the research necessary to determine an appropriate action or recommendation. If other services are requested on a project-by-project basis, HCI will negotiate with the City and provide a pre-agreed scope of work and hours required to complete the work.

#### **Traffic Count Data Collection:**

In terms of data collection, HCI typically collects new traffic count data on behalf of our client cities using an outside count company. Upon receipt, we analyze the data for accuracy, and if approved, will send to the City as well as keep a copy in our office server.

#### **Monthly Invoicing:**

HCI will continue to provide monthly invoices to the City detailing specific project accounting of hours billed, including other direct costs, and can update the format at the City's discretion.

#### **Document Maintenance:**

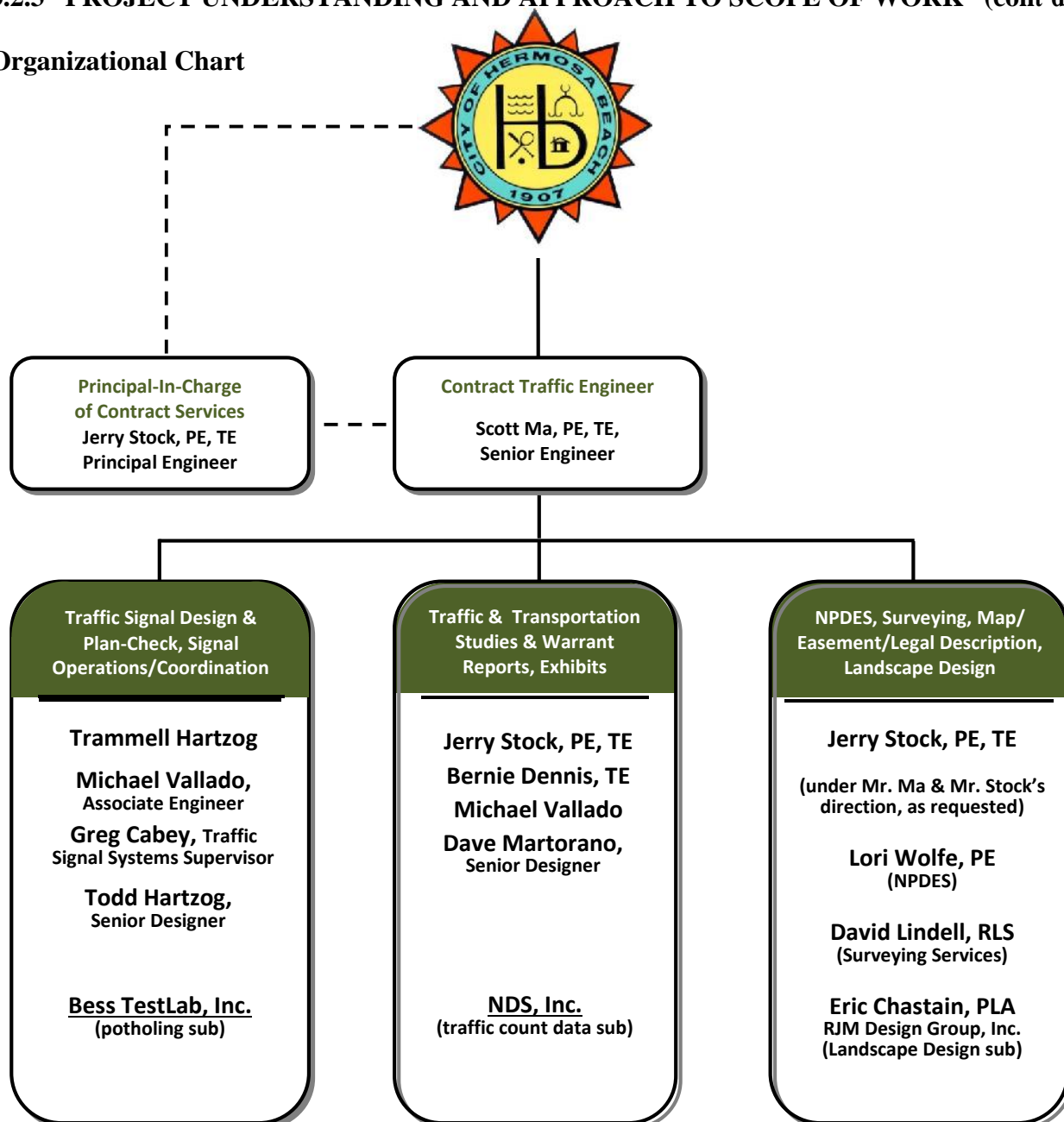
HCI will also maintain all documents, paperwork, employee time sheets, etc. pertaining to costs incurred and will keep this for at least (3) years from the date of final payment for inspection by the City.

#### **Training:**

Over the years, HCI has successfully provided certain training and periodic on-site traffic engineering services to our client agencies' traffic technicians during their initial period working in their position.

### 3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)

#### Organizational Chart



HCI staff is comprised of (15) engineering professionals and technicians who have the proven ability/expertise to meet the ever-changing, challenging needs of the modern city. As shown above, HCI is providing an organizational chart showing the relationship of the City of Hermosa Beach and our proposed consultant team. Our proposed personnel are all headquartered in our Tustin office. HCI is proposing as the prime consultant, with two sub-consultants: Bess Testlab and NDS. Bess will only be used as-needed when approved by City for design potholing. National Data & Surveying Services, Inc. (NDS) will be used more frequently for requested traffic count data collection associated with reports, surveys, studies, and investigations. RJM Design Group is available to HCI if the City has need for landscape design work that may be in combination with certain traffic design work.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Roles and Responsibilities for City Staff**

HCI has the capacity and will provide all services stated in the City's RFP associated with the Category 1. Contract Traffic Engineering Services.

HCI does not request any other or additional services to what work is to be performed or provided by the City under Section 2.5 of the City's RFP.

#### **Communications Approach and Quality Control**

It is important to note, our HCI staff is very familiar with the City of Hermosa Beach, as we have been providing contract traffic engineering services for numerous years. We have carefully reviewed the City's RFP, and are providing our knowledge, skill sets, qualifications, and experience related to several of the services being sought (as listed below):

##### **1. Design Engineering Services (Traffic Signal, Signal Interconnect, & ITS Design Plans)**

HCI has extensive experience in the development of traffic engineering plans, such as new traffic signal, traffic signal modification, signal interconnect, and ITS as these are among our firm's primary service products. HCI generally begins a traffic design by completing a topographic field-review of the intersection/location. More specifically, HCI staff conducts a field review to verify existing equipment and/or document roadway features including curb, gutter, median alignments, sidewalks, driveways, catch basins, curb returns, bus and bicycle routes, signing and striping. HCI also reviews the project roadways and compare the layout drawings against existing field conditions. Potential conflicts between proposed improvements and underground/overhead utilities (other infrastructure) are investigated.

HCI then prepares a base design plan using AutoCAD for the project location. After incorporating all necessary utility data, a preliminary traffic plan is prepared that takes the existing and modified street and intersection geometries into consideration, along with other factors that may influence the design and/or operation of the system. Each plan includes necessary notes/specifications for applicable equipment removal, and installation.

The majority of our traffic signal design work is designed in conformance with Sections 86 and 87 of the State of California (*Caltrans*) Specifications and Standard Plans, latest edition, and is compliant with the City's most current signal design standards and technical provisions. The traffic plans generally include: General and construction notes, phase diagram, conductor, detector and pole schedules, and any other details necessary for construction. The plans are typically prepared at 20-scale or 40-scale and plotted on 'D' size (24"x36") sheets with standard City title block. HCI usually provides a 60% and 90%-complete progress submittal of the preliminary traffic plans to the City for design review. Comments received during the City's review are incorporated in a timely manner into the final plan submittal.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Communications Approach and Quality Control (cont'd)**

##### **1. Design Engineering Services (Traffic Signal, Signal Interconnect, & ITS Design Plans) (cont'd)**

HCI also has extensive experience in the development of signing and striping plans, signing/striping modification plans, and traffic control plans. For each of these types of plans, HCI includes applicable technical provisions and engineer's estimates that complement each plan set providing complete PS&E ready for construction bidding on time and within the City's approved schedule. All plans are prepared under our licensed Traffic and Civil Engineers.

It is important to note, all of our staff assigned to serve the City of Hermosa Beach have a thorough knowledge and proficiency in the local agency municipal codes, current State (Caltrans) standard plans and specifications, Highway Design Manual, Highway Capacity Manual, California Manual on Uniform Traffic Control Devices (CA MUTCD), policies and procedures for ADA regulations, traffic signal timing, traffic engineering modeling and methodologies, ITS, Federal/State/County/City funding, traffic standards and methodologies, the State of California Vehicle Code, as well as Metro requirements.

Our team will provide the City with all materials and labor to perform the requested traffic engineering design services and conform to these standards. In addition to our technical expertise, our staff possesses the ability to effectively communicate in oral or written form and have no difficulty speaking before groups. HCI staff will attend City staff, City Council, Planning Commission, and any other extraordinary meetings or events, as needed and requested by City. HCI staff does have the expertise to complete all traffic engineering services as listed in the City's RFP, including working with various agencies such as Caltrans District 7 and Metro.

##### **2. Private Development Plan-Check / Plan-Checking Services**

HCI understands that the on-call professional engineering services may involve plan-check services for the consultant to provide services on behalf of the City in accordance with current Traffic Engineering and Traffic Operations principles and design requirements. As requested as part of our contract traffic engineering services, HCI will perform plan checks and reviews in accordance with any applicable City Design Manual, Standard Plans, Technical Provisions, Planning and Design Guidelines for Bicycle Facilities, and Transportation Guidelines, Caltrans Highway Design Manual, CA MUTCD, and the Caltrans Standard Plans and Specifications. As our firm specializes in providing traffic engineering services to local agencies, HCI staff have reviewed and plan-checked countless traffic plans over the past (25) years for numerous cities. Our professional engineering staff has extensive experience in reviewing and analyzing all types of City and developer-related traffic plans. This experience includes assimilating the findings and recommendations into easily understood summations. All of our traffic design and plan reviews are completed under the supervision and control of our traffic and civil engineers who are licensed by the Board of Professional Engineers, Land Surveyors, and Geologists to practice in the State of California.

### 3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)

#### Communications Approach and Quality Control (cont'd)

##### 2. Private Development Plan-Check / Plan-Checking Services (cont'd)

HCI's experience and expertise allows quick and complete site plan review for all types of traffic engineering applications, as well as several civil applications, to determine conformance to traffic, parking, access, street and pavement, subdivision requirements, meetings with developers or contractors to resolve traffic issues, with capability to present findings to City staff, City Council and/or Planning Commission.

Upon request, HCI staff will red-line a plan and/or render and remit a typed plan-check correction/clarification list (2 copies) to the Public Works Department/Engineering Division within (10) working days from notification by the City for a typical development project. HCI's traffic plan review check list is comprised of the following:

- ✓ Date Reviewed
- ✓ Action Required
- ✓ Reviewed by Engineer
- ✓ Project Name & No.
- ✓ Professional Engineer's Approval Signature Block
- ✓ Professional Engineer's Stamp
- ✓ North Arrow
- ✓ Map Scale
- ✓ Street Names
- ✓ General Notes
- ✓ Standard Plans Effective
- ✓ Standard Plan Call-Outs
- ✓ Construction Notes
- ✓ Utilities with Contact Information
- ✓ Right-of-Way
- ✓ Driveways
- ✓ Sidewalk and Curb Pedestrian Ramps
- ✓ Cross-Slope Sections and Profile (if applicable)
- ✓ Dimensions
- ✓ Sawcuts
- ✓ Signing and Striping Design
- ✓ Tapers
- ✓ Turning Templates
- ✓ Sight Distance, Vision Clearance
- ✓ Traffic Signal Design
- ✓ Traffic Signal Coordination
- ✓ Pedestrian Circulation
- ✓ Street Lighting
- ✓ Conditions of Approval

### 3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)

#### Communications Approach and Quality Control (cont'd)

##### 2. Private Development Plan-Check / Plan-Checking Services (cont'd)

HCI also has the capability and does practice digital plan review. As this method has been requested more often in order to conserve materials and plan delivery time, HCI staff often receives traffic plans in PDF format for plan-check review. Our designers review each plan and provide comments in using the Adobe Acrobat PDF or Nitro PDF programs. These softwares provide the “commenting” features to provide dated comments on the PDF file in red text, strike-outs, leader arrows, and applicable notes. In this way, the comments may be saved and emailed back and forth from/to the City, in a quick, neat manner.

If the City prefers, HCI also has the capability to more quickly print plans received by the city on full-scale sheets from our full-size plotter, and prepare plan-check comments by hand in red pencil/pen. Upon completion, the sheets are scanned into our network as PDF files using our large-scale color scanner. These files are then emailed to the City/consultant quickly without having to use regular mail or overnight delivery. If requested, our reviews conclude with developing detailed, project-specific Conditions of Approval for the City’s consideration. It is noted that many development-related services such as the review of street improvement or traffic signal plans are project specific and are treated as recoverable project costs. With our internet based tools and 15-person available staff, HCI is very capable of taking on and efficiently managing multiple design/review projects.

##### Traffic Signal Timing

As mentioned, HCI currently manages the traffic signal systems for (16) local cities on a daily basis. Our experience includes extensive knowledge on each local agency’s signal controllers. As-needed, Mr. Tram Hartzog, with assistance and support provided by Mr. Greg Cabey, will remain available to discuss the City’s existing signal system in regards to controllers and communication to be able for possibly provide traffic signal operations/timing services. HCI staff’s “hands-on” traffic signal timing experience comprises all levels of timing applications. This includes input into signal system controllers manually as well as from the Traffic Signal Management Systems through our licensed system softwares, designing and installing special “custom” traffic signal operational circuitry, and monitoring signal interconnect operations.

HCI typically provides our Traffic Signal Systems Supervisor for the monitoring support on all the City’s on-line traffic signals. More specifically, HCI staff continuously (*daily*) interfaces with all of the signal controllers for our client cities, and manages them via the corresponding Aries or Centrac Traffic Signal Management systems. For example, the Supervisor sets up the *Scheduled Operations* on the Aries or Centrac Traffic Management systems specifically for the City’s systems in order to automatically perform a variety of tasks. Specifically, the Aries/Centrac functions and Specialist’s time spent on these services include performing the following daily sub-tasks:

### 3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)

#### Communications Approach and Quality Control (cont'd)

##### Traffic Signal Timing (cont'd)

1. The *Scheduled Operations* automatically gather and store historical data and real-time information on all the City's traffic signal operations programmed;
2. The data is reviewed daily to verify that all traffic signals are working properly;
3. Any malfunctions logged are reported to the City's designated traffic signal maintenance contractor, for dispatch;
4. The historical data is also analyzed to identify traffic volumes and patterns in order to assist in determining if adjustments to signal timing is necessary;
5. Verify if all timing is programmed correctly in each master and local controller.

HCI staff often assists the City in resolving traffic signal control complaints by speaking by phone/email/in-person with the resident(s)/City personnel on their specific request. HCI staff completes the necessary investigation and makes recommendations to the City on identified traffic signal improvements, such as any new coordinated signal control systems, more efficient signal phasing, equipment upgrade, significant timing adjustments, etc.

HCI staff typically reports all traffic signal problems and malfunctions to the City's traffic signal maintenance contractor within the next business day. HCI staff coordinates all work associated with the City's traffic signal maintenance contractor and also provides verification to the City of their completed work. Upon request, HCI staff may also drive each project arterial during peak-periods in order to verify and fine-tune coordination timing.

The above approach has proven to be a valuable service to all our client cities, as the on-going scheduled signal management has minimized overall time in troubleshooting, repair, and maintenance company efforts by City staff on their citywide traffic signal system. In turn, this controlled signal management service actually saves the City on the amount of time and personnel required to monitor and repair signal related issues.

Our staff continues our on-going excellent relationships with most traffic signal, lighting, and signal maintenance contractors (*and their technicians*), including Siemens ITS, Aegis, and Computer Services Company, as well as with Caltrans and the County of Los Angeles for any shared City/State or City/County intersections.

In regards to Traffic Signal Corridor Coordination Studies, HCI recently completed the OCTA Ball Road Traffic Signal Synchronization Project (TSSP) and the OCTA Kraemer/Glassell/Grand TSSP.

By reviewing our experience above as well as our client reference information, the City of Hermosa Beach should see that HCI has the expertise to service all their traffic signal requests and plan-review needs.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Communications Approach and Quality Control (cont'd)**

##### Software

HCI uses state-of-the-art licensed AutoCAD software, as well as the Microsoft Office suite of programs, Synchro 10, and Adobe & Nitro PDF programs on our office computers. More specifically, our designers use the AutoCAD software for all of our design plan work, which typically include traffic signal plans (new or modification), signing and striping plans, signal interconnect plans, certain civil plans, and report exhibits. All of our staff's computers use the Microsoft Office programs (including Excel, Word, Outlook, & Powerpoint) to complete various reports, memos, specifications, and estimates as part of the requested PS&E design work.

In regards to Simulation/Modeling, our engineers use the Synchro program, as well as the latest Tru-Traffic time-space coordination timing software, for various timing development and evaluations, modeling and simulations. HCI is very familiar with Synchro, which uses the Highway Capacity Manual (HCM) methodology, for corridor timing development (i.e., TSSP projects mentioned above). HCI typically uses Synchro, and/or the ICU methodology as requested, for providing critical intersection calculations to several of our client city agencies on a bi-annual basis for compliance with the region's Congestion Management Program (CMP).

HCI typically gathers peak-hour turning movement counts for the specified intersections, and applies these traffic volumes, number of lanes for each approach leg, and signal timing into the Synchro program to obtain peak-hour intersection level-of-service (LOS) and delay calculations. HCI then reviews the results, determines applicable deficiencies, and provides a recommendations report to the City for improving LOS to acceptable standards, such as additional lanes, protected left-turns, overlap phases, and signal timing.

##### Other General Engineering Services, including Surveying and NPDES.

##### Surveying

It is important to note, HCI also has a Licensed Land Surveyor readily available that performs our required survey work. Upon the City of Hermosa Beach's requests for these particular services, HCI will perform map, easement, and legal description checking, and provide required surveying services. As-needed, our Land Surveyor will perform checking of easement documents, lot line adjustments, dedications, vacations, as well as parcel tract maps, in order to assure compliance with applicable provisions of the Subdivision Map Act, City ordinances, and other conditions of approval and requirements.

HCI will perform the first check within the turnaround time of ten (10) working days, which includes reviewing the submittal package for completeness before beginning the check. If submittal is found deficient, the package will be returned to the preparer.

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Communications Approach and Quality Control (cont'd)**

##### *Other General Engineering Services, including Surveying and NPDES (cont'd)*

Upon request by City, HCI will work directly with the preparer for any subsequent checks to be completed within five (5) days or less. HCI is capable to take full charge of this project management process until the approved originals are sent to the City. Additionally, any City-requested surveying work for preservation of existing survey monuments will be performed by our surveyor. This work includes all research of existing City and Los Angeles County Surveyor records. Our survey work will comply with the City's requirements.

##### **NPDES**

As we perform contract City Engineer and City Traffic Engineer services for local agencies, HCI is very familiar with and fully understands the importance of following current standards and requirements, such as the Americans with Disabilities Act (ADA), National Pollutant Discharge Elimination System (NPDES), and the Subdivision Map Act. HCI is able to provide NPDES related services to our client cities.

##### **Developer-Led Plan Review**

Our HCI staff also has extensive experience in reviewing and analyzing all types of City and developer-led traffic-related plans, as well as assimilating the findings and recommendations into easily understood summations. This includes the following:

- ✓ analysis, review, and comment on traffic and parking impact studies;
- ✓ analysis and comment on traffic and circulation patterns;
- ✓ traffic signal timing plans;
- ✓ construction plans and specifications;
- ✓ review and analysis of private development projects for compliance with applicable local; county, state, and other agency codes, standards, and rules;
- ✓ working with various City departments and other public and private agencies on traffic-related issues;
- ✓ review, analyze, and respond to citizen complaints and public official inquiries, and;
- ✓ attend Traffic Commission, Planning Commission, and City Council meetings, as needed.

HCI staff's overall experience and expertise allows quick and complete site plan review for all types of civil and traffic engineering applications to determine conformance to traffic, parking, access, street and pavement, subdivision requirements, meetings with developers or contractors to resolve traffic issues, with capability to present findings to City staff, City Council and/or Planning Commission. It is noted that many development-related services such as the review of street improvement or traffic signal plans are project specific and are treated as recoverable project costs. Upon request, HCI staff will red-line and/or render and remit a typed plan-check correction/clarification list (2 copies) to the Public Works Department within (10) working days from notification by the City for a typical City or developer-led project.

### 3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)

#### Communications Approach and Quality Control (cont'd)

##### Other General Engineering Services, including Surveying and NPDES (cont'd)

As we perform contract City Engineer and City Traffic Engineer services for local agencies, HCI staff is able to provide general engineering services that include:

- ✓ meeting with City staff to review projects, scopes of work, project schedules, cost estimates, and plans & specifications;
- ✓ prepare requests for proposals;
- ✓ review design engineering proposals;
- ✓ review field conditions;
- ✓ prepare sketches, studies, reports, cost estimates;
- ✓ research engineering questions/issues, and come up with solutions;
- ✓ attend meetings as requested;
- ✓ prepare plans, specifications, and cost estimates;
- ✓ prepare project change orders, and;
- ✓ assist with various engineering tasks, as assigned.

Since our client base are primarily municipalities, we have extensive experience working with both City staff and other city consultants in providing the support necessary to ensure that general engineering and traffic services required by the City are met. These associations also afford HCI the opportunity to learn and share new technologies, products and procedures with our client cities.

##### HCI's Readily Available Staff is Able to Respond Quickly

HCI professional engineering staff are properly registered/licensed to practice in the State of California. Our proposed staff is distinctly ready to serve the City of Hermosa Beach Public Works Department, and is immediately available to perform any of the requested traffic engineering services with minimal supervision (*including any backload of City work*).

A tenet of HCI is our belief that when acting on behalf of the City of Hermosa Beach, we serve as staff associates, or as an extension of City staff, in the well-being of the City. As such, we try our very best to always streamline the required traffic engineering tasks, design and plan review process, and also believe we have a commensurate responsibility to the public for high quality performance of our own services, and quality assurance when reviewing others' plans.

HCI prides itself on timely design phase submittals, complete internal plan-checks of our own designs or other consultants' designs, and consistently providing a quick turn-around for addressing comments. We typically provide 90%, 100%, and final submittals on our designs within 4 - 6 weeks, and rarely have significant comments on our own design plans. Upon review and final approval by the City of the preliminary engineering plans submitted, a final set of the plans, specifications, and construction estimate (PS&E) are typically submitted within a week, including construction item lists with quantity extensions and definitions suitable for bidding. .

### **3.2.3 PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK (cont'd)**

#### **Communications Approach and Quality Control (cont'd)**

##### **Quality Control/Quality Assurance (QA/QC)**

HCI can control costs by providing accurate and timely invoices through internal control measures. HCI takes pride in always mutually working with the City to quickly address requests and staying in budget. HCI's ability to take a request from the City for a traffic design all the way through completion of construction, including signal timing and operations tasks, ensures greater accuracy, efficiency, and timely results.

HCI employs the following QA/QC procedures that outline the definition of roles, responsibilities, expectations, review requirements, and quality standards of all services, and documents in order to ensure a high standard of work:

a) Service Request or Plan Review:

Our service tasks and submitted documents go through three levels of review prior to response: Initial Peer Review, Project Manager Review, and QA/QC Review. This three-tiered review allows for error mitigation on three separated levels of detail: ground level (signal management check, drafting, calculations, and document formatting), project management level (signal management decision, design and project intent compliance) and quality assurance level (signal management confirmation, completeness of document and ensure "biddable" or "implementable" plans). Our service tasks and plan checks look at the (5) C's: consistent, correct, clear, constructible, and complete.

b) Communication:

HCI will stay in constant communication with the City to ensure we understand the service request and have all necessary milestones in place and that we meet those milestones. As previous clients can attest to, our team will allocate as many staff or support staff to the project to ensure the schedule is maintained and that you are satisfied with the delivery of your project. We make a point to accommodate our client's needs, and we guarantee satisfaction with our ability to deliver. By making ourselves consistently available to the City, we avoid delays and any defects to the final PS&E or any signal services that could occur as a result of miscommunication or misunderstanding.

c) Scheduling:

For the remote possibility there is a delay, the project team will develop strategies to bring the project back on track using all necessary means at no additional cost to the City. Above all else, clear communication will be the critical item in bringing any schedule slippage back on track. Our staff will actively communicate with all affected parties to reschedule or reallocate resources in an effort to expedite all necessary items. Tasks can be reorganized to allow for staggering of work items.

### **3.2.4 EXPERIENCE AND QUALIFICATIONS**

#### **Summary of Relevant Projects**

HCI has extensive experience in the development of traffic engineering plans, such as traffic signal installation design and signal interconnect design, as these are among our firm's primary service products. The HCI project team have completed the following signal design plans:

- **City of Stanton** – Two signal designs completed in 2017: One new traffic signal design that was recently constructed at the intersection of Western Avenue and Thunderbird Lane/Stanton Central Park involving UPRR. The other is a recently-completed signal modification design for the intersection of Dale Avenue and Chanticleer Road, which has an existing flashing beacon replaced with a full traffic signal (City will proceed soon). City contact is Mr. Allan Rigg, PE, Public Works Director/City Engineer, 7800 Katella Avenue, Stanton, CA 90680, Ph: (714) 890-4203.
- **City of Tustin** – Five (5) traffic signal modification design plans that included replacement of vehicle detection systems along Red Hill Avenue (2017). The Red Hill Avenue intersections are Carnegie Avenue, Warner Avenue, Valencia Avenue, Industrial Way, and Edinger Avenue. Agency contact information can be found under our following Public Agency References section (see next page).
- **City of Bellflower** – This Bellflower Boulevard Widening Improvements project involves Caltrans and includes an equipment removal plan, along with three signal modification designs, signing & striping design, lighting design, and traffic control plan preparation along Bellflower Blvd, between Artesia Boulevard and SR-91 WB Ramps (2017-18). Agency contact information can be found under our following Public Agency References section (see next page).
- **City of Bellflower** – This Local Transit Transfer Station project is located on the northeast corner of Oak Street and Bellflower Blvd and includes the design of new parking lot decorative lighting (2017).
- **City of Bellflower** – This Downtown Pedestrian Enhancements project includes one new signal design, two signal installation designs, and two RRFB designs along Bellflower Blvd, between Walnut Street to Flora Vista Street (2016).
- **City of Irvine** - Two traffic signal installation design plans on Yale Avenue (2016).
- **City of Tustin** – Several new traffic signal designs, signal installation designs, signal interconnect, and signing & striping plans in the City's developing Legacy area, including Armstrong Avenue at Carnegie Avenue, Armstrong Avenue at Park Avenue, and Barranca Parkway at Aston Street (2013-2018).

HCI also has extensive experience in the preparation of surveys, studies, and investigations. Our HCI project team has completed the following reports:

- **City of Laguna Niguel** – E&T Speed Limit Survey (46 segments). Completed in July 2017.
- **Coto de Caza** – E&T Speed Limit Survey. Completed in Jan. 2017.
- **City of Cerritos** – Signal warrant analysis for the intersection of 183rd Street and Stowers Avenue (Cerritos Elementary School). Completed in Dec. 2016.
- **City of Cerritos** – Marked Crosswalk Analysis for 195th Street, west of Studebaker Road (Liberty Park). Completed in Dec. 2016.
- **City of Hermosa Beach** – E&T Speed Limit Survey. Completed in Aug. 2016.
- **City of Cerritos** – Left-Turn Phasing warrant analysis for the intersection of Carmenita Road and Jewel Drive (shared with La Palma). Completed Feb. 2016.
- **City of Bellflower** – E&T Speed Limit Survey. Completed in Jan. 2016.
- **City of Tustin** – Traffic Operations analysis (LOS/Queueing) for dual right-turn lanes on Newport Avenue at Del Amo Avenue/SR-55 NB Ramp. July 2015.

### 3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)

#### References

We have provided a listing of (7) relevant City references where HCI continues our on-call traffic engineering and signal design services for the City of Hermosa Beach's review/verification of our experience. All services are considered on-call/on-going traffic engineering services with all assigned projects completed as requested and on schedule.

1. **City of Bellflower** - City Engineer & City Traffic Engineer Contract Services,  
Mr. Len Gorecki, Public Works Director, [lgorecki@bellflower.org](mailto:lgorecki@bellflower.org) (562) 804-1424 (since 2000)  
Project Manager and Principal in Charge – Mr. Gerald J. Stock, PE, TE
2. **City of Cypress** - City Traffic Engineering & Signal Operations Services,  
Mr. Kamran Dadbeh, City Engineer, [kdadbeh@cypressca.org](mailto:kdadbeh@cypressca.org) (714) 229-6756 (since 1994)  
Project Manager and Principal in Charge of Signals – Mr. Trammell Hartzog
3. **City of Indian Wells** - On-Call Traffic Engineering Services,  
Mr. Ken Seumalo, Public Works Director, [kseumalo@indianwells.com](mailto:kseumalo@indianwells.com) (760) 776-0237 (since 2015)  
As-Needed Professional Engineering Services – Mr. Scott Ma, PE, TE  
On-Call Traffic Signal Operations Support Services – Mr. Trammell Hartzog
4. **City of Laguna Hills** - City Traffic Engineering & Signal Operations Services (949) 707-2655  
Mr. Ken Rosenfield, PE, Director of Public Services, [krosenfield@ci.laguna-hills.ca.us](mailto:krosenfield@ci.laguna-hills.ca.us)  
As-Needed Professional Engineering Services (since 2000)  
Project Manager and Principal in Charge of TE Services – Mr. Gerald J. Stock, PE, TE  
On-Call Traffic Signal Operations Support Services  
Project Manager and Principal in Charge of Signals – Mr. Trammell Hartzog
5. **City of Lake Forest** – City Traffic Signal Management Services, (949) 461-3480  
Mr. Thomas E. Wheeler, P.E., Director of Public Works, [twheeler@lakeforestca.gov](mailto:twheeler@lakeforestca.gov)  
As-Needed Professional Engineering Services (since 2014)  
Project Manager in Charge of Traffic Engineering Services – Mr. Doug Anderson  
Traffic Signal Monitoring, Signal Coordination Master Plan & Citywide Count Program  
Project Manager in Charge of Signals – Mr. Trammell Hartzog
6. **City of Tustin** - City Traffic Engineering & Signal Operations Services, (714) 573-3263  
Mr. Ken Nishikawa, Deputy Director of Public Works, [KNishikawa@tustinca.org](mailto:KNishikawa@tustinca.org)  
As-Needed Professional Engineering Services (since 1994)  
Project Manager in Charge of Traffic Engineering Services – Mr. Doug Anderson  
Traffic Signal Operations Support Services / Signal Monitoring  
Project Manager and Principal in Charge of Signals – Mr. Trammell Hartzog  
On-Call Traffic Signal, Signing & Striping, & Traffic Control Plan-Checking Services  
Project Manager in Charge of Plan-Checking Services – Mr. Gerald J. Stock, PE, TE
7. **City of Yorba Linda** - On-Call City Traffic Engineering Services, (714) 961-7170  
Mr. Tony Wang, Traffic Engineering Manager, [twang@yorba-linda.org](mailto:twang@yorba-linda.org) (since 1994)  
Project Manager and Principal in Charge of Signals – Mr. Trammell Hartzog

### 3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)

#### References (cont'd)

In addition to our experience in the preparation of plans, specifications and estimates (PS&E) for traffic signal and interconnect systems, HCI also has extensive signal timing development experience. While we have done such work for numerous Southern California cities, we have provided a quick summary of our client cities where we perform on-going traffic signal management services below.

#### *City of Aliso Viejo (Econolite-Aries)*

- 49 Intersection System  
Contact: Mr. Shaun Pelletier, City Engineer/Director of Public Works  
(949) 425-2533 [spelletier@cityofalisoviejo.com](mailto:spelletier@cityofalisoviejo.com)

#### *City of Cerritos (Econolite-Aries)*

- 76 Intersection System  
Contact: Mr. Kanna Vancheswaran, PE, City Engineer  
(562) 916-1219 [kvancheswaran@cerritos.us](mailto:kvancheswaran@cerritos.us)

#### *City of Cypress (Econolite-Aries)*

- 67 Intersection System  
Contact: Mr. Kamran Dadbeh, City Engineer  
(714) 229-6756 [kdadbeh@cypressca.org](mailto:kdadbeh@cypressca.org)

#### *City of La Palma (Econolite-Aries)*

- 16 Intersection System  
Contact: Mr. Larry Baldwin, Engineering Technician  
(714) 690-3325 [LarryB@cityoflapalma.org](mailto:LarryB@cityoflapalma.org)

#### *City of Laguna Hills (Econolite-Centracs)*

- 48 Intersection System  
Contact: Mr. Ken Rosenfield, PE, Director of Public Services  
(949) 707-2655 [krosenfield@ci.laguna-hills.ca.us](mailto:krosenfield@ci.laguna-hills.ca.us)

#### *City of Moorpark (Econolite-Aries)*

- 17 Intersection System with  
Contact: Mr. Ashraf Rostom, Public Works Superintendent  
(805) 517-6285 [ARostom@MoorparkCA.gov](mailto:ARostom@MoorparkCA.gov)

#### *City of San Juan Capistrano (Econolite-Aries)*

- 42 Intersection System  
Contact: Mr. George Alvarez, PE, City Engineer  
(949) 443-6356 [GAlvarez@sanjuancapistrano.org](mailto:GAlvarez@sanjuancapistrano.org)

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **References (cont'd)**

***City of Tustin (Econolite-Aries)***

- 118 Intersection System

Contact: Mr. Doug Stack, PE, Director of Public Works/City Engineer  
(714) 573-3163 [DStack@tustinca.org](mailto:DStack@tustinca.org)

***City of Yorba Linda (Econolite-Aries)***

- 59 Intersection System

Contact: Mr. Tony Wang, PE, Traffic Engineering Manager  
(714) 961-7170 [twang@yorba-linda.org](mailto:twang@yorba-linda.org)

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **Experience and Qualifications of Key Personnel**

##### ***Mr. Scott Ma, PE, TE – Senior Engineer (Part-time Contract Traffic Engineer)***

Mr. Ma is a senior engineer with HCI that is currently providing part-time contract City Traffic Engineer services to the City of Hermosa Beach. Mr. Ma is a licensed Civil and Traffic Engineer registered in the State of California and brings over (19) years of engineering experience. Mr. Ma's experience includes reviewing and conducting a variety of traffic studies including but not limited to, warrant analyses, preparing and reviewing traffic impact analyses reports and recommendations, responding to community requests such as crosswalks, traffic signals, stop signs, parking matters, and also performing project management that includes the final design preparation and submittal of project plans, specifications, and estimates (PS&E). His experience also includes overseeing numerous aspects of our client cities' consulting service requirements in regards to review of traffic-related requests, analyses and operational studies, permits, and other daily duties requested.

##### ***Mr. Gerald J. Stock, PE, TE, HCI Executive Vice-President, Principal Engineer***

Mr. Jerry Stock is a registered professional Civil and Traffic Engineer with more than (25) years of municipal engineering experience. If selected, Mr. Stock will serve as the Principal-In-Charge of the agreement with the City of Hermosa Beach for any requested traffic engineering and plan-check services. As you may know, Mr. Stock presently serves the adjacent City of Bellflower as contract City Engineer and City Traffic Engineer since November 2000. Moreover, prior to Bellflower he also served the City of Norwalk as City Engineer as a member of City staff. It should be mentioned, Mr. Stock is responsible for completing all our Engineering and Traffic (E&T) Survey for Speed Limits for numerous local Southern California agencies.

Additionally, Mr. Stock currently provides As-Needed Professional Traffic Engineering Services to the City of Laguna Hills. As such, he has first-hand experience with the day-to-day challenges in other city agencies that provide opportunities for the development of solutions to a variety of traffic and transportation-related issues. Mr. Stock assists the City of Bellflower with review of traffic impact analysis reports, as well as the preparation of such traffic reports and PS&E for development projects in the City. In recent years, Mr. Stock developed a prioritized inventory of traffic signal improvements as part of the development of the City of Bellflower's Capital Improvement Program (CIP). The results were used for the successful application of Federal Hazard Elimination Safety (HES) funds [now HSIP funding] to construct two (2) signal upgrades.

##### ***Mr. Trammell Hartzog, HCI President, Principal***

Our company president, Mr. Hartzog, will remain available to assist the City of Hermosa Beach on any traffic signal related services – design and timing. As a firm principal, he will ensure that communication between the City of Hermosa Beach and HCI occurs at regular intervals. With over (40) years of experience, he is a recognized expert in the area of traffic signal design and operations, as he has timed numerous traffic signals and presently provides traffic signal operations management services to (16) Southern California cities, including Hermosa Beach.

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **Experience and Qualifications of Key Personnel (cont'd)**

##### ***Mr. Bernie Dennis, TE, Senior Engineer (Municipal Services)***

Mr. Dennis is a registered Traffic Engineer with over 50 years experience in traffic and transportation engineering services, including planning and conducting of studies and reports associated with all aspects of traffic operations, traffic safety issues, and neighborhood preservation; public and private parking facility utilization; design and operation; transportation planning that includes focused traffic studies; environmental impact report development and analysis; site plan review and circulation analysis; intelligent highway systems; grant development and application; and, upon request, presentations to City Council, Planning Commission, Traffic Commission or other community groups and organizations. As a Senior Engineer for HCI over the past 20 years, Mr. Dennis has been Consulting Traffic Engineer for the Cities of Yorba Linda, Rancho Santa Margarita, and Menifee, as well as provided a variety of traffic, transportation and planning services to several of HCI's clients. Mr. Bernie Dennis is available on a part-time basis to serve the City of Hermosa Beach, as needed.

##### ***Mr. Michael A. Vallado – Associate Engineer***

Mr. Vallado provides assistance to Mr. Hartzog, Mr. Stock, and Mr. Ma in the area of preparation of traffic signal and left-turn phasing warrant analysis reports, traffic signal operations (LOS) and queuing analyses, Stop sign analyses, and related project specifications. Mr. Vallado brings over (20) years of experience specifically related to traffic-engineering and signal design. Five of these years were devoted to running the City of Glendora's Traffic Engineering section, while the past (15) years have been with HCI. His primary responsibilities with HCI include preparing signal analysis reports/recommendations, warrant analyses and evaluations, project specifications, and final review/preparation of plans, specifications, and estimates to our client cities.

##### ***Mr. Greg Cabey - Traffic Signal Systems Supervisor***

Mr. Cabey brings over (26) years of traffic signal experience to the HCI team, and will be involved in certain aspects of requested traffic signal timing and operations tasks. Prior to HCI, Mr. Cabey was a Lead Technician for Peek Traffic for over (12) years. It should be noted that Mr. Cabey spent much of his time at Peek Traffic within the nearby area, as this was one of several areas assigned to him. This experience has allowed him to retain in-depth knowledge on the types of controllers in the area's traffic signal system. His extensive field experience and familiarity with signal systems and timing will aid in the complete success of any requested traffic signal and signal timing related services.

##### ***Mr. David Martorano - Senior Designer***

Mr. Martorano also provides assistance in the area of traffic engineering design, as well as be available to conduct field-reviews for traffic signal equipment and signing/stripping-related tasks. Mr. Martorano brings over (24) years of experience specifically related to traffic engineering design. His responsibilities with HCI include project research and full AutoCAD design on all traffic-related projects, including traffic signal, interconnect, signing and striping, and traffic control plans.

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **Experience and Qualifications of Key Personnel (cont'd)**

##### Names and Qualifications of Sub-Consultants

##### ***National Data & Surveying Services (NDS)***

As mentioned, HCI anticipates using NDS, headquartered in Los Angeles, as our sub-consultant for obtaining traffic count data collection. Typically, HCI works with NDS to collect any required vehicular traffic and pedestrian data as part of City-requested surveys, studies, and investigations. Founded in 1989, NDS was established to deliver accurate and professional solutions to their client's traffic, transit and GIS/GPS data collection needs. NDS has over (28) years of successful operations, and an outstanding team of (100) professional full time employees that have established them as the foremost, full service traffic and transit data collection company on the west coast. NDS is certified as a SBE by the State of California. HCI has successfully partnered with NDS on numerous data collection projects over the last (15) years, realizing their competitive pricing on their efficient data collection. Projects that HCI has completed with NDS include data collection for numerous stop sign warrant analyses, traffic signal warrants analyses, left-turn phasing/delay warrant studies, citywide E&T speed limit surveys, citywide ADT flow maps, truck classification counts for TI calculations, traffic signal timing development (free & coordinated timing), Synchro Level-of-Service (LOS) operational/queuing analyses, crosswalk analyses, video surveillance, and parking studies. Upon request by the City, HCI will work with NDS to conduct count data collection specific for each task.

##### ***Bess Testlab, Inc.***

As part of certain City-approved preliminary design work, HCI will use a certified potholing company, Bess TestLab, Inc. (Bess) as our sub-consultant. We realize that certain traffic signal pole foundations are larger diameter and deeper per the latest State standards, and the contractor may have issues with conflicting underground utilities when digging the foundations. Therefore, as completion of certain preliminary designs, HCI and Bess will identify the actual locations in the field for the proposed larger-size signal pole foundations in the field. Bess will then complete the number of City-approved potholes at the project location.

This potholing task is becoming more necessary in order to verify that equipment such as new traffic signal pole foundations being designed are accommodated in the sidewalk area, and prevent having to relocate pole placement during construction, or worst-case, prevent having to re-order new traffic signal poles during construction causing delay and extra costs. Bess uses special equipment, skilled personnel, certified safety-sensitive hazmat-trained technicians and supplies required to perform designation and utility location services using dust-controlled, soil-monitored VOC (volatile organic compounds) sensed, soil extraction methods. HCI has successfully partnered with Bess (as Saf-r-Dig before the company shut down) for potholing tasks on several design projects over the last five years, including for the Cities of Bellflower and Indio.

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **Experience and Qualifications of Key Personnel (cont'd)**

##### Names and Qualifications of Sub-Consultants (cont'd)

##### ***RJM Design Group, Inc.***

If requested, HCI will sub-consult with RJM Design Group, Inc. (RJM) for certain landscape design tasks. Our Principal, Mr. Jerry Stock, PE, TE, has successfully worked with RJM on various projects in past years, and they are included in our qualifications at the City's option.

Established in 1987, RJM is a multi-disciplinary landscape architectural, planning and design firm serving the needs to cities, including the City of Hermosa Beach, throughout California. RJM is located in nearby San Juan Capistrano and have a firm size of 19 personnel.

RJM's Principal and Project Manager, Mr. Eric Chastain, PLA, LEED AP (BD+C) is a principal landscape architect. Mr. Chastain is experienced in all phases of the design process from program development and site analysis, to conceptual design, construction documentation and construction observation.

RJM's Project Landscape Architect, Mr. Andrew Steen, PLA, is a licensed landscape architect and certified arborist. Mr. Steen is experienced in landscape materials, construction, and detailing. With over 15 years experience in the parks and recreation industry, Mr. Steen has served as Project Manager on several park design projects, and has a unique way of blending older techniques with modern design ideas.

### **3.2.4 EXPERIENCE AND QUALIFICATIONS (continued)**

#### **Assignment of Key Personnel**

HCI understands it is the City's intent to have the key personnel identified in the Organizational Chart remain with the project during the term of the agreement. If selected, HCI does confirm that Mr. Scott Ma, PE, TE, is available and will remain as the contract traffic engineer for the agreement term. As well, our other personnel will remain available for the duration of the agreement. There are no other backlogs of work that will prevent pursuing completion of our proposed services.

### **3.2.5 REQUIRED FORMS**

#### **Certification of Proposal**

Please see Appendix for signed form.

#### **Non-Collusion Affidavit**

Please see Appendix for signed form.

#### **Compliance with Insurance Requirements**

Please see Appendix for signed form.

HCI recognizes that the required insurance coverage is a prerequisite for entering into a new agreement with the City of Hermosa Beach. As mentioned, HCI is providing current traffic engineering services to the City of Hermosa Beach and does have the required insurance coverage. In addition, HCI acknowledges that we will have the required insurance coverage stated upon signing a new agreement. A copy of our current insurance certificate is attached for the City's review.

#### **Acknowledgment of Professional Services Agreement**

Please see Appendix for signed form.

There are no exceptions taken to the agreement.

### **3.2.6 COST PROPOSAL**

HCI has provided our proposed hourly rate schedule for the City's consideration in the attached Appendix. HCI understands that the fee schedule is not a bid, but will be used for a cost comparison and fee negotiating purposes. HCI confirms that it will maintain these hourly rates during the two (2) year duration of a new contract with the City of Hermosa Beach.

HCI respectfully proposes a monthly retainer fee of **\$7,150.00**, which is based upon fifteen (15) hours per week x 52 weeks per year / divided by 12 months, for Mr. Scott Ma, PE, TE, to serve the Hermosa Beach City Hall Engineering Division at a rate of **\$110.00 per hour**, which is reduced from our current hourly rate of \$150.00 for Mr. Ma's services (see hourly rate schedule).

All our other hourly rates also remain the same as our current rates (see hourly rate schedule).

HCI will provide all required personnel, materials, and equipment necessary to provide the services, as well as prepare separate invoices for each specific project authorized by the City. The basis of compensation shall be for actual time performing said duties and tasks at the rates specified. HCI understands that we are required to pay prevailing wages. All other costs such as, but not limited to, use of company vehicle; lodging; per diem; internal reproductions; telephone, telecommunications, or network costs are considered to be included in the hourly rates or in the Not-to-Exceed cost for an individual project, and not subject to reimbursement.

## **REQUIRED FORMS**



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: N/A

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

Printed Name and Title:

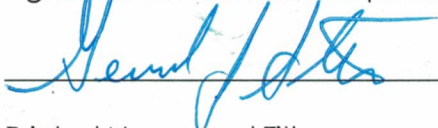
Gerald J. Stock  
Executive VP / Secretary

6.3.2 Non-Collusion AffidavitRFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

Gerald J. Stock, Executive V.P./Secretary6.3.3 Compliance with Insurance RequirementsRFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

*Gerald J. Stock*

Printed Name and Title:

Gerald J. Stock, Executive V.P. / Secretary

#### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

None taken.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature of Authorized Representative:

*Gerald J. Stock*

Printed Name and Title:

Gerald J. Stock, Executive V.P. / Secretary

## **CERTIFICATE OF INSURANCE**



# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

8/24/2018

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> Dealey, Renton & Associates DRA License 0020739 P. O. Box 10550 Santa Ana CA 92711-0550	<b>CONTACT NAME:</b> <b>PHONE (A/C. No. Ext):</b> 714-427-6810 <b>FAX (A/C. No):</b> 714-427-6818 <b>E-MAIL ADDRESS:</b>														
<b>INSURED</b> Hartzog & Crabill, Inc. 17852 E. 17th Street, Suite 101 Tustin CA 92780	<table><tr><th>INSURER(S) AFFORDING COVERAGE</th><th>NAIC #</th></tr><tr><td>INSURER A : American Automobile Ins. Co.</td><td>21849</td></tr><tr><td>INSURER B : XL Specialty Insurance Co.</td><td>37885</td></tr><tr><td>INSURER C : Associated Indemnity Corp.</td><td>21865</td></tr><tr><td>INSURER D :</td><td></td></tr><tr><td>INSURER E :</td><td></td></tr><tr><td>INSURER F :</td><td></td></tr></table>	INSURER(S) AFFORDING COVERAGE	NAIC #	INSURER A : American Automobile Ins. Co.	21849	INSURER B : XL Specialty Insurance Co.	37885	INSURER C : Associated Indemnity Corp.	21865	INSURER D :		INSURER E :		INSURER F :	
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INSURER D :															
INSURER E :															
INSURER F :															

**COVERAGES****CERTIFICATE NUMBER:** 1682578475**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
C	<input checked="" type="checkbox"/> <b>COMMERCIAL GENERAL LIABILITY</b> <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Contractual <input type="checkbox"/> Liab. GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:			AZC80922930	8/18/2018	8/18/2019	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 \$
C	<input type="checkbox"/> <b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input checked="" type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input checked="" type="checkbox"/> NON-OWNED AUTOS			AZC80922930	8/18/2018	8/18/2019	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
C	<input checked="" type="checkbox"/> <b>UMBRELLA LIAB</b> <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input type="checkbox"/> RETENTION \$			AZC80922930	8/18/2018	8/18/2019	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000 \$
A	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below Y / N <input type="checkbox"/> N / A			SCW0043101801	8/18/2018	8/18/2019	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000
B	Professional Liability Claims Made			DPR9930596	8/18/2018	8/18/2019	Per Claim \$2,000,000 Annual Aggr. \$2,000,000

**DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)**

General Liability policy excludes claims arising out of the performance of professional services.  
Excess Liability coverage excludes Professional Liability.  
Umbrella policy is a follow-form to underlying General Liability/Auto Liability/Employers Liability.

**CERTIFICATE HOLDER****CANCELLATION** 30 Day NOC/10 Day for NonPay of Prem

For Proposal Only

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

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## **RESUMES**

Scott Q. Ma, PE, TE  
Senior Engineer

Years of Experience: 18

Education:

2002 BSCE, Civil Engineering,  
University of California, Berkeley

Professional Registrations &  
Certifications:

Registered Civil Engineer–California  
No. 70812

Registered Traffic Engineer–California  
No. 2519

Professional Affiliations:

Institute of Transportation Engineers

RESUME

Mr. Scott Ma is a Senior Engineer with the traffic engineering consulting firm of Hartzog & Crabill, Inc (HCI). Mr. Ma is registered Civil and Traffic Engineer with the State of California, and has over (18) years of engineering experience.

Mr. Ma's responsibilities with HCI include preparing traffic analyses, traffic signal warrant studies, multiway stop warrant studies, parking studies, traffic index (TI) calculation, project management, and preparation of civil engineering construction plans, specifications and estimates (PS&E), including signing and striping plans. Mr. Ma is currently serving the City of Hermosa Beach as contract City Traffic Engineer, and previously served as consulting Traffic Engineer for over six years for the City of South Gate.

Prior Experience:

**P&D Consultants / DMJM Harris / AECOM**

**2004-2008**

Transportation Engineer

- Prepared Traffic Impact Studies
  - Forecasted traffic volumes and project trip generation, distribution and assignment
  - Calculated Level of Services (LOS)
  - Identified significant adverse impacts based on City's or County's threshold of significances
  - Recommended mitigation measures for significant adverse impacts
  - Conducted traffic signal warrant analyses
  - Analyzed site specific traffic issues such as on-site parking, sight distances, queuing analyses, gap analyses, truck turning analyses, parking structure operations, and neighborhood impacts
- Prepared Parking Studies
  - Forecasted parking demand based on the shared parking methodology, Institute of Transportation Engineers (ITE) parking rates, City parking codes, and parking counts
  - Analyzed parking demand versus parking supply
- Conducted Civil Engineering work
  - Prepared demolition, paving, grading, street improvements, and signage and striping plans
  - Calculated structural pavement thicknesses
  - Designed vertical and horizontal curves
  - Conducted truck turning analyses
  - Prepared construction cost estimates

**City of Oakland, CA – Transportation Services Department      2001-2002**

Engineering Intern, Part Time

- Designed speed bumps/humps
- Evaluated speed bumps/humps requests by residents
- Evaluated Stop sign requests by residents
- Conducted speed zone surveys
- Conducted peak-hour time/speed trial runs on major arterials



## Gerald J. Stock, PE, TE Executive Vice-President

### RESUME

Years of Experience: 25

#### Education:

1989 BSCE, Civil Engineering,  
University of Colorado, Denver

1978 BS, Geology,  
California State University, Long Beach

#### Professional Registrations & Certifications:

Registered Civil Engineer–California  
No. 52822

Registered Traffic Engineer–California  
No. 2049

Chi Epsilon – 1989

#### Professional Affiliations:

American Public Works Association  
American Society of Civil Engineers

Mr. Stock is Executive Vice President with the consulting firm of Hartzog & Crabill, Inc. (HCI) in charge of city and traffic engineering services. He provides consulting to public agencies from both a technical and organizational perspective. Mr. Stock's background includes a broad array of municipal projects from project conception through completion. He has directed city staffs in both long-term capital project planning as well as the day-to-day activities associated with managing a municipal engineering department.

Mr. Stock's experience includes over (25) years of project management, capital improvement planning, design, and contract administration. He is well-versed in both the technical and the political challenges of municipal engineering activities.

Mr. Stock has recently completed Engineering and Traffic surveys for the Cities of San Juan Capistrano, South Gate, Indian Wells, Laguna Niguel, and San Gabriel, and in prior years in Bellflower, Hermosa Beach, Laguna Hills, Monrovia, Monterey Park, Moorpark, Villa Park, and Yucaipa. In every case, the project was completed on time and on budget.

#### Administration:

Since 2000, Mr. Stock has served the City of Bellflower as contract City Engineer and City Traffic Engineer. Mr. Stock also serves the City of Hermosa Beach as on-call Traffic Engineer. Prior to joining HCI, Mr. Stock was employed by the City of Norwalk as their in-house City Engineer. Mr. Stock represents the Engineering/Public Works Department before the Public Safety and Planning Commissions, as well as the City Council for his client cities.

Mr. Stock has directed City staffs and consultants regarding the administration of client city's Congestion Management Program, NPDES activities, grant applications and grant administration, underground utility districts, and pipeline/utility franchises.

#### Transportation:

In recent years, Mr. Stock assisted the City of La Palma with the preparation of traffic circulation study at Walker Jr. High School, and completed a school signal warrants analysis near the high school, as well as left-turn phasing analyses on La Palma Avenue at the intersections with Moody Street and Walker Street.

Mr. Stock prepared intersection widening plans in the City of Laguna Hills, as well as completed the Engineering and Traffic Surveys for Speed Limits in the Cities of Laguna Hills, Laguna Niguel, San Juan Capistrano, and Yorba Linda.

The City of Bellflower selected Mr. Stock to represent the City on the technical advisory committee (TAC) of the SR-91/I-605 Needs Assessment Major Corridor Study. As vice-chair of the TAC, Mr. Stock's role is to ensure that the City's interests are protected during the planning and development of major improvements along the SR-91 and I-605 Freeways in Bellflower.



Mr. Stock has developed and fostered positive working relationships with Caltrans, Los Angeles County Department of Public Works, Los Angeles Metropolitan Transportation Authority, South Coast Air Quality Management District, and also local law enforcement.

**Design and Contract Administration:**

Mr. Stock has directed the design and construction management of several roadway, landscape, and traffic signal improvement projects in the Cities of Bellflower and Norwalk. Mr. Stock's most recent design assignments in the City of Bellflower include being the registered civil engineer responsible for the design of the Library Garden, Friendship Square, Artesia Boulevard Landscape Median, Pacific Electric Depot Restoration, MPOWER Parking Lot, and Riverview Park projects.

**Planning:**

With respect to planning activities, Mr. Stock is currently under contract with the City of Bellflower for the review and approval of subdivision maps. Mr. Stock is responsible for the review and approval of new and redevelopment site plans and for establishing conditions of approval. The review and approval of street improvement, storm drain, sewer, traffic signal, and drainage plans collectively fall under Mr. Stock's direction.

Years of Experience: 40

Education:

Associate of Arts - Mechanical Drafting,  
Fullerton College, California, 1965

Traffic Signal Circuitry I & II,  
Belmont Adult School, Los Angeles,  
California, 1971

Computer Programming Courses,  
Saddleback College, Mission Viejo,  
California, 1984

Professional Affiliations:

Member, Orange County Traffic  
Engineering Council (OCTEC)

Orange County Transportation  
Commission Round Table

Traffic Signal Association (TSA),  
Los Angeles, Orange, Riverside, and San  
Bernardino Counties

With over 40 years of experience, Mr. Hartzog is a recognized expert in Traffic Signal Operations and in the design preparation of construction plans, specifications, and cost estimates of traffic signal systems. He has been retained by numerous cities to prepare plans for individual intersections, systems of signalized intersections, and also to be responsible for the operation of those signals citywide.

His recent responsibilities in this regard involve the Cities of Aliso Viejo, Laguna Hills, Laguna Niguel, and Rancho Santa Margarita. In these communities, his services were retained to develop Master Plan System coordination timing plans for (8) arterial roadways consisting of (101) signalized intersections. His assignments have also included implementation of a 120-intersection traffic signal management system for the City of Tustin.

His areas of expertise are signal design and signal operations, including the development, implementation, and calibration of coordination timing. Other areas of expertise include the design of signal interconnect, signing and striping plans, which also include the preparation of applicable project plans, specifications, and estimates.

**RELEVANT EXPERIENCE:**

**Traffic Signal Operations Management (15 Cities, CA) On-Going -**

Mr. Hartzog provides traffic signal timing and operation services for the Cities of Aliso Viejo, Cerritos, Cypress, La Palma, Laguna Hills, Laguna Niguel, Lake Elsinore, Lake Forest, Mission Viejo, Moorpark, Rancho Santa Margarita, San Juan Capistrano, Stanton, Tustin, and Yorba Linda. These computerized services include daily reviewing/comparison of timing to verify if all traffic signals are in good working order. Any malfunctions logged are immediately reported to the City's designated agency or traffic signal maintenance contractor for dispatch. Historical data is also analyzed to identify traffic volumes and patterns to assist in determining if an adjustment to signal timing is necessary. Mr. Hartzog also verifies if timing is programmed correctly in each master and controller. This on-going monitoring and maintenance of signal timing for these city agencies combine for a total over (600) signalized intersections.

**Oso Parkway/Pacific Park Drive Traffic Signal Synchronization Project (OCTA, Various Orange County Agencies) 2008** – This demonstration project was completed jointly between RBF Consulting, Inc. and HCI, and involved coordinating (34) intersections on (1) arterial within Cities from Aliso Viejo to Rancho Santa Margarita. The timing was developed by RBF and reviewed/ implemented by HCI (*assisted local agency w/implementation*). HCI implemented all timing through both field-implementation and the central traffic signal system. HCI also fine-tuned the system and continued on-call for (9) months. Mr. Hartzog was responsible for the oversight and execution of this project.

**Timing of Arterial Grid Network (Laguna Niguel, CA) 2006** - This project involved coordinating 45 intersections on 3 arterials, which were Alicia, Moulton/Golden Lantern, and Crown Valley Parkways. The project objective was to improve traffic flow on each of these major roadways through the development, implementation, and calibration of coordination timing at each intersection. The timing for each roadway had to be developed to allow the arterials to cross each other at two separate points while providing smooth progression on each. As Project Manager, Mr. Hartzog was responsible for the oversight and execution of the project.

**Antonio Parkway Interconnect Project (Rancho Santa Margarita, CA) 2005** - Mr. Hartzog served as Project Manager for the Antonio Parkway Traffic Signal Interconnect Project from Santa Margarita Parkway south to Tijeras Creek. Working with the City, the project involved eleven intersections, several signal modifications, and the installation of 3.5 miles of twisted-pair signal interconnect cable, updating the City Hall Traffic Management System, and signal coordination timing.

**Moulton Parkway Interconnect Project (Laguna Hills, CA) 2005** - Mr. Hartzog served as Project Manager for the Moulton Parkway Traffic Signal Interconnect Project from Nellie Gale north to Laguna Hills Drive and from Ridge Route Drive to Lake Forest Drive. Working with the City of Laguna Hills, the project involved six signal modifications, the installation of one mile of twisted-pair signal interconnect cable, the upgrading of the City Hall Traffic Management System, and signal coordination timing. The objective of this project was to improve traffic flow by improving the signal system, thereby facilitating the coordination of the signals along this arterial.

**Santa Margarita Parkway Interconnect Project (Rancho Santa Margarita, CA) 2003** - Mr. Hartzog served as Project Manager for the Santa Margarita Parkway Traffic Signal Interconnect Project from Melinda Road east to Plano Trabuco. Working with the City, the project involved fourteen signal modifications, the installation of 3 miles of twisted-pair signal interconnect cable, signal coordination timing, and the installation of a City Hall Traffic Management System. The objective of this project was to improve traffic flow by improving the signal system, thereby facilitating the coordination of the signals along this arterial.

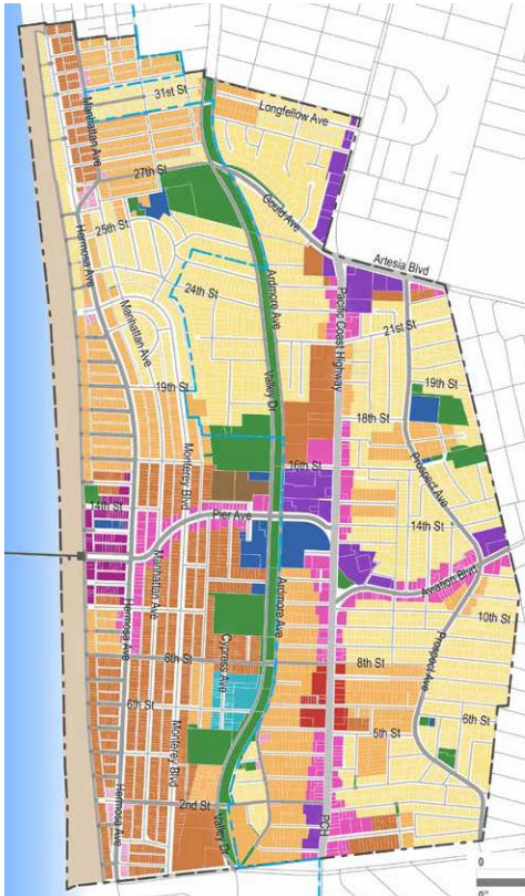
**Timing of Arterial Grid Network (Cypress, CA) 2002** - This project involved coordinating 96 intersections on 10 arterials in the Cities of Buena Park, Cypress, Garden Grove, Los Alamitos, and Stanton. This project also required the coordinating of City signals with Caltrans signals. The project objective was to improve traffic flow on each of these major roadways through the development, implementation, and calibration of coordination timing at each intersection. The timing for each roadway had to be developed to allow the arterials to cross each other at nine separate points while providing smooth progression on each. As Project Manager, Mr. Hartzog was responsible for the oversight/execution of the project.

## **SCHEDULE OF HOURLY RATES**

**Schedule of Hourly Rates**  
**(for City of Hermosa Beach)**

<b>Classification</b>	<b>Hourly Rates</b>
Expert Witness / Deposition.....	\$285
Litigation Consultation.....	\$255
Two-Person Survey Crew.....	\$255
Litigation Field Evaluation.....	\$230
Principal Consultant.....	\$175
Project Manager.....	\$165
Registered Land Surveyor.....	\$160
Senior Engineer.....(Mr. Scott Ma, PE, TE).....	<del>\$150</del> <b>\$110</b>
Storm Water Permit Compliance Engineer.....	\$150
Associate Engineer.....	\$145
Construction Manager.....	\$135
Traffic Signal System Supervisor.....	\$135
Mural Artist.....	\$135
Senior Designer.....	\$130
Traffic Signal Systems Specialist.....	\$125
Assistant Engineer.....	\$120
Draftsperson.....	\$100
Technician.....	\$ 85
Word Processor.....	\$ 70
Clerical.....	\$ 55
* Traffic Counts (Cost, plus 10%).....	\$ *

Note: Out of pocket expenses (blueprinting, reproduction, printing and delivery service) will be invoiced at Cost. These other direct costs are included in the not-to-exceed values for the aforementioned scope of services. A 10% fee for administration, coordination and handling will be added to subcontracted services. **This Schedule of Hourly Rates is effective as of July 1, 2019.** Rates may be adjusted after that date to compensate for increases of inflationary trends. Mileage shall be per current IRS rate (rate can be found at the following link: <http://www.irs.gov/newsroom/article/0,,id=232017,00.html>).



# **On-Call Transportation and Traffic Engineering Services**

RFP 19-04



IBI Group  
18401 Von Karman Avenue - Suite 300  
Irvine, CA 92612  
Tel 949 833 5588  
Fax 949 833 5511

## Cover Letter

June 13, 2019

Leeanne Singleton  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254

Dear Leeanne Singleton:

### REQUEST FOR PROPOSALS FOR ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES (RFP 19-04)

IBI Group is pleased to respond to City of Hermosa Beach's Request for Proposals for On-Call Transportation and Traffic Engineering Services. IBI Group is excited to have the opportunity to continue our working relationship with the City of Hermosa Beach and to serve as a resource for the City in the planning and engineering disciplines.

This proposal presents the qualifications of IBI Group and our proposed key staff members for:

- Category 2 – Transportation Planning and Studies
- Category 3 – Plan Check/Development Review

IBI Group has the experience and capacity to bring all the necessary resources to the City of Hermosa Beach for the requested services outlined in the RFP. Our team is committed providing the City with quality professional services and to meeting the City's schedule and scope requirements for any assignment received under this program.

IBI Group is a leading international provider of a broad range of professional services in three focus areas: Intelligence, Buildings, and Infrastructure. With more than 40 years of experience, we bring unparalleled depth of resource and breadth of experience providing planning, architecture and engineering services. The firm maintains local offices in both Los Angeles and Orange Counties, and we have provided high quality professional service for public and private clients on a wide range of challenging projects across the United States, Canada, and abroad.

Within the planning and engineering disciplines, IBI Group offers the City of Hermosa Beach a strong history of involvement in the development of various plans, concepts, studies, and policies. We have worked on several projects within the City of Hermosa Beach, County of Los Angeles, and Southern California as a whole. Additionally, we have extensive experience in managing on-call contracts with various local agencies for transportation engineering, traffic engineering, transportation planning, sustainable/active transportation, and intelligent transportation systems. For this proposal, we have augmented our capabilities to include public outreach coordination and education through the addition of Safe Moves, a seasoned public outreach firm with notable experience in developing engagement strategies to increase community education in regards to transportation awareness initiatives. The consultant team also includes data collection services from AimTD, who bring the wide variety of data collection tools and methods necessary for the array of services anticipated as part of this project.

Thank you for the opportunity to submit our qualifications. We look forward to hearing from you and are excited about the opportunity to continue to work with the City. If you have any questions, please feel free to contact me at (949) 833-5588 at your convenience.

Sincerely,  
IBI Group

William Delo, AICP  
Managing Principal

David Chow, PE, AICP  
US P3 & Mobility Director

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#### 60+ GLOBAL OFFICES

2,500 Difference-makers and counting

#### OUR MISSION

##### Defining the Cities of Tomorrow

We define how cities look, how cities feel, and how cities work.

#### OUR VISION

**We are the global partner to plan, design, build, and sustain the cities of tomorrow.**

We are holistically minded, design inspired, and technology-driven.

#### OUR VALUES

**Integrity** We do what is right.

**Partnerships** We work together.

**Excellence** We pursue design excellence.

**Innovation** We embrace ingenuity.

**Community** We build community.

#### LEGAL



**IBI Group, a California Partnership**  
Legal business name

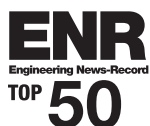


**Partnership**  
Firm organization



**1974**  
Year organized

**Federal Tax ID #: 95-3268721**



We are a globally integrated design and technology firm.  
We design every aspect of a truly resilient city  
for people to live, work, and play.

**IBI Group** provides a broad range of professional services focused on the physical development of cities. Our expertise spans urban design and planning, building and landscape architecture, engineering, advanced transportation management and traffic systems, active transportation planning, communications specializations, and software development. We have organized these services into three streams – Intelligence, Buildings and Infrastructure – to ensure a holistic approach to creating innovative, responsive, and intelligent solutions for our clients in both the public and private sectors.

IBI Group, under complete ownership of its own, has been providing these services for 44 years since our founding in 1974. IBI Group has grown both organically and through strategic acquisitions. Today more than 300 of our staff architects, planners, designers, and engineers are LEED accredited, and operate in a highly collaborative nature. Our approach to any project balances the three pillars of sustainability: the social, environmental, and economic spheres of influence. We strive to create projects that communities can be proud of and that benefit the community now and for generations to come.

Within California, IBI Group is well-known for its innovative transportation planning practice, which focuses on identifying active and sustainable transportation solutions for a variety of public sector clients and projects. The firm's transportation planning capabilities and experience spans a variety of transportation modes, from transit to autos to walking and cycling, allowing our staff to identify and implement tailored solutions to meet the needs of the clients and communities we work for on a day-to-day basis. Award-winning projects that IBI has led or been involved in include the Metro First-Last Mile Strategic Plan, the Agua Caliente Band of Cahuilla Indians Section 14 Complete Streets Plan, the Michigan Avenue Neighborhood Greenway, and the Bringing Back Broadway Streetscape Plan for Downtown Los Angeles.

#### OFFICE / CONTACT

18401 Von Karman Avenue, Suite 300  
Irvine, CA 92612  
Contact: William Delo  
Email - [bdelo@ibigroup.com](mailto:bdelo@ibigroup.com)  
Phone - (949) 833-5588  
Fax - (949) 833-5511  
[www.ibigroup.com](http://www.ibigroup.com)

**LOCAL OFFICE / CONTACT**

15500 Erwin Street  
Van Nuys, CA 91411

**Contact:** Pat Hines, President/Executive Director

**Tel** (818)786-4614

**Email** phinesafety@aol.com

**Business Entity:**  
Non Profit California Corporation

**Federal Employer ID Number:**  
95-4435418

**Company Ownership:**  
Safe Moves is a non profit California Corporation is not totally or partially owned by any business

**Number of Years in Business:**  
38 years

**Number of Years of Relevant Experience:**  
38 years

**Any contract failures and/or refusals:**  
Safe Moves has not been terminated or terminated a contact.

**Safe Moves**, established in 1983, is a non-profit 501 (c) (3) organization dedicated to reducing traffic related deaths and injuries to school-aged children; encouraging children to use alternative modes of transportation to school; educating parents on traffic safety and promoting the use of alternative modes of transportation to improve the quality of life for children, their families and the community by making school environments and neighborhoods walkable and bikeable.

Safe Moves is considered one of the leading authorities on Safe Routes to School in the country and has won many national awards from the United States Department of Transportation, National Highway Administration, Department of Health Services, California Office of Traffic Safety and the Association of Bicycle and Pedestrian Safety Professionals. Safe Moves programs have been featured in the national press including "Dateline", "The Today Show", "Good Morning America", and "20/20".

Safe Moves has graphic design, website management, video production and media relations experience to provide high quality printed material, documentation and press coverage.

Safe Moves has 38 years of experience working with the following school districts, governmental departments, law enforcement and city councils.

**LOCAL OFFICE / CONTACT**

751 S Weir Canyon Rd Ste 157-158  
Anaheim, 92808

**Contact:** Olga Polunin

**Tel** (714) 253-7888

**Email** opolunin@aimtd.com

**Firm Organization:**  
Limited Liability Company

**Number of Years in Business:**  
10 years

**Number of Years of Relevant Experience:**  
10 years

**Federal Employer ID Number:**  
45-5083788

AimTD is not owned by another business organization and did not refuse to complete any contracts.

**Aim Traffic Data – AimTD** has ten years of experience providing accurate traffic data collection with focus on customer service. AimTD has an outstanding reputation with many municipalities and engineering companies in Southern and Northern California. AimTD is a California Limited Liability Corporation with office located in Anaheim, CA. AimTD is a certified Small Business Enterprise (SBE). Our staff includes CEO, COO, three project managers and 24 technicians. AimTD does not use any sub consultants or temporary workers for any projects.

AimTD conducts over 5000 Intersection Traffic Data counts annually throughout California and has contracts for collection of Traffic Counts with the following municipalities in California – Orange County Transportation Authority, City of Yorba Linda, City of Costa Mesa, City of Pasadena, County of Orange Public Works Department, City of San Bernardino, City of Tustin, City of Mission Viejo, City of Santa Ana, City of Beverly Hills and City of Santa Monica.

AimTD has provided Traffic Data Collection for number of corridor studies for OCTA (Orange County Transportation Authority) and MTC (Bay Area) measure-M funded projects that included Intersection Turning Movement Counts, Pedestrian Crossing Time, 24-hr Pedestrian, Bike and Vehicle counts, and Vehicle Classification.

# Project Understanding and Approach to Scope Work

## Statement of Understanding

It is IBI Group's understanding that the City of Hermosa Beach is seeking to establish a bench of traffic engineering, transportation engineering, and transportation planning firms to assist with the implementation of the City's transportation goals, objectives, and performance standards on an as-needed basis, as perceived by the City.

The City has made significant strides towards improving various aspects of its transportation network by pursuing updates to key documents such as the General Plan (Plan Hermosa), Bicycle Master Plan, Living Streets Design Manual, Engineering and Traffic Speed Survey, and the Pavement Management Plan. The goals, objectives, and standards outlined in these documents not only provide a vision for the future of the City of Hermosa Beach, but also highlight the need for the variety and quantity of projects needed to bring about this vision. The City's commitment to improving its transportation network is evident by the allocation of funds to street, highway, and public facility improvements in the 2018-19 Capital Improvement Program. The professional services sought by the City are anticipated to cover a wide variety of transportation topics and span multiple disciplines, with projects ranging from pedestrian/bicyclist mobility improvements on local streets to operational improvements for vehicular traffic along highways. Furthermore, the need for each project to seamlessly integrate with existing conditions and planned projects is paramount.

The project encompasses a wide range of services in which IBI Group provides in-house professionals to deliver high-quality studies and reports. For this on-call contract, IBI has assembled a team of transportation planners, civil engineers, and GIS specialists who bring diverse perspectives pertaining to, but are not limited to, the following:

- Traffic/Transportation Engineering and Planning
- Active Transportation Planning
- First/Last Mile Planning
- Conceptual Engineering
- Traffic Impact Analysis
- Corridor Design
- Circulation Design
- Parking Management
- Transit Planning
- Trip-Based Modeling
- Activity-Based Modeling
- Bicycle and Pedestrian Modeling
- Performance Measures
- Scenario Modeling (multi-faceted)

Our team also brings experience preparing economic evaluations for prospective capital improvement projects, such as utilizing the California Life-Cycle Benefit/Cost Analysis Model (Cal-B/C) to calculate life-cycle costs/benefits, benefit-cost ratios, and rate of return in addition to the identification of grant applications through SCAQMD, TAP, MSRC, or CARB.

Based on our experience and expertise, IBI Group is well-qualified to provide the following services to the City:

- **Category 2 – Transportation Planning and Studies**
- **Category 3 – Plan Check / Development Review.**

Services to be provided as part of Category 2 – Transportation Planning and Studies include:

- Development of conceptual plans and alternatives for neighborhood traffic management, roadway improvement projects, and bikeway improvement projects.

- Preparation of studies, recommendations, and regulatory changes for land use, parking, and active transportation projects.
- Development and implementation of strategies and materials for transportation education, engagement, and other awareness initiatives (Safe Routes to School, Bike Safety, Distracted Driving, etc.).

Services to be provided as part of Category 3 – Plan Check / Development Review include:

- Provide plan/project review of private development projects.
- Prepare or review supplementary traffic and/or parking studies.

## Relevant Experience

Our management team, supported by our in-house task leaders and technical teams, brings pertinent experience in a broad range of planning and engineering projects similar to those anticipated as part of this on-call contract. Our vast knowledge of traffic and transportation design, policies, and practices allows us to successfully pursue and complete a broad range of transportation-related projects.

IBI Group has developed a strong understanding of the requirements for executing on-call agreements through prior experience successfully managing on-call contracts. Some of the local agencies that we have recently, or are currently working for, through similar on-call contracts include the following:

- Los Angeles County Metropolitan Transportation Authority (Metro) Countywide Planning Bench (Transportation Planning, Traffic Engineering, ITS Planning and Engineering, Sustainability/Active Transportation, Architectural/Urban Design)
- City, County & Port of San Diego (Engineering, Planning, Structures, Traffic)
- San Diego Association of Governments (SANDAG) (Planning, Engineering)
- Orange County Transportation Authority (OCTA) (Planning, Modeling, Engineering)
- City of Santa Ana (Traffic, Engineering)
- City of Pasadena (Planning, Traffic)
- City of Anaheim (Planning, Traffic)
- Santa Clara Valley Transportation Authority (VTA) (Transit Planning, BRT Planning, ITS Planning, Development/Real Estate Planning, Environmental Planning)

Our extensive experience with cities, public agencies, and on-call contracts has allowed us to identify, refine, and implement successful strategies to be nimble in responding to various task orders. The provision of the services sought by the City of Hermosa Beach requires a firm which is receptive to the City's needs, responsive to changing needs, and is able to implement unique project management methods when necessary. IBI Group brings the personnel, tools, and understanding necessary to provide effective solutions and implement innovative project management methods. IBI Group intends to assist the City in meeting its transportation goals through the following strategies:

- **A Trusted Partner Approach:** This is an approach where both the consultant team and the client fully embrace the concept of working together as a team. As a team, both the City and consultant team trust in the each other's capabilities and ability to ensure the success of projects. Through our recent work with cities and other public agencies, IBI Group has developed an understanding of the challenges that the City faces and issues which may arise throughout the term of the project.

- **Quick and Accurate Response:** The IBI team will ensure that the City can count on a swift response to requests, new task orders, or simply a small technical question/clarification. We understand that a quick response, professionally and consistently offered, is crucial to the City and is part of providing excellent client services. Where research is required to provide a response, we will schedule a response with the City.
- **Understanding the Assignment:** Establishing a clear understanding of the assignment so that the appropriate team members can be mobilized and a scope of work can be prepared is essential to getting a task kicked-off quickly, and to successfully complete the work in a timely manner.
- **Anticipation and Communication:** IBI Group hosts several qualified project managers that will maintain continued contact with the City regardless of the status of current task orders. As part of being a trusted partner, our team will anticipate problems or issues and communicate these to the City so that decisions can be made by agency staff before problems fully materialize.
- **Staff Continuity:** Retaining the same key staff throughout the life of an on-call contract helps expedite assignments and provide quality service. The City can expect to see the same faces when dealing with our team on an on-call project as IBI has a track record of retaining quality staff.
- **Ability to Work as an Extension of Staff:** IBI's focus on any on-call contract is to create a comfort level with City staff so that IBI is considered as an extension of staff rather than an outside consultant. Our proven capabilities and experience on similar types of contracts allow us to provide the high level of service needed to do so.

## Approach to Delivery of Services

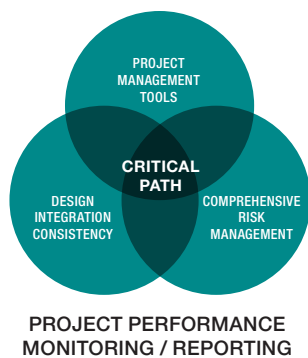
### Project Management Approach

IBI Group's Project Manager will manage the overall work effort under the on-call contract, and will be focused on meeting the goals established for each individual project. The Project Manager will monitor scope, schedule and budget, and stress quality control and communication throughout the project. Once a specific project is assigned through a task order, IBI Group will establish communication and interaction with the City of Hermosa Beach Project Manager, which is a key to making the project a success.

IBI Group will assign a task leader who has expert experience within the appropriate service category the City has specified for the task order. Each task leader will be responsible for individual projects under their service category and ensure that the assignments are carried out. Once the project is received, the Project Manager will notify the task leader of the new assignment and meet with staff to develop a schedule for the project.

If necessary, a kick-off meeting will be conducted with City staff (and any relevant party such as Caltrans, local groups, schools, etc.) to discuss the project scope, schedule, goals/objectives, and deliverables. The kick-off meeting will also serve as an opportunity to establish lines of communication and procedures/protocol and will be the forum to discuss present and discuss project issues, critical path items and refinements to the work plan.

Throughout the duration of task, the IBI Group Project Manager will create and maintain a project action items list, which will be organized by task. This list will supplement the primary project schedule and serve as a tool to identify, track, and monitor all actions associated with completion of the project. The list will be reviewed with the City and other key stakeholders on a monthly basis by means of a project team meeting.



## Project Controls Plan

It is unglamorous and often thankless work, but failure to establish and use systems for maintaining control over budget, scope, schedule, and design products can make even the most talented design team appear to be unorganized, and inefficient. Over time, we have adapted and fine-tuned IBI Group's standard firm-wide ISO-Certified and audited Project Controls processes and tools to support local client needs.

The tools and procedures we use are state-of-the-art and commensurate with the scope, scale and complexity of the projects IBI Group undertakes with its staff of 2,500 people in 75 offices around the globe. While the specific Project Controls Plan is tailored to each client and project, our core processes are the same and being used on world-scale projects such as the Crenshaw/LAX LRT Project in Los Angeles County (Construction Value of \$2.058B) and smaller traffic and parking studies such as the Wildomar Campus Traffic Impact Analysis (Contract Value of \$60,000). With those points in mind, the following are the key elements of our overall approach or philosophy in developing a Project Controls Plan tailored for each project.

**Project Management Tools** — The availability of project management tools is almost ubiquitous these days, and they certainly are required as part of project control. However, the emphasis is often on days planned/ days expended as opposed to real tracking against critical path elements which truly drive the overall project implementation timeline. We will set up the tools around a true critical path which focuses on “big picture” elements, as well as the detailed task.

**Design Integration – Consistency** — IBI Group has been working with subconsultant on projects that involve a new approach to design integration and consistency checks. This approach more directly involves the client in earlier stages of design development, even prior to completion of all internal team QA/QC. This allows the client and key stakeholder agencies to note potential conflicts and bring up questions and concerns earlier. As different elements of design proceed they are checked against each other on a recurring basis. The benefit of this extra effort in ensuring design consistency is really felt in the construction phase where “costly surprises” can be reduced. IBI Group would like to work with City's engineering managers to enhance the level of early and proactive design integration and consistency checks as part of the overall approach to project controls.

**Comprehensive Risk Management** — Risk tracking and management is relatively commonplace, but it is frequently stymied by blinders which are focused on project specifics. Often times, the true and greater risks to a project rest at a higher level and outside the specific project at hand. The IBI Group Team would like to work with the City of Hermosa Beach to implement project controls which effectively create a comprehensive view of risk, which will likely combine project-specific design concerns with other elements such as policy, right-of-way acquisition issues, etc.

The only certainty on a project is that it will face risks, changes and unique challenges over its lifetime that can affect scope, schedule and/or budget. While their precise timing and nature by definition uncertain, effective project management and planning must recognize the inevitability of the challenges and have contingency plans in place. The following table relates what IBI Group has found to be the most common challenges to an urban transportation project, and range of mitigation measures and strategies that have proven to be most effective on our past projects.

<sup>1</sup> The IBI Group Los Angeles office is ISO 9001:2008 Certified by PriceWaterhouseCoopers, Certificate No. Q2006-255.40, including standard procedures for: timesheets, expense reports, invoicing, financial controls, audits, contracts, project start-up, insurance certificates, work programs, document management, equipment, project changes, client review, nonconforming services and products, project closeout and archiving.

Risk Category	Mitigation Measures and Strategies
Third-party Approval	<ul style="list-style-type: none"> <li>• Assemble key agencies into Project Development Teams to achieve effective involvement of each participating agency and facilitate consensus building.</li> <li>• Negotiate MOUs up-front to foster early and frequent coordination with public agencies and utilities.</li> <li>• Use one-on-one meetings and over-the-shoulder reviews.</li> </ul>
Public Controversy	<ul style="list-style-type: none"> <li>• Maintain close dialogue with the community via resident and media briefings, school talks and exhibitions, setting up community liaison office(s).</li> <li>• Address common issues such as land acquisition, temporary construction impacts, traffic, noise, alignment, station locations etc. respectfully, responsibly and quickly.</li> <li>• Adopt a preventive and proactive attitude to address potential community impacts and eliminate potential setbacks.</li> </ul>
Staffing Continuity (on multi-year projects)	<ul style="list-style-type: none"> <li>• Make thorough, written documentation a high priority – assume “here today gone tomorrow” philosophy.</li> <li>• Early communication with the client when a staffing change arises.</li> <li>• Provide adequate time to vet replacement candidates.</li> <li>• Provide ample “parallel” time between outgoing and incoming person.</li> </ul>
Unforeseen Field Conditions	<ul style="list-style-type: none"> <li>• Reduce risk by selecting team subconsultants who have done fieldwork in the area and have proper up-to-date training required for fieldwork.</li> <li>• Ensure adequate budget for fieldwork.</li> <li>• Develop flexible designs that can be quickly modified to fit field conditions (e.g. modular transit shelter components with minimal foundation needs).</li> </ul>

**Implementing Project Management Tools Up Front** — IBI Group has numerous management tools at our disposal that are used to various degrees depending on the size and complexity of a project at hand. These tools include ASANA for file and project information sharing, ProjectWise for CADD file/project management, Microsoft Project, and MindJet Project Management Tools.

For example, IBI Group has migrated to the on-line collaboration discussion tool Microsoft Teams. This tool allows for the creation of “virtual studios” with directed file sharing/storage, as well as on-line discussion channels specific to individual projects. For IBI Group, Microsoft Teams has proven an excellent tool for on-going discussions across offices and across a variety of areas of technical expertise, including drawing on international experience. In the modern project management environment, these tools are linked and integrated to support one another as project needs dictate.

## Communications Approach

A project schedule will be maintained throughout the course of the project by IBI Group. Schedule and budget reviews will be incorporated into regular project management reporting and check-ins with the City. Again, proactive management that anticipates potential issues is the best tool to keep the project moving forward. IBI Group has Change Management procedures to track any required contractual modifications such as the project scope, schedule, and/or budget.

Effective communication with the City is a critical component of our management plan. It is important that strong lines of communication are established and maintained throughout the term of the task. The primary formal structure for this process is provided by regular (i.e. monthly) Project Status Meetings. These meetings

are intended to review overall progress, plan for upcoming work, and resolve any challenges that may arise. To support this intent, we propose to hold these meetings at the beginning/end of each month, and to generate a Monthly Status Report for co-review. This will help streamline the reporting process, and will consolidate understanding around progress towards completing goals.

Another key role of the monthly status meetings is to initiate all tasks and sub-task efforts, define expectations and allow the Task Leads to mobilize resources in an efficient and timely fashion. We will prepare for each meeting by including Task Leads responsible for coordinating these efforts in the preparations. This will ensure a high degree of managerial and schedule control and will instill a sense of ownership for team members responsible for discrete components of work. Additional status meetings may also be scheduled in order to review important deliverables and coordinate significant task transitions, and allow a chance to present and discuss findings with key staff and stakeholders as may be required.

It should be noted that the vast majority of our project team is locally based (Irvine/Los Angeles), which minimizes our travel costs while increasing our responsiveness and ability to coordinate face-to-face. When remote coordination is necessary we use internet collaboration tools, web meetings, and teleconferences to effectively manage projects irrespective of distance.

## Quality Assurance / Quality Control

IBI Group ensures quality through its external communications with the City as well as its internal communications among the consultant team. IBI Group, working in the capacity of Prime Consultant, will lead the consultant team, reviewing and assessing all aspects of the task in order to ensure a strong match between anticipated work efforts and available staff. This effort includes assessing the availability of IBI Group and the sub-consultant staff to complete the task.

Once the task is under way, frequent internal communication and coordination is emphasized in order to evaluate and resolve project issues, confirm progress of time-critical components, anticipate and resolve issues, and ensure that the strategic objectives are being met. Internal management and coordination meetings will be held at intervals appropriate for the task and project schedule; these meetings may be weekly or bi-weekly. The purpose of these meetings will be to track the preparation of deliverables as well as provide the project manager and/or task leads an opportunity to review them prior to submission. Successful quality management systems are implemented from the top down. Principal-in-Charge William Delo understands the importance of producing a quality product and is committed to delivering one. Within the disciplines, quality control procedures are engrained in the production of technical materials. Because our reputations rely upon the quality of our products, our QA/QC reviews signify that our deliverables will meet or exceed the City's expectations.

### QA/QC PROCESS

**QA/QC Kickoff Meeting** — The QA/QC Kickoff Meeting will be conducted by the QA/QC Manager to provide an overview of the QA/QC Plan, to review project procedures, and to review expectations for the project and the QA/QC Team. The meeting will also serve to explain individual roles and responsibilities as well as to formalize working relationships between team members. The meeting will present and make certain that all personnel involved in performing the work have a clear understanding of the scope and intent of the overall project, and the appropriate design criteria and environmental concerns.

**Project Schedule** — The project schedule shall include sufficient time and include specific deadlines that provide a well-organized quality control review process and details the required quality control review periods prior to milestone submittals of deliverables.

**Project Management Plan** — A Project Management Plan will be prepared that documents project scope, team organization and contact information, project schedule, document control procedures, communications plan, and deliverables. The plan should identify those responsible for different areas of work, and ensure that they have the required knowledge, qualifications and expertise required. The quality control plan is an appendix to the Project Management Plan.

**Quality Control Plan** — A specific Quality Control Plan will be developed for the project and submitted to The City for review and comment. Based on the comments received, a final Quality Control Plan will be published and implemented. The adopted plan will also include a schedule or milestones where QC audits will occur. In compliance with ISO 9001, these audits will ensure compliance with the overall quality assurance plan.

**Implementation** — Deliverables will be reviewed by the responsible Task Leaders and checked for conflicts with other disciplines by the other task managers and the project manager prior to submittal to the City. The reviews shall verify and ensure the following:

- The documents conform to the formal contract document.
- The documents are well organized, clear and concise, and technically and grammatically correct.
- The documents have been checked and signed by the designer, reviewer, and back checker.
- The documents comply with generally accepted professional standards of engineering and/or architectural practices or applicable laws.
- The designs are consistent with required standards, consistent within each discipline, and do not present conflicts with the designs of other disciplines.
- That the proper calculation tools have been used, and that calculations have been independently verified.
- The final documents are stamped, signed and dated by a responsible California registered engineer or architect where required by the contract documents.
- Each and every submittal shall include QA/QC Plan compliance document(s).

## Technical Approach

The technical approaches undertaken for typical traffic engineering and transportation planning assignments are discussed in further detail below.

- **Data Collection** – The completion of task orders under the various service categories will require different types of data and resources. Following receipt of the notice to proceed, IBI Group will gather and review existing studies, reports, existing mapping and plans relevant to the project. Our project team members' experience in Los Angeles County and familiarity with local cities in the County will prove invaluable on this task. We have experience working with transportation demand models, providing inputs and requests for model data and in the interpretation of the model outputs and forecasts. For each task order, the collected data will be compiled and incorporated to the appropriate technical report. Preparing of clear and concise data collection summaries are common IBI Group practice. Other data collection efforts that are specific to each category include:
  - Demographics, Data and Statistical analysis: Review existing regional demographic forecast, collect socioeconomic, ridership, and traffic data from the Southern California Association of Governments (SCAG), United States Census, transit agencies, and cities; review of model forecasts.
  - Operations, Mobility, and Performance Analysis: Conduct field review and collect data regarding opportunities and constraints, transportation improvement strategies, traffic data, and cost data.
  - Parking and Station Access: Conduct field review and collect data regarding existing station conditions and access, operations, ridership, parking data including inventory of parking supply and parking occupancy.

- System Evaluation, Long Range Planning and Goods Movement: Research and monitor State and National planning policies, funding opportunities, collect data regarding truck and rail goods movement data in Los Angeles County.
- Media Management: Identify and compile key stakeholder database, contact participating cities and agencies, collect data to set up/maintain project website or Facebook/Twitter account, etc.
- Transportation Demand Management: Identify opportunities and constraints of study area, research successful national and local transportation demand management strategies that are applicable and appropriate for study areas.
- **Community Outreach** – It is essential that the planning documents address community needs and assure that community perspectives and values are integrated into the program. Specific elements of a stakeholder participation/outreach program will be tailored to and need to reflect the objectives of a specific study. Examples of project-specific community outreach efforts include: preliminary discussions with several large employers who had expressed an interest in advancing employee transportation solutions; targeted community meetings, with the objective of informing the public about potential improvements; and the implementation of School Action Plans to educate students on the proper use of pedestrian and bicyclist facilities. The IBI Team will compile complete project documentation relating the public outreach effort. All meetings and materials will be summarized in the final report including a summary of outreach efforts and will include maps and graphics, presentation materials, and meeting reports. Specific activities may include:
  - Stakeholder interviews – Identify and meet with key stakeholders that can provide vital project input.
  - Small Group Meetings/Focus Group/Advisory Committees – Coordinate with local agencies to determine if a series of small group or focus group meetings might be useful to dialogue with key industry groups that can help the City better understand community opportunities and constraints.
  - Student/Parent Workshops – Conduct interactive workshops with students and/or parents which are used to educate the public on various topics ranging from pollution to safety.
  - Public Meetings – Public input is vital to all technical studies. Therefore, public workshops/open houses will be an important part of the outreach process. Meeting formats will be determined prior to notification with input from Metro
  - Elected Official/Public agency/City Coordination Meetings – We will work with the City to determine the most effective method for communicating with elected officials, public agencies, and City staff. It may be necessary to form a project steering committee or an advisory group depending on the project needs. However, it may only require individual meetings/presentations/briefings to city councils and city staff.
  - Collateral Materials – We will assist the City with the development of supporting collateral materials that will be necessary for meeting notification and communication of project information.
- **Analysis** – The analysis task is focused on the identification of the proposed project or study, definition of the purpose and need, evaluation of the proposed project elements, and documentation of findings and recommendations.
- **Existing System/Corridor Performance** – Using the data collected in the previous task, we will analyze and assess the existing conditions for the study area. Likely analysis efforts would include the assessment of bicycle and pedestrian conditions (multi-modal intersection and roadway segment level of service, environmental quality index, barriers), greenhouse gas emissions and vehicle miles traveled, transit service performance (ridership, riders per mile, service frequency), and safety (accident data). The assessment of existing conditions feeds into the development of the study purpose and need and provides a point of comparison for future travel demand forecasts to ensure that future travel forecasts are logical compared to existing conditions.
- **Analysis of Transportation Network** – We will prepare the appropriate analysis/study of the transportation network in order to identify shortcomings, conflicts, and/or key opportunities for expansion and

synchronization of the transportation network. Additionally, recommendations for design improvements and/or policy changes will be presented as part of analysis/study.

- **Parking Management** – We will prepare a study report which assesses the parking operations and management at locations within the City and identifies issues affecting parking and provide design, policy, or management recommendations.
- **Conceptual Plans and Alternatives** – This task includes providing conceptual plans for project design alternatives which consider various design constraints, present the implementation of key design elements, and/or present alternative roadway configuration. The alternative concept plans will be developed for applicable projects such as, but not limited to, neighborhood traffic management, bikeway improvement, road-diet, and corridor revitalization projects.
- **Alternatives Analysis** – If appropriate for the given on-call assignment, IBI Group will complete an analysis of project alternatives using the existing and/or future transportation data and analysis results. The analysis of alternatives will rely heavily on the stated study purpose and need, using this statement to formulate and apply evaluation criteria to assess and screen project alternatives. The evaluation process will be reviewed with City staff prior to initiation to verify the approach and objectives. It should be noted that the analysis of future conditions may require coordination with Metro and/or County of Los Angeles staff from the travel demand modeling department and working with Metro's traffic model. In such cases, we will work with the City, Metro, County of Los Angeles, or other appropriate planning staff to identify reasonable strategies for forecasting future volumes for transit riders, bicyclists and pedestrians.
- **Findings/Recommendations** – The findings and recommendations of the existing and future transportation conditions analysis, as well as the alternatives analysis would then be summarized and documented in the appropriate technical memorandum or report. Findings and recommendations will be set forth in a logical manner, focusing on the potential benefits and opportunities presented by individual projects. We will also highlight how the proposed projects would be incorporated into the City's plan and vision, as well as mechanisms for pursuing state and federal funding opportunities.
- **Presentation of Results and Findings** – For the studies that require presentations to the county or regional committees, we will support City staff in the development of presentations, project summaries, and handouts. Senior IBI staff members also have experience with presentations to the county and regional agencies, boards, and/or commissions and would be available to assist City staff with presentations, if requested.
- **Final Report and Recommendations** – Following the completion of the planning efforts, public outreach, and project evaluation and analysis conducted for the proposed project, IBI Group will prepare a draft report for review by the City. The draft report will summarize the purpose and need behind the study, the project development and evaluation process, and the findings and recommendations. Following review by the City and receipt of comments, IBI Group will then prepare a final report for public distribution.

## Additional Services

IBI Group and its sub-consultant team are capable of providing all of the services listed in the Scope of Work for Category 2 – Transportation Planning and Studies as well as Category 3 – Plan Check / Development Review. The City is expected to perform the following tasks or functions:

1. Process, distribute, and respond to data and information requests from the consultant.
2. Post/distribute public information announcements, website updates, and workshop agendas/reports.
3. Prepare and execute Agreements with all entities.
4. Schedule times and facilities reservations for meetings and workshops.
5. Upon contract award, provide copies of available records.
6. Act as liaison with the appropriate decision-making bodies.

# Organization Chart

## Transportation Planning & Studies



**WILLIAM DELO, AICP (IBI)**  
PRINCIPAL-IN-CHARGE

### PROJECT MANAGEMENT

**MIKE ARIZABAL (IBI)**  
PROJECT MANAGER

### TRANSPORTATION PLANNING

**CRISTINA MARTINEZ, AICP (IBI)**  
TRANSPORTATION PLANNING  
LEAD

**OLIVER GASKELL (IBI)**  
TRANSPORTATION PLANNING  
SUPPORT

**JASON ROSENBLUM (IBI)**  
TRANSPORTATION PLANNING  
SUPPORT

### TRAFFIC

**YONATHAN ESQUIVEL, EIT (IBI)**  
TRAFFIC ANALYSIS LEAD

**VIVIAN HANG, EIT (IBI)**  
TRAFFIC ANALYSIS SUPPORT

### CIVIL DESIGN

**LYDIA LA POINT, PE, LEED AP (IBI)**  
CIVIL DESIGN LEAD

**KAREN SUJATA, PE (IBI)**  
CIVIL DESIGN SUPPORT

### TRAFFIC ENGINEERING

**JONATHAN LEVY, PE (IBI)**  
TRAFFIC ENGINEERING LEAD

**AMY FRANK, PE (IBI)**  
TRAFFIC ENGINEERING  
SUPPORT

### OUTREACH COORDINATOR

**PAT HINES (SM)**  
OUTREACH

**BIRGIT WERNER (SM)**  
OUTREACH

**QUINN DANZ (SM)**  
OUTREACH

**CYNTHIA GONZALEZ (SM)**  
OUTREACH

### DATA COLLECTION

**OLGA POLUNIN (AIM)**  
TRAFFIC COUNTS

**ED POLUNIN (AIM)**  
TRAFFIC COUNTS

**IBI** IBI Group  
**SM** Safe Moves  
**AIM** AimTD LLC

## Transportation / Traffic Engineering Review



**JONATHAN LEVY (IBI)**  
PRINCIPAL-IN-CHARGE

**LYDIA LA POINT, PE, LEED AP (IBI)**  
PROJECT MANAGER

**AMY FRANK, PE (IBI)**  
ENGINEERING REVIEW LEAD

**KAREN SUJATA, PE (IBI)**  
ENGINEERING REVIEW SUPPORT

## Traffic Analysis Review



**WILLIAM DELO, AICP (IBI)**  
PRINCIPAL-IN-CHARGE

**MIKE ARIZABAL (IBI)**  
PROJECT MANAGER

**YONATHAN ESQUIVEL, EIT (IBI)**  
TRAFFIC ANALYSIS REVIEW LEAD

**VIVIAN HANG, EIT (IBI)**  
TRAFFIC ANALYSIS REVIEW  
SUPPORT

## Transportation Planning Review



**WILLIAM DELO, AICP (IBI)**  
PRINCIPAL-IN-CHARGE

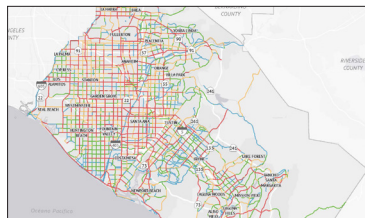
**MIKE ARIZABAL (IBI)**  
PROJECT MANAGER

**CRISTINA MARTINEZ (IBI)**  
PLANNING REVIEW LEAD

**OLIVER GASKELL (IBI)**  
PLANNING REVIEW SUPPORT

**JASON ROSENBLUM (IBI)**  
PLANNING REVIEW SUPPORT

# Qualifications



## OCTA Active Transportation Plan

ORANGE, CA

### + Project Information

#### Client

Orange County Transportation Authority

#### Client Contact Information

Paul Martin  
550 South Main Street  
P.O.Box 14184,  
Orange County, CA 92863  
(714) 560-5386  
Pmartin@octa.net

#### Contract

\$184,000

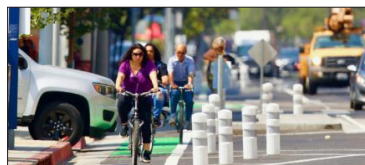
#### Status

2017-2018

#### Key Staff

William Delo - Project Manager  
Cristina Martinez - Lead Analyst / GIS

IBI Group was engaged by OCTA to prepare the first county-wide active transportation plan, which would cover all 35 local jurisdictions within Orange County. Development of the plan involves the identification of regional bikeways, pedestrian priority areas, and a bicycle/pedestrian best practices toolkit that provides strategies, case studies, and sample tools for each of the Five E's (education, encouragement, enforcement, engineering, and evaluation).



## MyFigueroa

LOS ANGELES, CA

### + Project Information

#### Client

City of Los Angeles

#### Client Contact Information

Tim Fremaux, Project Manager  
Department of Transportation  
100 South Main St., 9th Floor  
Los Angeles, CA  
(213) 972-4957  
Tim.Fremaux@lacity.org

#### Contract

\$1,000,000

#### Status

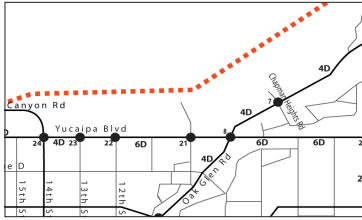
2010-On-going

#### Key Staff

William Delo - Traffic Analysis Task Lead  
Jon Levy - Lead Engineer

IBI Group is leading the traffic signal, signage, striping design, and the analysis for the Figueroa Corridor Streetscape Project (MyFigueroa). The Los Angeles Department of Transportation (LADOT) is looking at ways to enhance Figueroa Street to better serve the mix of pedestrians, bicycles, vehicles, transit and businesses that utilize the corridor. IBI Group is solely responsible for the development of concepts and design of traffic signals for the project which includes Figueroa Street from 7th Street to 41st Street, 11th Street from Figueroa Street to Broadway, and Martin Luther King Jr. Boulevard from Vermont Avenue to Figueroa Street.





#### Project Information

##### Client

Orange County Transportation Authority

##### Client Contact Information

City of Yucaipa  
34272 Yucaipa Blvd  
Yucaipa, CA  
Fermin Preciado  
(909) 790-9203

##### Contract

\$57,000

##### Status

2011-2018

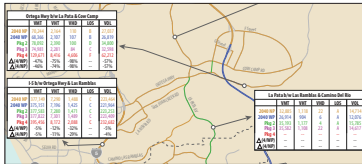
##### Key Staff

William Delo - Project Manager

## Wilson Creek Business Park Specific Plan Traffic Impact Analysis

YUCAIPA, CA

IBI Group conducted a traffic impact analysis in support of an environmental impact report prepared for the Draft Wilson Creek Business Park Specific Plan in Yucaipa, CA. The Specific Plan provides for a mixture of commercial and institutional development, with a strong component of industrial-related use. IBI Group conducted traffic forecasting consistent with the San Bernardino Associated Governments' guidelines and prepared trip generation and trip distribution for the proposed project. The traffic impact analysis consisted of 32 study intersections and seven scenarios, which were analyzed using the TRAFFIX software, while roundabout intersections were performed through HCS+, consistent with the Highway Capacity Manual 2010.



#### Project Information

##### Client

City of San Clemente

##### Client Contact Information

Erik Sund  
910 Calle Negocio  
San Clemente, CA, 92673  
(949) 361-8341  
SundE@san-clemente.org

##### Contract

\$282,000

##### Status

2018-On-going

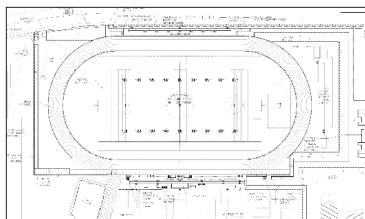
##### Key Staff

William Delo - Principal-in-charge  
Mike Arizabal - Project Manager

## San Clemente Arterial Study

SAN CLEMENTE, CA

IBI Group was retained by the City of San Clemente to develop and analyze a series of potential arterial-roadway based alternatives to the proposed extension of the Sr-241 Toll Road in South Orange County. Project alternatives focused on identifying candidate improvements to arterial roadways in the study area, as well as potential improvements to the I-5 corridor. IBI Group worked with OCTA to model the 2040 traffic forecasts for each alternative. Based on the travel demand model forecasts, IBI Group analyzed and compared key travel metrics for different scenarios, examining forecast changes in VMT, VHD, and daily traffic volumes along key freeway and roadway corridors for purposes of defining arterial solutions to manage traffic with South Orange County and within city limits.



## Corona del Mar High School TIA

NEWPORT BEACH, CA

IBI Group is currently preparing traffic impact analysis for a proposed 1,000-seat athletic facility at Corona del Mar High School. Stadium trip generation and parking forecasts were developed using similar site counts conducted at nearby high schools with varsity football games. The traffic analysis includes assessment of about 20 intersections within the City of Newport Beach. IBI Group is also completing a parking demand analysis for the project, and identifying appropriate mitigation measures for anticipated project impacts.

### + Project Information

#### Client

Placeworks

#### Client Contact Information

Dwayne Mears

3 MacArthur Place, Suite 11000,  
Santa Ana, CA 92707

(714) 966-9220

dmears@placeworks.com

#### Contract

\$63,000

#### Status

2015 - 2017

#### Key Staff

William Delo - Principal-in-charge

Mike Arizabel - Project Manager

Yonathan Esquivel - Lead Analyst



## Santa Ana Circulation Element Update

SANTA ANA, CA

IBI Group is leading the effort to update the City of Santa Ana General Plan Circulation Element. As part of this project, IBI Group is performing the following tasks: establishing Circulation Element goals, objectives, and policies; evaluating impacts that traffic growth will have on the circulation within the City and recommending appropriate improvements to mitigate these impacts; updating the objectives and policies for public transit, bicycle, and pedestrian facilities; providing objectives and policies for transportation demand management, intelligent transportation systems, traffic calming measures; and providing modeling and analysis of alternative future network assumptions.

An important component of this study is updating the Circulation Element to comply with the State requirements for Complete Streets planning, which require that roadways accommodate all users from autos to transit to bicyclists and pedestrians. The City's Bicycle Master Plan will also be updated as part of this study.

### + Project Information

#### Client

City of Santa Ana

#### Client Contact Information

Melanie McCann, Project Manager

City of Santa Ana

20 Civic Center Plaza, M-20

Santa Ana, CA 92701

(714) 667-2746

mmccann@santa-ana.org

#### Contract

\$475,000

#### Status

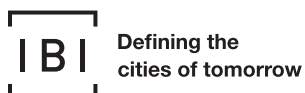
2018-On-going

#### Key Staff

William Delo - Project Manager

Mike Arizabel - Traffic Lead

Yonathan Esquivel - Traffic Analysis  
Support





## Coast Highway Corridor Study CEQA Analysis/Implementation Program

OCEANSIDE, CA

### + Project Information

#### Client

City of Oceanside

#### Client Contact Information

John Amberson  
City of Oceanside  
300 North Coast Hwy  
Oceanside, CA 92054  
(760) 435-5091  
jamberson@ci.oceanside.ca.us

#### Contract

\$600,000

#### Status

2010-On-going

#### Key Staff

William Delo - Project Manager  
Mike Arizabel - Traffic Lead

IBI Group is the prime consultant for the Coast Highway Corridor Study CEQA Analysis/Implementation Program for the City of Oceanside, CA. Building on the previous work IBI Group conducted for the corridor, the Coast Highway Corridor Study analyzes traffic operations in conjunction with a review of existing and planned land uses throughout the corridor.

The analysis identified the means by which all or portions of Coast Highway can be transformed from a four lane secondary collector to a two-lane secondary collector while maintaining both the functionality and livability of the corridor. The project is guided by Smart Growth concepts to find the appropriate balance between Coast Highway's traditional function as a conduit for both local and regional auto traffic and a more complete configuration that provides for all modes of mobility and synergistic mix of land uses. An assessment of on-street parking is a key element of the scope.



## Uptown Bikeways Phase 3

SAN DIEGO, CA

### + Project Information

#### Client

SANDAG

#### Client Contact Information

Daneil Veeh, Associate Planner  
401 B Street, Suite 800  
San Diego, CA 92101  
(619) 699-7317  
Daniel.veeh@sandag.org

#### Contract

\$670,000

#### Status

2017-On-going

#### Key Staff

Jon Levy - Project Manager  
Yonathan Esquivel - Design Engineer  
Amy Frank - Design Engineer  
Karen Sujata - Design Engineer

The Project will create connections within neighborhoods, improve streets, and provide links to the larger bikeway network being built throughout the region. The Project will offer on-street connections in the City of San Diego from Old Town and Mission Valley through uptown to downtown, North Park, and Balboa Park. It is part of the SANDAG Regional Bike Plan Early Action Program (Bike EAP), a ten-year effort to expand the regional bike network and complete high-priority bikeway projects from Riding to 2050: The San Diego Regional Bike Plan (Bike Plan). The Bike Plan and Bike EAP are part of the region's efforts to make riding a bike a viable, attractive choice for everyday trips. The Project involves providing a bikeway along Washington Street between the Washington Street Trolley Station and University Avenue; San Diego Avenue between Washington Street and Noell Street; Walnut Avenue between Third Avenue and Fifth Avenue; Third Avenue between Walnut Avenue and Lewis Street; Lewis Street between Third Avenue and Bachman Place; Bachman Place between Lewis Street and Hotel Circle South; and along Hotel Circle South, Camino De La Reina, and Avenida Del Rio between Bachman Place and Riverwalk Drive.



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#### + Project Information

##### Client

Los Angeles County Metropolitan Transportation Authority

##### Contact Information:

Kimberly Ong  
Director of Project Engineering  
1 Gateway Plaza,  
Los Angeles, CA 90012  
(213) 922-7308

##### Contract

\$298,000

##### Status

2016-2018

##### Key Staff

Jon Levy - Project Manager  
Amy Frank - Design Engineer

## Crenshaw/LAX Transit Corridor Analysis and Preliminary Engineering

LOS ANGELES, CA

IBI Group is a lead member of the Crenshaw Light Rail Transit (LRT) design team for the Los Angeles County Metropolitan Transportation Authority (METRO). The project will provide a connection from the Exposition Line to the Green Line at LAX. The budget for the full project was \$2.2B. The project is under construction and IBI is providing program support for METRO. IBI also designed the traffic signals and grade crossing interface at eleven at-grade crossings, prepared the plans and coordinated with the CPUC in obtaining approval of the crossings. The project was subsequently modified to an underground LRT along segments where the impacts to traffic flow demands could not be properly accommodated.



#### + Project Information

##### Client

City of Costa Mesa

##### Client Contact Information

Peggy Schneble, Special Projects  
Consultant  
Development Services Department  
77 Fair Drive  
Costa Mesa, CA 92628  
(714) 754-5012  
Peggy.schneble@costamesaca.gov

##### Contract

\$50,000

##### Status

2018 - 2019

##### Key Staff

Mike Arizabal - Project Manager  
Oliver Gaskett - Transportation Planner

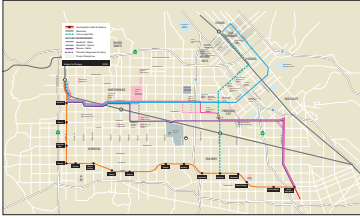
## Costa Mesa SoBECA Urban Plan Area Parking Management Plan

COSTA MESA, CA

IBI Group is currently working with the City of Costa Mesa to develop a parking management plan for the SoBECA Urban Plan Area. The SoBECA Urban Plan Area is a mixed-use district consisting of a diverse mix of uses including retail, industrial, and restaurants. The district includes a host of hot spots with constrained parking and areas of opportunity with underutilized lots. Redevelopment in the area, a changing demand for retail/commercial space due to retail sales moving online and a desire to use alternative modes of transportation (such as biking, walking and/or services provided by Uber or Lyft) have resulted in a need to re-examine the existing parking demand in the area.

IBI Group conducted parking counts on a typical weekday and weekend day to understand base conditions and performed an analysis on this data. The analysis took into account time of day factors, land use factors, and municipal code parking requirements. IBI used GIS mapping software to analyze and visually represent the data. In addition, IBI performed outreach to local stakeholders through an online survey and an outreach event coordinated with City Staff. This data will be used to develop a shared parking model that will ease parking hotspots across the district and provide improved employee parking options. IBI is providing the city with guidance on specific parking management strategies that may either reduce the demand for parking and/or improve the efficiency of the parking available in the short term and long term.





#### + Project Information

##### Client

Los Angeles County Metropolitan Transportation

##### Client Contact Information

Roberto Machuca  
One Gateway Plaza  
Los Angeles, CA 90012  
(213) 922-4517  
MachucaR@metro.net

##### Contract

\$2,200,000

##### Status

2018-On-going

##### Key Staff

Lydia LaPoint - Project Manager  
Mike Arizabel - Traffic Lead  
Karen Sujata - Design Engineer  
Vivian Hang - Design Engineer

## North San Fernando Valley BRT

SAN FERNANDO VALLEY, CA

IBI Group, as the prime consultant, is leading with Metro an Alternatives Analysis to study a BRT project in the North San Fernando Valley (NSFV). The purpose of the Alternatives Analysis is to define, screen, and recommend Proposed Project alternatives to be studied as part of a Draft EIS/EIR in order to environmentally clear the project pursuant to CEQA guidelines.

The NSFV BRT Project will enable Metro and City stakeholders to evaluate a range of alternatives for BRT service that can provide a new mode of travel in the North San Fernando Valley, link key activity centers, increase mobility in the region, meet the growing demand for transit in the Valley, and improve connectivity to the regional transit system. The goal of the NSFV BRT project is to provide a high-capacity premium east-west transit service that will connect key activity centers and the regional transit system in the North San Fernando Valley. The Alternatives Analysis includes the consideration of detailed planning, conceptual engineering, ridership forecasting, community and stakeholder input, and opportunities to support Transit Oriented Communities.



#### + Project Information

##### Client

City of Hermosa Beach

##### Client Contact Information

Leanne Singleton, Environmental Analyst  
City of Hermosa Beach Planning Department  
1315 Valley Drive  
Hermosa Beach, CA 90254  
(310)318-0252  
lsingleton@hermosabch.org

##### Contract

\$50,000

##### Status

2017-On-going

##### Key Staff

Mike Arizabal - Project Manager  
Jason Rosenblum - Transportation Planner  
Cristina Martinez - Lead Planner

## Hermosa Beach Coastal Zone Parking Management and Recommended Standards Study

HERMOSA BEACH, CA

IBI was selected by the City of Hermosa Beach to provide a comprehensive Parking Management Plan within their Coastal Zone. Objectives were to form a basis to establish and/or revise parking standards and recommend adjustments to residential and employee parking permit and fee programs within the Coastal Zone to balance coastal access with efficient use of the City's limited land resources and achievement of the City's economic development and mobility goals. IBI, in partnership with the City, referenced land use inventory to derive both the actual built ratio of parking supply spaces and the actual current demand ratio. This was used to compare against the City's current standards with the goal of reforming the standards to optimize utilization within limited land resources.

IBI is currently preparing the Draft Parking Management Plan that is anticipated to include recommendations of blended parking rates, fee structures, site-specific demand-based parking rates, introduction of new parking resources, and the use of technology to reduce parking demand.



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## References – IBI Group

- 1** **Client:** Orange County Transportation Authority (OCTA)  
**Contact:** Cliff Thorne, Department Manager, Maintenance  
**Address:** 600 South Main Street, Orange, CA 92683  
**Email:** cthorne@octa.net  
**Telephone:** (714) 560-5975  
**Brief Contract Description:** OCTA Transit Center Modernization and Parking Management Study
  
- 2** **Client:** City of Oceanside  
**Contact:** John Amberson  
**Address:** 300 North Coast Hwy Oceanside, CA 92054  
**Email:** jamberson@ci.oceanside.ca.us  
**Telephone:** (760) 435-5091  
**Brief Contract Description:** Oceanside Parking Management Strategy
  
- 3** **Client:** City of San Clemente  
**Contact:** Erik Sund, Assistant City Manager  
**Address:** 77 Fair Drive, Costa Mesa, 92628  
**Email:** peggy.schneble@costamesaca.gov  
**Telephone:** (949) 361-8341  
**Brief Contract Description:** San Clemente Arterial and Mobility Study

## References – Safe Moves

### Pacific Coast Highway Safety Campaign

MALIBU, CA

**Contact:** Matthew Dubiel, (Administrator)  
(626) 300-4795  
MDUBIELL@dpw.lacounty.gov

**Status:** 2/2017 – 2018

**Scope of Work:** Workshops, Rodeos, social media, community advertising campaigns, data collection and community & school outreach.

**Budget:** \$150,000.00

**Responsibility %:** 100%



### Safe Routes to School Program

LOS ANGELES, CA

**Contact:** Margot Ocanas, (Coordinator)  
(213) 928-9707  
Margot.Ocanas@lacity.org

**Status:** October 2017 – September 2020

**Scope of Work:** Rodeos, Community Outreach, Data Collection

**Budget:** \$660,000

**Responsibility %:** 100%

(Note: This contract is an extension of a contract held with the LADOT since 1984)

### LADOT Safe Routes to School

GLENDALE, CA

**Contact:** Juan Gonzales, (Coordinator)  
(818) 937-8322  
jgonzales@glendaleca.gov

**Status:** 9/2016 – to present

**Scope of Work:** School workshops and traffic safety rodeos for elementary and middle schools, parent workshops, and teacher trainings, Walk & Bike to School Days, Pre and Post Program Data, Site Surveillances, Community Outreach, advertising and promotions

**Budget:** \$250,000.00

**Responsibility %:** 100%

## References – AimTD

### On-Call Traffic Data Collection

SANTA ANA, CA

- 2018 – Present
- 2018 Citywide Average Daily Traffic Counts, 134 locations
- 2018 Safe Routes to Schools - 62 locations, Intersection Turning Movement Counts, Pedestrian and Bicycle Counts.  
The contract was renewed for 2019.

### On-Call Traffic Data Collection Services

MISSION VIEJO, CA

- 2016- Present
- Traffic counts including Intersection Turning Movement Counts, Pedestrians and Bicycle counts.
- 2019 Citywide Average Daily Traffic Counts, City of Mission Viejo, 90 locations
- 2018 Citywide Average Daily Traffic Counts, City of Mission Viejo, 88 locations

### OCTA is the designated Congestion Management Agency (CMA)

ORANGE COUNTY, CA

- Intersection Turning Movement Counts, at 101 intersections, 3 days, Tuesday, Wednesday and Thursday, AM and PM peak hours (Vehicles, Pedestrians and Bicycles)
- 48- hour Pedestrian /bicycle ADT counts at 20 locations
- 24- hour Mid-Block ADT Counts at 50 locations
- Supplemental Intersection Counts at 13 locations
- Supplemental Travel Time Runs for SR-91 between SR-57 and I-15 for AM Peak period and PM Peak period. (32 runs)

### On-Call Transportation Data Collection Services

LONG BEACH, CA

- 2018 – 2021, Port of Long Beach
- Portwide Roadway segment counts, approximately 250 locations annually Intersection Turning Movement counts, 50 locations annually Classification counts, Speed/delay runs, Marine terminal gate counts and Bicycle/Pedestrian counts

# Cost Proposal

Transportation Planning and Studies							
Personnel	Role	Base Hourly Rate					
		2019	2020	2021	2022	2023	2024
Traffic Engineering / Transportation Planning							
Bill Delo	Principal in Charge	\$ 260.00	\$ 268.00	\$ 277.00	\$ 286.00	\$ 295.00	\$ 304.00
Mike Arizabal	Project Manager	\$ 150.00	\$ 155.00	\$ 160.00	\$ 165.00	\$ 170.00	\$ 176.00
Cristina Martinez	Planning Lead	\$ 100.00	\$ 103.00	\$ 107.00	\$ 111.00	\$ 115.00	\$ 119.00
Jason Rosenblum	Planning Support	\$ 85.00	\$ 88.00	\$ 91.00	\$ 94.00	\$ 97.00	\$ 100.00
Oliver Gaskell	Planning Support	\$ 85.00	\$ 88.00	\$ 91.00	\$ 94.00	\$ 97.00	\$ 100.00
Yonathan Esquivel	Traffic Analysis Lead	\$ 95.00	\$ 98.00	\$ 101.00	\$ 105.00	\$ 109.00	\$ 113.00
Vivian Hang	Traffic Analysis Support	\$ 95.00	\$ 98.00	\$ 101.00	\$ 105.00	\$ 109.00	\$ 113.00
Lydia LaPoint	Civil Design Lead	\$ 165.00	\$ 170.00	\$ 176.00	\$ 182.00	\$ 188.00	\$ 194.00
Karen Sujata	Civil Design Support	\$ 110.00	\$ 114.00	\$ 118.00	\$ 122.00	\$ 126.00	\$ 130.00
Jonathan Levy	Traffic Engineering Lead	\$ 228.00	\$ 235.00	\$ 243.00	\$ 251.00	\$ 259.00	\$ 267.00
Amy Frank	Traffic Engineering Support	\$ 132.00	\$ 136.00	\$ 141.00	\$ 146.00	\$ 151.00	\$ 156.00
Outreach Coordination							
Pat Hines	Outreach Coordinator	\$ 110.00	\$ 114.00	\$ 118.00	\$ 122.00	\$ 126.00	\$ 130.00
Birgit Werner	Instructor	\$ 75.00	\$ 78.00	\$ 81.00	\$ 84.00	\$ 87.00	\$ 90.00
Quinn Danz	Instructor	\$ 50.00	\$ 52.00	\$ 54.00	\$ 56.00	\$ 58.00	\$ 60.00
Cynthia Gonzales	Instructor	\$ 50.00	\$ 52.00	\$ 54.00	\$ 56.00	\$ 58.00	\$ 60.00
Data Collection							
Olga Polunin	Supervisor	\$ 95.00	\$ 98.00	\$ 101.00	\$ 105.00	\$ 109.00	\$ 113.00
Edward Polunin	Project Manager	\$ 85.00	\$ 88.00	\$ 91.00	\$ 94.00	\$ 97.00	\$ 100.00
Manuel Espinoza	Field Manager	\$ 65.00	\$ 67.00	\$ 70.00	\$ 73.00	\$ 76.00	\$ 79.00
-	Office Administration	\$ 50.00	\$ 52.00	\$ 54.00	\$ 56.00	\$ 58.00	\$ 60.00
-	Traffic Data Technician	\$ 45.00	\$ 47.00	\$ 49.00	\$ 51.00	\$ 53.00	\$ 55.00
-	Data Processing Technician	\$ 35.00	\$ 37.00	\$ 39.00	\$ 41.00	\$ 43.00	\$ 45.00

\*Base Hourly Rates are calculated based on personnel salaries as of 6/13/2019. Future rates (Years 2020-2024) are developed by applying a 3% escalation rate to the prior year's rate. Individual personnel rates may change more than the 3% escalation rate due to a change in role/responsibility within their respective firm.

Plan Check / Development Review							
Personnel	Role	Base Hourly Rate					
		2019	2020	2021	2022	2023	2024
Transportation / Traffic Engineering Review							
Jonathan Levy	Pincipal in Charge	\$ 228.00	\$ 235.00	\$ 243.00	\$ 251.00	\$ 259.00	\$ 267.00
Lydia LaPoint	Project Manager	\$ 165.00	\$ 170.00	\$ 176.00	\$ 182.00	\$ 188.00	\$ 194.00
Amy Frank	Engineering Review Lead	\$ 132.00	\$ 136.00	\$ 141.00	\$ 146.00	\$ 151.00	\$ 156.00
Karen Sujata	Engineering Review Support	\$ 110.00	\$ 114.00	\$ 118.00	\$ 122.00	\$ 126.00	\$ 130.00
Transportation Planning Review							
Bill Delo	Pincipal in Charge	\$ 260.00	\$ 268.00	\$ 277.00	\$ 286.00	\$ 295.00	\$ 304.00
Mike Arizabal	Project Manager	\$ 150.00	\$ 155.00	\$ 160.00	\$ 165.00	\$ 170.00	\$ 176.00
Cristina Martinez	Planning Review Lead	\$ 100.00	\$ 103.00	\$ 107.00	\$ 111.00	\$ 115.00	\$ 119.00
Oliver Gaskell	Planning Review Support	\$ 85.00	\$ 88.00	\$ 91.00	\$ 94.00	\$ 97.00	\$ 100.00
Jason Rosenblum	Planning Review Support	\$ 85.00	\$ 88.00	\$ 91.00	\$ 94.00	\$ 97.00	\$ 100.00
Traffic Analysis Review							
Bill Delo	Pincipal in Charge	\$ 260.00	\$ 268.00	\$ 277.00	\$ 286.00	\$ 295.00	\$ 304.00
Mike Arizabal	Project Manager	\$ 150.00	\$ 155.00	\$ 160.00	\$ 165.00	\$ 170.00	\$ 176.00
Yonathan Esquivel	Traffic Analysis Review Lead	\$ 95.00	\$ 98.00	\$ 101.00	\$ 105.00	\$ 109.00	\$ 113.00
Vivian Hang	Traffic Analysis Review Support	\$ 95.00	\$ 98.00	\$ 101.00	\$ 105.00	\$ 109.00	\$ 113.00

\*Base Hourly Rates are calculated based on personnel salaries as of 6/13/2019. Future rates (Years 2020-2024) are developed by applying a 3% escalation rate to the prior year's rate. Individual personnel rates may change more than the 3% escalation rate due to a change in role/responsibility within their respective firm.

Traffic Data Collection Services							
Service	Duration	Service Fee					
		2019	2020	2021	2022	2023	2024
Intersection Turning Movement Counts (video)	4 hrs.	\$ 145.00	\$ 150.00	\$ 155.00	\$ 160.00	\$ 165.00	\$ 170.00
Intersection Turning Movement Counts + Pedestrian and Bicyclist Count (video)	4 hrs.	\$ 155.00	\$ 160.00	\$ 165.00	\$ 170.00	\$ 176.00	\$ 182.00
Intersection Turning Movement Counts + Vehicle Classification (video)	4 hrs.	\$ 179.00	\$ 185.00	\$ 191.00	\$ 197.00	\$ 203.00	\$ 210.00
24-hour Volume Machine Count, Bi-Directional (up to 2 lanes)	24 hrs.	\$ 49.00	\$ 51.00	\$ 53.00	\$ 55.00	\$ 57.00	\$ 59.00
24-hour Volume Machine Count + Speed Survey, Bi-Directional (up to 2 lanes)	24 hrs.	\$ 99.00	\$ 102.00	\$ 106.00	\$ 110.00	\$ 114.00	\$ 118.00
24-hour Volume Machine Count + Vehicle Classification, Bi-Directional (up to 2 lanes)	24 hrs.	\$ 99.00	\$ 102.00	\$ 106.00	\$ 110.00	\$ 114.00	\$ 118.00
Radar Speed Study (100 cars per location or 1hr.)	EA	\$ 59.00	\$ 61.00	\$ 63.00	\$ 65.00	\$ 67.00	\$ 70.00
License Plate Survey (per location)	1 hr.	\$ 59.00	\$ 61.00	\$ 63.00	\$ 65.00	\$ 67.00	\$ 70.00
Parking Lot Occupancy Survey	1 hr.	\$ 59.00	\$ 61.00	\$ 63.00	\$ 65.00	\$ 67.00	\$ 70.00
Pedestrian Count (video)	4 hrs.	\$ 99.00	\$ 102.00	\$ 106.00	\$ 110.00	\$ 114.00	\$ 118.00
Pedestrian Yield Compliance - crosswalk (add-on)	4 hrs.	\$ 60.00	\$ 62.00	\$ 64.00	\$ 66.00	\$ 68.00	\$ 71.00

\*One person count intersection - up to 2 through lanes in each direction for all legs. Base Service Rates are calculated based on rates as of 6/13/2019. Future rates (Years 2020-2024) are developed by applying a 3% escalation rate to the prior year's rate.

## William Delo AICP Managing Principal

Mr. Delo is the Managing Principal of IBI Group's Irvine office and a Transportation Planner with over 19 years of experience in transportation planning and traffic engineering. Mr. Delo is an experienced project manager and has led a range of large-scale projects throughout Southern California. A key area of expertise is his work on traffic studies prepared in support of environmental documents. His transportation planning experience also includes the preparation of master plans, complete streets plans, and TOD plans.

### Representative Experience

**Coast Highway Corridor Study, Oceanside, CA** – Project manager for this study examining the operational feasibility of implementing a road diet and replacing several existing signalized intersections with roundabouts. Scope includes an traffic study and EIR.

**West Carson TOD Specific Plan Traffic Study, West Carson, CA** – IBI Principal in Charge overseeing the development of the mobility and infrastructure elements for this Specific Plan. Scope also includes preparing a traffic study for the EIR.

**West Athens/Westmont TOD Specific Plan Traffic Study, West Athens, CA** – IBI Principal in Charge overseeing the development of the mobility and infrastructure elements for this Specific Plan. Scope also includes preparing a traffic study for the EIR.

**Agua Caliente Section 14 Complete Streets Plan, Palm Springs, CA** – Project manager for this study focused on the development of a Complete Streets plan and vision for the Section 14 Master Plan. Work included a comprehensive traffic study for the land use and roadway changes.

**Civic Center Master Plan Traffic Study, Santa Ana, CA** – Project manager for the preparation of a traffic impact study in Downtown Santa Ana. Project involved the reconstruction and expansion of the County of Orange Civic Center office complex, including the construction of over 800,000 sf of office space.

**Portola High School Traffic Study, Irvine, CA** – Project manager for the preparation of a traffic study for a new comprehensive high school and athletic stadium in Irvine.

**University High School Stadium Traffic Study, Irvine, CA** – Project manager for the preparation of a traffic study for a new football stadium. Project included survey of existing operations at Irvine High Stadium and the development of an event traffic management plan for the new stadium.

**Corona del Mar High School Stadium Traffic Study, Newport Beach, CA** – Project manager for the preparation of a traffic study for a new high school stadium in Newport Beach.

**Mt San Jacinto CC Menifee Campus Master Plan Traffic Study, Menifee, CA** – Principal-in-Charge for the preparation of a traffic study for

### Education

B.A. (Environmental Analysis and Design),  
University of California, Irvine, CA, 2000

### Experience

#### 2001–Present

IBI Group, Irvine, CA, Transportation  
Planner/Associate

#### 2000–2001

Civic Solutions, Inc. (City of Santa Monica, City of  
Ontario, City of Rancho Santa Margarita),  
Assistant Planner

#### 1999–2000

Orange County Transportation Authority,  
Orange, CA, Assistant Transportation Analyst

### Memberships

American Planning Association

Association of Pedestrian and Bicycle  
Professionals

### Registrations

Certified Planner, American Institute of Certified  
Planners #019993



the community college 25-year master plan. Project included coordination with City of Menifee and Caltrans. Master plan included development of a new football stadium on campus.

**Mt San Jacinto CC Wildomar/I-15 Campus Master Plan Traffic Study, Wildomar, CA** – Principal-in-Charge for the preparation of a traffic study for a new community college in the City of Wildomar. Project included coordination with City of Wildomar and Caltrans.

**Uptown Anaheim Apartments Traffic and Parking Study, Anaheim, CA** – Project manager responsible for leading the development of a traffic and parking study for a 225-apartment development in Anaheim.

**4<sup>th</sup> and Hill Apartments Traffic Study, Los Angeles, CA** – Principal-in-Charge for the preparation of a traffic study for a 30+ story apartment development in Downtown Los Angeles. Project included development of trip reduction forecasts given project location adjacent to the Metro Red Line Pershing Square Station.

**Santa Ana General Plan Circulation Element Traffic Study, Santa Ana, CA** – Mr. Delo is the project manager of this current IBI Group effort to assist the City of Santa Ana in updating their General Plan Circulation Element. Preparation of the traffic study and EIR are underway.

**Metro First and Last Mile Strategic Plan, Los Angeles, CA** – Mr. Delo was the deputy project manager for this study effort focused on developing a set of guidelines and policies for Metro and SCAG.

**Yucaipa General Plan Update and Traffic Study, Yucaipa, CA** – Mr. Delo was the project manager for IBI Group, responsible for the development of the Circulation Element update and the preparation of the traffic study for the EIR.

**My Fig Streetscape Plan, Los Angeles, CA** – Mr. Delo was the task leader for the traffic analysis and traffic design portions of the work effort.

**Berkeley Downtown Area Plan Transportation Analysis, Berkeley, CA** – Mr. Delo was the project manager for this comprehensive traffic, parking, and transit analysis of Downtown Berkeley in support of an environmental impact report for the new Downtown Area Plan (DAP).

**Broadway Streetscape Traffic Analysis, Los Angeles, CA** – Mr. Delo led the preparation of a traffic analysis for the Broadway corridor in Downtown Los Angeles. The Streetscape Plan examined the potential for reducing the number of traffic lanes on Broadway in order to improve pedestrian facilities and accommodate the future implementation of streetcar service in the corridor.

**Arroyo Seco Parkway National Scenic Byway Corridor Management Plan, Los Angeles, CA** – Mr. Delo was Deputy Project Manager and task lead for the transportation analysis for this project that involved the preparation of the Arroyo Seco Parkway Corridor Management Plan for Caltrans District 7.

**Orange and Los Angeles Intercounty Transportation Study, Orange/Los Angeles Counties, CA** – Project manager for this multi-modal transportation study analyzing transportation issues and needs along the border between Orange and Los Angeles Counties. IBI Group analyzed freeways, arterials, and transit services in the study area to identify transportation needs and an initial set of potential alternatives for transportation improvements.



## Jonathan Levy P.E., T.E. Traffic Engineer

Mr. Levy has 42 years of experience in Engineering and Public Works. He has experience in and is currently working on the planning, design and management of a number of complex multi-disciplinary projects as listed below. Mr. Levy also has experience in operating within and producing results working with complex public agencies including the, the City of Los Angeles, Caltrans, and the CPUC. His various responsibilities over the years included multi-modal transportation planning, traffic engineering, construction management, and public works maintenance. Mr. Levy is registered both as a Civil and Traffic Engineer in the State of California, and as a Professional Engineer in the State of New York.

### Representative Experience

**LA Metro BRT Vision Plan Technology Elements** – Mr. Levy is the engineering standards lead for LA Metro's BRT Vision and standards study. This effort looks at current and emerging technologies for fleet management, vehicle systems, fare payment, customer information, security, first/last mile integration, arterial bus lane enforcement, connected and autonomous vehicles, and guideway and signal priority systems. Mr. Levy will lead the development of the design and BRT priority portions of the work. The plan will set guidelines and standards for BRT systems and stations for LA County.

**Vermont Transit Corridor, Los Angeles, CA** – IBI Group is leading this analysis of the feasibility of the future conversion of this BRT facility to LRT in the future. Mr. Levy is the lead engineer on the project where he is developing the recommendations for the BRT routing that will both resolve potential issues with the conceptual design while allowing for future conversion of the BRT to LRT operations. Revised conceptual plans using the proposed new design standards are currently in preparation.

**Crenshaw/ LAX LRT Design, Los Angeles, CA** – IBI Group is a lead member of the Crenshaw Light Rail Transit (LRT) design team for METRO in Los Angeles. The project will provide an eight mile long connection from the Exposition Line to the Green Line at LAX. The project is currently completing construction. Mr. Levy led the traffic analysis and traffic and roadway design for the corridor. He also led the preliminary and detailed grade crossing analysis for the project using the Metro Grade Crossing Policy. He also worked with METRO through the CPUC grade crossing application process, including providing support during the hearing process. The traffic analysis provided traditional level of service and delay information for intersections along the corridor and adjacent intersections, as well as microsimulation of vehicle and LRT operations using VISSIM for the on-street running portions of the route. Mr. Levy also led the development of the Traffic Management and Stage Construction Plans for the entire project, as well as the roadway design for the on-street running portions of the corridor and grade crossing design where the LRT runs in a separate right-of-way. The project is currently under construction.

### Education

Master of Public Administration, San Diego State University 1992

Master of Science in Civil Engineering, Purdue University, W. Lafayette, IN, 1976

Bachelor of Science (Civil Engineering), Cornell University, Ithaca, NY, 1975

### Experience

#### 2008 –Present

IBI Group, San Diego

#### 2003–2008

Darnell & Associates, San Diego, CA, Principal Engineer

#### 2002–2003

Ariston Consulting and Technologies, San Diego, CA Project Consultant

#### 2000–2001

SAP Americas, Newton Square, PA, Solution Architect, SAP Public Services

#### 1999–2000

City of Los Angeles, Director, Bureau of Street Lighting, Dept of Public Works

#### 1984 –1999

City of San Diego:

Chief Deputy Transportation Director, Street Maintenance (1992–1999)

Deputy Engineering Director, Traffic Engineering Division (1989–1992)

Assistant Deputy Director, Equipment Division, General Services Department;

Senior / Associate Engineer, Transportation Planning; Transit Planning and Operations; Traffic Engineering (1984–1992)

#### 1977–1984

New York State Dept of Transportation Various Traffic Engineering and Transportation Planning Positions

### Memberships & Registrations

Professional Engineer in California, Civil, Certificate # C39712

Traffic, Certificate #TR1222

Professional Engineer in New York



**San Diego Trolley ADA Station Review, San Diego CA** – Mr. Levy led the project for the San Diego Association of Governments (SANDAG) and the Metropolitan Transit System (MTS) to ensure that the work for the construction of the trolley low floor improvements at 34 stations was completed in compliance with ADA guidelines. The project entails a review of the construction documents and previous FTA audits to identify which constructed items are required to comply with the 2012 Americans with Disabilities Act (ADA) standards and specifications and a field evaluation of each station to verify that the standards have been met within the constructed area of each affected station. Mr. Levy supervised this work and the development of technical memoranda summarizing what was checked at each station and which features were found to be non-ADA compliant. Reference is made to the standard violated, and where appropriate, potential solutions are provided.

**Monrovia Station Square, Monrovia, CA** – Mr. Levy led the engineering design for the off-site improvements on the Monrovia Station Square Project. The Gold Line Foothill Extension Construction Authority (the “GLCA”) is in the process of expanding the Gold Line light-rail system from its current terminus in East Pasadena to Azusa. As a result, the Gold Line Operations Campus, a GLCA public parking structure, and a station platform stop will be located in the City of Monrovia. This area is identified as the Station Square Transit Village Planned Development Area. Additionally, the City constructed public improvements in the off-site areas to complement the on-site work at Station Square. The proposed improvements include: street reconstruction, undergrounding of utilities, freeway beautification, sidewalks, streetlights, signals, signing & striping, landscaping, bus stop improvements, and bikelanes. The project has been completed.

**Mid-City Bus Priority System, San Diego CA** – The project is providing for a new Bus Rapid Transit line including Transit System Priority and exclusive bus lanes in the median. Mr. Levy is providing traffic signal operations expertise in the benchmark testing and field implementation of transit system priority on 24 advanced traffic controllers utilizing Omni eX software. He is working with the control system developer to test and enhance the system to provide optimal operations along the corridor. Mr. Levy is also developed and implemented new traffic signal coordination plans that provided priority for the Rapid Bus line along the corridor.

**MyFigueroa Corridor Redesign, Los Angeles, CA** – IBI Group is leading the traffic signal, signage, striping design, and analysis for the Figueroa Corridor Streetscape Project. Figueroa Street is a major thoroughfare that serves as an alternative to the Interstate 110 freeway in downtown Los Angeles. It also provides access to Staples Center, the Los Angeles Convention Center, Exposition Park, the University of Southern California (USC) and historic auto uses. The Los Angeles Department of Transportation (LADOT) is looking at ways to enhance Figueroa Street to better serve the mix of pedestrians, bicycles, vehicles, transit and businesses that utilize the corridor. Mr. Levy was responsible for the development of concepts, and design of 28 traffic signals for the project which includes Figueroa Street from 7th Street to 41st Street, 11th Street from Figueroa Street to Broadway, and Martin Luther King Jr. Boulevard from Vermont Avenue to Figueroa Street. The project is currently under construction.

**South Bay Bus Rapid Transit – Chula Vista, CA** – IBI Group is providing traffic signal operations and transit priority expertise in implementing a Bus Rapid Transit (BRT) line along East Palomar Street and eventually around Town Center Mall to Birch Road in the City of Chula Vista, California. The BRT route and then continues south on SR 125 to an Intermodal Transportation Center near the Otay Mesa U.S/Mexico Border Crossing. This service will include several improvements to provide enhanced service, customer amenities, and enhanced schedule reliability. This project includes the implementation of a control system for a oneway transitway (OWT) bridge over SR125. This control system is part of the larger construction project and bridge development. This OWT is necessitated by right of way limitations on the west side of SR125, and operations will be coordinated with traffic signals at E Palomar/Magdalena and at Town Center Dr. Mr. Levy is working in cooperation with SANDAG, the City of Chula Vista and the Metropolitan Transit System (MTS) to ensure proper implementation and bench and operational testing of the OWT system, and of the proposed peer-to-peer connection between traffic signals along the corridor in order to expedite the BRT travel times and reliability along the corridor currently under construction



## Lydia La Point P.E., LEED AP Transportation Engineer

Ms. La Point is a Transportation Engineer with 13 years of experience in the Irvine office of IBI Group. Her depth and breadth of planning and engineering experience includes the preparation of traffic impact analysis reports, traffic studies, transit access studies, bicycle and pedestrian plans, active transportation planning and program development, Transportation Demand Management plans, environmental traffic studies for Caltrans projects, signing and striping plans, specifications and engineering cost estimates. She has managed and prepared numerous traffic and parking analyses for a variety of land uses that have addressed issues related to Complete Streets, Road Diets, transit facilities and operations, parking requirements, shared parking, alternative transportation, and Americans With Disabilities Act (ADA) standards. She has extensive experience with travel forecast model data, post-processed model data for intersection analysis, and applied passenger car equivalent (PCE) conversions. She has also worked with forecast model data and has post-processed model data for intersection analysis. Ms. La Point is currently preparing signing and striping plans for the City of Los Angeles and conceptual plans for OCTA's Bikeways Master Plan.

### Representative Experience

**Figueroa Corridor Streetscape Project Traffic Analysis, Los Angeles, CA** – Based on a study initiated by the Community Redevelopment Agency, the Los Angeles Department of Transportation (LADOT) is studying streetscape opportunities along Figueroa Street between 7th Street and 41st Street, which will complement the existing buildings and businesses in the area while promoting pedestrian and bike activity. The proposed improvements include: new sidewalk paving and widening, landscaped parkways with street trees and pedestrian lighting, bike lanes, cycle tracks buffered by on-street parking, storm water infiltration, new transit stops, street furniture, and district signage. Ms. La Point prepared the traffic study and the signing and striping plan sets, and has also been involved in the extensive stakeholder and community outreach associated with the project.

**Irvine Guideway Demonstration Project Traffic Analysis, Irvine, CA** – The Guideway Project proposes to implement a modern streetcar or modern bus transit service operating between the Irvine Station, Irvine Spectrum, and the Orange County Great Park and Transit-Oriented Development District. The traffic study included 35 intersections and analyzed six alternatives that ranged from buses running in mixed-flow lanes to streetcar in exclusive lanes. The project required close coordination with Caltrans regarding a potential bridge reconfiguration, impacts at freeway off-ramp intersections and grade crossings.

**Arroyo Seco Parkway National Scenic Byway Corridor Management Plan, Los Angeles County, CA** – IBI led the preparation of the Arroyo Seco Parkway Corridor Management Plan for Caltrans District 7. The Historic Arroyo Seco Parkway extends from US-101 in Los Angeles to Pasadena, and is typically cited as one of the first examples of a modern

### Education

B.S. (Civil Engineering with a Minor in Information and Computer Science), University of California, Irvine, 2003

### Experience

#### 2003–Present

IBI Group, Irvine, CA, Transportation Engineer

### Memberships & Registrations

Institute of Transportation Engineers (ITE)

American Society of Civil Engineers (ASCE)

Chi Epsilon National Civil Engineering Honor Society

Tau Beta Pi Engineering Honor Society

Society of Women Engineers

Women in Transportation Seminar (WTS-OC)  
2010-2011 Scholarship Chair

Registered Civil Engineer

California No. 70858

Arizona No. 52638



freeway. The traffic analysis completed in support of the CMP includes regional travel demand modeling, traffic impact analysis, and microsimulation of traffic conditions in the corridor to evaluate potential traffic operation and safety improvements proposed by the design team. Potential improvements include speed reduction, ramp reconfiguration or closure, and converting the outside lanes into auxiliary merge lanes for acceleration and deceleration.

**Westgate Transportation Demand Management Program Plan, Pasadena, CA** – Ms. La Point served as the Project Manager for the preparation of a Transportation Demand Management (TDM) Program Plan for the Westgate Project, which is a 12-acre transit-oriented urban village located immediately east of the 710 Freeway on the northeast corner of Pasadena Avenue and Del Mar Boulevard. Recommended measures included a transportation information area, a commuter ride-matching program, resident parking space management, priority parking for low-emitting and fuel-efficient vehicles, dedicated vanpool or car-share parking spaces, covered bicycle parking for 15% of the building occupants, and active promotion and marketing of the TDM Program. A Transportation Management Coordinator was also identified to implement, operate, maintain and monitor the programs, and to prepare annual status reports to the Pasadena Director of Transportation.

**Pasadena Road Diets Study, Pasadena, CA** – This study was prepared for the City of Pasadena to test the effectiveness of Road Diets in reducing speed and improving safety. Road Diets typically involve the removal of existing traffic lanes and allocating newly available street right-of-way to left turn lanes, bicycle lanes, and/or improved pedestrian facilities, including: sidewalks, median refuges, and landscaping. Ms. LaPoint utilized the *CompleteStreets* software package to analyze study corridor conditions with and without various Road Diet projects. The results of the study were used to determine the potential benefits and impacts of extending a recent Road Diet project on Cordova Street.

**Urth Caffé Traffic and Parking Impact Studies, Pasadena, CA** – Urth Caffé VI LLC proposed to build a new two-story restaurant and office building to replace an existing shoe-repair shop and small cafe located on the southeast corner of Colorado Boulevard and Madison Avenue in the City of Pasadena. Ms. La Point managed the traffic and parking impact studies for the project, which included project trip generation, trip distribution and peak hour analysis of 10 intersections. The nine parking spaces in the proposed surface parking lot do not satisfy the City's Zoning Code off-street parking requirements. As an alternative to providing all required parking on-site, Urth Caffé plans to lease 36 unreserved, non-exclusive parking spaces from a parking structure located approximately 300 feet north of the project site. Study recommendations included limiting the surface lot on site to accessible and valet parking only, installing guide signs to direct Urth Caffé customers to the garage, and monitoring parking demand in the garage to ensure that sufficient space is available to serve all dedicated uses.

**Exposition Boulevard TOD Analysis, Los Angeles, CA** – The Los Angeles Department of City Planning reviewed the area within a half-mile radius of the planned light rail stations along the Expo Light Rail Line on Exposition Boulevard at Vermont Avenue and Western Avenue. As part of a Transportation-Oriented Development and market study for the area, Ms. La Point analyzed potential alternative configurations of Exposition Boulevard. One of the City's objectives is to create a bicycle and pedestrian friendly environment in the vicinity of the stations. The traffic analysis for this project identified the costs and benefits related to vehicular operations, parking, bicycles, pedestrians and transit ridership.

**Lincoln Avenue Specific Plan, Pasadena, CA** – The City of Pasadena is developing a Specific Plan for the Lincoln Avenue corridor, which extends from Forest Avenue north to the city limit. Ms. La Point led the traffic impact analysis in support of an environmental impact report for the Specific Plan, which includes 30 study intersections and 20 roadway segments. The study also includes a Congestion Management Program (CMP) analysis, multimodal level of service (MMLOS) of a proposed road diet segment, a Pedestrian Environmental Quality Index (PEQI) analysis, and a transit impact review.



## Mike Arizabal

### Senior Transportation Planner

Michael Arizabal is a senior transportation planner with over 15 years of analysis and management experience. He has led the technical work for numerous transportation planning and traffic engineering projects in Southern California, and is an expert on all traffic analysis software and tools. Mr. Arizabal has a broad background of professional experience, focusing on transportation planning and traffic engineering, and specializing in site access/circulation, transit planning, active transportation application, technical reports in support of California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) documentation, parking studies, and traffic impact analysis.

### Representative Experience

**MSJCC Menifee Campus Traffic Impact Analysis, Menifee, CA.** The purpose of this report was to conduct a traffic analysis in support of an Environmental Impact Report (EIR) for the proposed project at MSJC. The traffic analysis has been prepared to assess the potential circulation impacts associated with the proposed expansion (net full time student equivalent increase) to the existing MSJC campus. The project proposes to add approximately 4,398 full time students and would provide improvements that include various buildings, a football stadium and soccer field, and staff, student, and visitor parking facilities. The traffic analysis included evaluation of intersections, roadway segments, and freeway mainline segments under existing, future and build out conditions. IBI provided fair-share calculations for the project's contribution to impacts within the study area and recommended circulation improvements. In accordance with SB 743, IBI also provided a vehicle-miles travelled (VMT) analysis.

**Orange County Transportation Authority (OCTA), State Route 55 (SR 55) Access Study, Costa Mesa, CA –** Served as the primary staff in the analysis and identification of alternative transportation strategies through the Newport Boulevard (SR 55) corridor, from the current terminus of the SR 55 freeway south to 16th Street in Newport Beach. As a result of the significant potential impacts, the Orange County Transportation Authority (OCTA) facilitated a cooperative effort between Caltrans and the Cities of Costa Mesa and Newport Beach to identify alternatives. Using methodologies from each of the jurisdictions, seven alternative strategies were identified. As a result of the screening process, three strategies were recommended for further study.

**Interstate 5 between State Route 55 and 57, Orange County, CA –** Conducted traffic impact and alternatives analysis for the construction of a second carpool lane in each direction. Analysis included evaluation of existing HOV on and off ramps as well as future 2035 conditions. This project was conducted in coordination with Caltrans, OCTA, and the Cities of Santa Ana, Orange, and Tustin. Mr Arizabal served as the primary staff for preparing the traffic study in support of the Environmental Impact Report.

**Wildomar Campus Master Plan Traffic Study, Wildomar CA.** Mr. Arizabal prepared the Traffic Study in support of an EIR for the proposed

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### Education

B.S. (Civil Engineering)  
University of California, Irvine, CA, 2004

### Experience

#### 2015–Present

IBI Group, Irvine, CA, Senior Transportation Planner

#### 2009–2015

AECOM, Orange CA, Senior Transportation Planner

#### 2004–2009

LSA Associates, Inc.,  
Irvine, CA, Transportation Engineer

### Memberships

Institute of Transportation Engineers (ITE)

American Society of Civil Engineers (ASCE)

Orange County Traffic Engineering Council  
(OCTEC)

### References

City of Costa Mesa SR-55 Access Analysis, Pritam Deshmuk, 714-754-5183

Century Boulevard Reconstruction, Keith Lockard, 310-412-5383

Tehachapi City-Wide Traffic Model, Jay Schlosser, 661-822-2200



project in Wildomar, Riverside County. The traffic analysis assessed potential circulation impacts associated with the construction and operation of the new I-15 Corridor Campus. The project accommodated approximately 15,000 part-time or 10,000 full-time equivalent students at build-out with 400 staff members. Analysis of existing, opening, interim, and build out scenarios using HCM methodology was conducted for intersections, freeway mainline segments, and roadway segments. The RivTAM model was utilized to develop all future traffic volumes.

**Century Boulevard Reconstruction Project, Inglewood, CA** – Mr. Arizabal served as the primary technical analyst on the Century Boulevard Reconstruction Project on behalf of the City of Inglewood and the Los Angeles County Metropolitan Authority. The purpose of the project was to enhance flow of traffic and increase level of safety for motorized vehicles and pedestrians alike. Other benefits included improved security enforcement as a result of the improved lighting illumination in the area, reduction of excess fuel emissions, which improves air quality, and calmer traffic flows. The traffic analysis investigated opportunities and constraints to provide a corridor that was consistent with the City's "Complete Streets" objective and vision - streets that intertwine all modes of traffic (vehicular, bicycle, pedestrian) while promoting enhanced mobility and safety.

**City of Orange Parking Zoning Standards Update, Orange, CA** – The City of Orange recently selected IBI Group, with Mr. Arizabal as the Project Manager, to prepare a parking study that examines parking standards for their effectiveness at meeting the parking demands of the variety of land uses and development contexts across the City. IBI Group's role in this current project includes a comprehensive review of parking demand for specific land uses within the City and in comparably sized and located jurisdictions and industry standards. IBI is also leading the outreach component which will provide valuable project information to the public, minimize community issues, and offer opportunities for community feedback.

**Laguna Beach Downtown Specific Plan Actual Parking Demand Study, Laguna Beach, CA** – Served as the Project Manager for the Laguna Beach Downtown Specific Plan Actual Parking Demand Study, which formed the basis for minimum parking requirements relative to land use (built and occupied). The parking study includes inventory and utilization of all off-street and on-street parking within the Laguna Beach Downtown area, which encompassed approximately 115 acres, including 272 parcels and 62 distinct land uses. Specific parking management recommendations such as blended parking rates, shared parking, ridesharing partnerships, dynamic metered pricing, and time restrictions were made.

**Orange County Transportation Authority Transit Center Parking Management Study, Orange County, CA** – Led comprehensive parking management study as the Project Manager for OCTA's two park and ride facilities and five transportation centers. The objective was to develop a parking management plan that offers parking to a variety of transit users to promote ridership. Key study elements included a review of best practices and parking management tools, followed by parking counts, surveys, outreach, and existing site assessments.

**Hermosa Beach Parking Management Plan, Hermosa Beach, CA** – Currently serving as the Project Manager to identify and address parking issues in the downtown area as it pertains to valet, metered on-street, public off-street, and private off-street parking conditions in the Coastal Zone of Hermosa Beach. The IBI team is tasked with providing a comprehensive review of parking demand for specific land uses such as hotels, offices, and retail and to compare them to industry-wide standards and best practices.

**Coast Highway Development Incentive Overlay Zone – Reformed Parking Standards, Oceanside, CA** – Led a team as Deputy Project Manager to prepare a technical memorandum to inform and recommend reformed parking standards to be included in the Coast Highway Overlay as an incentive for encouraging development and redevelopment within the corridor. Mr. Arizabal developed and justified reformed parking standards that were based on an assessment of parking demand, current requirements, and potential opportunities for new parking areas.



## Cristina Martinez AICP, LEED GA

### Transportation Planner

Ms. Martinez is a Transportation Planner with project experience ranging from large-scale freeway and transit impact projects to local active transportation projects, transit-oriented development, master and specific plans, and parking management studies. Ms. Martinez's area of expertise lies within transportation and land use planning, multi-modal connectivity and accessibility, outreach, data management and analysis, data visualization using ArcGIS, geospatial analysis, and interactive map development.

### Representative Experience

**Hermosa Beach Coastal Zone Parking Management and Recommended Standards Study, Hermosa Beach, CA** – Ms. Martinez is leading on-street and off-street parking availability and demand analysis in the Coastal Zone of Hermosa Beach to balance coastal access with efficient use of the City's limited land resources and achievement of the City's economic development and mobility goals. This includes an existing conditions assessment and development of recommendations for optimal parking management strategies specific to the Coastal Zone's beach town character and various land use types.

**Purple Line & First Last Mile Guidelines, Los Angeles, CA** – IBI Group is developing systemwide First-Last Mile Guidelines for LA Metro and a First-Last Mile Plan for the four transit stations that comprise Sections 2 and 3 of the Los Angeles Metro Purple Line Extension, identifying needs and potential solutions for station access and connectivity improvements, including active modes of transportation. Ms. Martinez assembled extensive best practices research and participates in working group meetings with Metro and outside entities to inform the development of the First-Last Mile Guidelines. This includes establishing Metro's role in integrating First-Last Mile improvement projects into the capital transit delivery process, from planning to environmental review, design, and implementation. Ms. Martinez is also leading first-last mile analysis and participating in community outreach efforts for each of the four Purple Line extension stations.

**OC Active Transportation Plan, Orange County, CA** – IBI Group is developing the first countywide Active Transportation Plan for Orange County with the Orange County Transportation Authority (OCTA). Ms. Martinez led the analysis of existing local active transportation plans and efforts within the county to inform the development of a regional plan and evaluated existing conditions to develop prioritization strategies for bikeway and pedestrian improvements countywide. This includes analyzing demographic and socioeconomic data as well as metrics related to bicycle and pedestrian infrastructure and safety to create GIS-based maps and engage stakeholder and community feedback. Additionally, she developed a best practices toolkit regarding bikeway development in Orange County and incorporated all project tasks into the Final Plan.

### Education

Master of Urban and Regional Planning,  
University of California, Irvine, 2016

B.S. Environmental Science and Policy,  
Chapman University, 2013

### Experience

#### 2015 – Present

IBI Group, Irvine, CA, Transportation Planner

#### 2014 – 2015

Metrolink, Los Angeles, CA, Research and  
Planning Intern

### Memberships

American Planning Association

### Registrations

Certified Planner, American Institute of Certified  
Planners #31139

U.S. Green Building Council (USGBC) LEED  
Green Associate #10930484



## Amy Frank P.E., LEED AP Transportation Engineer

Ms. Frank is a Transportation Engineer with four years experience in the Land Development sector of Civil Engineering and nine years of experience in Transportation Engineering, with projects ranging from small-scale residential to roles in minor roadway design, signal and signing/stripping layouts, and stage construction/traffic handling layouts. Ms. Frank's area of expertise lies within signal design, signing and stripping design, stage construction planning, traffic handling plans, precise grading, and limited exposure to; wet utility planning and profile design, rough grading, hydrology, street plan and profile layouts. Project participation includes conceptual engineering, preliminary engineering, and final design. Software knowledge includes AutoCAD 2002, 2006, and 2008, 2011, 2014, and Microstation v8i. Design software experience includes minor exposure to Land Desktop, InRoads, AutoTurn software, and WSPG Hydrology.

### Representative Experience

**Uptown Bikeways – Phase 3 Final Design, San Diego, CA** – Ms. Frank is providing design support and QA/QC in the traffic signal and signing & stripping design for the Uptown Bikeways Project. The project will improve travel between the San Diego neighborhoods within the Uptown area and connect to Old Town, Mission Valley, Downtown, North Park, and Balboa Park. It will create inviting and convenient bikeways that connect key community destinations, including schools, parks, transit, and commercial centers. The project is ongoing.

**MyFigueroa, Los Angeles, CA** – Ms. Frank provided design support in the traffic signal and signing & stripping design for the Figueroa Corridor Streetscape Project. Figueroa Street is a major thoroughfare that serves as an alternative to the Interstate 110 freeway in downtown Los Angeles. It also provides access to Staples Center, the Los Angeles Convention Center, Exposition Park, the University of Southern California (USC). The Los Angeles Department of Transportation (LADOT) is looking at ways to enhance Figueroa Street to better serve the mix of pedestrians, bicycles, vehicles, transit and businesses that utilize the corridor. Ms. Frank is responsible for the design support of 28 traffic signals to implement cycle tracks with protected right and left-turn phasing to separate bicycle and vehicular flows, and Class II bike lanes. The project is complete and the goal is to better serve pedestrians, cyclists, and transit riders by implementing a safe, inviting, and unique public realm.

**C-Street At Grade Crossing & Traffic Synchronization Improvement Project, San Diego, CA** – Ms. Frank provided design support for the traffic signal and stripping design on the C-Street project in San Diego, CA. The project is ongoing and includes signal work at three different intersections and new stripping along the street-running light rail transit. The tasks performed included: aiding in the signal plan layout to safely handle both LRT/vehicular traffic in conjunction with pedestrians, and creating the accommodating stripping plans.

### Education

B.S., Civil Engineering, University of Iowa, 2003

### Experience

#### 2008–Present

IBI Group, Irvine, CA, Transportation Engineer

#### 2004 - 2008

RBF Consulting, Irvine, CA, Assistant Engineer, Design Engineer

#### 2003 – 2004

Iowa Institute of Hydraulic Research, Iowa City, IA, Intern

#### 2001 – 2001

HSR Associates, Madison, WI, Intern

### Memberships & Registrations

American Society of Civil Engineers (ASCE)

### Registration

P.E. License

LEED AP



## Yonathan Esquivel E.I.T. Transportation Engineer

Mr. Esquivel is a Junior Transportation Engineer at IBI Group who has been involved in a variety of traffic/transportation engineering and transportation planning projects. His experience includes projects such as traffic impact analyses, circulation studies, transit feasibility studies, traffic control plans, and traffic signal design and modifications.

### Representative Experience

**City of Santa Ana General Plan Circulation Element, Santa Ana, CA** – Transportation engineer assisting in the preparation of the traffic impact analysis for the City of Santa Ana General Plan Circulation Element. The update is being conducted to incorporate Complete Streets policies into the Element and to reflect current planning efforts for the Streetcar in the City.

**Connect Southwest LA: A TOD Specific Plan for West Athens-Westmont** – Traffic engineer in responsible for the preparation of a traffic impact analysis for the Connect Southwest LA TOD Specific Plan. The analysis considers the intersection and VMT effects of the proposed land use zoning for the West Athens-Westmont area. Local and regional impacts were assessed, with mitigation and traffic demand management (TDM) measures identified.

**Coast Highway Corridor Study, Oceanside, CA** – Traffic engineer assisting in the traffic impact and VMT analyses. IBI Group was tasked with conducting a corridor analysis of Coast Highway from State Route 76 to the southern city limits. The objective of the study is to examine the operational feasibility of roundabouts and changes in lane configuration to transition the corridor to a Complete Streets configuration featuring bike lanes and other pedestrian amenities.

**Wilshire Avenue Bike Boulevard, Los Angeles, CA** – Traffic engineer assisting in the development of concept plans and cost estimates for a bike boulevard. The City of Fullerton is proposing to construct a bicycle boulevard along Wilshire Avenue near downtown Fullerton. The goal of the project is to improve bicycling conditions along the corridor and create an environment that allows for the safe and efficient movement of bicycle and vehicular traffic. The project also involved developing a bicycle boulevard handbook that will serve as a design reference for any future bicycle boulevard projects. As a part of the project, temporary traffic calming measures were implemented along the corridor to study their impacts on traffic volumes and speed

**VTA Bus Facility Conceptual Plans, Santa Clara, CA** – Traffic engineer assisting in the development of conceptual plans for transit facilities following the initial preparation for the Santa Clara Valley Transportation Authority (VTA) 2010 Facilities Master Plan by IBI Group, which examined the existing conditions at the bus maintenance, light rail maintenance, paratransit, and administrative facilities owned and operated by VTA. Concepts were to provide adequate facilities for VTA's future needs given plans for service expansion, changes to vehicle fleet mix, and changes to service patterns.

### Education

B.S. Civil Engineering – Transportation Systems,  
University of California – Irvine, Irvine, CA, 2016

### Experience

#### July 2016 – Present

IBI Group, Irvine, CA, Junior Transportation Engineer

#### June 2014 – July 2016

IBI Group, Irvine, CA, Transportation Engineering Intern

#### June 2012 – September 2012

City of Riverside, Riverside, CA, Traffic Engineering Intern

### Memberships

Engineer-In-Training (EIT), California Board of Professional Engineers and Land Surveyors, CA No. 160061

Institute of Transportation Engineers (ITE)

American Society of Civil Engineers (ASCE)



## Karen M. Sujata PE Transportation Engineer

Ms. Sujata is a Transportation Engineer at IBI Group with experience in preparation of roadway striping plans, bike path plans, surface parking lot and parking structure conceptual plans, as well as multimodal level of service analyses, comprehensive evaluations and reports, and traffic impact analyses for various transportation projects throughout California. She also has previous experience working on a variety of projects which have implemented active transportation concept elements, such as bike boulevards and complete streets planning and design. Ms. Sujata is adept in a range of software including AutoCAD, MicroStation, Synchro, and Traffix. Her work on a wide variety of transportation projects shows a versatility in skill sets she strives to expand.

### Representative Experience

**North San Fernando Valley BRT Corridor, Los Angeles, CA** – IBI Group was tasked to complete an alternatives analysis and to environmentally clear a Bus Rapid Transit (BRT) project in the North San Fernando Valley (NSFV) pursuant to California Environmental Quality Act (CEQA) guidelines. The goal of the project is to provide premium, high capacity, east-west BRT service in the Valley that will connect key activity centers, ease traffic congestion, improve regional transit connectivity, promote transit-oriented communities (TOC) and meet the growing demand for transit services in the area. Ms. Sujata is currently working on the alternatives analysis and conceptual design of the BRT corridor.

**TRIP Centennial Corridor, Bakersfield, CA** – This project will construct a new alignment to connect State Route 58 to Interstate 5 freeway in Bakersfield, CA. The Thomas Roads Improvement Program (TRIP) is interested in utilizing the remnant parcels of land along both sides of the freeway to create a Class I multi-use path. Ms. Sujata then assisted in the creation of the bike path plan and profile sheets. She also worked on preparing local street improvement plans, which involved an extensive redesign of street profiles, sidewalks, signing and striping, and ADA curb ramps.

**Metro Gold Line Foothill Extension Parking Facility Conceptual Design, Los Angeles County, CA** – Phase II of the Metro Gold Line Foothill Extension extends the existing Los Angeles Metropolitan Transportation Authority rail line from Azusa to the cities of Glendora, San Dimas, La Verne, Pomona, Claremont, and Montclair. Ms. Sujata aided in the development of conceptual parking facility designs for each of the stations. Elements of work included preliminary site plans with access/egress locations, parking layout and internal circulation, cross sections showing internal garage ramping systems, elevation views, and identification of aesthetic enhancement.

**Uptown Bikeways Phase 3, San Diego, CA** – SANDAG is investing in active transportation as part of its regional plan to mitigate traffic congestion, advance climate goals, and emphasizes the health benefits of these modes of travel for individuals and communities. Ms. Sujata has assisted in alternatives design and in the development of drawings in preparation of 30% design.

### Education

B.S. (Civil Engineering)  
University of California, Irvine, CA, 2014

M.S. (Civil Engineering)  
University of California, Irvine, CA, 2015

### Experience

#### 2015–Present

IBI Group, Irvine, CA  
Transportation Engineer

### Memberships & Registrations

Institute of Transportation Engineers (ITE)

American Society of Civil Engineers (ASCE)

Professional Civil Engineer, California Board of  
Professional Engineers and Land Surveyors,  
CA No. 88791



## Vivian Hang

### Engineer-In-Training

Ms. Hang is a Project Designer who has experience in a variety of transportation planning and engineering projects. Her project experience ranges from large-scale corridor and transit projects to local transportation improvement projects. Ms. Hang's area of expertise lies within transportation engineering and planning which includes conducting traffic impact analysis. Her skills include using ArcGIS for data visualization, MicroStation and AutoCAD for engineering design purposes, and a range of traffic analysis and modeling software in order to assess the performance of a network and mitigate its impacts which includes Synchro and Traffix.

### Representative Experience

#### **North San Fernando Valley BRT Corridor, Los Angeles County, CA**

– The Los Angeles Metropolitan Transportation Authority (Metro) is seeking alternative analysis for a proposed implementation of a bus rapid transit in the North San Fernando Valley. This bus rapid transit system will connect key activity centers, reduce traffic congestion, improve regional transit connectivity, and promote transit-oriented communities (TOC). Additionally, Ms. Hang created exhibits of various configurations of traffic lanes in order to accommodate the BRT route of alternative alignments using MicroStation.

#### **Santa Clara Valley Transportation Authority Facilities Master Plan, San Jose, CA**

– The Santa Clara Valley Transportation Authority (VTA) initiated this study effort to examine existing conditions at the Cerone and Chaboya bus maintenance divisions, and to make recommendations for near-term improvements at both facilities to accommodate near-term needs for bus storage, bus maintenance, operator and maintenance training, and paratransit vehicle storage. Ms. Hang developed near-term as well as future designs for each bus facilities and the corresponding cost estimates. Designs include employee/visitor parking, paratransit parking, bus parking, and light rail track and storage.

#### **Pacific Coast Highway Corridor Project, Orange County, CA**

– IBI Group is conducting corridor analysis of Coast Highway from State Route 76 to the southern City Limits. The objective of the study is to examine the operational feasibility of roundabouts and changes in lane configuration to create a more pedestrian-friendly corridor.

**Arterial and Mobility Study, San Clemente, CA** – The Transportation Corridor Agency (TCA) is considering alternatives to address the mobility issues in South Orange County which includes extending the State Route 241 toll road in order to connect with Interstate 5. IBI Group is conducting a corridor analysis of arterial roadways throughout the City of San Clemente to provide alternatives to the extension which will reduce congestion along the I-5. Ms. Hang assisted in developing the local arterial improvements that include roadway extensions, roadway widening, and signal timing adjustments. Additionally, Ms. Hang utilized ArcGIS to develop maps for comparative analysis through data visualization.

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### Education

B.S. Civil Engineering – Transportation Systems  
University of California, Irvine, CA, 2017

### Experience

#### **September 2017 – Present**

IBI Group, Irvine, CA, Engineer-In-Training

#### **February 2016 – September 2017**

IBI Group, Irvine, CA, Transportation Engineering Intern

#### **July 2015 – February 2016**

Costa Mesa City Hall, Costa Mesa, CA,  
Construction Management/Engineering Intern

### Licenses

Engineer-In-Training  
Certificate #166901

### Memberships

American Society of Civil Engineers  
Institute of Transportation Engineers



## Oliver Gaskell, AICP CANDIDATE Transportation Planner

Mr. Gaskell is a Transportation Planner with project experience including active transportation projects, traffic studies, and parking management studies. He has expertise in transportation and land use planning, data analysis, community outreach, environmental justice, geospatial analysis and data visualization using ArcGIS and the Adobe Suite. Mr. Gaskell brings experience working with a wide range of clients including Federal, State and Local Governments, the business community, community-based organizations, and nonprofit organizations.

### Representative Experience

**Metro Bus Rapid Transit Vision and Principles Study, Los Angeles, CA** – Provided GIS analysis and research support to project. Researched and developed KPIs to evaluate potential BRT corridors throughout LA County. Used ArcGIS to analyze and represent demographic and economic indicators across LA County. Prepared data for parametric modelling of BRT Corridors.

**Purple Line and First-Last Mile Guidelines, Los Angeles, CA** – Conducted community outreach for walk audits at four proposed stations and at pop-up events around Los Angeles. Helped set up outreach events, provided project information and checked-in participants. Coordinated with other agencies to ensure smooth running of event. Provided translation services to translate materials from English to Spanish.

**Yucaipa Pointe Traffic Impact Analysis, Yucaipa, CA** – Performed technical analysis on project using Synchro and Traffix software to perform trip generation and trip distribution analysis. Analyzed existing and future conditions for proposed multi-use shopping center development close to I-10 freeway interchange in Yucaipa.

**Exposition Park Parking Pricing Recommendation Study, Los Angeles, CA** – Researched and reviewed existing parking pricing for Pac-12 schools and Southern California Event venues. Performed walk audit of private parking structures around University of Southern California (USC) and Downtown Los Angeles to determine pricing in local context. Used information gathered to recommend pricing levels for parking on USC football game days at Exposition Park. Prepared report for client and board.

**Parking Study for SoBECA Urban Plan Area, Costa Mesa, CA** – Used ArcGIS to perform geospatial analysis on levels of parking in multiple lots and on street zones across the SoBECA district. Designed and analyzed outreach survey to key stakeholders and conducted outreach meetings with business leaders and stakeholders. Analyzed information to provide potential recommendations for shared parking options to reduce parking congestion in overloaded parking sites across SoBECA district area.

### Education

Master of Community and Regional Planning,  
University of Oregon, OR, 2018

Master of Nonprofit Management  
University of Oregon, OR, 2018

B.A. Spanish Studies and Geography,  
Lancaster University, UK, 2013

### Experience

**2018 - Present**  
IBI Group, Irvine, CA, Transportation Planner

**2017 - 2018**  
Community Service Center, Eugene, OR,  
Project Manager

### Memberships

American Planning Association.



## Jason Rosenblum AICP CANDIDATE Transportation Planner

Mr. Rosenblum is a Transportation Planner of IBI Group's Irvine office with project experience ranging from specific area plans to citywide parking occupancy analysis. He has expertise in transportation, urban design, land use, and environmental planning, as well as a strong background in geographic information science, including data and geospatial analysis. Mr. Rosenblum has previous working experience with multiple municipal and county governments, and has expertise in public agency and community outreach. Mr. Rosenblum recently became an American Institute of Certified Planners Candidate, and is projected to become a Certified Planner in the Fall of 2020.

### Representative Experience

**City of Hermosa Beach Parking Study, Hermosa Beach, CA –** Analyzed occupancy and inventory counts for on-street parking on a street by street basis for multiple varying times of week throughout the entire city. Analyzed off-street public and private parking occupancy and inventory counts. Analyzed land use patterns in conjunction with occupancy reaching over maximum capacity and made specific recommendations to City Staff to lessen parking demand for peak times and events.

**Irvine Business Complex (IBC) Trails Feasibility Study and Implementation Plan, Irvine, CA –** Created the existing conditions report for the IBC Trails study, which focuses on potential active transportation and linear park amenities in a residential growth area. The report considers trail, roadway, pedestrian, bicycle, and land use conditions in the IBC. Created GIS maps for numerous transportation characteristics such as ADT, transit routes, and bike/ pedestrian collisions.

**City of Orange Parking Standards and Regulations Assessment, Orange, CA –** Conducted a full revision of City of Orange off-street parking regulations. Revision included an analysis of current City of Orange code, six peer cities, the ITE Parking Generation Handbook, and independent field studies. Proposed a new parking rate for every land use in the City of Orange, and justified each recommended rate based on multiple factors. Consolidated all data into a final report.

**Metro Purple Line Extension First Last Mile Plan, Los Angeles and Beverly Hills, CA –** Analyzed the existing site conditions for four future Purple Line extension stations based upon LA Metro's First and Last Mile Strategic Plan. Created point of interest, land use, key access corridor, pedestrian shed maps, among other data in a spatial network for the alignment initial report.

**OCTA Fullerton Park and Ride Site Assessment and Alternate Site Analysis, Fullerton, CA –** Created a report for the Orange County Transportation Authority that assessed the current conditions of the Fullerton Park and Ride for potential development on the existing site. Assessment included an analysis of alternate sites in the vicinity to determine if park and ride functions are feasible if joint development were to occur.

### Education

Master of Urban & Environmental Planning,  
Arizona State University, AZ, 2018

Bachelor of Science in Urban Planning, Arizona  
State University, AZ, 2017

### Experience

#### 2018 – Present

IBI Group, Irvine, CA, Transportation Planner

#### 2017 – 2018

City of Mesa, AZ, Planning Intern

#### 2017

City of Tempe, AZ, Community Development and  
Planning Intern

#### 2016

Flood Control District of Maricopa County, AZ,  
Planning and Project Management Intern

### Memberships

American Planning Association





## Education

BS Pre-Med/Mass Communications University of Miami 1976  
University of Miami Medical School, 1976-1980

## Memberships

Los Angeles County Police Officers Association

## Areas of Expertise

- Safe Routes to School Programs
- Traffic Safety Education
- School and Community Relationships
- Promotion and Marketing

## Client Base Includes:

- Public Works Departments
- Transportation Departments
- Public Health Departments
- Law Enforcement Agencies
- School Districts

## Pat Hines Project Coordinator

Pat Hines has 35 years of experience creating and implementing Safe Routes to School Programs, public awareness programs and coalition building campaigns on behalf of private, nonprofit and government clients. She specializes in education, program implementation, establishment of sustainable SRTS programs and promotional events. She has managed city, county and school district wide programs to reduce traffic congestion at schools, increase the number of students walking and bicycling to schools and created safe environments for students.

As founder of Safe Moves, Pat has served as the executive director from 1983 to present. As a former bicycle racer, Pat learned firsthand the vulnerability of bicyclists and the dangers of the lack of education. Her best friend was killed in a bicycle accident in 1983 while the two were riding together. Neither Pat nor her friend were wearing helmets or following basic traffic laws. In response to the tragic loss of her friend, she established Safe Moves in 1983.

Pat has experience in managing resources, controlling the scope, and ensuring that the work is completed within the project timeframe. She is able to understand the vision, the project and the ability to articulate it, and has clear communication about goals, responsibility, performance, expectations and feedback as well as the ability to effectively negotiate to ensure the success of the team and project. Through effective communication, Pat is able to achieve the project goals by creating explicit guidelines for accomplishing results. As an effective Project Manager, she has excellent problem-solving skills with a "fresh, creative response to here-and-now opportunities

## Function on this Project

Overall Project Management, Program Implementation, Quality Assurance, Budget Oversight and Team Coordination

## Project Work Examples:

- School Bicycle Safety and Transit Education, City of Los Angeles, Department of Transportation
- Safe Routes to School, City of Long Beach, Department of Public Works
- Safe Routes to School, City of Costa Mesa, Department of Public Works
- Bicycle and Pedestrian Safety Education, City of Fremont
- Vehicle Emissions Reductions Based at Schools Program, City of Mountain View, Public Works
- Safe Routes to School, City of Stockton, Public Works Department
- Safe Routes to School, County of Riverside, Dept. of Public Health
- Safe Routes to School, San Bernardino County of Public Health



## Education

MS and BS in Aeronautics and Astronautics,  
Massachusetts Institute of Technology

## Areas of Expertise

- Project management, including time and cost management
- Process improvement
- Inter-agency coordination and communication

## Education

Bachelor of Arts California State University, San  
Jose 2003- 2007

## Employment History

Safe Moves, Instructor/Program Facilitator 2008 –  
Present

## Brigit Werner Facilitator

Birgit has served as a facilitator for Safe Moves from 2016 to the present. She is an expert project manager with extensive experience in engineering, supply chain, and people management. She has proven abilities in creative problem solving, process innovation, and cross-functional communications and specializes in helping customers define and achieve their goals.

## Function on this project:

Day to day project management, development of action plans, event program management, data collection and analysis

## Project Work Examples:

- Vehicle Emissions Reductions Based at Schools Program, City of Santa Clara, Public Works
- Vehicle Emissions Reductions Based at Schools Program, City of Mountain View, Public Works

## Quinn Danz Instructor

## Function on this project:

Conducting student workshops for all grade levels. Conducting bicycle and pedestrian rodeos or all grade levels. Conducting Walking School Buses & Bike Trains. Conducting community rodeos and events. Conducting encouragement programs such as “Walk & Bike to School Days”, “Walk & Roll Wednesday”, “Golden Sneaker Contests”, Poster Contests, Mileage Clubs and bike rides. Conducting helmet fittings/adjustments. Administering and collecting of surveys. Conducting community outreach programs and events.

## Education

Bachelor of Arts Long Beach State 2003- 2007

## Employment History

Safe Moves, Instructor/Program Facilitator 2016 –  
Present

Spark, Teacher 2011 – 2016

Long Beach Unified School District, Camp  
Counselor 2008 - 2011

## Cynthia Gonzalez Instructor

## Function on this project:

Conduct educational programs, administering attendance sheets, surveys, encouragement events, preparing educational activity reports and community rodeos. Conducting student workshops for all grade levels. Conducting bicycle and pedestrian rodeos or all grade levels. Conducting Walking School Buses & Bike Trains. Conducting community rodeos and events. Conducting encouragement programs such as “Walk & Bike to School Days”, “Walk & Roll Wednesday”, “Golden Sneaker Contests”, Poster Contests, Mileage Clubs and bike rides. Conducting helmet fittings/adjustments Administering and collecting of surveys. Conducting community outreach.



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

William Delo

Printed Name and Title:

William Delo - Managing Principal



### 6.3.2 Non-Collusion Affidavit

RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

William Delo

Printed Name and Title:

William Delo - Managing Principal

### 6.3.3 Compliance with Insurance Requirements

RFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

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Printed Name and Title:

William Delo - Managing Principal

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#### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

N/A

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Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'William Delo', written over a horizontal line.

Printed Name and Title:

William Delo - Managing Principal

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## **EDWARD POLUNIN, COO AND PROJECT MANAGER**

**Education:** BS, Business Administration, DePaul University,  
School of Commerce, Chicago, 1995

**Affiliations:** Orange County Traffic Engineering Council (OCTEC)



Edward is responsible for operations, project management, supervision and quality control for projects such as installation of video equipment to conduct Intersection Turning Movement Counts (TMC), manual FHWA classification (ADT) Volume Counts for traffic studies and other types of projects. He has directly managed and supervised projects with combined total of over 20000 traffic count locations. Edward maintains continuous lines of communication, keeping the personnel assigned to the project informed of all critical issues related to traffic data collection. He is also responsible for managing of equipment inspection and maintenance schedules.

### **EXPERIENCE**

#### **2018 Citywide Traffic Counts, City of Santa Rosa**

Project Management of 2018 Citywide Traffic Counts including Vehicle Turning Movement Counts, Bicycle and Pedestrians , 201 locations, Average Daily Traffic Counts- 163 locations and Classification counts- 40 locations

#### **2017 Citywide Traffic Counts, City of Santa Monica**

Project Management of 2017 Citywide Traffic Counts including 370 intersections to provide Vehicle Turning Movement Counts, Bicycle and Pedestrians and 12 (24hr) pedestrian scramble intersections

#### **2016 Citywide Multimodal Traffic Counts, San Luis Obispo, CA**

Project management of 2016 Citywide Multimodal Traffic counts that included Intersection Turning Movement Counts, Pedestrians and Bicycle counts with over 200 locations of 48 hour Video: Vehicles, Pedestrians and Bicycles.

#### **2016 Multimodal Study, Santa Monica, CA**

Project Manager: 19 Intersection Turning Movement Counts including Vehicle Turning Movement Counts, Pedestrians and Bicycle Counts

#### **2015 Citywide Traffic Counts, City of Santa Monica**

Project Management of 2015 Citywide Traffic Counts including 385 intersections to provide Vehicle Turning Movement Counts, Bicycle, Pedestrian and Saturation Flow Analysis

#### **2014 Bake Parkway Road Traffic Signal Synchronization Project, TSSP, OCTA Irvine and Lake Forest, CA**

Project Manager for Traffic Data Collection including Intersection Turning Movement Counts (TMC) and Average Daily Counts (ADT) AimTD collected Intersection Traffic Data at 19 signalized intersections, 2hr AM, 2hr MD, 2hr PM Weekday. ADTs were collected at 2 segments and 3 Class ADTs were collected as well. Data provided in Universal Traffic Data Format (UTDF) Synchro format as well as ASCII.



## **OLGA POLUNIN, MBA, PRESIDENT AND CEO**

**Education:** MBA, Loyola University, Chicago, 2002

**Affiliations:** Orange County Traffic Engineering Council (OCTEC) - Board Member

Institute of Transportation Engineers (ITE)- Member

Advancing Women in Transportation (WTS)-Member

**Volunteer:** Canyon High School Water Polo Team and Anaheim Aquatics Association



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Accomplished Business Executive with 17 years of experience in IT and Transportation Industries. Known for high energy, flexibility in working with diverse customer base. Exceeds customer expectations consistently.

### **EXPERIENCE**

#### **2018 City of Santa Monica – Parking Occupancy Studies**

Project Management of several Parking Occupancy Studies in the Northeast section of Santa Monica. The studies were conducted on one weekday and one weekend day from 7am to 10pm.

#### **2017 Cal Poly Pomona University - Parking Occupancy Study**

Project Management of Parking Occupancy Study. The study was conducted for 2 weekdays, 15,000 spaces that included several parking structures, parking lots and on-street parking.

#### **2017 Citywide Intersection Turning Movement Counts, Pleasanton, CA**

Managed Biannual Citywide Intersection Turning Movement Counts, 155 intersections, including Pedestrian counts per Crosswalk, Bicycle counts, bus and heavy truck volumes and percentages.

#### **2015 - I710 – Shoemaker Bridge Replacement Project Traffic Operations Analysis Report, Long Beach, CA**

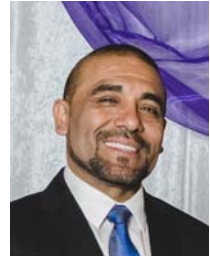
Responsible for the overall project management that included Intersection Turning Movement Counts and 24hr ADT Traffic Data Collection



## **MANUEL ESPINOZA, FIELD MANAGER, TRAFFIC DATA TECHNICIAN**

**Education:** Certified Fiber Optics Technician  
Certified Radar Operator

**Affiliations:** Orange County Traffic Engineering Council (OCTEC)



Manuel is skilled in field management and installation of video equipment to conduct intersection turning movement counts (TMC) and installation of road tubes to conduct average daily traffic (ADT) volume counts for traffic studies. He has worked in many cities throughout California, including Riverside, Aliso Viejo, Rancho Cucamonga, Tustin, Laguna Niguel, Los Angeles and many others. He is experienced in overseeing the Field Personnel and Project Management. Manuel maintains continuous lines of communication during all phases of traffic data collection, and conducts weekly inspections and maintenance of the equipment.

### **EXPERIENCE**

#### **2018 Citywide Intersection Turning Movement Counts and ADT Counts, Torrance, CA**

Responsible for collecting Intersection Turning Movement Counts and ADT counts, 102 locations.

#### **2017 Citywide Engineering and Traffic Surveys and Traffic Data Collection, City of Glendora**

Responsible for collecting Speed Surveys at 60 locations and ADT counts at 142 locations.

#### **2015-2016 Census Traffic Volume Counts, County of Riverside, CA - 600 locations**

Responsible for field management and installation of video equipment to conduct Intersection Turning Movement Counts (TMC) and installation of road tubes to conduct Average Daily Traffic (ADT) Volume Counts for traffic studies. Maintained continuous lines of communication, keeping the COO informed of all critical issues related to traffic data collection. Weekly inspection and maintenance of the equipment.

#### **2016 Citywide ADT counts, Aliso Viejo, CA – 102 locations**

Responsible for conducting 102 ADT counts within the City of Aliso Viejo.

**2015 La Paz Traffic Signal Synchronization Project, TSSP, OCTA Mission Viejo, Laguna Hills, Caltrans and Laguna Niguel, CA** Collected Intersection Turning Movement Counts at signalized intersections and ADTs segments throughout the corridor.

June 13, 2019

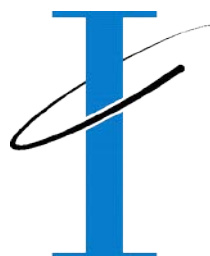
Response to Request for Proposals for  
**On-Call Transportation and Traffic  
Engineering Services (RFP 19-04)**



Prepared for the  
**City of Hermosa Beach**

Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254

By  
**Interwest Consulting Group, Inc.**



James G. Ross  
Public Works Group Leader  
15140 Transistor Lane  
Huntington Beach, CA 92649  
jross@interwestgrp.com  
O | 714.899.9039  
C | 714.742.1551



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## Cover Letter

June 13, 2019

Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254

**RE: Proposal to Provide On-Call Transportation and Traffic Engineering Services (RFP 19-04)**

Interwest Consulting Group is pleased to submit our proposal to provide On-Call Transportation and Traffic Engineering Services to the City of Hermosa Beach's Public Works Department, Community Development Department, and Office of the City Manager to include:

1. Contract Traffic Engineering Services
2. Transportation Planning and Studies
3. Plan Check / Development Review

We understand that the City is seeking qualified firms to assist with the realization of the City's transportation goals by providing comprehensive, proactive services and engaging the community for service delivery that satisfies all stakeholders. Interwest is uniquely qualified to perform the requested services as we have a proven track record of successfully providing the requested services to municipalities throughout Southern California.

Interwest is large enough – over 400 employees – to serve all of your traffic, transportation, and plan review needs, yet small enough to ensure that we maintain focus and are responsive to the needs of the City. We currently serve over 200 public agencies in California including the municipalities of Rancho Palos Verdes, Seal Beach, South Pasadena, Costa Mesa, San Juan Capistrano, Irvine, Anaheim, and Santa Ana, just to name a few.

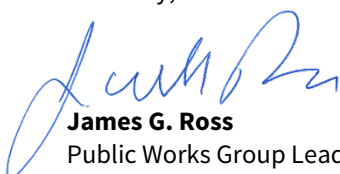
I will act as the Principal-in-Charge for this engagement with the City of Hermosa Beach. I am an authorized representative of Interwest Consulting Group, able to bind the firm to all commitments made in this proposal. We propose Nicole Jules, PE to serve as Project Manager. Our contact information is below.

**James G. Ross**  
15140 Transistor Lane,  
Huntington Beach, CA 92649  
jross@interwestgrp.com | C: 714.742.1551

**Nicole Jules, PE**  
15140 Transistor Lane,  
Huntington Beach, CA 92649  
njules@interwestgrp.com | C: 310.938.3244

We appreciate the opportunity to present our qualifications to provide these services to the City of Hermosa Beach and look forward to the opportunity to discuss our approach and services available to the City in greater detail. Our proposal is valid for a period of 90 days from the due date. Please do not hesitate to contact us should you have any questions or require any additional information.

Sincerely,



**James G. Ross**  
Public Works Group Leader



### Firm Profile

Founded and incorporated in 2002, Interwest Consulting Group, Inc. is a privately held corporation with more than 400 employees spanning a multitude of disciplines, roles and job placements in municipalities in California, Nevada, Arizona and Colorado. The seamless integration of professional municipal service professionals in support of public agencies is our sole purpose. Our professionals currently provide services to more than 200 public agencies.



Interwest is comprised of Traffic Engineers, Civil Engineers, Structural Engineers, Electrical Engineers, Fire Protection Engineers, and Mechanical Engineers registered in the State of California, and other professionals specializing in providing complete public works engineering and building safety services to local government agencies.

We provide a full range of services to our clients throughout California including:

- Traffic Engineering
- CIP Program and Project Management
- Construction Management & Inspection
- Building Safety Plan Review, Inspection, and Permit Technician Services
- City Planning
- Information Technology (IT)
- Real Estate Services
- Geographic Information System (GIS)
- Fire Prevention Plan Check and Inspection

Interwest's traffic engineering team has more than enough qualified staff to provide the proposed services. All Interwest staff will maintain a high level of customer service to the community, support efficiency within your department, and provide quick turnaround times.

We are confident we can assist the City in reaching its near-term and long-term goals. We are very aware of the challenges and requirements faced by municipal governments. Having held senior and executive management positions within numerous California cities, our professional staff truly understands and values the importance of maintaining a focus on representing the interests of our public agency clients in a manner which reflects positively on the cities we serve.

We do not anticipate the use of subconsultants over the course of this engagement.

### Requested Information

- ***Legal Name and Address***

Interwest Consulting Group, Inc.  
15140 Transistor Lane, Huntington Beach, CA 92649

- ***Name, address, and telephone number of the Proposer's primary point of contact.***

**James G. Ross,**  
Principal-in-Charge | Public Works Group Leader  
15140 Transistor Lane,  
Huntington Beach, CA 92649  
714.742.1551 | jross@interwestgrp.com

- **Indicate what type of entity (corporation, company, joint venture etc.)**

Interwest is an S-Corporation incorporated in the State of Colorado and licensed to do business in the State of California.

- **Federal Employer I.D. Number**

Our Federal Employer I.D. Number is 73-1630909.

- **The address, telephone number and fax number of each of the proposing firm's locations.**

#### **SOUTHERN CALIFORNIA**

150 N. Santa Anita Ave., Ste. 300  
**Arcadia**, CA 91006  
626.821.1815 Phone/Fax

15140 Transistor Lane  
**Huntington Beach**, CA 92649  
714.899.9039 Phone/Fax

1500 S. Haven Ave., Suite 220  
**Ontario**, CA 91761  
909.705.5957/Fax

431 S. Palm Canyon Drive, Suite 200  
**Palm Springs**, CA 92262  
760.417.4329 Phone/Fax

316 Tejon Place  
**Palos Verdes Estates**, CA 90274  
714.899.9039 Phone/Fax

24 South D Street, Ste. 100  
**Perris**, CA 92570

951.943.6504 Phone/Fax

9519 Chamberlain Street  
**Ventura**, CA 93004  
805.659.0017 Phone/Fax

#### **NORTHERN CALIFORNIA**

9300 W. Stockton Blvd., Ste. 105  
**Elk Grove**, CA 95758  
916.683.3340 Phone/Fax

6280 Las Positas Blvd, Ste. 200  
**Pleasanton**, CA 94588  
925.462.1114 Phone/Fax

1613 Santa Clara Drive, Ste. 100  
**Roseville**, CA 95661  
916.781.6600 Phone/Fax

#### **CENTRAL CALIFORNIA**

1171 West Shaw Ave., Ste. 102  
**Fresno**, CA 93711  
559.448.9839 Phone/Fax

#### **NEVADA**

4815 W. Russell Road, Ste. 11K  
**Las Vegas**, NV 89118  
702.476.2200 Phone/Fax

#### **COLORADO**

P.O. Box 18330  
**Boulder**, CO 80308  
303.444.0524 Phone/Fax

1218 Ash Street, Suite A  
**Windsor**, CO 80550  
970.674.3300 Phone/Fax

- **Indication whether the firm is totally or partially owned by another business organization or individual.**

Interwest Consulting Group is 85% owned by Terry Rodrigue, PE, TE, President and CEO of the firm. It is 15% owned an Employee Stock Ownership Program (ESOP).

- **Number of years the Proposer has been in business under the present business name.**

Interwest Consulting Group has been in business for 17 years since our founding in 2002.

- **Number of years of experience the Proposer has had in providing required, equivalent, or related services.**

We have provided the services requested in the City's RFP for 17 years.

- **Any failures or refusals to complete a contract and explanation.**

Interwest has not failed or refused to complete a contract for any of our clients.

# Project Understanding and Approach to Scope of Work

## STATEMENT OF UNDERSTANDING AND APPROACH TO DELIVERY OF SERVICES

### Project Understanding

Interwest understands that the City of Hermosa Beach requires a qualified consultant to provide a variety of on-call transportation and traffic engineering services to maintain and improve the City's transportation network. We have reviewed your RFP and proposed to provide the following services:

1. *Contract Traffic Engineering Services*
2. *Transportation Planning and Studies*
3. *Plan Check / Development Review*

For the past 17 years, Interwest Consulting Group has provided the transportation and traffic engineering services being requested by the City to municipalities throughout California, and we have cultivated a reputation for expedient and cost-effective services provided by qualified and customer-focused professional consultants. We have the capacity and capability to provide these services and have proposed a comprehensive team of traffic specialists to work with City staff to successfully achieve the City's General Plan vision and ensure compliance with State and Federal regulations and funding source requirements.

Our team also possesses years of experience providing traffic engineering, transportation planning, traffic studies, and traffic and development plan review to numerous Southern California cities including Rancho Palos Verdes, South Pasadena, Maywood, San Marino, Westlake Village, Anaheim, Santa Ana, and Costa Mesa. Our staff includes registered traffic and civil engineers, a Professional Transportation Planner (PTP), and a Professional Traffic Operations Engineer (PTOE). Each is familiar with representing cities at council meetings and through preparing and leading community engagement meetings to promote stakeholder involvement and satisfaction. Furthermore, our team has expertise serving cities with similar needs and concerns, including those with regionally significant bikeways, high population densities, and roads like PCH under Caltrans jurisdiction.

Our client references will affirm that Interwest can perform the City's desired services with professionalism and attention to detail. Interwest staff builds relationships with our clients that extend far beyond the provision of day-to-day services. Our team has the proven ability to work collaboratively and communicate effectively with city staff to work towards common goals. We will coordinate with City staff to ensure that deadlines and expectations are clearly defined and stringently met.

## General Approach

What differentiates acceptable performance and results from *excellent* performance and results are the difficult to measure but critically important intangibles of **commitment, desire, and initiative**. What distinguishes acceptable services from excellent services, and good from great is less about **what** is done, and more about **how** it's done.

We believe that **how** the Interwest Team will serve the City of Hermosa Beach is significantly different from our competitors. **How** we provide services will be driven by the core values and beliefs which define our corporate philosophy and approach to providing services and creating desired outcomes for the cities we serve.

Our **Corporate Philosophy and Approach** means:

- Our clients will never experience organizational bureaucracy
- Our decisions will be based upon the needs and interests of Hermosa Beach vs. corporate rules or policies
- Our conversations will feel like a collaborative discussion vs. a negotiation
- Our client focus is to establish credibility and trust to enable cooperative partnerships which allow us to fully integrate our staff and services with City staff and key community stakeholders
- We always take a problem solving/facilitative approach – our advice and recommendations will be thoughtful, strategic, and responsive
- We always choose service over self-interest – our services will never feel transactional to our clients

Interwest's traffic engineering staff will tailor our services to each assignment requested by the City. Examples of traffic engineering services we commonly provide include:

- **Public involvement** and **community outreach** for traffic and transportation projects that impact the public. Civic engagement is a key component to planning and implementing traffic solutions. Tasks may include public meetings, workshops and one-on-one meetings with residents. Other tasks may include attendance and participation in public meetings, creation of various education and outreach materials such as flyers, PowerPoint presentations, etc.
- Preparation of **engineering studies** in response to citizen requests for traffic control device installations and modifications, such as stop signs, traffic signals, crosswalks, traffic channelization and speed zones. These studies will typically include the review of traffic collision, traffic count and/or speed survey data, field review of existing traffic control devices and motorist/pedestrian/bicyclist behavior, corner sight distance analysis, minimum stopping sight distance analysis, warrant studies based on the California Manual on Uniform Traffic Control Devices (CA MUTCD) and City standards/guidelines, discussions with City staff regarding the findings and recommendations, preparation of concept/final plans, as needed, and a report summarizing the findings and recommendations. If requested, the study will also be presented at community meetings or City Council meetings.

- Address [school-related traffic concerns](#), including meeting with school staff, parents and residents, field observation of behavior, data collection as-needed, analysis of the need for speed feedback signs, crossing guards, crosswalks, stop signs, flashing beacons, etc., recommendations and a summary of findings and recommendations.
- Preparation of [traffic impact analysis reports](#), including discussions with City staff regarding study intersections, project opening year, approved projects and any project concerns, a review of the site plan regarding internal circulation and external access, a field review of existing intersection geometrics and any unusual conditions, traffic count data collection, project trip generation and assignment, level of service analysis based on City guidelines/standards, identification of significant project impacts, proposed mitigation measures, and a report summarizing the analysis, findings and recommendations.
- Review of [traffic impact studies](#) prepared by others for private development, including the review of on-site circulation and project access, study intersections, project trip generation and assignment, level of service methodology and assumptions, accuracy of analysis and conclusions, appropriateness and feasibility of proposed mitigation measures, assist City staff prepare the conditions of approval, and preparation of comment memo. If requested, Interwest staff will attend Planning Commission and City Council meetings to make presentations and answer questions.
- Preparation of [signing and striping plans](#), [traffic signal plans](#), [traffic control plans](#) and [traffic calming plans](#). These tasks will generally include the collection of existing plans for the street segment or intersection, field review to compare the plans to existing conditions, traffic data collection, as-needed meetings with City staff to ensure complete understanding of the desired design and to discuss/clarify any options, timely revisions in response to plan review comments, and signed and stamped final plans, specifications and cost estimate. The plans and specifications will be prepared in accordance with City standards, the CA MUTCD and other applicable standards.
- [Private and public development plan review](#) for traffic-related plans, ensuring that the plans are in compliance with City and other applicable standards. The reviews will include recommendations for approval (conditions of approval).
- Review of [traffic signal timing plans](#) and [collision data for intersections](#), with recommended adjustments. We will provide technical advice to City's staff in connection with the maintenance and the operation of the City's traffic signal facilities.
- Assistance in the [development of relevant policies](#). Many changes are taking place in transportation engineering that cities need to be prepared for. They include SB 743 regarding changes to how traffic studies are prepared for CEQA, including the use of vehicle mile traveled (VMT) instead of intersection or street segment level of service (LOS) to determine a proposed project's significant impact. The state is currently finalizing the regulations. Cities need to develop their own policies and fee programs in response to these new regulations to protect their interests. Autonomous (self-driving) cars are already being tested. Their potential impacts are unknown. They could increase the number of trips, but reduce the needed parking. The transportation engineering profession, as well as our own traffic engineers, is tracking their development.

- Preparation of [grant applications](#) for funding from Federal, State, and regional agencies for traffic safety studies and improvements.
- Address [school-related traffic concerns](#), including meeting with school staff, parents and residents, field observation of behavior, data collection as-needed, analysis of the need for speed feedback signs, crossing guards, crosswalks, stop signs, flashing beacons, etc., recommendations and a summary of findings and recommendations.
- Assist construction inspectors in the [interpretation of plans, specifications and other contract documents](#) for assigned projects.
- Support [public involvement](#) and [community outreach](#) for selected traffic and transportation projects. Tasks may include attendance and participation in public meetings, creation of various education and outreach materials such as flyers, PowerPoint presentations, etc.
- Prepare [small-scale pavement marking](#), [signage](#), [delineation](#) and [concept plans](#).
- Investigate traffic issues including [site observation](#), and [collision analysis and recommendations](#).
- Assist in [preparing requests for proposals](#) and [grant applications](#).

## **Proposed Scope of Services**

### **1. Contract Traffic Engineering Services**

We will provide the City with a part-time contract traffic engineer to serve on-site approximately 15 hours per week to act as the City's primary traffic engineer and to manage the City's day-to-day traffic engineering activities. Our Traffic Engineer will work on-site at least one day per week, or as-needed to accommodate demand, and will be supported by Engineering Technicians as appropriate to ensure timely as well as more cost-efficient services. This team will:

- Proactively identify and resolve transportation related issues and facilitate the realization of the City's mobility and transportation goals identified in the recently updated General Plan.
- Manage and develop traffic engineering studies and reports covering speed, safety, sight distance, parking, and other issues.
- Represent the City at public meetings including community meetings, regional organization meetings, and meetings of the public works commission or City Council.
- Collect and prepare traffic safety, volume, speed, and other required data and reports for City traffic engineering, transportation planning, or mobility needs.
- Prepare and review plans for the implementation or modification of traffic control devices, traffic signals, crosswalks, parking regulations, and review traffic control and transportation plans for construction projects and special events as-needed.

### **2. Transportation Planning and Studies**

As-needed and upon issuance of a task order, Interwest can provide a variety of qualified traffic and transportation planning professionals to facilitate and implement the City's current and long-term transportation goals. We understand the projects may be funded through grants, private

development applications, or city resources, and we are familiar managing and ensuring compliance with the requirements of each scenario.

Our deep bench of transportation and traffic professionals will remain available to the City on-call to:

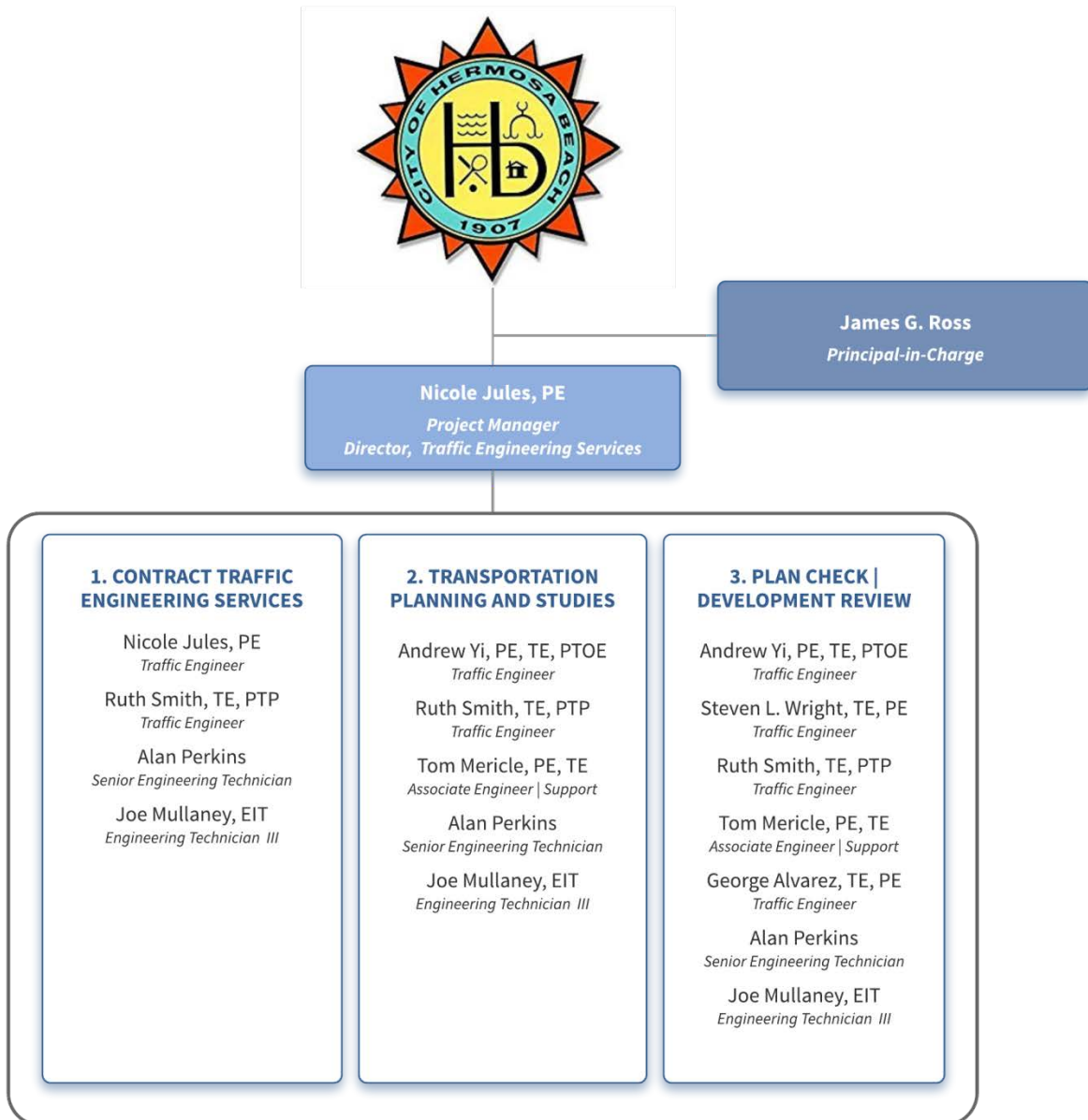
- Develop conceptual plans and alternatives for corridor revitalization projects, neighborhood traffic management, bikeway improvements, and other long-term capital improvements.
- Prepare studies, recommendations, and regulatory changes to assist in the expansion of transportation choices and to provide effective management of the City's parking resources and programs.
- Develop and implement transportation education, engagement, and other awareness initiatives such as Safe Routes to School, Bike Safety, and Distracted Driving.

### **3. *Plan Check/Development Review***

Interwest also has a wealth of traffic and civil engineers qualified to review private development plans and peer review traffic and parking studies for CEQA compliance. Our plan review team will be available as-needed to support the Community Development Department and will provide quotes and timeframes for particular projects as requested by the City.

## ORGANIZATIONAL CHART

Below is an organization chart of proposed staff for this engagement with the City of Hermosa Beach.



## ROLES AND RESPONSIBILITIES FOR CITY STAFF

Interwest does not anticipate the need for any city provided resources, assistance, or other items for any work performed offsite. For on-site services, our staff members would require a basic work space to conduct the work required of them. This may include a desk, chair, desk phone, access to a city computer and basic office supplies.

## **COMMUNICATIONS APPROACH AND QUALITY CONTROL**

For all projects we will create and apply tailored management systems that work and will carefully monitor project effectiveness, closely tracking work quality, quantity and cost. Delivering projects under aggressive schedules requires careful management, administration, and oversight of project development teams from inception to completion with committed ownership of all aspects. For the duration of any assigned project, our team will maintain organization and communication over the entire project team, cost, schedule monitoring, and constructability review of plans, specifications and estimates upon their completion.

Coordination is the core of what we do at Interwest Consulting Group. Our team will begin the coordination process by working with the City's Management staff to define and fully understand the assigned projects, City goals, and all funding sources for the assigned projects. Interwest staff will then complete all steps of the assignment, taking care to keep within the guidelines required by each specific funding source. All local, state and federal laws will be followed to ensure there are no issues throughout the duration of the assignments. Our goal is to ensure there are no surprises and no lost opportunities for the City.

Open and ongoing communication is the key to maintaining a close and positive working relationship with City staff. Our staff understands that we serve multiple clients – including City staff, local residents, the development community, and other stakeholders – and that clear communication with all parties is critical to our ability to serve all clients effectively. The staff we assign to work with the City will be available and responsive to communications from City staff. If any issues arise or City staff has any questions or concerns about Interwest project staff, our assigned Project Manager will work directly with City management to resolve outstanding issues.

Our team is available for conference calls or in-person meetings at City Hall as necessary, and is always available via email and phone during business hours. Any messages will be returned within one business day, and more often than not, the same day.



## Experience and Qualifications

### SUMMARY OF RELEVANT PROJECTS AND REFERENCES

Below are relevant projects and references for clients to whom we have provided similar services.

---

<b>City of Maywood</b>	<i>David Mango, Director of Building and Planning</i>
4319 E. Slauson Avenue	Department of Public Works
Maywood, CA 90270	323.562.5721   David.Mango@cityofmaywood.org
2016 to Present	Contract Value: Approximately \$1.6M for a variety of services

Engineer, **Nicole Jules, PE** currently provides on-site traffic engineering support and resources which include responding to citizen requests, evaluating traffic safety concerns, overseeing neighborhood traffic calming requests and reviewing traffic control plans.

Since 2017, Interwest has provided daily on-site traffic engineering support and resources which include responding to citizen requests for neighborhood traffic-calming solutions; reviewing traffic control plans associated with encroachment permit requests; updating the City's Engineering and Traffic Surveys for speed limits; evaluating requests for speed humps; coordinating the submission of data to State agencies for compliance and reporting; reviewing and commenting on signing, striping and traffic signal improvement plans; and participating in monthly Council of Government meetings on behalf of the City to coordinate and secure Federal funding through Metro.

---

<b>City of Palm Desert</b>	<i>Randy Bowman, Senior Engineer</i>
73510 Fred Waring Drive	Department of Public Works
Palm Desert, CA 92260	760.776.6493   rbowman@cityofpalmdesert.org
2018 to Present	Contract Value: Approximately \$100K

**Nicole Jules, PE** and **Ruth Smith, TE, PTP** have completed review of scoping agreements and traffic impact reports for private development projects in the City. They have prepared multi-way stop warrant analysis for residential intersections and developed and designed traffic calming improvements for a major tourist corridor with heavy pedestrian and night-life activities.

---

<b>City of South Pasadena</b>	<i>Stephanie DeWolfe, City Manager</i>
1414 Mission Street	Department of Public Works
South Pasadena, CA 91030	626-403-7210   sdewolfe@southpasadenaca.gov
2018 to Present	Contract Value: Approximately \$30K for Transportation Services

**Steven L. Wright, PE, TE** serves the City of South Pasadena as a Project Manager, providing Interim City Engineering Services in support of the City's Capital Improvement Program. Steve has acted as the Resident Engineer and Project Manager of several projects including: the 2018 War Memorial Building Improvement Project; 2018 Fire Department Emergency Operations Center Upgrades Project; 2018/2019 CNG Facilities Upgrade Project; 2018/2019 Bicycle Parking Project; 2019 City Facilities Re-Cabling Project; and the 2019 City Hall Courtyard Renovation Project.

**Nicole Jules, PE** currently serves the City as Traffic Engineer, responding to and evaluating citizen requests for neighborhood traffic controls and developing a city-wide Neighborhood Traffic

Management Program in coordination with the City Manager's office and the South Pasadena Police Department.

---

<b>City of Rancho Palos Verdes</b>	<i>Elias Sassoon, Director of Public Works</i>
30940 Hawthorne Blvd	Department of Public Works
Rancho Palos Verdes, CA 90275	310-544-5200   <a href="mailto:esassoon@rpvca.gov">esassoon@rpvca.gov</a>
2017 to Present	<i>Contract Value: Approximately \$50K for Transportation Services</i>

**Steven L. Wright, PE, TE**, currently provides the City with CIP project management, and is overseeing their pavement management program and several roadway resurfacing projects. Project Manager, **Nicole Jules, PE** provides the City with as needed traffic engineering support and resources which include responding to and representing the City in particular claims/depositions, providing professional and historical perspective relating to special and unique projects in the City, and reviewing traffic control plans.

Interwest has served the City of Rancho Palos Verdes since 2017, providing traffic engineering services, project and construction management, and inspection services as well as filling the roles of Interim Public Works Director and Interim Maintenance Superintendent.

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<b>City of Costa Mesa</b>	<i>Raja Sethuraman, Public Services Director</i>
77 Fair Drive	Department of Public Works   Transportation Division
Costa Mesa, CA 92626	714.754.5173   <a href="mailto:raja.sethuraman@costamesaca.gov">raja.sethuraman@costamesaca.gov</a>
2016 to Present	<i>Contract Value: Approximately \$240K for Transportation Services</i>

**Nicole Jules, PE** and **Ruth Smith, TE, PTP**, currently provide on-site Traffic Engineering support services, 2 days per week, including assistance with OCTA grant management, managing/responding to citizen requests, assistance with the City's Bicycle Master Plan, attending monthly meetings of the City's Bicycle Walk Committee, and reviewing City policies.

Interwest has provided traffic services to the City of Costa Mesa since 2016. We also provide the City with civil engineering services, project management, construction management and inspection, civil and grading plan check, building and fire life safety plan check, building inspection and permit technician services. We have also served in interim positions over periods of several months, including Interim Director of Public Works and Interim Building Official.

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<b>City of Eastvale</b>	<i>Michele Nissen, former City Manager</i>
12363 Limonite Avenue, #910	Department of Public Works
Eastvale, CA 91752	951.549.0029   <a href="mailto:Michele.nissen@coronaca.gov">Michele.nissen@coronaca.gov</a>
2010 to Present	<i>Contract Value: Approximately \$2.5M/year for a variety of services</i>

Since 2018 – Traffic Engineer **Ruth Smith, TE, PTP**, currently provides as needed Traffic Engineering Support services. These services include City Traffic Engineering, Citywide speed surveys, responding to citizen requests, reviewing traffic impact studies and evaluating traffic counts and warrants.

Interwest Consulting Group performed a variety of services which resulted in the delivery of efficient and cost effective services to the newly incorporated City of Eastvale. These services included: (1) the gathering of essential information and key data which served as the basis for confirming service area responsibilities for the City of Eastvale, (2) preparation of fiscally prudent and conservative operating budgets and, (3) identified cost effective, efficient, and innovative

methods of providing Public Works, Planning, Building and Safety activities and services transitioned from the County of Riverside.

Since incorporation of the City of Eastvale on July 1, 2010, Interwest has created and implemented necessary systems and processes to provide the following services: City Engineering, Development Engineering and Entitlements, Transportation Planning, Traffic Engineering Services, Building Department Administration, Building and Safety Code Compliance, Plan Review and Inspections, Drainage Engineering, Geographic Information Systems, and Real Estate Acquisitions Services.

## **EXPERIENCE AND QUALIFICATIONS OF KEY PERSONNEL**

Full resumes for each proposed staff member including all requested information have been included in the Appendix of this proposal. Personnel listed are a representative sampling of resources available to the City. Interwest has a large bench of qualified traffic and civil engineers and public works professionals that can be available as needed to complete all work required by the City. We do not anticipate the need for subconsultants over the course of this engagement.

<b>James G. Ross</b>	PRINCIPAL-IN-CHARGE
<b>Nicole Jules, PE</b>	PROJECT MANAGER   ON-SITE TRAFFIC ENGINEER
<b>Steven L. Wright, PE, TE</b>	ENGINEER-IN-CHARGE
<b>George Alvarez, PE, TE</b>	CIVIL AND TRAFFIC ENGINEER
<b>Ruth Smith, TE, PTP</b>	TRAFFIC ENGINEER
<b>Andrew Yi, PE, TE, PTOE</b>	TRAFFIC ENGINEER
<b>Tom Mericle, TE, PE</b>	TRAFFIC ENGINEER
<b>Alan Perkins</b>	SENIOR ENGINEERING TECHNICIAN
<b>Joseph Mullaney, EIT</b>	ASSOCIATE ENGINEER   TRAFFIC SUPPORT

## **ASSIGNMENT OF KEY PERSONNEL**

All personnel identified will be available to the City as-needed based on the timing and scope of the project. Our on-site Contract Traffic Engineer will be available at least 15 hours per week or as negotiated with the City for the duration of the agreement.

After contract execution, key personnel assigned to the City will not be substituted and shall remain dedicated to the City for the agreed upon hours through project completion. If for any reason outside our control that key staff must be substituted, we are committed to providing a qualified individual with experience commensurate to the previously assigned individual, at the same cost. In this scenario, the new staff will be approved in writing by the City and a full transition plan to ensure smooth, seamless substitution will be developed and implemented.



## Required Forms

- **CERTIFICATION OF PROPOSAL**
- **NON-COLLUSION AFFIDAVIT**
- **COMPLIANCE WITH INSURANCE REQUIREMENTS**
- **ACKNOWLEDGEMENT OF PROFESSIONAL SERVICES AGREEMENT**





## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: 1 dated 6/6/19

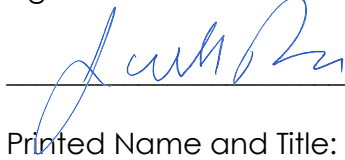
Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

James G. Ross, Public Works Group Leader



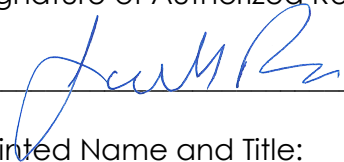
### 6.3.2 Non-Collusion Affidavit

RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

James G. Ross, Public Works Group Leader

### 6.3.3 Compliance with Insurance Requirements

RFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:



Printed Name and Title:

James G. Ross, Public Works Group Leader

#### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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Signature of Authorized Representative:



Printed Name and Title:

James G. Ross, Public Works Group Leader



## Cost Proposal

The rates displayed in the fee schedule below reflect Interwest's current fees. Hourly rates are typically reviewed yearly on July 1 and may be subject to revision unless under specific contract obligations. In addition, there is no charge for shipping, supply, or material costs.

<b>Classification</b>	<b>Hourly Billing Rate</b>
Principal-in- Charge .....	\$175
Project Manager .....	160
City Engineer .....	160
Traffic Engineer .....	160
Supervising Engineer .....	150
Senior Engineer .....	140
Engineering Associate III .....	125
Engineering Associate II .....	115
Engineering Associate I .....	105
Senior Engineering Technician.....	105
Engineering Technician III .....	95
Engineering Technician II .....	85
Engineering Technician I .....	75
Student Trainee.....	30
Grading Plans Examiner.....	120

### CATEGORY 1 – CONTRACT TRAFFIC ENGINEERING SERVICES

We understand that the City anticipates the need for about 15 hours of Contract Traffic Engineering Services per week, about 8 hours (1 day) on-site and 7 hours offsite. Below we show the projected cost for 15 hours of service provided by a Traffic Engineer (Option 1). We have also provided an estimate for hours split between a Traffic Engineer and an experienced Senior Engineering Technician (Option 2). Both options presented are for estimation purposes. Actual hours and staff to provide services will be determined as appropriate for the type of work assigned and workload density.

<b>Option 1</b>				
<i>Staff</i>	<i>Hourly Rate</i>	<i>Estimated Hours per Week</i>	<i>Estimated Hours per Year</i>	<i>Estimated Annual Total</i>
Traffic Engineer	\$160	15	780	<b>\$124,800</b>

<b>Option 2</b>				
<i>Staff</i>	<i>Hourly Rate</i>	<i>Estimated Hours per Week</i>	<i>Estimated Hours per Year</i>	<i>Estimated Annual Total</i>
Traffic Engineer	\$160	8	416	\$66,560
Senior Engineering Technician	\$95	8	416	\$39,520
Combined Total				<b>\$106,080</b>



- **RESUMES**





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**EXPERTISE**

Program and Project Management

**EDUCATION**

Masters in Public Administration, 1986  
Bachelor of Science Civil Engineering, 1970  
California State University, Long Beach

**PROFESSIONAL  
AFFILIATIONS**

**League of California Cities**

Public Works Officers, President | 1998  
Board of Directors, Member | 2001-2003  
James Martin Award Winner for Excellence  
& Service to the League & Public Works  
Profession | 2006

**American Public Works Association  
California Chapter**

Top Leader of the Year Award | 2004  
Nominated, National Top 10  
Director of the Year | 2008

**Santa Ana North Rotary Club**  
President | 2000

## James G. Ross

### **Principal-in-Charge | Public Works Services Group Leader**

James has supported municipalities and public agencies at an executive management level for the past 35 years, specializing in Public Works and Water Departments. James' experience includes successfully managing staffs of over 400 people and Capital Improvement Program budgets of approximately \$200 million. He has served on the Board of Directors and has been President of the Public Works Officers for the League of California Cities. James is also the recipient of the James Martin Award for Excellence and Service to the League and Public Works Profession. James was chosen Top Leader of the Year in 2004 and nominated for the National Top 10 Director of the Year in 2008, both for the American Public Works Association, Southern California Chapter.

### **PROJECT SPECIFIC EXPERIENCE**

#### **Public Works Group Leader**

2015 - Present      Interwest Consulting Group | CA

Since 2015, Jim has been responsible for managing Public Works Services for Interwest's Southern California Region. He has also recently served in Interim Department Head assignments for Cities such as Encinitas and Costa Mesa. He has also managed Organizational Development studies for the City of Encinitas and the Drainage Development Section of the Sacramento County Department of Water Resources.

#### **Special Advisor**

2011 - 2015      Management Partners | CA

James conducted organizational assessments and provided interim support for local Governments, specializing in Public Works and Water Departments. Some representative projects included the cities of Fountain Valley Public Works Department review and support, San Carlos Public Works/Community Development Efficiency Study, Orange Alternative Service Deliveries Study, Glendora Water Division Efficiency Study, San Juan Capistrano interim Public Works Department support, Newport Beach Municipal Operations Department Organizational Assessment, Benicia Public Works Organizational Assessment, Long Beach Organizational Assessment, and the Napa City/County Service Sharing Study.

#### **Interim Executive Program Manager**

2009 - 2011      Imperial Irrigation District | CA

Imperial Irrigation District (IID) is one of the largest Irrigation Districts in North America, with a 3.1 million acre foot entitlement to Colorado River Water. He managed 445 staff of the Water Department which were responsible for a 3000-mile system of irrigation and drainage canals. James was retained under an original 6-month contract by the General Manager to conduct an organizational assessment and make recommended changes to improve customer service and operational efficiencies. Involved in implementation of the "Quantification Settlement Agreement" which makes it possible to transfer conserved water from Imperial's farming Community to urban water users in Southern California. The contract was renewed twice by the GM before James elected not to renew again.

#### **Executive Director of Public Works**

1988 - 2009      City of Santa Ana | CA

The department had more than 200 staff members. Responsibilities included construction and maintenance of City's street, water and sewer systems. In addition to the Water Enterprise, James also created enterprise funds for Refuse, Sanitation and Sewers. Annual budget including Capital Improvement Program was



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approximately \$200 million. Major facility projects included a \$100 million Police Detention and Administration Building, the City Hall Ross Annex, a new Corporation Yard, the remodel of the Main Library and numerous Community Park Facilities. Major Street projects included the \$100 million widening of the Bristol Corridor and an innovative \$100 million 5-year program to repair and rebuild the City's residential street system. He also led the development of a City Transit Plan which envisions a Street Car from the transit terminal thru the downtown to a connection with the regional express bus system.

**Principal Projects Manager**

1981 - 1988                      City of Irvine | CA

James supervised the City's Project Management Team of 7 staff. They were responsible for administrating the design and construction of the City's Capital Improvement Program. At the time, Irvine was one of the fastest growing cities in California. Most of the new streets, parks and community facilities were funded by assessment districts which James and the Management team administered.

**Associate Engineer**

1978 - 1981                      City of Costa Mesa | CA

James managed the 5-member Development Section in the Public Works Department. He reviewed and conditioned developments, processed track maps and parcel maps, represented Department at Planning Commission Meetings.

**Assistant Engineer**

1971 - 1978                      Port of Los Angeles | CA

James designed and prepared specifications for major backland projects including all infrastructures to accommodate new container terminals.

**Assistant Engineer**

1970 - 1971                      City of Los Angeles | CA

James designed street maintenance projects for the City of Los Angeles.



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**E D U C A T I O N**

B.S., Civil Engineering  
University of California, Irvine  
Irvine, CA

Master of Planning: Transportation Planning  
University of Southern California  
Los Angeles, CA

**R E G I S T R A T I O N S  
C E R T I F I C A T I O N S**

CA Registered Civil Engineer | 65984

**A F F I L I A T I O N S**

Member of the American Public  
Works Association (APWA)

Member of the American Society of  
Civil Engineers (ASCE)

Member of the Institute of  
Transportation Engineers

## Nicole Jules, PE

Director, Traffic Engineering Services

### **Project Manager**

Nicole has over 20 years of progressive professional experience and a results-oriented track record. She has managed a variety of complex, controversial public works improvement projects in both private and public employment and enjoys being a civil servant. Her 13-year career spans all aspects of civil engineering, including working in a variety of environments. Her well-rounded experience has developed an ability to work successfully with varied clients and communities. Nicole has expertise in understanding how to balance good engineering with practical and feasible solutions. She has provided services that include traffic signal design and construction, geometric design, traffic impact studies, traffic circulation and parking analyses, construction staging, and traffic control plan design. Additionally, she is proficient in roadway design, curb, gutter, sidewalk and median design, precise grading and storm drain facilities. Her experience includes project management for the construction of storm drain facilities, roadway rehabilitation projects, a landslide stabilization project, and park improvements.

### **P R O F E S S I O N A L   E X P E R I E N C E**

#### **Deputy Director of Public Works**

2014-2017

City of Rancho Palos Verdes | CA

Nicole performed advanced engineering work in planning, organizing, and directing the day-to-day activities of the Public Works Department. She managed and oversaw the administrative division as well as supervise the design, construction, maintenance and operation of streets, public structures, parks, water and sewer systems, and other City public works projects. Nicole provided engineering assistance and coordination to other City departments and managed professional consultants and contractors on public works improvement projects. Assisted in preparing the Department budget and Capital Improvement Plan. Reviewed the preparation of plans for overall projects, including design study reports, environmental impact statements, and traffic engineering reports as well as review departmental staff reports for City Council and advisory board meetings. Nicole served as staff liaison to the Infrastructure Advisory Committee, Traffic Safety Committee and the Palos Verdes Peninsula Transit Authority. Provided leadership and support to a team of 16 dynamic individuals to follow-through with the goals of the organization.

#### **Senior Engineer**

2009-2014

City of Rancho Palos Verdes | CA

Nicole managed several large capital improvement projects, resulting in major improvements to the City's infrastructure and roadway network. Implemented a 7-year roadway rehabilitation program to preserve the City's roadway infrastructure. She managed projects and maintenance activities within the City's rights-of-way. Administered the City's encroachment permit and parking permit programs. Supervised and managed a team of 5 consisting of Associate Engineers, Assistant Engineers, Permit Technicians and Public Works Inspectors. Nicole also improved the Department's delivery of customer service by streamlining permit requirements and coordinating permit activities with other departments.

**Traffic Management, Rancho Palos Verdes** - Project Manager and staff liaison providing various municipal traffic engineering improvements, including traffic signal maintenance, signing and striping plans, investigating citizen requests for traffic controls and traffic safety analysis.

**25<sup>th</sup> Street Roadway & Drainage Rehabilitation, Rancho Palos Verdes** - Project Manager for construction of storm drain improvements and roadway resurfacing along 25<sup>th</sup> Street in the City of Rancho Palos Verdes. This \$500,000 project included 36" HDPE pipe, an outlet structure, several drain inlets, asphalt rubber and metal beam guard rail modifications.

**San Ramon Drainage & Landslide Stabilization, Rancho Palos Verdes** - Project Manager of a \$4 million landslide stabilization project on private property in the City of Rancho Palos Verdes. The project included construction of 36" HDPE storm drain pipe, an outlet structure, over 75,000 tons of highly engineered imported fill, 4" subdrains, v-ditches, landscaping and irrigation.

**Principal**

2004-2009

Priority Engineering Inc. | Torrance, CA

As a consulting engineer, Nicole provided professional engineering services to municipal and private clients. Services included signal design, geometric design, project management, traffic and parking studies. Managed a team of 12 professionals.

**Senior Engineer**

2002-2004

City of Rancho Palos Verdes | CA

Nicole managed several large high-profile capital improvement projects, including museum improvements, storm drain enhancements, landslide stabilization, lead remediation, pavement rehabilitation, traffic improvements and transportation management strategies. Directed and managed a host of consultants and contractors. Coordinated with other City Departments on complex development projects and also participated in leadership development activities.

**Associate Engineer**

2001-2001

City of Torrance | CA

Nicole was the Project Manager for several capital improvement projects including water main improvements, storm drain connections and pavement rehabilitation. Managed the city's pavement management system.

**Newton/Madison Street and Water Improvement, Torrance** – Construction Manager of water main construction and roadway rehabilitation on Madison Street and Newton Street. This \$2 million project included water main, storm drain, curb, gutter, sidewalk, and roadway improvements.

**Assistant Engineer**

2000-2001

City of Signal Hill | CA

Nicole facilitated the City's capital improvement program. Prepared project plans, specifications and cost estimates. She managed several consultants and contractors and coordinated construction activities with other City departments. Responsible for the City's pavement management system and inspected small-scale projects within the city's rights-of-way. Successfully designed two water-system modification projects and managed a CDBG funded residential demolition project.

**Annual Pavement Management/Slurry Seal Program, Signal Hill** – Project manager of City of Signal Hill's annual pavement maintenance program. This \$500,000 program included slurry-sealing about ½ of City of Signal Hill's residential streets.

### **Project Engineer**

1998-2000

Parsons Transportation Group | Lynwood, CA

Nicole was the project engineer for the surface design group of the Alameda Corridor - Mid Corridor project. Designed roadway, signing/stripping, traffic signal, and landscape improvements in the Cities of Compton, Lynwood and Los Angeles. Coordinated sub-consultant design criteria and plan submittals with the lead design team.

### **Design Engineer**

1998-2000

RBF and Associates | Irvine, CA

Nicole prepared precise grading, storm drain, street improvement, signing, stripping, signal and traffic control plans for various clients. Managed small design projects for several cities in Orange County.

### **Research Assistant**

1995-1996

University of Southern California | Los Angeles, CA

Nicole assisted with the management and coordination of an integrated advanced transportation management system which evolved from existing freeway and arterial traffic management systems in the Irvine area of Orange County.

### **Transportation Engineering Assistant**

1994-1998

KOA | Monterey Park, CA

Nicole conducted traffic impact studies for various clients throughout southern California. Managed transportation/circulation studies for the City and County of Los Angeles. Designed and prepared traffic signal, signing, stripping and traffic control plans for several municipalities in Southern California.

### **Engineering Student Assistant**

1990-1994

Caltrans-District 12 | Santa Ana, CA

Nicole assisted with the analysis of real-time traffic data and information concerning operation of the freeway system in Orange County, as a student assistant in the Transportation Management Center (TMC).

## **PROJECT EXPERIENCE**

### ***Traffic Signal, Signing & Stripping, Stage Construction Design***

- Perris Blvd/Nuevo Rd Stripping Concepts Wal-Mart, City of Perris
- Traffic Signal Construction Wal-Mart, City of Fountain Valley
- Traffic Signal/Signing & Stripping Lowe's, City of Santee
- Traffic Signal/Signing & Stripping Sam's Club, City of El Monte
- Traffic Signal Lowes, City of San Jacinto
- Traffic Signal/Signing & Stripping Nordahl Road/Medical Ctr Way, City of San Marcos
- Signing & Stripping Lowe's, Town of Apple Valley
- College Blvd/Salk Avenue Traffic Signal, City of Carlsbad
- El Toro Road Signing, Stripping & Stage Construction, City of Mission Viejo
- Alameda Corridor, Mid-Corridor Signing & Stripping, Cities of Compton, Lynwood, Los Angeles
- Redondo Beach Blvd & Rehabilitation, City of Gardena
- Harry Bridges Road Construction Staging, City of Los Angeles
- Traffic Signal/Signing & Stripping Kmart, City of Hesperia
- Traffic Signal Wal-Mart, City of Anaheim
- Carson Street WTCP, City of Carson
- Saint Claire Catholic Church Signing & Stripping, City of Santa Clarita



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### ***Civil Design***

- Bake Parkway Median Modification, City of Irvine
- Precise Grading & Street Improvements, Disney Parking Lot #6
- Dominquez Channel Bicycle and Multipurpose lane, City of Compton
- Caltrans Storm Water BMP Pilot, District 12
- Spring Street medians, City of Signal Hill
- Walnut/Bixby Road Pressure Reducing Station & Bypass Line, City of Signal Hill
- Long Beach Naval Yard Demolition Project, City of Long Beach

### ***Traffic Impact & Parking Studies***

- Pacific Place Mixed-use Development, City of El Monte
- Atlanta Plaza Health Spa, City of Monterey Park
- Gateway Crossing Movie Theatre & Shopping Center, City of La Cañada-Flintridge
- Alameda Corridor EIR/EIS, City of Los Angeles
- Huntington Beach Medical Center Parking Survey, City of Huntington Beach
- Resurrection Cemetery Mausoleum Addition, City of Montebello
- Prescott College Precise Plan, City of Prescott, AZ
- Foothill Blvd./Gould Ave. Retail Center
- Avenue I/SR-2 PS&E, City of Santa Clarita
- Douglas Street Grade Separation EIR, City of El Segundo
- Homeland Cultural Center Expansion Parking study, City of Long Beach
- St. John of the Cross, City of Lemon Grove
- Ventana Real Lots (1-4), City of Carlsbad
- Date Street Development, City of Murrieta
- Carmelo Street Motel, City of Oceanside
- World Petrol III, City of San Diego



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**EDUCATION**

Bachelor of Science  
Civil Engineering  
California State Polytechnic University  
Pomona, CA

**REGISTRATIONS  
CERTIFICATIONS**

CA Registered Civil Engineer | C48650  
CA Registered Traffic Engineer | TR1755

**PROFESSIONAL  
AFFILIATIONS**

Member – Institute of  
Transportation Engineers  
Member – American Public Works  
Association  
Member - American Society of  
Civil Engineers  
Member – City and County Engineers  
Association

**SPEAKING  
ENGAGEMENTS**

American Public Works Association  
November 2007 (Los Angeles, CA)  
City and County Engineers Association  
March 2008, (Los Angeles, CA)  
American Society of Civil Engineers April  
2008 (Arlington, VA)  
American Planning Association April 2008  
(Los Angeles, CA)  
League of California Cities Public Works  
Officers Institute March 2010  
(Monterey, CA)  
American Institute of Architects August  
2011 (Pasadena, CA)  
American Public Works Association Public  
Works Institute October 2014  
(Downey, CA)  
American Public Works Association Public  
Works Institute May 2015 (Downey, CA)

## Steven L. Wright, PE, TE

CA Registered Professional Civil Engineer  
CA Registered Professional Traffic Engineer

Steven is a registered Civil and Traffic Engineer with more than 30 years of experience providing a variety of public works services to municipalities in Southern California. His background demonstrates his exposure to and familiarity with a diverse range of public works disciplines including land development, capital projects, traffic and special projects such as waste water and storm drain systems, undergrounding of utilities, public facilities, and park and median island improvements.

### PROJECT SPECIFIC EXPERIENCE

#### Senior Engineer

2017-Present

Interwest Consulting Group

Steve currently serves clients throughout Southern California in various contract and interim roles. Most recently, he has acted as a Project Manager and Senior Advisor in the City of South Pasadena, and a Project and Construction Manager in the Cities of Rancho Palos Verdes, Gardena, Maywood, and Lomita.

#### City Engineer | Assistant City Engineer | Interim Transportation Administrator 1994-2017

City of Pasadena | CA

Steve directed and organized the work of a large and multi-disciplined team comprised of the Engineering, Construction, and Public Works Design Divisions. He oversaw, coordinated and supervised the work of engineers, inspectors and survey staff. Steve managed and supervised programs and activities relating to transit services, parking management and enforcement, transportation planning, and traffic engineering. He was responsible for neighborhood traffic planning and analysis; design of signing and striping improvements; review of traffic impact reports for new developments; conditional use permits; and specific and general plan efforts. He prepared and administered consultant contracts and a variety of reports for city council, commissions and the community. He helped prepare capital and operation budgets, monitor revenue and expenses and maintain fiscally responsible project budgets. Steve was also responsible for the recruitment, selection, training and development of department staff.

#### Traffic Engineer

1993-1994

City of Chino Hills | CA

Steve's responsibilities included managing public works capital improvement and private development projects; the inspection of road repairs and preventative maintenance programs; issuing encroachment permits and working the permit counter; performing traffic signal design, signal timing and operation; designing traffic signing, striping and channelization; reviewing traffic studies; performing transportation planning, street lighting design, coordination of freeway construction and plan checking. Steve also coordinated and supervised the work of engineer assistants, inspectors, maintenance supervisors, laborers and clerical support. He prepared the capital and operating budgets for the roads, construction, and traffic sections. He also prepared grant applications for state and federal funding on transportation-related improvements and programs.

#### Associate Civil Engineer | Assistant Civil Engineer

1988-1993

City of Pasadena | CA

Steve designed and prepared plans, specifications, and engineer's estimates for the installation of traffic signal systems and channelization.



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#### **Engineer Assistant**

1986-1988

City of Los Angeles | CA

Steve performed investigations, and analyzed and studied street traffic conditions to determine appropriate traffic control measures, which entailed responding to requests from the public, respective Council Offices, and other government agencies on traffic-related issues.

#### **Junior Civil Engineer**

1986

California State Dept. of Transportation

Steve performed construction inspection of freeway interchanges, retaining walls and bridges to ensure conformance to plans and specifications. He provided consultation, research and design work for the project during construction.



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**E D U C A T I O N**

Bachelor of Science  
Civil Engineering  
California State University Long Beach  
Long Beach, CA

Santa Ana Advanced Leadership  
Development Program  
Santa Ana Public Business Management  
Program

**R E G I S T R A T I O N S  
C E R T I F I C A T I O N S**

CA Registered Civil Engineer | 25161  
CA Registered Traffic Engineer | 485

**A W A R D S**

President, Public Works Association  
California Chapter, 2010  
Government Leader of the Year  
American Society of Civil Engineers 2002  
Top Public Works Leader of the Year  
Public Sector  
APWA 2000  
Member – Technical Steering Committee  
OCTA 2010-2011

## George Alvarez, PE, TE

### CA Registered Professional Civil & Traffic Engineer

George has over 40 years of successful planning, implementing, and administering public works projects and programs. He brings a solid history of successful management with over 35 years as a Public Works City Engineer. Recognized as a dedicated professional with exemplary work ethic, he focuses on continuous process improvements while maintaining the ability to effectively navigate through politically sensitive environments. George has managed capital projects over \$100M. He has experience in budget preparation and maintenance, negotiations, organization development, grant funding, and project management. He is committed to serving the needs of the client through strong leadership and a collaborative approach.

### P R O J E C T S P E C I F I C E X P E R I E N C E

#### City Engineer

2012 - Present

Interwest Consulting Group, Inc. | CA

Provides project management for the construction of the municipal public works projects. Oversees assigned projects to ensure contractor compliance with time and budget parameters for the project. Prepares operational guidelines for subordinate divisions and monitors response. Prepares the Capital Improvement Program budget for local agencies. Responds to public or other inquiries relative to engineering policies and procedures on specific projects and other information. Evaluates issues and options regarding municipal public works and makes recommendations. Reviews and prepares condition of approval for private development projects. Serves as a member of the department head's management team and communicates key organizational issues to staff.

#### City Engineer Public Works

1984 - 2012

City of Santa Ana | CA

Responsible for Engineering Division of Public Works department encompassing design, traffic, construction and development services. Lead team of 50 in designing and constructing over \$100M in annual capital improvement projects. Negotiated consultant agreements, resolved conflicts with private developers and contractors, and partnered with local and regional agencies to improve transportation facilities. Secured grant funding for capital improvements. Investigated and responded to Council and citizen inquiries. Delivered presentations to City Council, Planning, Environmental and Transportation Advisory Committees. Facilitated project management and public speaking training for staff in all four Public Works' divisions.

### S E L E C T E D A C C O M P L I S H M E N T S

- **Completed Santa Ana's single largest public investment in history** for \$100M in residential street repairs. Partnered with bond counsel and financial consultants to finance \$60M in bonds for project funding.
- **Managed construction of \$200M+ of major facility projects** through use of traditional design-bid-build, design-build, and program manager at-risk approaches to project management. Projects included \$23M Public Works Corporate Yard, \$110M Police Administration and Detention Facility, new City Hall annex, and park, fire station, and library improvements.
- **Coordinated traffic, land use, and infrastructure improvements** for 10M Sq.Ft. in total development projects.
- **Lead team of consultants** in conducting conceptual engineering, alternative analysis and preparation of environmental document for a fixed guideway estimated to cost \$150M.
- **Created and chaired statewide task force** to develop model ordinance for trench cut fees, which was approved by League of CA Cities, and enabled full cost recovery.



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- **Spearheaded Mayor's Task Force** on Traffic and Transportation that created report of transportation vision for arterial/residential streets, freeway/transit, and growth management.
- **Funded \$2M in annual maintenance and management costs** for City's Stormwater Pollution Prevention Program by creating Federal Clean Water Enterprise.
- **Maximized efficiencies** through new technology implementations including state-of-the-art traffic operations center to manage 280 traffic signals and advanced computer-aided-design.
- **Reduced contingency costs to less than 4% on construction projects** by improving construction plans and holding post-construction meetings after each project to identify areas for future continuous improvements.

#### **City Traffic Engineer**

1985 - 1988

City of Santa Ana | CA

Managed Transportation Department which consisted of 24 employees. Reviewed and coordinated private development with other City agencies. Served as Secretary on City's Transportation Advisory Committee.

#### **SELECTED ACCOMPLISHMENTS**

- **Facilitated street and traffic signal improvements** by leading preparation of plans, specifications, and cost estimation, as well as securing grant to fund capital improvements.
- **Identified and recommended viable traffic safety improvements** after close review of City Council and citizen requests.

#### **Transportation Development Engineer**

1984 - 1984

City of Santa Ana | CA

Secured federal, state, and local grants for transportation projects; prepared conditions for private development approval; managed traffic study preparation; and worked with neighborhood associates to manage traffic. He led a team of eight employees and prepared a Capital Improvement Program.

#### **Project Engineer**

1981 - 1984

Willdan Associates | CA

Developed project objectives by reviewing project proposals and plans and conferred with management. Responsible for identifying project phases and elements, and assigning personnel as well as reviewing bids from contractors. Determined project specifications by studying product design, customer requirements, and performance standards; completed technical studies; prepared cost estimates. Determined and maintained project schedule. Confirmed product performance by designing and conducting tests. Controlled project plan and costs. Prepared projects status reports.

#### **Associate Engineer**

1974 - 1981

City of San Juan Capistrano | CA

Performed professional and technical engineering work in design, land development, and capital improvements. Designed and prepared plans for public works projects. Answered inquiries from realtors, developers, engineers, and the general public. Developed revised design and construction standards for public works structures and appurtenances. Served as construction inspector to ensure compliance on city projects, subdivisions and encroachments. Investigated field problems affecting property owners, contractors and maintenance operations and resolved or referred problems as appropriate. Administered contracts, coordinated and reviewed the work of outside consultants, and made recommendations.

#### **Senior Engineer Assistant**

1971 - 1974

Los Angeles County | CA

Determined engineering requirements. Resolved engineering problems. Verified engineering applications. Maintained project team accomplishments by communicating essential information. Met cost standards by preparing cost-benefit analyses.



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**EDUCATION**

Bachelor of Science, Civil Engineering,  
California State Polytechnic University  
(Cal Poly), Pomona, CA

**REGISTRATIONS  
CERTIFICATIONS**

CA Registered Traffic Engineer | 1650

Professional Transportation Planner (PTP)  
Certificate

**PROFESSIONAL  
AFFILIATIONS**

Institute of Transportation Engineers (ITE)  
*President, SoCal Section (2007-2008)*

American Society of Civil Engineers  
(ASCE)

Orange County Traffic Engineering  
Council (OCTEC)

## Ruth Smith, TE, PTP

### Traffic Engineer

Ruth is an experienced traffic engineer and transportation planner with nearly 40 years of experience. She began her career in the private sector, preparing traffic impact studies, then moved to the public sector as a Senior Traffic Engineer for the City of Santa Ana for 14 years. Ruth then returned to the private sector, where she not only prepared traffic impact studies, but also used her past experience to perform a variety of traffic engineering and transportation planning duties for client cities, including serving as contract City Traffic Engineer. Ruth's wide-ranging and unique experience in both the public and private sectors makes her a valuable asset. Her municipal experience impressed upon her the importance of ensuring that traffic impact studies for private development are correct and complete, and that site access and on-site circulation are fully addressed. Ruth also has a rich background in neighborhood traffic plans, starting with managing the Neighborhood Traffic Management Plan, Speed Hump and Permit Parking programs in the City of Santa Ana, to more recently assisting the Cities of Temecula, Brea, San Marino and Costa Mesa in preparing neighborhood traffic plans to reduce cut-through traffic and speeding.

### PROJECT SPECIFIC EXPERIENCE

#### Traffic Engineer

2016-Present

Interwest Consulting Group | CA

Ruth currently provides traffic engineering services to several cities. She provides on-site assistance to the City of Costa Mesa three days per week, preparing reimbursement requests for grant-funded projects through OCTA and Caltrans (HSIP and BCIP) including interfacing with OCTA and Caltrans staff, and responding to citizen requests. She also assisted with the Bicycle and Walkability Committee and finalizing the Active Transportation Plan, handling neighborhood traffic management plan requests, and handling a variety of other tasks. Ruth also provides as-needed Traffic Engineer services to the City of Eastvale, reviewing traffic impact analysis scoping agreements and reports, updating the Engineering and Traffic Survey for speed limits, overseeing the preparation of a road diet to calm traffic, and generally advising the City regarding Traffic Engineering and Transportation Planning. Ruth also recently served as the City Traffic Engineer for City of San Marino for nearly two years, conducting investigations into citizen requests, preparing a variety of traffic studies and presenting them, with recommended actions, to the Traffic Advisory Commission, and providing support and advice as needed. She also provides traffic engineering services to the Cities of Wildomar, San Juan Capistrano, Atherton, Merced and Chowchilla on an as-needed basis, including preparing RFPs, reviewing traffic impact reports and trip generation, providing guidance on developer payment of traffic improvements, responding to citizen requests and school traffic concerns, preparing and reviewing work zone traffic control plans, implementing grant-funded programs, and reviewing permit parking programs.

#### Project Manager | Traffic Engineer II

2008-2016

Willdan Engineering | CA

Ruth managed a variety of projects, including writing proposals, selecting appropriate staff to work on the projects, setting up and managing budgets, and invoicing clients. She performed traffic studies for client cities and private developers and served as the contract City Traffic Engineer for the City of Placentia for five years, working on-site two half-days per week. She was also contract City Traffic Engineer for the Cities of Los Alamitos and Temecula and the Consultant Traffic Engineer for the City of Rancho Palos Verdes. Her traffic study experience included preparing and reviewing traffic impact studies, preparing neighborhood traffic management and parking plans, preparing traffic impact analyses for proposed developments and for Project Study Reports/Project Reports for proposed highway improvement projects, preparing parking analyses for existing and proposed developments, conducting Engineering and Traffic Surveys to set speed limits and conducting traffic signal warrant and stop signs studies. She also presented study results



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and recommendations to Traffic Safety Commissions, Planning Commissions and City Councils.

**Senior Associate**

2002-2008

Urban Crossroads, Inc. | CA

Ruth managed a transportation planning group of five employees. In addition to supervising the preparation of traffic impact, parking, trip generation and on-site circulation studies and reports, she also interfaced with clients and municipal staff, coordinated work with civil engineering and environmental consultants, and appeared before planning commissions, city councils and boards of supervisors. She prepared studies for a variety of developments, both large and small, including planned communities, commercial developments, warehouses, distribution centers, churches, an asphalt plant, wineries, and PR/PSRs for new and existing freeway interchanges. Ruth collaborated with developers, their architects and civil engineers to redesign on-site circulation plans and project access to improve traffic flow and meet jurisdiction requirements. She worked on in-fill projects and the remodeling of existing sites, and supervised the preparation of signing and striping plans related to development projects.

**Senior Traffic Engineer**

1988-2002

City of Santa Ana | CA

Ruth supervised groups ranging from two to five employees & administered the City's neighborhood traffic calming program (including traffic diverters and speed humps); handled citizen requests for stop signs, parking restrictions, crosswalks, etc.; managed the Santa Ana Pedestrian Safety Task Force; reviewed traffic study reports; and managed citywide traffic counts. Ruth administered the Integrated Traveler Information Sharing system, part of the Traffic Management Center, which provided automated real-time traffic information to the public through highway advisory radio, highway advisory telephone, cable TV, and kiosks (\$348,000 grant).

Ruth applied for and administered two Office of Traffic Safety grants (\$219,000) to improve pedestrian safety citywide. She also successfully submitted grant applications for Safe Routes to School (SR2S) projects, for a total of \$2,000,000 in grants for pedestrian safety improvements. She designed and implemented an overhead signage program to guide motorists to Civic Center and Downtown areas and made presentations to the City Council, City Commissions, the Environmental and Transportation Advisory Committee, schools, business groups, and neighborhood associations.

Due to staff rotation, at various times Ruth was also responsible for street striping plans and construction zone traffic control plans. Because of this, she was responsible for coordinating with Caltrans on several freeway projects, including the SR 55 widening project. Ruth was on the APWA committee that produced the 2001 Work Area Traffic Control Handbook (WATCH), she developed the Neighborhood Traffic Plan and Speed Hump programs, and Neighborhood Parking Management plans, and she administered a citywide speed limit update, the Traffic Control Devices Inventory, and the Accident Data Base.

**Associate/Assistant Traffic Engineer**

1978-1986

Weston Pringle & Associates/WPA | CA

Ruth's primary responsibilities consisting of transportation planning for proposed developments, including trip generation and assignment, the examination of site plans for properly designed internal circulation, identification of necessary mitigation measures, and preparation of project schedules and milestones for clients. Ruth composed correspondence, prepared reports and met with clients and reviewing agencies to discuss projects. During this time, she developed a weaving analysis to evaluate the adequacy of the weaving distance for arterials (as opposed to freeways), which was also used by another consulting firm.



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**E D U C A T I O N**

B.S. in Applied Mathematics  
California State University, Northridge  
Northridge, CA

**R E G I S T R A T I O N S  
C E R T I F I C A T I O N S**

Professional Traffic Engineer, CA | TR1850

Professional Civil Engineer, CA | C64437

Professional Traffic Operations Engineer |  
1127

**A F F I L I A T I O N S**

American Public Works Association, High  
Desert Region

City Traffic Engineers Association

Institution of Transportation Engineers

City and County Engineers Association,  
County of Los Angeles

Intelligent Transportation Society of  
California

## Andrew Yi, PE, TE, PTOE

Civil and Traffic Engineer

Andrew has over 30 years of experience in municipal and private civil and transportation engineering, more than of which was spent serving the City of Santa Clarita. He holds expertise in managing sensitive issues and projects that involve public officials, private citizens, special interest groups and private developers. Andrew also embraces modern engineering principles to identify problems and systematically problem-solve.

### P R O F E S S I O N A L   E X P E R I E N C E

#### City Traffic Engineer

2018 - Present

Interwest Consulting Group

Andrew serves clients throughout Southern California, providing as-needed Traffic Engineering Services. Andrew currently assists the City of Oxnard with on-site and remote services including: day-to-day management of transportation and traffic operations; management of parking issues; review and preparation of striping plans; and planning and implementation of upcoming traffic projects scheduled in the CIP. He also has participated in studies and design projects for the City of Santa Clarita, including: the City's Systemic Safety Analysis Report, a pedestrian and bicycle safety study, and an Intelligent Transportation System (ITS) for the city's traffic signal system. He is also advising the City of Lancaster's staff on the development and implementation of their Safer Streets Action Plan develop a Citywide Systematic Collision Analysis Plan/Program.

#### City Traffic Engineer

2001 - 2017

City of Santa Clarita | CA

- Andrew supervised, trained, and coached the staff of the Traffic Engineering and Transportation Planning Division.
- Advised the City Manager, City Council and Commissioners on transportation related issues as well as planned, organized, and evaluated the division's functions and activities.
- Andrew also managed the City's circulation and safety programs, capital improvement program, annual collision analysis and mitigation program.
- Developed the City's Intelligent Transportation System, which included but was not limited to, the creation of a Master Plan, Measure of Effectiveness, Traffic Operation Center, and Fiber Network.
- He oversaw traffic signal operation and maintenance, which included a three-year traffic signal retiming program and the development of a hybrid traffic signal maintenance program which reduced signal failure and optimized the coordinating timing system for the City's roadway network.
- Andrew was responsible for securing funding and grants, forecasting future transportation needs, modifying circulation elements and developing code, and enforcing the Complete Street policy and growth of the City of Santa Clarita's Non-Motorized Plan.
- Andrew adapted existing policies and established new standards that improved the City's circulation and safety, speed limits, Residential Multiway Stop Warrants, Traffic Signal Priority, Traffic-Calming Policy, In-Pavement Light Policy and Photo Redlight Enforcement Program.
- Oversaw the Engineering Division, handling the entitlement process of private developments, the review of private engineering plans including tentative map, and the administration of the City's Streetlight Benefit Assessment Maintenance District.



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**E D U C A T I O N**

Master of Public Administration  
California State University at Northridge

BS, Civil Engineering  
California State Polytechnic University  
Pomona, CA

**R E G I S T R A T I O N S /  
C E R T I F I C A T I O N S**

Professional Engineer  
Civil Engineering  
CA No. 54385

Professional Engineer  
Traffic Engineering  
CA No. 2122

Professional Engineer  
State of Colorado, 55269  
State of Hawaii, 17982  
State of Massachusetts, 54010  
State of Washington, 55999

**P R O F E S S I O N A L / A W A R D S**

Institute of Transportation Engineers,  
Central Coast Section President

Institute of Transportation Engineers,  
Western District  
Legislative Committee Chair

Institute of Transportation Engineers,  
Western District Annual Meeting:  
Santa Barbara 2012,  
General Committee Chair

Monterey 2019,  
Technical Chair

American Society of Civil Engineers  
Caltrans Excellence in Transportation,  
Ventura Bus Transfer Center, 2003

APWA Project of the Year,  
Ventura Bus Transfer Center, 2002

Caltrans Excellence in Transportation,  
City of Ventura Traffic Safety Program,  
1997

**S E L E C T E D L E C T U R E S &  
P U B L I C A T I O N S**

Routledge Publishing (2018). *Parking and  
The City* – Chapter about the City of  
Ventura's Downtown Parking Program.  
Edited by Don Shoup

National Association of City  
Transportation Officials (2017). *Urban  
Street Stormwater Guide* – Project  
Steering Committee

# Thomas Mericle, PE, TE

CA Registered Professional Traffic Engineer

Tom has over 30 years of experience in traffic engineering, traffic operations, transportation planning, design and parking management. He is a registered Traffic Engineer in the state of California as well as a registered Civil Engineer in several states. Tom brings a solid history of successful management having previously served as the City Transportation Manager for the City of Ventura. As the City Transportation Manager, Tom managed the Transportation Division which included transportation planning, traffic engineering, traffic operations and maintenance, parking management and pavement and sidewalk maintenance. His work includes a focus on active transportation, safety, and traffic operations. In addition, Tom has served as an extension class instructor for the University of California, Berkeley Institute of Transportation Studies for the last twenty years.

## PROJECT EXPERIENCE

### Active Transportation and Safety

- *California Street Bridge Pedestrian Enhancement Project, 2012-2017.* Tom served as the project manager for the design and construction of this project that created a safer walking and biking facility over US 101 in Downtown Ventura. The project included public art integrated into the design.
- *Pedestrian Safety Rapid Flashing Beacons, 2012-2015.* Identification, design, and installation of rapid flashing beacons at over 15 locations
- *ADA Accessible Pedestrian Push Button Upgrade Program, 2012-2017.* Created program to work with local vision impaired community to identify and install audible and accessible push buttons on traffic signals.
- *Bike Master Plan, 2011.* Complete update of the General Bikeway Plan. Tom served as the project manager for the project and led a 12-member community focus group in the development of the plan.
- *School Area Traffic Safety Guidelines, 2001.* Created a program that improved safety for kids walking and biking to school, including creating a unique crossing guard and adult crossing assistant service. Resulted in convincing local school district to move some school boundaries to remove the need for elementary school children to cross major streets.
- *Creation and Implementation of City's Neighborhood Traffic Management Program, 1997-2008.* Created a new Neighborhood Traffic Management Program for the City to address traffic safety in neighborhoods. The program used a unique 4-level process of improvements and programs to address residents' concerns.
- *Automated Red-Light Enforcement program, 1998-2017.* The automated red-light enforcement program in the City was one of the first and largest in California and has contributed to reducing traffic collisions across the City.

### Parking and Demand Management

- *Mendenhall Glacier Parking, Juneau, AK, 2018.* The National Park Service is rehabilitating or reconstructing the visitors center at Mendenhall Glacier near Juneau Alaska. Tom worked on a team evaluating new transit service queuing and loading areas as well as visitor parking areas for the different scenarios being evaluated.
- *Bridalveil Fall Rehabilitation, Yosemite, CA, 2017.* Tom worked with a landscape architect to improve parking supply, traffic flow, and traffic safety at Bridalveil Fall in Yosemite. The purpose of the project was to improve safety and congestion in and around the parking lot for visitors, improve interpretation and wayfinding, and protect



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natural and cultural resources within the area.

- *Residential Permit Parking Programs, 2007-2010.* Rewrote and updated the city's residential permit program. The program included expansion to create a new medical district and updated policies and pricing.
- *Downtown Specific Plan and Parking Management Program, 2007.* Tom served as the lead for development of the Mobility and Park Once policies and actions and was heavily involved in the Streetscapes chapter. He wrote the Downtown Parking Management Program.

#### **Engineering Design and Development**

- *Covina Town Center Specific Plan, 2018.* Led transportation team on preparation of new transportation circulation and parking vision for the City of Covina Town Center.
- *TransLink Transit Signal Priority, 2018.* Developed a scope of work for evaluating installation and implementation of transit signal priority for TransLink, a regional transit service in Vancouver, Canada.
- *Ventura Bus Transfer Center, 2002.* This exciting transit facility design collaboration between an architect and internationally recognized artist won local and state awards and appeared in art industry publications and Time Magazine. Tom served as the project manager and was responsible for identifying and programming several sources of federal, state and local funding for the project.

#### **Streets and Cities**

- *Mueller Development Street Design, Austin, TX, 2017-2018.* Worked with the Catellus Development Corporation and City of Austin, TX to review and change street designs for a 700-acre mixed use development to address new access requirements from the City's Fire Department. The work included collaboration with a fire safety expert to review emergency service delivery to the development.
- *Roadway Reconfiguration, 1999-2017.* Many roadways were repurposed for multi-modal access improvements as a part of routine street resurfacing projects. The result was the addition of many miles of bike facilities across the city through lane narrowing and road diets as well as improved pedestrian crossings.

#### **City Management**

- *Bureau of Engineering Strategic Plan, Los Angeles, CA, 2018.* Tom led a team that worked closely with City staff to develop a new strategic plan for the City of Los Angeles Bureau of Engineering. The project included several interviews with strategic partners across the City as well as an internal working group of more than 50 staff to identify new mission statement, goals, strategies, actions, and performance measures to guide the agency forward to be a leading in the region.



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**E D U C A T I O N**

ITS Tech Transfer Training:

Fundamentals of Traffic Engineering,  
Applying Systems of Engineering Principles  
to ITS Projects in California, Traffic Signal  
Design: Complete Streets Application,  
Traffic Signal Design: Engineering Concepts,  
Construction Inspection of Traffic Signals,  
Adaptive Traffic Control Systems, The ABC's  
of Safe School Access, Safely Sharing the  
Streets, Synchro and SimTraffic, and Safety  
and Traffic Control for Work Zones.

Other Various Trainings Completed:

Supervisory for the First-Time Supervisor,  
Workers Comp for Supervisors, FEMA  
Courses, Fundamentals of Project  
Management, Building an Ethical  
Organization, Conference on Professional  
and Personal Enrichment. Fundamentals of  
Inspection Practice

Proficient in:

Microsoft Office, Synchro, SimTraffic,  
Warrants, AutoCAD, QuicNetPro,  
Crossroads Analytics, and various other  
traffic software

## Alan Perkins

### **Senior Traffic Engineering Technician**

Alan is a public works professional with more than 30 years of experience providing a variety of traffic engineering services to municipal public works departments. Over his career, he has acted as a supervisor and mentor to traffic engineering technicians and has provided guidance and direction to professional and technical staff regarding traffic engineering issues.

#### PROFESSIONAL EXPERIENCE

##### **Traffic Engineering Technician**

2019 - Present

Interwest Consulting Group | CA

Alan currently serves the Cities of Wildomar and Oxnard, providing as-needed traffic engineering support services. For the City of Wildomar, Alan prepared and reviewed traffic signal timing sheets for the Clinton Keith Village Development project. This project included use of signal timing software (Synchro) to optimize signal operations along Clinton Keith Road at 5 intersections along the corridor. In the City of Oxnard, Alan acts as a traffic signal systems specialist, currently evaluating the City's traffic signal communications system and citywide signal operations. This work will result in a report, complete with recommendations for systematic improvements and programmatic maintenance.

##### **Principal Traffic Engineering Technician | Senior Traffic Engineering Technician | Traffic Engineering Technician**

1997 - 2019

City of Lancaster | CA

Alan acted as a supervisor in the City of Lancaster's Traffic Engineering Division. He assisted in developing and implementing the Section's Capital Improvement and Operating Budgets and participated in the preparation and implementation of Transportation Master Plan, Traffic Calming Program, Safe Routes to School Master Plan, Citywide Traffic Signal Timing and Coordination Plans, and Design Guidelines, Standards and Policies.

Alan planned, coordinated and prepared complete bid packages for various traffic improvement projects, including the design and preparation of project plans, specifications and cost estimates, RFP/RFQs, and consultant management. He identified and proposed potential public works improvement projects related to multimodal safety and provided construction management and technical direction to field staff.

Alan prepared Federal, State and Metro grant applications and ensured compliance with grant requirements. He prepared and reviewed various traffic engineering reports and studies and assisted with conducting site plan reviews and developing conditions of approval for new developments located within city boundaries. Alan was responsible for reviewing traffic-related plans associated with development projects and capital improvement projects located within city boundaries and for the operation of the Advance Traffic Management System. He prepared and implemented traffic signal timing and coordination plans and was responsible for communicating with city residents regarding any questions, comments or complaints received by the Traffic Engineering Section of the Development Services Department.

##### **Public Works Construction Inspector**

1991 - 1996

City of Lancaster | CA

Alan inspected various public works construction projects for conformance with project plans and specifications.

##### **Traffic Signal Electrician**

1991

City of Lancaster | CA

Alan was the lead worker responsible for the operation and maintenance of traffic signals.



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**Traffic Signal Technician**

1988 - 1991

City of Lancaster | CA

Alan managed the operation and maintenance of traffic signals.

**Foreman Traffic Signal Construction | Electrician**

1984 - 1988

Paxin Electric, Inc. | CA

Alan was responsible for the construction of traffic signals and interconnects per plans and specifications throughout southern and central California. He was also responsible for the installation of electrical systems in commercial and residential buildings, parks, and parking lots.



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**E D U C A T I O N**

BS, Civil Engineering, University of  
Massachusetts

**R E G I S T R A T I O N S  
C E R T I F I C A T I O N S**

Engineering-in-Training (EIT), CA | 22461

## Joseph Mullaney, EIT

### Associate Engineer

Joseph possesses years of experience providing civil engineering services in the public arena working with various municipalities. He has extensive experience in design, investigation and coordination of fiber optic systems. He also is familiar with FTTP design regulations.

He is known for his ability to efficiently multi-task on projects providing our clients with a broad range of services. He is consistently professional and exercises good judgment in his handling of all matters.

### P R O J E C T   S P E C I F I C   E X P E R I E N C E

#### **Engineering Associate**

2018 – Present

Interwest Consulting Group

Joseph provides engineering support for various clients in Southern California. He also works with contracts and proposals to ensure client satisfaction.

#### **Manager**

2011 – 2018

Watermans

Joseph redesigned and implemented a new beach theme restaurant. He oversaw all aspects of daily operations, including staff management and inventory control. He was also responsible for cost analysis.

#### **Owner**

2015 – 2016

Ediee

He was the founder and entrepreneur of a specialized sunglass company that focused on bamboo and wooden framed sunglasses. He successfully sold his partnership.

#### **Project Engineer**

2009 – 2011

SRS Petroleum Services

Joseph oversaw multiple construction projects. He was responsible for daily operations, including management of contracts, executing scope of work, and minimizing risk exposure for employees. He also maintained project schedules, purchase orders, sub-contractors, and worked with clients to ensure client satisfaction.

#### **Design Engineer**

2008 – 2009

Utility Consultants Inc

He designed and engineered fiber optic distribution networks for telecommunication networks. He also maintained strict compliance with FTTP and secured documentation standards.

#### **Intern**

2007

Cubellis

As an intern, Joseph worked on various land development projects. During this time he also gained and enhanced his skills in various programs, including AutoCad, Microsoft Excel, Adobe, MathCad, MATLAB, and GTSTRUDL.



Iteris' Response to  
Request for Proposal

# ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES

RFP No. #19-04



**ELECTRONIC COPY**

June 13, 2019

Submitted to:



Innovating Through Informatics™

08063 -588.20

## 1 COVER LETTER

June 13, 2019

Ms. Leeanne Singleton, AICP  
Environmental Analyst  
Office of the City Manager  
City of Hermosa Beach  
1315 Valley Drive  
Hermosa Beach, CA 90254

**Re: Proposal for On-Call Transportation and Traffic Engineering Services (RFP 19-04)**

08063-588.20

Dear Ms. Singleton:

The City of Hermosa Beach (City) is seeking to establish a list of professional firms with capability and capacity to provide on-call mobility planning, transportation engineering design, and/or contract traffic engineering services to support the function and needs of the City's Public Works Department, Community Development Department, and Office of the City Manager. For this RFP, Iteris Inc. (Iteris) is only proposing on two of the service categories: **1) Transportation Planning and Studies**; and **2) Plan Check/Development Review**.

Iteris is a leader in applied informatics for the transportation systems and is headquartered in Southern California. The firm specializes in collecting and aggregating actionable data for contextually relevant solutions in traffic engineering, Traffic Signal Systems (TSS), Intelligent Transportation Systems (ITS), and transportation planning. The firm offers a Team of highly experienced engineers, planners, and data analysts with extensive knowledge of mobility planning, traffic management and operations. Iteris combines its specialties to design and implement innovative informatics solutions that help government agencies and municipalities reduce traffic congestion, enhance system reliability, improve mobility and safety, and advance the development of thriving communities. Recently, Iteris has provided similar on-call transportation planning/engineering services to the cities of Anaheim, Buena Park, Irvine, Newport Beach, Seal Beach, and Pasadena, just to name a few.

Iteris proposes **Mr. Deepak Kaushik, PE**, as Project Manager for this project. He will be the principal contact with the City and other entities per the City's direction. Mr. Kaushik will oversee work from project inception to completion, and will also be responsible for coordinating staff activities and meetings. The Iteris Team provides the City with the following distinct advantages:

- ☒ **EXPERIENCED PROJECT MANAGER AND PROJECT TEAM**  
Mr. Kaushik, PE, has outstanding project management skills. He has more than **16** years of professional transportation planning/engineering experience, and will be supported by a team of seasoned task leads and technical support staff.
- ☒ **EXTENSIVE ON-CALL EXPERTISE THROUGHOUT LOS ANGELES AND ORANGE COUNTIES**  
Iteris has successfully served over **20** local agencies in the past **10** years with various on-call assignments in transportation planning, traffic engineering and traffic operations.
- ☒ **LEADERS IN MULTIMODAL TRANSPORTATION SOLUTIONS**  
Iteris is currently assisting agencies from federal to local levels in preparing multimodal transportation plans including Complete Streets solutions and active transportation components including bicycle detection at traffic signals.
- ☒ **LEADERS IN NEW TRANSPORTATION TECHNOLOGY**  
Working in the field of ITS for nearly **20** years, Iteris is currently assisting agencies from the federal to local levels in preparing for impending changes associated with smart cities and Connected and Autonomous Vehicles (CAV).



#### FEDERAL, STATE, AND LOCAL MEASURE R AND M FUNDING EXPERTISE

Iteris provided program management support services to the South Bay Cities Council of Governments (SBCCOG) for its Measure R Highway program. In addition, we are pleased to be teamed with Evan Brooks Associates (EBA) Inc., a certified DBE/SBE firm that specializes that provides full-service strategic planning firm offering project management, grant writing, transportation planning, community outreach, and environmental compliance services.

Thank you for the opportunity to submit our proposal. This proposal is submitted subject to the successful negotiation of a mutually agreeable contract between Iteris and the City of Hermosa Beach. Iteris looks forward to assisting the City on this important project. Please contact me at **(949) 270-9527** or **rmm@iteris.com**, or the designated Project Manager, **Mr. Kaushik**, at **(213) 802-1715** or **djk@iteris.com**, should you have any questions

Sincerely,  
**Iteris, Inc.**

Ramin Massoumi, PE  
Senior Vice President and General Manager  
Transportation Systems

## 2 FIRM PROFILE

### Iteris Company Info

Iteris is the market leader in applying informatics solutions to the transportation industry since 1987. Iteris' 433 staff have decades of expertise in traffic management, along with superior services and patented products that help detect, measure, and manage traffic and vehicular performance; minimize traffic congestion; and empower Iteris clients with solutions to better manage their transportation networks.

Iteris team members are experts in the fields of transportation planning, traffic engineering and Intelligent Transportation Systems (ITS). Knowledge of these practice areas enables the Iteris to provide comprehensive services ranging from initial traffic impact studies, transportation modeling, planning, systems engineering, and detailed design, through implementation and performance monitoring. Iteris combines the knowledge of transportation engineers, systems engineers, system integrators, software engineers and transportation planners to offer an unmatched combination of talent and experience. Iteris develops and deploys innovative solutions that help agencies reduce traffic congestion, enhance transit use, monitor and manage transportation networks and provide greater access to reliable traveler information.



#### Legal Name and Address

**Iteris, Inc.**  
1700 Carnegie Ave., Ste. 100  
Santa Ana, CA 92705

#### Type of Business

Corporation (Delaware)

#### Federal ID #

95-2588496

#### Firm Ownership

Publicly-traded corporation (NASDAQ: ITI)

#### # of Years in Business/ Experience

31 years



### Primary Point of Contact:

**Danny Wu, PMP, AICP, PTP** - Associate Vice President  
Email: [dwu@iteris.com](mailto:dwu@iteris.com) | Tel: (213) 802-1705

### NATIONWIDE OFFICES

The firm is headquartered in Santa Ana, CA with 13 offices nationwide. Firm locations are provided in **Table 1**.

**Table 1 – Iteris' Nationwide Office Locations**

<b>CALIFORNIA</b> 1999 Harrison Street Suite 2125 Oakland, CA 94612-3520 (Tel) 510-295-4607  801 S. Grand Avenue Suite 750 Los Angeles, CA 90017-4633 (Tel) 213-488-0345  1700 Carnegie Avenue Suite 100 Santa Ana, CA 92705-5551 (Tel) 949-270-9400	<b>IDAHO</b> 549 S. Park Avenue Idaho Falls, ID 83402 (Tel) 208-528-8538  <b>ILLINOIS</b> 100 Illinois Street, Suite 200 St. Charles, IL 60174 (Tel) 630-318-3946  <b>NEBRASKA</b> 8101 "O" St., Suite 201 Lincoln, NE 68510 (Tel) 402-476-5101  1111 N. 13th Street Suite 314 Omaha, NE 68102 (Tel) 402-403-0530	<b>NORTH DAKOTA</b> 4324 University Avenue, Suite B Grand Forks, ND 58203 (Tel) 701-792-1800  <b>TEXAS</b> 1250 S Capital of Texas Highway Bldg 1, Suite 330 West Lake Hills, TX 78746 (Tel) 512-716-0808  <b>VIRGINIA</b> 11781 Lee Jackson Memorial Highway Suite 625 Fairfax, VA 22033 (Tel) 703-471-0838  140 Virginia Street, Suite 301 Richmond, VA 23219 (Tel) 804-658-0475
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## FAILURES OR REFUSALS TO COMPLETE A CONTRACT

Iteris has not failed or refused to complete a contract.

## Iteris' Team Members

evan  
brooks  
associates

### Legal Name and Address

**Evan Brooks Associates, Inc.**  
2824 E. Foothill Boulevard  
Pasadena, CA 91107

### Primary Point of Contact

**Hal Suetsugu, President**  
Managing Partner  
hal@ebaplanning.com  
(626) 799-8011

### Type of Business / Federal ID #

Corporation / 274113859

### Firm Ownership/ Litigation Statement N/A

### # of Years in Business/ Experience

9 years, 8 months / 80+ years (combined staff work experience prior to joining EBA)

Evan Brooks Associates, Inc. (EBA) is a transportation and urban planning firm with a focus on creating sustainable, livable communities with mobility choices. Established in 2010, EBA has worked with more than 68 cities and regional planning agencies throughout the Western United States to secure \$2,011,072,199 (\$2 billion) in grant funds for all types of projects. EBA's unique understanding of grant funding procedures and processes enables us to oversee all phases of grant-funded projects, from concept, funding analysis, grant acquisition, programming of funds, and public outreach, to overseeing the implementation, construction, preparing funds reimbursement/auditing, and project closeout.

Their team members are practitioners of New Urbanist principals. EBA advocate public policy and development practices that produce communities and built environments that are designed for pedestrian and transit use along with the car. They feel that streets should be designed as quality public spaces that accommodate different travel modes rather than being designed primarily for the convenience and efficiency of a single mode. Streets, squares, and transit hubs should be safe, comfortable, and interesting, especially for the pedestrian. While the complexity, locations or communities may vary, their dedicated practice to integrate safe, well-planned projects that infuse and solve community concerns remains constant.

## Core Disciplines

Iteris was founded based on the principle of providing quality solutions on time and within budget. Committed to the transportation industry, Iteris applies in depth knowledge to solve the most challenging problems associated with the movement of people and goods to enhance a growing economy. Iteris delivers precise solutions that meet customer needs and expectations in the following areas:

### ON-CALL SERVICES

- Traffic Engineering
- Transportation Planning
- ITS
- Traffic Signal Design/Synchronization
- Travel Demand Modeling and Forecasting
- Environmental Studies (CEQA/NEPA)
- Transit
- Goods Movement



Iteris has extensive transportation engineering, planning and ITS on-call experience, having successfully managed and completed hundreds of on-call task orders for a wide variety of public agencies and municipalities. Iteris can serve any technical needs and respond quickly to task orders with accelerated schedules without sacrificing quality of work. The blend of Iteris' local knowledge and vast transportation management experience provides the resources needed to tackle any technical requests that arise. Iteris' past on-call engagements have involved the evaluation of impacts to traffic, transit and safety as a result of new developments (i.e. residential, retail, commercial), trip/parking generation, traffic control warrants, queuing analysis, travel demand forecasting, capacity analysis/simulation, pedestrian/bicycle/ transit access studies, origin/destination analysis (using models, license surveys and MacID addresses), circulation analysis and traffic engineering design tasks (e.g. signals, signing, striping, lighting, temporary traffic control, ITS, ETC.).

**Table 2** provides a selection of agencies to which Iteris has provided on-call services over the past five years.

**Table 2 – Iteris’ On-Call Experience**

▼ CITY/AGENCY	Traffic Engineering	Transportation Planning	ITS	Traffic Signal Design/Synchronization	Environmental Studies (CEQA/NEPA)	Transit	Demand Modeling/Forecasting	Goods Movement
<b>Southern California</b>								
Caltrans					•			
California State University, Long Beach	•							
City of Anaheim	•	•						
City of Beaumont		•			•			
City of Buena Park	•							
City of Beaumont					•			
City of Beverly Hills	•							
City of Cypress	•							
City of Diamond Bar	•							
City of Eastvale	•							
City of Fountain Valley	•							
City of Garden Grove	•							
City of Irvine	•	•	•	•			•	
City of Irwindale	•	•						
City of Laguna Woods	•							
City of Los Angeles Planning Department		•					•	
City of Newport Beach	•							
City of Orange	•			•				
City of Oxnard	•							
City of Pasadena	•		•	•				
City of Pomona	•	•	•				•	
City of Rancho Palos Verdes	•							
City of San Diego	•							
City of San Marcos	•		•					
CRA, City of Los Angeles		•			•			
Los Angeles Parks and Recreation	•		•					
Los Angeles Unified School District						•		
Los Angeles County Metro	•	•	•		•	•		
Orange County Transportation Authority	•	•		•				
Port of Long Beach	•	•						•
Port of Los Angeles					•			
Riverside County Transportation Commission								•
Riverside County		•						
San Diego Association of Governments		•						
University of California, Los Angeles					•			
Ventura County							•	
Westside Cities Sub-region		•						

## TRAFFIC ENGINEERING

- Signal System Selection, Design, Deployment, Operation and Coordination
- Bicycle Lane Design
- Bulb-outs Design
- Intersection Modifications
- Lighting Design
- Parking Design
- Traffic Simulation
- Pedestrian Crosswalk Enhancement
- Road Widening/Realignment
- Traffic Circles Planning/Design
- Traffic Control Plans
- Training and Research
- Warrant Studies

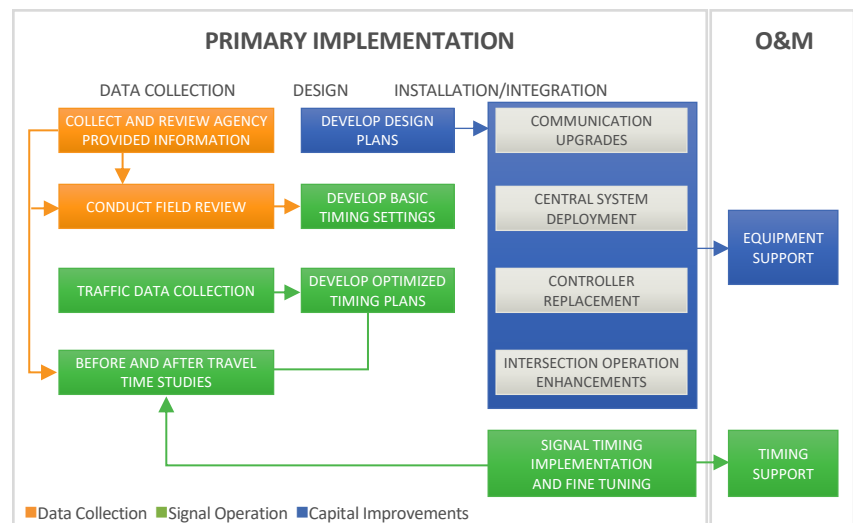


Iteris specializes in the design, evaluation, and operation of intersections and arterials to improve the efficiency and safety of vehicular traffic flow, pedestrian mobility, transit operations, and bicycle traffic. Iteris has co-authored the industry standard **FHWA Traffic Control Systems Handbook** and has assisted multiple agencies throughout the U.S. in the development of signal operation standards.

## TRAFFIC SIGNAL TIMING AND SYNCHRONIZATION

- Signal timing/coordination analysis
- Inter-jurisdictional and regional traffic signal coordination optimizations
- Traffic signal phasing
- Development of arterial traffic calming measures
- Transit Signal Priority (TSP) timing
- Before and after studies
- Area-wide street network analysis
- Vehicular and pedestrian safety
- Ongoing operations and maintenance
- Construction assistance
- Training

Iteris excels in the assessment of existing traffic signal timing operations to improve the efficiency and safety of vehicular traffic flow, pedestrian mobility, transit operations and bicycle traffic. **Iteris has designed, deployed or equipped over 1/3 of the signalized intersections in the United States.** Iteris continues to innovate in developing advanced solutions to complex problems with traffic operations. Iteris has extensive experience successfully completing numerous signal timing optimization projects throughout the country.



## TRANSPORTATION PLANNING

- Travel Demand Modeling and Forecasting
- Transit Planning
- Traffic Impact Analysis
- Graphic Information Systems
- Microsimulation
- Goods Movement
- Bus Rapid Transit
- Environmental Studies
- Airport Ground Access
- Area-Wide Circulation Plans
- Corridor Studies
- Neighborhood Traffic Impacts
- Non-Motorized Planning
- Parking Studies
- Policy Analysis
- Land-Use Planning
- Master Plan Development
- Light Rail Transit
- Strategic Transportation Plans
- System Performance Monitoring
- Traffic Operations Analysis
- Transportation Finance



Every successful project begins with thorough planning, from site access studies for neighborhood commercial centers to route alignment studies for new rail corridors. Iteris applies technical planning expertise to a wide variety of transportation projects, establishing a solid foundation of success in Transportation Planning. Iteris thoroughly understands the project development process and the importance of building public consensus in order to implement successful, long-term transportation solutions. Iteris offers experienced transportation planners who exemplify innovation in multimodal travel demand modeling, traditional and innovative transportation planning, and traffic engineering. Iteris' transportation planners apply travel demand modeling to prepare transportation master plans for cities and counties, as well as for large private development projects. Iteris' expertise in goods movement analysis and forecasting makes the firm a leader in traffic analysis, circulation, and master planning for ports and airports. Iteris' expertise in traffic operations analysis allows the firm to team with agencies proposing roadway and freeway improvements. Iteris is involved in every facet of transit planning, from conceptual corridor alignment studies to environmental clearance of light rail, heavy rail, commuter rail, and Bus Rapid Transit (BRT). Iteris is also at the leading edge of traffic impact fee studies, climate change analysis related to transportation, and can assist clients with Senate Bill 743 (SB-743) Vehicle Miles Traveled (VMT) analysis, climate action plans, Greenhouse Gas Emissions (GHG) studies, and transportation system sustainability planning.

### TRAVEL DEMAND MODELING/FORECASTING

- Model Development
- Model Calibration and Validation
- Customization
- Tour-based Models
- Trip Generation, Distribution and Assignment
- Special Generators
- Transit Modeling
- Model Installation
- Model Applications and Scenarios
- Agency Staff Training
- Modeling Research

Iteris has a reputation as an industry leader for its expertise in travel demand model application and special purpose focused modeling for multimodal travel, heavy duty truck, rail, BRT, ports and airports, and active transportation demand forecasting. Iteris staff have worked closely with various regional and subregional agencies including SCAG, ATAM, VCTC, Metro, OCTA, RCTC, WRCOG, and SBCTA for over 25 years in the development and application of some of the largest and most intricate travel demand models. Iteris has also developed city-wide models for General Plan Circulation Elements and special studies for over 30 local agencies; complex highway and transit corridor models for interchange and alignment studies; and subregional and area-wide models. Iteris staff specialize in the development of county-wide and city-wide models, including the development of the current ATAM, Ventura County, Riverside County, and Imperial County models. Most importantly, Iteris developed and has maintained the current ATAM model for nearly 10 years, and has used it to support multiple development projects.

### GRAPHIC INFORMATION SYSTEMS (GIS)

- Spatial Analysis and Mapping
- ArcGIS/ArcGIS Online
- Web-Based GIS Applications
- GIS-Based Asset Management Systems
- Geo-Coding
- Geodatabase Development and Management

GIS is an invaluable tool for analyzing and visualizing information and identifying patterns. Iteris successfully uses GIS for many applications in the Transportation sector including collision analysis, demographic data analysis, travel demand forecasting, traffic asset management systems, documentation of fiber-optic networks, traffic signal synchronization projects, the development of traffic noise contours and many more. Iteris is highly experienced in collecting, organizing, analyzing and presenting geographic data in order to identify trends and present results to stakeholders, including developing web-based interactive map applications such as the PeMS traffic data system. Iteris staff are highly experienced GIS certified professionals with ArcGIS and Amazon Web Services (AWS) credentials and a broad range of scripting and programming languages such as Python, SQL and Java, which are used to improve efficiency and automate data analysis and work streams.

## 3 PROJECT UNDERSTANDING & SCOPE OF WORK

### Statement of Understanding & Approach to Delivery of Services

The transformation of the major arterial corridors of Pacific Coast Highway and Aviation Boulevard from auto-oriented thoroughfares to complete and livable streets have been a major endeavor by the City of Hermosa Beach. Challenges of limited physical space within existing right-of-way, including land uses such as Greenwood Park, limit the options for allocation of additional area for bicycles and pedestrians. A program of safe crossings, limiting curb cuts, bicycle lanes, and shared use paths hold the promise of increased livability, safety, healthy mobility and increased economic activity in Hermosa Beach. A concerted effort to enact practical improvements within the context of a citywide active mobility program can provide Hermosa Beach with the transportation system it will need to achieve its mobility goals while supporting regional and statewide goals to reduce GHG emissions.

Iteris has extensive experience assisting Cities, especially in the South Bay, in developing projects in partnership with the SBCCOG, Metro, and Caltrans.

#### CATEGORY: TRANSPORTATION PLANNING AND STUDIES

Iteris will provide traffic engineering and/or transportation planning services to assist with the City with meeting near-term and long-term transportation needs. Once the City issues a task order or request(s) a quote for the desired scope of services, Iteris will quickly respond to the City to reach agreement on cost for services in order to commence the required work. These services may include, and is not limited to the following:

- a. Preparation of conceptual plans and signing/stripping for corridor revitalization projects, neighborhood traffic management, bikeway improvements, and other long-term capital improvements.
- b. Preparation of multimodal studies, recommendations, and regulatory changes to help the City plan for and document the potential impact of an expansion of transportation choices.
- c. Preparation of studies, recommendation, and regulatory changes to provide for the effective management of the City's parking resources and implementation of parking programs.
- d. Development and implementation of transportation education, engagement, and other awareness initiatives (i.e. Safe Routes to School, Bike Safety, Distracted Driving, etc).

Iteris has performed hundreds of traffic and planning studies throughout Southern California and elsewhere ranging from single intersections to large studies such as those for the North Irvine Transportation Mitigation (NITM) area with over 200 intersections and 300 roadway segments. Iteris is experienced in the full traffic study process from identification of stakeholders and study area definition through data collection, model runs, traffic analysis, identification of impacts and mitigation measures through to the presentation of results to City Council.

Iteris has performed both traffic and parking planning services that are directly related to the services sought by the City of Hermosa Beach, such as the following:

- Circulation Phasing studies (including the City of Irvine)
- Traffic Impact Analyses for land development projects (including several recent hotel studies in the City of Anaheim)
- Parking Studies (including angled parking design in Rancho Palos Verdes)
- Corridor evaluations (such as Carbon Canyon Road in Chino Hills and Orange Grove Boulevard in Pasadena)
- Roadway feasibility studies (such as Cajalco Road and Mid-County Parkway in Riverside County)
- Nexus Fee studies (including for the City of Irvine, City of Rialto and City of Chino Hills)

Iteris is also knowledgeable of the procedures required to develop input to other studies such as the development of Vehicle Miles Travelled (VMT) and volumes for air quality and noise studies. Iteris has developed VMT statistics for Climate Action Plans using the SB 375 methodology including for the City of Los Angeles, City of Industry, City of Walnut and City of La Canada/Flintridge and is currently part of the team assessing the implementation of VMT thresholds in the City of Irvine for SB 743. Lastly, Iteris staff is extremely familiar with all regional and national traffic analysis guidelines and methodologies including ICU, CMA, HCM and has extensive experience with a variety of traffic analysis tools including SYNCHRO, SIDRA, HCS, VISSIM, Vistro, among others.

## CATEGORY: PLAN CHECK / DEVELOPMENT REVIEW

Iteris will provide plan-checking services to the City of Hermosa Beach for any types of traffic and transportation engineering deliverables prepared by other consultants or contractors, including traffic and/or parking studies for California Environmental Quality Act (CEQA) documents. Once the City issues a task order or request(s) a quote for the desired scope of services, Iteris will quickly respond to the City to reach agreement on cost for services in order to commence the required work. Iteris can provide this service remotely or be present at the City's offices. The service may include, and is not limited to, review of the following plans:

- Capital/Development Projects
- Traffic Control Projects
- Traffic and/or Parking Studies

The turnaround time is typically within ten (10) working days, and for smaller size projects (e.g., less than five plan sheets), the turnaround time for review can be reduced to five (5) working days. Each subsequent plan check will be completed within five (5) working days. Review times and the support team will be determined based on the size and level of skill required on a per project basis.

## Organizational Chart

**Mr. Deepak Kaushik** will serve as the Project Manager for this project and will be the principal contact with the City of Hermosa Beach and other entities per the City's direction. Mr. Kaushik will be responsible for coordinating staff activities, coordinating meetings, project strategy, and will oversee work from project inception to completion. Mr. Kaushik is a registered Professional Civil Engineer with over 16 years of Transportation Planning and Engineering experience in public and private sectors. He has served as Project Manager for various projects of similar requirements for cities such as Pasadena, Inglewood, Chino Hills, and Los Angeles for over 8 years. With his extensive background and experience on other projects similar to this one, and close proximity to City (typically 35 min drive), Mr. Kaushik is the ideal Project Manager for the City of Hermosa Beach. In addition, Mr. Kaushik grew up in the South Bay (Rancho Palos Verdes), so he has spent considerable time enjoying the City of Hermosa Beach and all it has to offer. Iteris' proposed team organization is provided in **Figure 1**.

**Figure 1 – Project Team Organization**



Iteris role and responsibilities/qualifications are provided in **Table 3**.

**Table 3 – Key Team Members, Role and Experience**

STAFF	ROLE	Circulation Plans and Studies	Traffic Modeling and Speed Surveys	Multimodal Plans/Complete Street/ SB743	Bicycle and Pedestrian Studies	Traffic Management/ Signal Timing Plans	Parking Management	Conceptual Plans/ Schematics	Transportation Safety/ Education	Grant Funding	Plan Check	Street Improvement Plans/Signal Timing Plans	CEQA Review	Transportation Development Review
<b>Iteris</b>														
Deepak Kaushik, PE	Project Manager	•		•	•		•						•	•
Viggen Davidian, PE	Senior Advisor	•	•	•										
Ryan Greenway	Transportation Planning Lead			•						•	•			•
Kristin Tso, PE, TE	Plan Check Lead								•		•			•
Chris Devlin	Transportation Planning Support		•								•			
Sean Daly, AICP, PTP	Transportation Planning Support			•	•		•		•	•			•	•
Stephanie Mak	Transportation Planning Support	•		•									•	
Tyler Lindberg	Transportation Planning Support & Plan Check Support	•			•					•			•	
Sowmya Chandrasekhar, PE, TE, PTOE	Plan Check Technical Support			•	•			•	•		•			
Ted Huynh, PE, TE	Plan Check Technical Support		•	•	•		•				•			
Naree Kim, PE	Plan Check Technical Support							•				•		
Joshua McNeill, PE, TE	Plan Check Technical Support							•				•		
Mai Der Vang	Plan Check Technical Support										•	•		
<b>Evan Brooks Associates</b>														
Daniel Bartelson, MPA, MBA	EBA Project Manager									•	•		•	•
Hal Suetsugu	Grant Funding Lead									•				
John Oshimo	Environmental Lead									•			•	
Jorge Zarza	Senior Planning Lead									•	•			

## Roles and Responsibilities for City Staff

Iteris understands the roles and responsibilities of City Staff as described in Section 2.5, “Work to be Performed or Provided by the City.” Based on the proposed Scope of Services and Iteris’ prior experience on similar work, the tasks or functions the City will perform related to this project are adequate. Therefore, no additional services are required by the City.

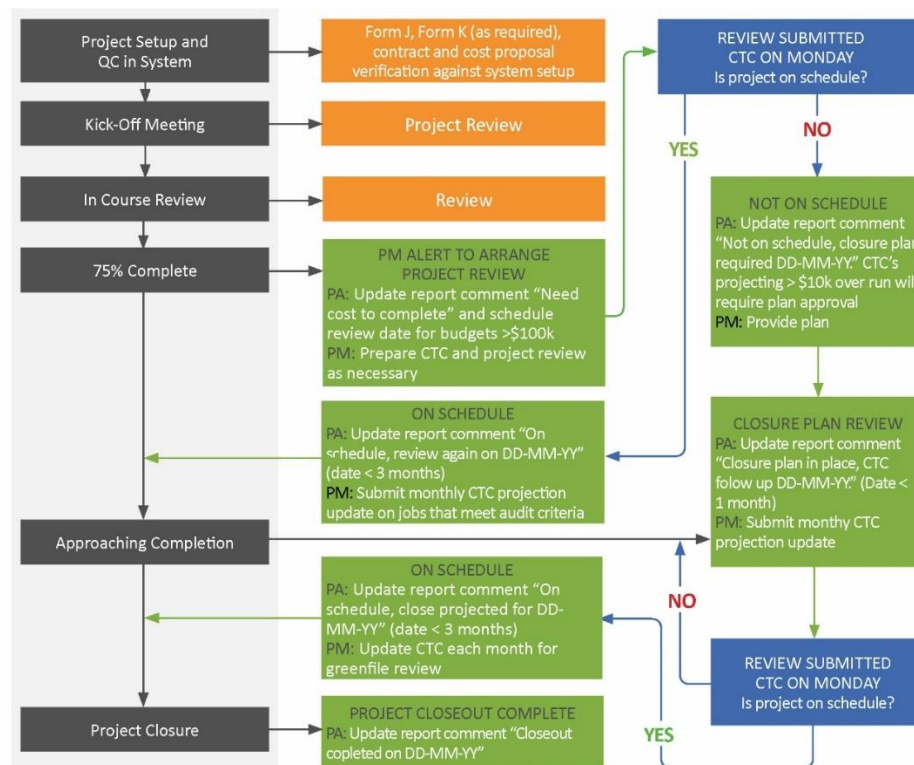
## Communications Approach & Quality Control

Iteris has a history of successful administration of projects. Through many years of experience, Iteris’ Project Manager, Deepak Kaushik, has developed a methodology that has proven effective in measuring progress, anticipating problems, reacting quickly to changes in project requirements, and maintaining schedule integrity. Iteris’ project management process is designed with checks and balances that have resulted in our impressive track record of success on similar projects. Our project management objectives are developed to:

- Provide a complete and comprehensive technical description and work definition for the entire project
- Develop a viable, comprehensive cost and schedule plan that reflects the planned performance of the work
- Establish a comprehensive control system that provides the necessary status information to the project team, City of Hermosa Beach, and Iteris management
- Identify problem areas early and initiate corrective action
- Communicate information to City of Hermosa Beach on a regular and timely basis
- Ensure thorough documentation through an effective Quality Assurance/Quality Control process

Iteris' Project Controls process is shown in **Figure 2**. This process will be adapted to be used on each Task Order. It is a sequential process of formal project (task order) start, regular review and estimating of cost to complete, with a fixed review point at 75% complete, then project closure.

**Figure 2 – Project Controls Process**



## POSSESSION OF MANAGEMENT REPORTING SYSTEMS / TOOLS

### Performance Monitoring

Monitoring of technical performance, schedules, and costs using a combination of automated and manual techniques provides an early indication of any deviation from planned performance. The earlier a deviation from the plan can be identified, the easier it is to implement the required corrective actions. The following activities are performed to proactively manage projects to ensure timely delivery and budget adherence:

- Monitor and control project activities with respect to schedule performance and analyze the impact of delays and cost alternatives. Actual project performance is periodically compared to planned project performance to identify deviations or areas of concern.
- Facilitate the assessment of work progress in terms of project milestones, work completed, percent in process, and dependence on future project tasks. As Project Manager, Mr. Kaushik, will frequently hold informal discussions with City on specific tasks in addition to the regularly scheduled project team meetings. Mr. Kaushik has extensive experience working with multiple agencies and has proven track record of completing projects on schedule and within budget.

- Development and tracking of subcontractor progress on their scopes of work begins with the execution of well-defined subcontract that clearly defines the roles and responsibilities of the subcontractor. Iteris is glad to have EBA as a subcontractor to provide grant writing and community outreach support, among other planning tasks. Specific task responsibilities, deliverables, schedule and estimated levels of effort for each task will be agreed to prior to the initiation of work so there are no ambiguities as to the roles and responsibilities of team members.

#### Monthly Progress Report

Mr. Kaushik will submit a monthly written progress report to City. In this report, Mr. Kaushik will discuss activities conducted during the reporting period (typically the previous calendar month) as well as a look at anticipated activities for the upcoming reporting period. The monthly progress report will provide the data necessary to track the progress of the work plan, in terms of budget and schedule adherence, and will forecast future expenditures and deliverable dates.

Typical subjects covered in the monthly progress report include:

- |  |   |
|--|---|
| • Summary of activities during the month                 | • Status of open items                                  |
| • Planned activities for the next month                  | • Closed items  |
| • Concerns or problems encountered and planned solutions | • Status of deliverables                                |
| • Up-to-date project schedule                            | • Forecast of cost to complete                          |
| • Status of subcontractors                               | • Documentation of any changes to the Statement of Work |

The monthly progress report will also include information on project financials. Iteris utilizes an Oracle accounting system that provides weekly updates on the labor and direct charges to each project so that project managers can track weekly charges and correct any mischarges immediately, should they occur. Iteris also monitors the budget of the subcontractor monthly by requiring monthly invoices and forecasts of costs to complete, so that the subcontractor do not get off track in terms of budget expenditures.

#### Project Kick-off Meeting

Shortly after receipt of Notice to Proceed, a project kick-off meeting will take place, which will be attended by representatives from the Iteris Team, City and other project stakeholders as deemed appropriate. The purpose of this meeting will be to ensure that participants understand and support project goals and the plan to achieve them.

#### Project Status Meetings

Iteris will discuss the progress report in a 30-minute bi-weekly verbal updates with City's Project Manager. Mr. Kaushik will summarize current activities, discuss concerns, report on milestones, evaluate future technical and financial requirements, and obtain feedback from City.

#### Management Review Meeting

Iteris upper-level management is committed to:

- Maintaining a proper environment for the successful execution of the project
- Providing Mr. Kaushik with adequate resources
- Monitoring the effectiveness of Mr. Kaushik and the project team

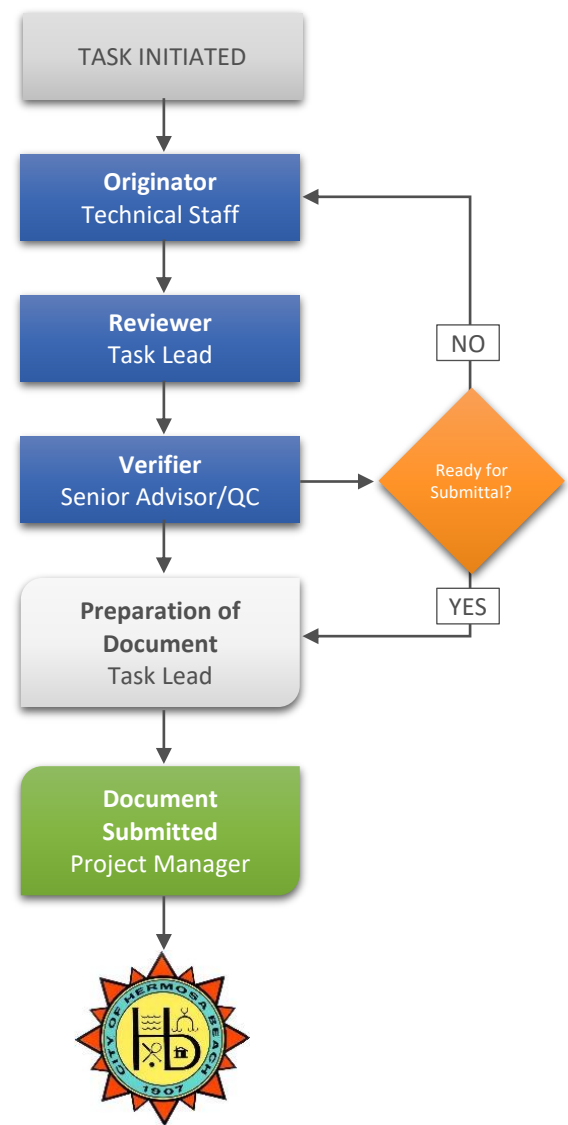
For these reasons, internal management review meetings are held monthly for each project. Current status is reviewed against the current project schedule and, most importantly, changes from baselines reported in the previous management review meeting are noted.

### QUALITY ASSURANCE/ QUALITY CONTROL (QA/QC)

Iteris' ability to implement high-quality deliverables is a direct result of Iteris' adherence to a QA/QC program that ensures accuracy, product usability, and an overall commitment to product excellence and user satisfaction. Mr. Kaushik, Iteris' proposed Project Manager, will ensure the team commitment to these objectives by identifying goals at the outset of the project and monitoring the product implementation and delivery process. The Iteris QA/QC Plan is an all-encompassing plan that covers every aspects of the project production including evaluation process, project documentation, design plans, graphics and presentations. The QA/QC process is a major factor in reducing project issues and errors and will assist with identifying conflicts or inconsistencies within project documentation.

**Figure 3** illustrates Iteris' QA/QC flowchart. In addition to project budget, ample time must be provided in the project schedule to complete reviews, as well as provide sufficient time for comments to be addressed and incorporated into the final delivery to the City of Hermosa. Delivery of top quality and error-free product(s) to the City will be the Iteris Team's number one project goal. All documents produced by Iteris associates and team members, whether for transmittal to a client, prospective client, another consulting firm, or for public distribution, are reviewed by someone with expertise in the relevant area other than the author to ensure that they are comprehensible and well written. It is difficult for the author to always catch obvious mistakes or to realize when something may be confusing to the reader, particularly when writing technical reports geared toward a lay audience. A second opinion is also invaluable in identifying alternative approaches to the analysis. Interdisciplinary review is invaluable on a multidisciplinary project like this one, as it helps to ensure that recommendations are consistent between team members.

During the internal project kick-off meeting, once the deliverables are identified, Mr. Kaushik, the PM, and each Task Lead will identify specific senior staff who are qualified to perform the reviews. At each level of document review, the originator shall also review their own work relative to the underlying analysis, calculations, and graphics, and does not assume that someone else will be reviewing it to catch any mistakes. This same attention to detail is applied to graphics (maps and presentation materials) that will be incorporated into documents and presentations. Graphics and presentation materials are often the most critical elements of a project as they are what the public and policy makers' focus on and they must be accurate and concise. They will be developed with the understanding that they are likely to be incorporated into presentations to the City of Hermosa's Board. Iteris is well acquainted with the need to adhere to the City's and all corridor agencies guidelines and coordinate public presentations with the City's Creative Services.



**Figure 3 – Quality Control Flowchart**

## 4 EXPERIENCE AND QUALIFICATIONS

Iteris is well known within the industry and has a long history of successful projects similar in scope for several California agencies. Iteris has initiated over 1,000 ITS/Engineering and Planning projects within the last five years for a wide range of public and private entities including local agencies, counties, MPO, and Caltrans. Approximately 70% of these projects represent repeat clients - a testament to Iteris' ultimate goal of client satisfaction. Iteris' extensive traffic engineering, transportation planning, and ITS experience is demonstrated by the following projects that encompass all aspects of the City of Hermosa Beach's project. Projects are summarized in **Table 4**.

**5529**

ITS /  
Engineering  
& Planning  
projects  
completed

**Table 4 – Project Qualifications Matrix**

PROJECT NAME AND LOCATION	Circulation Plans and Studies	Traffic Modeling and Speed Surveys	Multimodal Plans/Complete Street/SB743	Bicycle and Pedestrian Studies	Traffic Management/Signal Timing Plans	Parking Management	Conceptual Plans/Schematics	Transportation Safety/Education	Grant Funding	Plan Check	Street Improvement Plans/Signal Timing Plan	CEQA Review	Transportation Development Review
<b>Iteris</b>													
On-Call Transportation Planning, Traffic Engineering, and Parking Services – City of Anaheim, CA		•		•	•	•		•		•			•
On-Call Transportation Engineering – City of Buena Park, CA	•			•	•	•		•		•			•
On-Call Professional Consulting Services – City of Irvine, CA					•								
Traffic/Transportation Impact Fee Program – City of Rialto, CA		•											
PCH Arterial Improvements Design Services Project – City of Redondo Beach, CA								•			•		
Traffic Engineering Services for Safe Routes to Schools (SRTS) Pedestrian Improvements at Four Schools – Santa Monica, CA				•				•					
Professional On-Call Traffic and Transportation Engineering Services– City of Diamond Bar, CA										•			
Carbon Canyon Road (SR-142) Phase 2 Study – City of Chino Hills, CA		•						•					
Orange Grove Roadway Reconfiguration – City of Pasadena, CA			•								•		
<b>Evan Brooks Associates</b>													
Burbank On-Call Plan Check Services – City of Burbank, CA									•	•		•	•
Santa Ana On-Call Environmental Services – City of Santa Ana, CA										•		•	
La Verne On-Call Grant Writing – City of La Verne, CA									•			•	•

## Summary of Relevant Projects

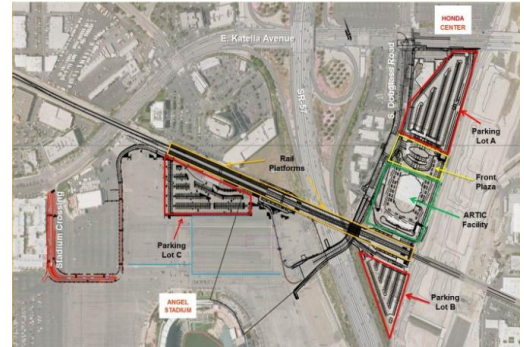
### ON-CALL TRANSPORTATION PLANNING, TRAFFIC ENGINEERING, AND PARKING SERVICES

Year started and completed	3/2014 – 7/2017 (Planning); 3/2017 – 7/2020 (Engineering)
Contracting Agency + Department	City of Anaheim, Engineering Services
Key Personnel Assigned	John Lower, Viggen Davidian, Jennifer Martin, Chris Devlin, Kristin Tso, Mai Vang
Contract Value	\$200,000

#### On-Call Traffic Engineering Services (2017-2020)

In 2017, The City of Anaheim selected Iteris to serve the Public Works Department to provide on-call traffic engineering services. In this capacity, Iteris will support services in the following:

- Traffic Signal Design
- Traffic Studies for Capital Projects
- Technical support for funding and grant applications
- Intelligent Transportation Systems Design
- Traffic Signal Timing and Coordination Studies
- Technical services and support for non-motorized capital projects



#### On-Call Transportation Planning, Traffic Engineering and Parking Services (2014-2017)

The City of Anaheim had selected Iteris to serve as an extension of City Planning Department staff to provide on-call services for land use project development Transportation Planning, Traffic Engineering and Parking Services. In this capacity, Iteris facilitated land use development project reviews with focus on their contributing to the City's General Plan goals to:

- Provided comprehensive multimodal transportation system for circulation of people and goods.
- Protected and encouraged active transportation (bicycle and pedestrian) travel and transit connectivity.
- Ensured adequate parking with consideration of strategies for the control of parking demand such as improved transit service, amenities for bicyclists, and rideshare vehicles, and strategies for shared parking opportunities in mixed-use and multiple-use development.

#### Projects included:

- ATAM Model Support - Trumark at Lewis
- ATAM Model Support - Ball Road Basin
- ATAM Model Support – Anaheim Platinum Triangle
- Anaheim Plaza Hotel Traffic Impact Analysis
- Anabella Hotel Traffic Impact Analysis
- Avanti Anaheim Boulevard Townhomes Traffic Impact Study
- Hampton Inn Traffic Impact Study
- Nohl Ranch Condo Traffic Impact Analysis
- Quality Inn Traffic Impact Study
- Radisson Hotel Traffic Impact Analysis
- Peer Review – 901 E. South Street Traffic Impact Analysis
- Peer Review – Disneyland Parking Lots and Temporary Parking
- Peer Review – Link OC
- Peer Review – Packing District Parking Study and Traffic Impact Analysis
- Peer Review – Tract No 18045 Traffic Impact Analysis

**BUENA PARK ON-CALL TRANSPORTATION ENGINEERING**

Year started and completed	12/2015 – Ongoing
Contracting Agency + Department	City of Buena Park, Public Works Department
Key Personnel Assigned	Sowmya Chandrasekhar, Ted Huynh, Chris Devlin, Alicia Yang
Contract Value	\$468,935

In July 2015, the City initiated a new approach to managing transportation issues, and determined that future transportation engineering services would be more efficiently provided by consultants rather than City staff. Iteris currently provides on-site staffing two days per week, functioning as an extension of City staff and participated in interdepartmental meetings on new developments and initiatives. Iteris staff also reviewed plans for new developments and temporary construction closures, represented the City at County-level meetings, coordinated maintenance responsibilities with the City's traffic signal maintenance contractor, and addressed traffic inquiries from City Councilmembers and residents.



Furthermore, Iteris staff provided training and education to City staff so they can be well-versed in the full capabilities of the City's TMC and signal system. Iteris staff also attended City Council and Transportation Commission meetings on behalf of the City, speaking to projects and specific items under consideration. Last, Iteris staff prepared and submitted a grant application for the Caltrans Active Transportation Plan (ATP) Cycle 3 call for projects for a Safe Routes to School (SR2S) project. As part of this application, improvements to pedestrian facilities around elementary schools and school bus stops were researched and identified. The project provided improved pedestrian facilities and improved infrastructure around schools and bus stops to reduce pedestrian/vehicle conflicts, as well as enhance pedestrian safety, mobility, and access. The grant application was selected by OCTA for funding via the County's Measure M sales tax measure, and Iteris worked with the City to fast-track funding and completion.

**IRVINE ON-CALL PROFESSIONAL CONSULTING SERVICES**

Year started and completed	6/2016 – Ongoing
Contracting Agency + Department	City of Irvine, Community Development Department
Key Personnel Assigned	Alicia Yang, Bernard Li, Naree Kim, Paul Frislie, Marlo Maynigo, Mario Gutierrez, Chris Devlin
Contract Value	\$1,930,471

Iteris is one of the City of Irvine's approved consultant team to perform the following services on an on-call basis:

- Traffic Engineering Plan Check
- Project Development Services
- On-Call Transportation Planning/Engineering Services
- Traffic Modeling
- Traffic Signal & Traffic Signal System Upgrade Design

Based on the successful completion on task orders issued to Iteris from the previous on-call and successful proposals submitted this round, Iteris is currently performing Von Karman Avenue / Tustin Ranch Road RTSSP Project within the cities of Irvine and Tustin during this on-call period. In addition to the RTSSP projects, Iteris has also been assigned the following tasks as part of this current on-call:

- Iteris is serving as extension of City staff to manage the City's Irvine Traffic Research and Control Center (ITRAC) during construction activities, school traffic, and special events. During this staffing period, Iteris staff has also been tasked with measuring new vehicle and pedestrian clearance distances.
- Iteris upgraded the City's existing video wall by assisting the City in developing design alternatives for ITRAC's video wall upgrade. Through this effort, four design alternatives using various video wall technologies and configurations with conceptual drawings were developed to assist the City in selecting the best technology and configuration that suits their operational requirements.
- Due to our knowledge of the RTSSP guidelines, Iteris assisted the City with the preparation of Measure M2 funding applications for two cycles. This included exhibits for the application, coordinating with participating agencies to identify potential approved improvements, finalizing the documents for

submittal, and assisting with questions during the review of the applications.

- Under current on-call, Iteris is assisting City to design CCTV camera at 42 locations. This includes the detailed field investigation, supplemental plans focused on installation of CCTV camera system, coordination with City staff, and assisting with questions during review process.
- Iteris also provided design services at Jamboree Road and Main Street. This includes the preparation of PS&E package for traffic signal modifications, stage construction, signing and striping, street lighting services.

The City continues to be an innovator in the region, which is exemplified by the following projects that Iteris is assisting with:

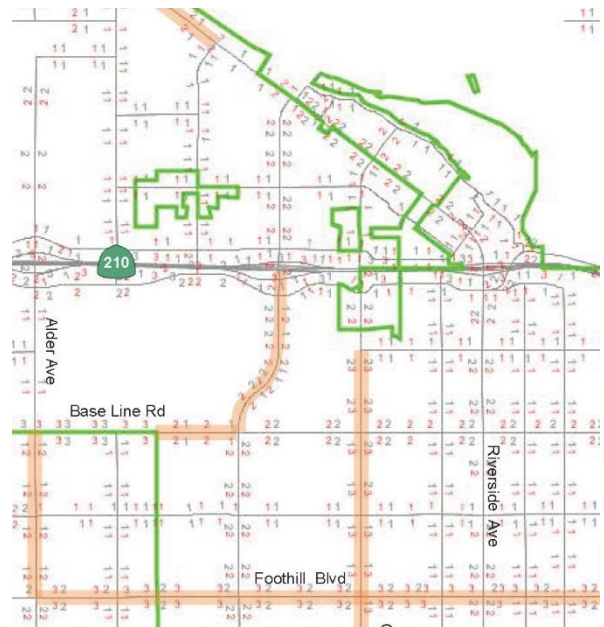
- Knowing that many of the major arterials in the City will be retimed at different times in the year or even years, the City has selected Iteris to assist with generating a Signal Synchronization Master Plan that will be the citywide approach to synchronization. This will include how signals should be grouped based on their traffic patterns and what cycle lengths these groups should be running to ensure that there is cross coordination throughout the City.
- The majority of the City signalized intersections are currently collecting high-density data with granular insight on the performance of the intersection. City staff had taken the initiative to implement an Automated Traffic Signal Performance Measures (ATSPM) system that collects this data and presents it a graphical form. The Iteris Signal Performance Measures (SPM) system was one that was installed and expanding, especially to measure the performance of the City's demonstration adaptive system that was installed in March 2019.
- The availability of the high-density data depends on the detection that is in the field. Therefore, Iteris was tasked with installing new SDLC Interface Module that would open the available detector channels (up to 62 total inputs) at the video detection intersections to allow for more informed data to be collected, such as counts and lane by lane actuation.

#### TRAFFIC/TRANSPORTATION IMPACT FEE PROGRAM

Year started and completed	5/2014 – 9/2015
Contracting Agency + Department	City of Rialto, Public Works Department
Key Personnel Assigned	Chris Devlin, Vigen Davidian, Jennifer Martin
Contract Value	\$430,000

Iteris performed a traffic/transportation impact fee program study for the City of Rialto. The intent of the fee development was to satisfy specific state laws that require a direct and strong nexus with levels of land use development growth and infrastructure improvements. As part of the study, the Iteris Team developed a focused travel demand model for the City of Rialto, based on the San Bernardino County Transportation Analysis Model (SBTAM) which is based on the SCAG Regional Transportation Plan (RTP) model. This focused model would be refined to accommodate the details of future growth areas of the City, including multiple Specific Plan areas under study, in its network and traffic analysis zone (TAZ) system. The base model volumes were validated, within an acceptable range, to reflect current conditions using 2014 roadway traffic counts.

The study includes the peak hour level of service evaluation of 50 key intersections within the City. Iteris developed a Synchro network to analyze the existing and buildout year conditions, and recommend infrastructure improvements. Cost estimates were developed for all roadway infrastructure improvements based on available cost data index (i.e. Caltrans' database), available unit costs used by the City, recent bid results in the area, and relevant published construction bulletins. In addition, the Iteris Team delivered a citywide GIS model that included

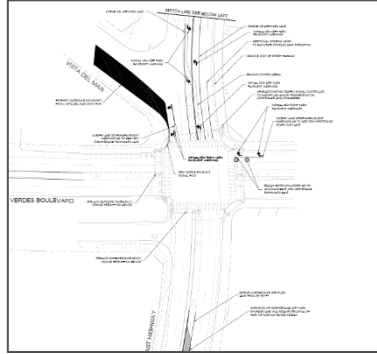


roadway/intersection attributes such as existing traffic volumes, level of service, and other characteristics reflecting the current infrastructure, as well as future transportation improvement projects as an additional layer showing the type of project, estimated project cost, project phasing, and proposed funding sources.

#### PCH ARTERIAL IMPROVEMENTS DESIGN SERVICES PROJECT

Year started and completed	12/2016 – Ongoing
Contracting Agency + Department	City of Redondo Beach, Public Works Department
Key Personnel Assigned	Paul Frislie, Bernard Li, Naree Kim, Kristen Tso, Ted Huynh
Contract Value	\$75,020

Iteris performed traffic analysis and preliminary engineering and design of Pacific Coast Highway (PCH) from Anita Street to Palos Verde Boulevard in the City of Redondo Beach. PCH is a major arterial within the City encompassing 27 intersections and 1 pedestrian signalized crossing. The goal of the project was to prepare a traffic analysis and provide mitigation recommendations in support of the development of conceptual plan documents (plans and estimates) to improve PCH. PCH is a state-owned highway and Iteris is responsible for the coordination with Caltrans District 7.



The project was divided into two phases. For the initial preliminary design phase, Iteris performed detailed field investigation and traffic analysis of the entire corridor to identify deficiencies and recommended improvements to enhance safety and traffic flow along the corridor. Topographic survey, geotechnical investigation, traffic signal, signing and striping inventory were conducted as part of the field investigation. Based on the findings and recommendations of the Traffic Analysis Report, Iteris prepared a preliminary conceptual design package that included traffic signal upgrades, signing and striping modifications for the entire corridor.

For the second phase of the Project, Iteris prepared PS&E construction documents for the intersection of Pacific Coast Highway and Torrance Boulevard. Construction documents included 60%, 90% and 100% signal modification design plans, technical specifications, and cost estimates.

#### TRAFFIC ENGINEERING SERVICES FOR SAFE ROUTES TO SCHOOLS (SRTS) PEDESTRIAN IMPROVEMENTS AT FOUR SCHOOLS

Year started and completed	12/2017 – 9/2018
Contracting Agency + Department	City of Santa Monica, Planning and Community Development
Key Personnel Assigned	Jason Xu, Ashley Son, Sowmya Chandrasekhar
Contract Value	\$42,832

As part of Safe Routes to Schools program, Iteris finalized a pick-up and drop-off zone study and traffic engineering design for four schools identified by the City of Santa Monica. Iteris staff conducted field reviews at each school site to monitor the existing traffic operation and parking conditions during drop-off and pick-up periods with regard to pedestrian and bicyclist safety as well as efficient circulation of all road users. Iteris participated in multiple stakeholder meetings held at each school to have better understanding of the perspective of school staff and parents. Following the field evaluation, Iteris developed a technical report to identify and address congestion issues and safety concerns with visual illustrations highlighting existing challenges and opportunities for the

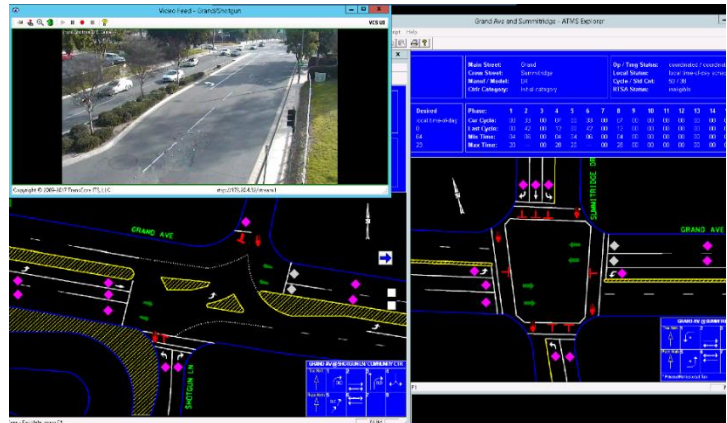
potential improvement measures. As part of this project, Iteris also worked on the 90-percent design for the installation of Rectangular Rapid Flashing Beacons (RRFBs) on Ocean Park Boulevard, left-turn prohibition on 17<sup>th</sup> Street, and right-turn probation on 16<sup>th</sup> Street. Iteris also prepared traffic handling plans for temporary closure of public roads for the construction of pedestrian safety improvements at 11 intersections in close vicinity of the schools.



### PROFESSIONAL ON-CALL TRAFFIC AND TRANSPORTATION ENGINEERING SERVICES

Year started and completed	7/2004 – Ongoing
Contracting Agency + Department	City of Diamond Bar, Public Works
Key Personnel Assigned	Gabriel Murillo, Bernard Lee, Paul Frislie, Alicia Yang, Chris Devlin, Braulio Ramirez, Julian Barba, Jennifer Martin, Ted Huynh, Kristin Tso
Contract Value	\$500,000

Iteris is currently providing citywide traffic signal operations and on-call traffic engineering services for the City of Diamond Bar. Iteris' staff, Gabriel Murillo, TE, has been providing ITS design and integration support and is currently assisting the City in their quest to implement an adaptive traffic management system. Mr. Bernard K. Li, EE, TE, PTOE, a resident of Diamond Bar since 1992, has also acted as a Traffic Engineering consultant for City of Diamond Bar for over 13 years. Iteris' staff have provided numerous traffic engineering services to the City:



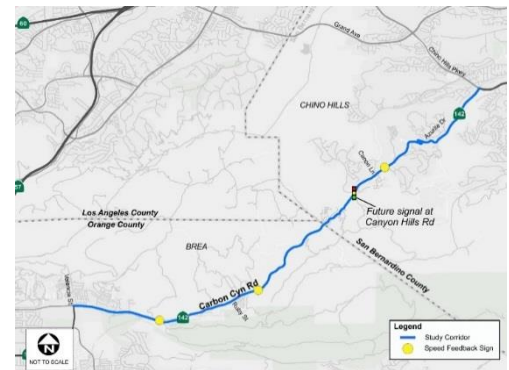
- Citywide traffic signal operations and monitoring via VPN access to the City's TransSuite traffic signal system, including responding to residents' request for timing check
- Performed citywide traffic signal timing and coordination
- Adaptive system selection support
- Traffic signal timing preparation and implementation at various newly installed or modified signals
- Adjusted signal timing before, during and after roadway construction to minimize the impact of traffic congestions due to lane closures. Oftentimes, timing adjustments were conducted during late night hours and early morning hours for night time constructions.
- City TMC staffing during construction, incidents and off-hours.
- Traffic Signal and ITS Infrastructure Upgrade Phases Design
- Communications/ITS equipment troubleshoot and repair to ensure all traffic signals, CCTV, video detection, battery backup systems are online
- City's traffic engineering advisor for Alameda Corridor East – Brea Canyon Grade Separation project
- City's traffic engineering advisor for Caltrans 57/60 HOV project
- City's traffic engineering advisor for the Los Angeles County Pomona Valley ITS project
- Traffic signal modification design at over 10 intersections
- New traffic signal installation and interconnect design at various intersections
- Neighborhood traffic management plan design and construction support
- Traffic management and circulation analysis for Quail Summit Elementary School, Lorbeer Middle School, Chaparral Middle School and Diamond Bar High School.
- Suggested Routes to School design for Golden Springs Elementary, Diamond Point Elementary, Walnut Elementary, Castle Rock Elementary, Evergreen Elementary and South Pointe Middle Schools

- Numerous line-of-sight visibility review
- Basic traffic signal and timing training for City's engineering staff
- City Council Study Session presentation of "traffic signals in our city"
- Signal warrant analysis and left-turn warrant analysis at various locations
- Signing and striping design at various roadways
- Traffic control plans review

#### CARBON CANYON ROAD (SR-142) PHASE 2 STUDY

Year started and completed	3/2018 – 12/2018
Contracting Agency + Department	City of Chino Hills, Public Works-Engineering
Key Personnel Assigned	Kaushik, Deepak, Sean Daly
Contract Value	\$57,792

Iteris is currently leading a corridor study that evaluates Carbon Canyon Road (SR-142) within the Cities of Chino Hills and Brea, for the purposes of identifying improvement measures to address key traffic (vehicular and non-motorized) and safety issues. Carbon Canyon Road is a state route, thus coordination with Caltrans was required to obtain an encroachment permit for traffic count collection. Improvement measures were recommended to reduce minor street vehicle delay, reduce speeds along the corridor, and enhance pedestrian and bicycle mobility. These recommended measures included traffic signals, speed feedback signs, channelizer islands, and left-turn refuge lanes at T-intersections. Conceptual layout plans were prepared for most of the measures, where applicable. Iteris also identified rough order of magnitude cost estimates for the recommended improvements, including construction, design, and right-of-way. These costs help to inform decision makers on the short-term or long-range feasibility of implementing each measure. Iteris staff presented initial analysis findings and recommendations to City staff members including the mayor and city council, as well as a group of residents along the corridor. Feedback received during the meeting/presentation is currently being incorporated in the draft corridor study.



#### ORANGE GROVE ROADWAY RECONFIGURATION

Year started and completed	2/2018 – 7/2018
Contracting Agency + Department	City of Pasadena, Department of Transportation
Key Personnel Assigned	Deepak Kaushik, Sowmya Chandrasekhar
Contract Value	\$27,000

Iteris provided transportation planning and engineering services on the Orange Grove Boulevard Roadway Reconfiguration project for the City of Pasadena. The project consisted of traffic and safety improvements along the 4-mile corridor from Lincoln Avenue to Sierra Madre Villa. Iteris analyzed the potential traffic and travel time impacts of reducing the current 4-lane roadway down to a 2-lane roadway with buffered bicycle lanes and improved pedestrian facilities. Intersection levels of service and average delay were analyzed using Synchro, with simulations in SimTraffic provided to inform city staff of potential queuing issues. As part of the analysis, the SCAG regional travel demand model was used to estimate potential diversion of traffic to neighborhood streets as a result of the reduction in vehicle capacity on Orange Grove Boulevard. In addition to the technical analysis, Iteris participated in and presented findings at multiple community outreach meetings. This outreach played a major role in conveying the benefits of the project while also disclosing potential impacts to concerned citizens.



## SUBCONSULTANT – EVAN BROOKS ASSOCIATES, INC.

BURBANK ON-CALL PLAN CHECK SERVICES	
Year started and completed	6/2018 – Ongoing
Contracting Agency + Department	City of Burbank, CA + Community Development Department
Key Personnel Assigned	Jorge Zarza
Contract Value	Hourly Rates

Evan Brooks Associates (EBA) is currently contracted by the City to provide assistance with ADU plan check and reviews. The primary duties of the on-call planning assistance staff is to assist the Community Development Department with any and all duties regarding ADU property owner applicant submittals, including, but not limited to:

- Plan checking (including reviewing plans for ADUs and ensuring compliance with State and local laws, policies and guidelines);
- Assisting and performing field investigations, as requested by City staff, to ensure ADU policies and zoning codes are enforced;
- Processing permit applications;
- Monitoring the progress and status of permitting reviews, re-submittals and approvals;
- Preparing and presenting reports to the planning commission and/or city council, as requested by City staff; and other planning duties, as requested by City staff.

The project was completed on time and on budget.

SANTA ANA ON-CALL ENVIRONMENTAL SERVICES	
Year started and completed	4/2017 –Ongoing
Contracting Agency + Department	City of Santa Ana, CA + Planning Department
Key Personnel Assigned	Daniel Bartelson, John Oshimo
Contract Value	Hourly Rates

EBA provides the City with on-call environmental assistance on a range of projects undergoing federal, state, and local regulatory CEQA/NEPA compliance. EBA works under the direction of City staff and coordinates with project applicants, property owners, and developers to ensure adherence to CEQA/NEPA regulations, Santa Ana Municipal Code, Santa Ana General Plan, and countywide regulations.

Most recently, EBA was tasked with identifying the appropriate CEQA document and preparing the environmental Initial Study (IS) document for the Tustin Avenue Retail Project. The proposed project was the development of a new gas station and a one-story multi-tenant retail building with a drive-through lane. The project also included a General Plan Amendment to the Land Use Plan Map and an Amendment Application (zone change) to the Zoning Map. The IS was completed on time and on budget.

LA VERNE ON-CALL GRANT WRITING: LA VERNE	
Year started and completed	2013 – Ongoing
Contracting Agency + Department	City of La Verne, CA + Public Works Department
Key Personnel Assigned	Hal Suetsugu, Daniel Bartelson
Contract Value	\$1,500/month

EBA currently provides the City of La Verne with funding opportunities and grant writing services. EBA actively monitors for new and upcoming funding opportunities that are in line with the City's current capital improvement, transportation and sustainability projects and programs. EBA staff provides recommendations of upcoming funding opportunities the City may be interested in pursuing.

This allows the City to determine, in real time, which opportunities they wish to target. Additionally, EBA provides grant writing and funds administration services, including environmental clearance and grant funding obligation. To date, EBA has secured \$3.5 million for the City.

## References

Iteris has provided the following client references as shown in **Table 5**.

**Table 5 – References**

NAME OF AGENCY PM / NAME OF AGENCY	EMAIL ADDRESS AND TELEPHONE NUMBER OF CONTACT PERSON	DESCRIPTION OF PROJECT OR SERVICES PROVIDED
<b>Iteris</b>		
<b>Joe Dyer</b> Assistant City Engineer <a href="#">City of Chino Hills, CA</a>	14000 City Center Drive Chino Hills, CA, 91709 (E) <a href="mailto:jdye@chinhills.org">jdye@chinhills.org</a> (T) (909) 364-2771	<ul style="list-style-type: none"> <li>Carbon Canyon Road (SR-142) Phase 2 Study</li> <li>Chino Hills Traffic Impact Fee and Nexus Study</li> </ul>
<b>Joaquin Siques</b> Principal Engineer <a href="#">City of Pasadena, CA</a>	221 E Walnut St # 199 Pasadena, CA, 91101 (E) <a href="mailto:jsiques@cityofpasadena.net">jsiques@cityofpasadena.net</a> (T) (626) 744-6900	<ul style="list-style-type: none"> <li>Orange Grove Roadway Reconfiguration</li> <li>Traffic Management Center (TMC) Staffing for Special Events</li> </ul>
<b>Brad Sommers, PE</b> Senior Civil Engineer <a href="#">City of Newport Beach, CA</a>	3300 Newport Boulevard, PO Box 1768 Newport Beach, CA 92658 (E) <a href="mailto:bsommers@city.newport-beach.ca.us">bsommers@city.newport-beach.ca.us</a> (T) (949) 644-3326	<ul style="list-style-type: none"> <li>Traffic System Master Plan, Phases 1-8 Projects</li> <li>Pedestrian Signals / Rectangular Rapid Flashing Beacons (RRFB)</li> <li>Dover Drive &amp; Westcliff Drive Improvement Project</li> </ul>
<b>Rafael Cobian, PE</b> Principal Traffic Engineer <a href="#">City of Anaheim, CA</a>	200 S. Anaheim Boulevard, Suite 276 Anaheim, CA 92805 (E) <a href="mailto:rcobian@anaheim.net">rcobian@anaheim.net</a> (T) (714) 765-4991	<ul style="list-style-type: none"> <li>Anabella Hotel City Traffic Impact Analysis (TIA)</li> <li>Anaheim Plaza Hotel Traffic Impact Analysis (TIA)</li> <li>Avanti Anaheim Boulevard Townhomes (TIA)</li> <li>Disney Eastern Gateway Garage Traffic Study</li> </ul>
<b>Peter James</b> Principal Planner <a href="#">City of Santa Monica, CA</a>	1685 Main Street Santa Monica, CA 90401 (E) <a href="mailto:peter.james@smgov.net">peter.james@smgov.net</a> (T) (310) 458-8341	<ul style="list-style-type: none"> <li>Lincoln Neighborhood Corridor Plan "The LiNC" Outreach, Schematic Design, Business Improvement, Beautifications and Transit, Parking and TDM Strategies</li> </ul>
<b>Carl Hickman</b> Senior Transportation Engineer <a href="#">City of Long Beach, CA</a>	333 W. Ocean Blvd. Long Beach, CA 90802 (E) <a href="mailto:david.hickman@lbcity.org">david.hickman@lbcity.org</a> (T) (562) 570-6759	<ul style="list-style-type: none"> <li>Broadway Corridor Road Safety Audit and Assessment (RSA)</li> </ul>
<b>Evan Brooks Associates</b>		
<b>Daniel Keesey, PE</b> Public Works Director <a href="#">City of La Verne, CA</a>	3660 "D" Street La Verne, CA 91750 (E) <a href="mailto:dkeesey@ci.la-verne.ca.us">dkeesey@ci.la-verne.ca.us</a> (T) 909-596-8741	<ul style="list-style-type: none"> <li>La Verne On-Call Grant Writing</li> </ul>
<b>Fred Ramirez</b> Assistant Community Development Director- Planning <a href="#">City of Burbank, CA</a>	150 N 3rd St #242 Burbank, CA 91502 (E) <a href="mailto:FRamirez@burbankca.gov">FRamirez@burbankca.gov</a> (T) 818-238-5273	<ul style="list-style-type: none"> <li>Burbank On-Call Plan Check Services</li> </ul>

## Experience and Qualifications of Key Personnel

As mentioned in the cover letter, Iteris strives to help clients solve the problems that are the focus of the project by providing solutions that work, solutions that innovate, and solutions that are **Smart**. These are reasons why clients know Iteris as a firm that goes above and beyond expectations to make client projects successful. One method to achieve these goals is by offering clients an Expert Advisory Panel whose mission it is to assist the Project Team with innovation ideas, problem solving solutions and quality control (QA/QC). Iteris is pleased to offer **Mr. Davidian**, as the Expert Advisory Panel for this project. Full resumes with key qualifications to provide services required in RFP are provided on the following pages.



## EDUCATION

BS, Civil Engineering, University of California, Irvine, 2001

## YEARS OF EXPERIENCE

With Iteris: **11** Total: **16**

## REGISTRATIONS

Civil Engineer (PE)  
CA #72838, 2007

## CORE DISCIPLINES

Transportation Planning  
Multimodal Planning  
Travel Demand Modeling  
Transit

Mr. Kaushik serves as an Associate Vice President for Iteris' Transportation Systems division and has been with the firm since September 2008. He has over 16 years of transportation planning and engineering experience which includes transportation systems analysis, multimodal mobility planning, highway operations, traffic safety, and travel-demand modeling. He enjoys the technical aspects of the projects he manages, but also embraces the interaction with stakeholders, city officials, and the public. Most of all, he welcomes the challenge of finding solutions that improve mobility for all users.

Did you  
know?

*Deepak enjoys running sprints uphill and up stairs whenever he can find a steep hill or a long staircase.*

## Project Experience

### Orange Grove Roadway Reconfiguration – City of Pasadena, CA

Mr. Kaushik serves as Project Manager providing transportation planning and engineering services on the Orange Grove Boulevard Roadway Reconfiguration project for the City of Pasadena. The project consists of traffic and safety improvements along the 4-mile corridor from Lincoln Avenue to Sierra Madre Villa. Iteris is analyzing the potential traffic and travel time impacts of reducing the current 4-lane roadway down to a 2-lane roadway with buffered bicycle lanes and improved pedestrian facilities. The project began in February 2018 and completed in May 2018.

### Beverly Hills Complete Streets Plan – City of Beverly Hills, CA

Mr. Kaushik serves as Task Lead for the Complete Streets project for the City of Beverly Hills. The Plan will define and provide guiding policy that will prioritize mobility elements and propose implementation phases for Complete Streets elements. Mr. Kaushik's responsibilities include leading the development of the draft and final complete streets plan. The project began in October 2017 and completed in May 2019.

### North Santa Monica Boulevard Reconstruction – City of Beverly Hills, CA

Mr. Kaushik served as a Project Engineer supporting the evaluation of alternatives and recommended a concept to the City Council that would allow for the addition of bicycle lanes and median islands as part of the project. Visual simulations of the existing and future conditions along the corridor were used to illustrate the limited impact of the minor street widening recommended. As part of design, Iteris led signing and striping, decorative street lighting, traffic signal modifications at all signalized intersections and coordinated with IT communication design. The project began in January 2013 and completed in June 2017.

### Senate Bill 743 Mitigation Measures Analysis, Los Angeles County

### Metropolitan Transportation Authority (Metro) – Los Angeles County, CA

Mr. Kaushik served as Project Manager analyzing potential impacts under a new Vehicle Miles Traveled (VMT) metric to previously certified

Environmental Impact Reports (EIRs) where Metro is/was the Lead Agency. This effort addressed the State of California, Office of Planning and Research's (OPR) update to California Environmental Quality Act

(CEQA) Guidelines pursuant to Senate Bill 743, which would change the transportation impact analysis methodology from Level of Service (LOS) to VMT under CEQA. Iteris evaluated six case studies assembled by Metro under the VMT metric, and assisted with making judgments regarding determining and assigning mitigation measures to the projects. The project began in September 2017 and completed in March 2018.

**Ontario Airport Northwest Cargo Intelligent Transportation System (ITS), Ontario International Airport Authority (OIAA) – Ontario, CA**

Mr. Kaushik serves as Project Manager preparing a traffic impact study, as part of an environmental planning team, for the OIAA. The study is evaluating the potential traffic impacts of constructing a new cargo facility on a 51-acre site located in the northwest corner of the airport. The analysis will evaluate the effects of new truck (delivery) and passenger vehicle (employee) trips associated with the project within the study area (Grove Avenue, Vineyard Avenue, Archibald Avenue, Haven Avenue). The project began in December 2017 and completed in July 2018.

**Santa Monica High School (SamoHi) Transportation Services, Santa Monica-Malibu Unified School District (SMMUSD) – Santa Monica, CA**

Mr. Kaushik serves as Project Manager of the traffic study for the SamoHi Campus Plan (SCP). He is leading the Iteris team in evaluating near-term and long-range traffic impacts as they relate to the overall project goal of upgrading the entire campus, updating the SMMUSD's Civic Center Joint Use Project (CCJUP), and developing long-term strategies to ensure the SamoHi campus is fully integrated into the surrounding communities. The project began in November 2012 and completed in January 2019.

**I-215/Keller Road Interchange PA/ED Project – City of Murrieta, CA**

Mr. Kaushik serves as Project Manager for the

Traffic Operations Analysis of a new interchange along I-215 at Keller Road. Long-range traffic volumes for the analysis were developed using the City of Murrieta travel-demand model.

Management of the project has include working with the project design team to develop the interchange alternatives that result in the most efficient flow of traffic, as well as presenting results to Caltrans. The project began in January 2015 and completed in December 2016.

**Griffith Park Circulation and Parking Study – City of Los Angeles, CA**

Mr. Kaushik served as Task Manager for the evaluation of traffic/circulation conditions within Griffith Park in the City of Los Angeles. Iteris evaluated vehicle, shuttle bus, bicycle, and pedestrian circulation conditions within Griffith Park, as part of a study to mitigate traffic congestion and improve multimodal accessibility while protecting the natural environment and urban wilderness identity. Important responsibilities included recommending multimodal improvements such as new bicycle lanes, one-way traffic flow, and angled/ diagonal parking in the vicinity of the Griffith Observatory. He also led the team in preparation of conceptual design plans for the intersection, roadway, and parking enhancements. The project began June 2015 and completed in June 2018.

**Traffic/Transportation Impact Fee Program – City of Rialto, CA**

Mr. Kaushik served as Project Manager for the preparation of a comprehensive traffic/transportation impact fee program study for the City. The program was developed to satisfy specific state laws that require a direct and strong nexus with levels of land use development growth and infrastructure improvements. As part of the study, Iteris developed a focused travel demand model for the City of Rialto, based on the SBTAM, which included refinements to accommodate the details of future growth areas of the City (such as Specific Plan areas). The project began in May 2014 and completed in July 2017.



### EDUCATION

MS, Civil Engineering  
(Transportation), University of  
California, Berkeley, 1981  
BS, Civil Engineering, Iowa State  
University, 1979  
NHI Certificate of Training – Project  
Development and Environmental  
Documentation, FHWA

### YEARS OF EXPERIENCE

With Iteris: **25** Total: **38**

### REGISTRATIONS

Civil Engineer (PE)  
CA #36335, 1983

### CORE DISCIPLINES

Strategic Highway, Multimodal &  
Corridor Improvement Plans  
Travel Demand Model Development  
& Forecasting  
Transit  
Performance Measurement &  
Monitoring  
Project Prioritization

### AFFILIATIONS

Institute of Transportation  
Engineers (ITE)  
American Society of Civil Engineers  
(ASCE)  
Phi Kappa Phi, Engineering  
Honors Society Chi Epsilon, Civil  
Engineering Honors Society

Mr. Davidian serves as a Vice President for Iteris' Transportation Systems division and has been with the firm since February 1994. He has over 38 years of comprehensive project engineering and management experience encompassing transportation planning, traffic engineering design, and civil engineering, both in the private and the public sectors. He has managed and directed a wide range of projects from traffic, circulation and parking design for various size developments to large-scale multi-modal transportation strategic plans as well as corridor and area-wide studies. These assignments have involved traffic engineering design on-call projects, traffic management system plans, system performance measurement studies, ITS technologies, major investment studies, corridor alternatives analysis and needs assessments, travel demand model development and forecasting, short and long-range transit plans, high-speed rail, general plan circulation elements, and highway alignment and preliminary design studies. He has extensive experience in transportation policy planning and analysis, and consensus building skills working with multi-jurisdictional policy and technical advisory committees, elected officials, planning commissions, and agency staffs. He has a broad knowledge of state, federal and local guidelines, procedures and regulations related to transportation system planning, design, financing and implementation.

Mr. Davidian oversees Iteris' capabilities and resources in Multimodal Transportation Strategic Plans and Travel Demand Forecasting. His expertise includes conducting comprehensive traffic analyses and studies to support interchange and freeway corridor improvement projects for local jurisdictions and Caltrans. Mr. Davidian has conducted and managed the full range of services from assessment of existing conditions, development of traffic forecasts, drafting purpose and need analyses, project justification, alternatives evaluation, traffic operations analysis, identification of traffic impacts and mitigation measures, traffic simulation for ramps and freeway mainline, and support of environmental analyses.

Did you  
know?

*Viggen sings Bass in a four-voice mixed classical choir in LA and has sang in various choirs since he was 15.*

### Project Experience

Last-Mile Freight Delivery Study, Southern California Association of Governments (SCAG) – Los Angeles, CA

Mr. Davidian serves as Principal in Charge on this project to provide an examination of urban delivery operations at key locations throughout the City of Los Angeles—specifically identifying current conditions as experienced by both last-mile delivery providers and shipment receivers to understand the larger community impacts.

Iteris is examining a broad array of potential issues impacting, or arising from, last-mile freight deliveries and developing critical area profiles along with strategic recommendations for increasing the efficiency and effectiveness of last mile freight operations while minimizing conflicts with other users of public streets and curbside space. The project began in April 2017 and is expected to complete April 2020.

**Traffic Analysis for TOD Specific Plan – Inglewood Planning Services for Crenshaw and Green Line LRT Stations – City of Inglewood, CA**

Mr. Davidian serves as Principal in Charge on this project for the City of Inglewood. Iteris is developing circulation and access plans for transit oriented developments around four Los Angeles Metro light rail stations in the City. These TOD plans cover the Fairview Heights, Downtown and Westchester/ Veterans stations on the Crenshaw Line as well as the Crenshaw Station on the Green Line LRT.

**SCAG High Quality Transit Area (HQTa) Analysis**

Mr. Davidian serves as Principal in Charge. As part of a multi-disciplinary team, Iteris examines and evaluates the transportation and access elements of selected High Quality Transit Area projects in the southern California region.

**Riverside County Transportation Commission (RCTC) Long Range Transportation Plan – Riverside County, CA**

Mr. Davidian serves as Principal in Charge on the preparation of RCTC's first Long Range Transportation Plan (LRTP). As part of this planning process, Iteris is assisting with the development of the LRTP vision and goals, defining existing and future transportation conditions and developing transportation issues and strategies for investments to address those issues. The project began in July 2017 and is expected to be completed June 2019.

**Crenshaw Light Rail Transit (LRT) Grade Separation at Centinela Avenue, Los Angeles County Metropolitan Transportation Authority (Metro) – City of Inglewood, CA**

Mr. Davidian serves as Principal-in-Charge for the preparation of a Grade Crossing Traffic Analysis

for the Centinela Avenue crossing of the future Metro Crenshaw LRT Line, currently under construction, in the City of Inglewood. As part of the analysis, Iteris is preparing a VISSIM microsimulation to evaluate the impact of the at-grade train crossing on intersection operations in the study area. The existing VISSIM network has been calibrated to current peak hour queue lengths and a calibration/ validation report is being provided to Metro. The project began in August 2017 and was completed in April 2018.

**Senate Bill 743 Mitigation Measures Analysis, Los Angeles County Metropolitan Transportation Authority (Metro) – Los Angeles County, CA**

Mr. Davidian serves as Principal in Charge on this project analyzing potential impacts under a new Vehicle Miles Traveled (VMT) metric to previously certified Environmental Impact Reports (EIRs) where Metro is/was the Lead Agency. This effort addressed the State of California, Office of Planning and Research's (OPR) update to California Environmental Quality Act (CEQA) Guidelines pursuant to Senate Bill 743, which would change the transportation impact analysis methodology from Level of Service (LOS) to VMT under CEQA. Iteris evaluated six case studies assembled by Metro under the VMT metric, and assisted with making judgments regarding determining and assigning mitigation measures to the projects. The project began in September 2017 and completed in March 2018.

**Orange Grove Roadway Reconfiguration – City of Pasadena, CA**

Mr. Davidian serves as Principal in Charge providing transportation planning and engineering services on the Orange Grove Boulevard Roadway Reconfiguration project for the City of Pasadena. The project consists of traffic and safety improvements along the 4-mile corridor from Lincoln Avenue to Sierra Madre Villa. Iteris is analyzing the potential traffic and travel time impacts of reducing the current 4-lane roadway down to a 2-lane roadway with buffered bicycle lanes and improved pedestrian facilities. The project began in February 2018 and was completed in June 2018.



## EDUCATION

MS, Transportation Management,  
San Jose State University, San Jose,  
CA, 2018

BS, Urban and Regional Planning,  
California State Polytechnic  
University, Pomona, CA, 2009

AA, Masters Certificate, HSR  
Management, 2016

## YEARS OF EXPERIENCE

With Iteris: <1 Total: 11

## CORE DISCIPLINES

Multimodal Transportation Planning  
Corridor Planning  
Project and Program Delivery  
Active Transportation  
Sustainable Planning  
First-Last Mile Planning  
Station Area Planning  
Shared Mobility  
Public Outreach  
Alternatives Analysis  
Traffic Analysis  
Feasibility Studies

## AFFILIATIONS

American Planning Association

Mr. Greenway serves as a Senior Manager for Iteris' Mobility Planning division and has been with the firm since September 2018. Mr. Greenway has over 11 years of experience in land use, transportation, environmental, and regional planning in both public and private sectors. He has had successful track record in the development and implementation of high-profile infrastructure projects and programs in collaboration with a range of audiences, including local, regional, state, federal, private-sector actors, elected officials, and community stakeholders that inform policy decisions and promote equitable and sustainable growth throughout California. He has worked on a variety of multimodal projects and programs, including highway and transit corridor expansions, active transportation, station area planning, transportation and feasibility studies, alternatives analysis, and ridership forecasting.

**Did you  
know?**

*Ryan enjoys traveling. He once traveled around the world  
visiting over seven countries in less than 2-weeks.*

## Project Experience

### Elk Grove Bus Rapid Transit Feasibility Study – City of Elk Grove, CA

Mr. Greenway manages the Elk Grove BRT Feasibility Study, including the evaluation of existing service, land uses, densities, origin/destinations, population, and providing ridership projections, recommended BRT improvements, and costs to the City Council. This project began in November 2018 and is Ongoing.

### Central Valley Wye Study, California High Speed Rail Authority (CHSRA) – Merced to Fresno, CA

Mr. Greenway served as Environmental Task Manager for the Merced to Fresno Project Section: Central Valley Wye Draft Supplemental Environmental Impact Report/Environmental Impact Statement (EIR/EIS), which evaluates four build alternatives between 51-53 miles in length and the No Build alternative. This project required FRA and the Authority to prepare a joint environmental document under CEQA and NEPA. Mr. Greenway oversaw the environmental processes, documents, and permits for the delivery of the Authority's environmental program on this project. He also managed the environmental component of the project section for all environmental clearance documents and processes, ensured timely and quality preparation of NEPA/CEQA environmental documents, provided direction to consultants regarding Authority standards and expectations, and coordinated with other Environmental Managers to provide consistency between project sections. All documents were required to comply with CHSRA standards, procedures, and methodologies. This project also required meetings with other agencies, including the U.S. Environmental Protection Agency, U.S. Army Corps of Engineers, U.S. Bureau of Reclamation, and the Surface Transportation Board for consultation purposes. This project began in 2016 and completed in 2018.

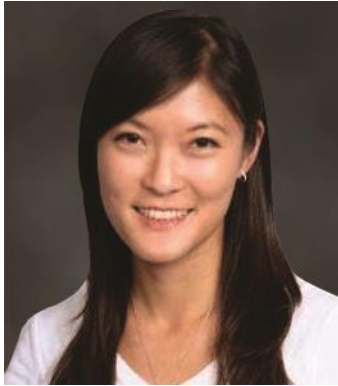
Local Generated Alternative (F-B LGA), Central Valley Wye Study, California High Speed Rail Authority (CHSRA) – Fresno to Bakersfield, CA

Mr. Greenway served as Deputy Project Manager for the preparation of the environmental documents. This project required the coordination with multiple agencies and team members, including CHSRA, Federal Railroad Administration (FRA), legal counsel, and regional teams. Mr. Greenway was responsible for conducting initial reviews of regional team's work for quality and consistency with CHSRA's adopted environmental methods, style, standards, and guidelines. Mr. Greenway conducted technical analysis, research, author technical memorandums, and provided project management services and program level support as well as environmental compliance for construction and right-of-way activity. Projects began in 2016 and completed in 2018, included:

- **Bakersfield In-Line Terminal Station:** Provided technical expertise and support for optional station locations at engineering and design workshops, including station area planning, access, circulation, platform elements, and parking needed for a phased implementation.
- **Excess Property Right-of-Way Program:** Managed excess property outside the environmental footprint. This included working with right-of-way and property management to develop a new process and procedure in managing excess property, updating the right-of-way manual, and developing best management practices and procedures to be used by property management to ensure environmental compliance during property management activities on excess properties.
- **Williamson Act Contracts:** Managed compliance of potential acquisition of Williamson Act Lands for two project sections in the Central Valley. This includes producing maps, preparing board reports, letters to the Department of Conservation, and monitoring footprint changes requested by the design builder for all construction packages.
- **Fresno to Bakersfield Supplemental EIR/EIS Feasibility Memorandum:** Documented the consideration that the Authority has provided to different alternatives to the LGA. This included working with engineering and the regional consultants to produce maps, figures, and prepare a memo documenting the evaluation

process of alternatives considered but eliminated from study in the Draft EIR/EIS.

- **NEPA Assignment:** Managed the "Fishing Team" CVY Administrative Draft Supplemental EIR/EIS Pilot Program for NEPA Assignment and to keep with Authority's commitment to improve the overall quality of its environmental documents. This included working with a team of six subject areas experts and editors to perform an overall review of the document for accuracy and completeness, ensure correct and consistent use of style and grammar based on the Authority's Environmental Style and Preparation Guidelines, and formatting the document so that the text is clear, understandable, concise, and attractive for public presentation. Developed and implement lessons learned to improve process/procedures for implementation on future project sections.
- **Approval EIR/EIS Checklist:** Developed new process and procedure for documenting the environmental review and approval process that each project section will go through prior to publication of a Draft or Final EIR/EIS. This included working with other Environmental Managers, Department Heads (e.g. Delivery, Engineering, Environmental, Communications, and Legal), and prepared an internal document routing signature/approval form that will be used by all sections when preparing environmental documents.
- **Response to Comments/CommentSense<sup>®</sup>:** Conduct training for staff and regional consultants, provide programwide compliance for the Authority for two HSR project sections, coordinate with the Statewide Administrator, manage the response to comments and QA/QC process, workflow, schedule, and review of response to comments and coordination with FRA and Legal for inclusion in the Final EIR/EIS.



### EDUCATION

MS, Transportation Engineering,  
University of California, Berkeley,  
2007

BS, Civil Engineering, University of  
California, Berkeley, 2006

### YEARS OF EXPERIENCE

With Iteris: **3** Total: **12**

### REGISTRATIONS & CERTIFICATIONS

**Civil Engineer (PE)**  
CA #77339, 2011

**Traffic Engineer (TE)**  
CA #2650, 2012

### CORE DISCIPLINES

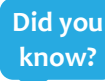
Transportation Planning  
Travel Demand Forecasting  
Traffic Engineering & Operations

### AFFILIATIONS

Orange County Traffic Engineering  
Council (OCTEC)

Institute of Transportation Engineers  
(ITE)

Ms. Tso serves as a Senior Engineer for Iteris' Transportation Systems division and has been with the firm since January 2016. She is a highly-qualified traffic engineer with 12 years of project experience in traffic engineering and operations, travel demand forecasting, transportation planning, and traffic simulation. Ms. Tso's technical specialties include freeway and arterial operational analysis, traffic simulation modeling, demand model post-processing, highway and arterial improvement planning and design, and construction traffic management including detour/ closure analysis. She has also worked extensively on traffic impact analyses in accordance with CEQA/NEPA and other municipal guidelines for both small and large scale transportation projects across the state of California. Ms. Tso has experience evaluating outputs from various regional travel demand models including SCAG, OCTA, SANDAG, RivTAM and other subregional models. Software experience includes Synchro, SimTraffic, VISSIM, TransCAD, HCS, Traffix, CUBE, Excel, and MicroStation.



*Kristin enjoys hiking and camping on the weekends.*

## Project Experience

### Pacific Coast Highway (PCH) Improvement – City of Redondo Beach, CA

Ms. Tso served as Analysis Task Lead responsible for preparing traffic analysis for the preliminary engineering designs to improve PCH from Anita Street to Palos Verde Boulevard in the City of Redondo Beach. PCH is a state-owned highway and Iteris is responsible for the coordination with Caltrans District 7. The project was divided into two phases. For the initial preliminary engineering phase, Ms. Tso oversaw corridor evaluation which included field investigation, Level of Service (LOS) and queuing analysis and was responsible for providing improvement recommendations. The project began in December 2016 and completed in June 2018.

### Avanti Anaheim Boulevard Townhomes (TIA) – City of Anaheim, CA

Ms. Tso serves as Project Engineer responsible as Field data collection and CCTV design work on this transportation study which is located at 100-394 West Cerritos Avenue which is on the southwest corner of the intersection of Cerritos Avenue and Anaheim Boulevard. She oversees project trip generation, distribution and future volume development as well as Level of Service (LOS) analysis performed for intersection and arterial roadway. The project began in January 2019 and completed in May 2019.

### Irvine Business Complex Traffic Study Update – City of Irvine, CA

Ms. Tso provided traffic analysis and mitigation development for the Irvine Business Complex (IBC) Traffic Study Update. The study looked at over 200 intersections and arterial segments in the City of Irvine and adjacent jurisdictions as well as 60 freeway segments and over 100 freeway ramps. Updates to land uses, traffic counts and highway network improvements were included as part of the study.

Traffic impacts associated with the Vision Plan were identified and a series of potential mitigation measures were identified. The project began in February 2018 and is ongoing.

**SR-60 and Potrero Boulevard Interchange Phase II – City of Beaumont, CA**

Ms. Tso serves as Traffic Task Lead responsible for completing a Supplemental Traffic Impact Analysis for this interchange design project to construct a new 6-lane bridge over SR-60 and freeway-arterial interchange at Potrero Boulevard. The traffic study consisted of providing post-processed forecast volumes and HCM analysis for opening and horizon year (2022 and 2045) with Project conditions for freeway mainline, ramps, and arterial intersections within to determine traffic impact to the study area.

In addition to the traffic study, Iteris is also responsible for completing design plans for traffic signal, lighting, sign illumination, and CCTV, and ramp metering. The project began in October 2018 and completed in April 2019.

**Radisson Hotel Traffic Impact Analysis (TIA) – City of Anaheim, CA**

Ms. Tso served as Project Engineer to conduct a traffic study for a 4-star 330 room hotel located within the Resort District of Anaheim. She oversaw project trip generation, distribution and future volume development as well as Level of Service (LOS) analysis performed for intersection and arterial roadway. The project began in July 2017 and completed in September 2017.

**1441 South Manchester Avenue Hotel Traffic Study – City of Anaheim, CA**

Ms. Tso served as Project Manager to conduct a traffic study for a redevelopment of an existing hotel with a planned 225-room hotel within the City of Anaheim. She oversaw project trip generation, distribution and future volume development as well as Level of Service (LOS) analysis performed for intersection and arterial roadway. The project began in February 2017 and completed in April 2017.

**La Palma House Parking Study – Anaheim, CA**

Ms. Tso served as Project Manager to conduct a parking study for a redevelopment of a residential building to a bed and breakfast inn within the City of Anaheim. The redevelopment will include a

café and a special event space for up to 100 guests. She oversaw the assessment of parking and circulation requirements for the site. The project began in December 2016 and completed in February 2017.

**SR-22 Eastbound Improvement Study Traffic Analysis – Orange County, CA**

Ms. Tso served as Deputy Project Manager preparing traffic safety analysis on eastbound SR-22 for Caltrans District 12 in Orange County. The study involved operational evaluation of the proposed shortening and reconfiguration of the eastbound SR-22 connector to the I-5/SR-57 including removal of an existing access from the Bristol Street on-ramp. An origin/destination analysis utilizing OCTAM was performed to evaluate the traffic impact to the nearby local arterial network due to loss of access and possible rerouting. The analysis included travel demand modeling, development of traffic volumes, and traffic operations analysis. With and without Project traffic analyses were completed using Synchro and HCS for the study area freeway corridor and intersections. Sensitivity analysis was conducted using microsimulation software VISSIM to evaluate each of the design option. The project began in May 2016 and completed in December 2016.

**Hampton Inn Traffic Impact Analysis (TIA) – City of Anaheim, CA**

Ms. Tso served as Deputy Project Manager to conduct a traffic study for a redevelopment of an existing hotel with the planned 178-room Hampton Inn within the City of Anaheim. She oversaw project trip generation, distribution and future volume development as well as Level of Service (LOS) analysis performed for intersection and arterial roadway. The project began in September 2016 and completed in November 2016.



## EDUCATION

MSc, Transportation Planning and Engineering, University of Leeds, UK, 1991

BA, Economics, Durham University, UK, 1987

## YEARS OF EXPERIENCE

With Iteris: **5** Total: **27**

## CORE DISCIPLINES

Transportation Planning & Analysis

Travel Demand Forecasting

Geographic Information Systems

Transportation Surveys

Traffic Asset Management Systems

## AFFILIATIONS

Institute of Transportation Engineers (ITE)

Orange County Traffic Engineering Counsel (OCTEC)

Mr. Devlin has served as a Senior Engineer of Iteris' Transportation Systems division since November 2013. He has 27 years of experience in transportation planning and has managed and participated in a wide variety of transportation studies including travel demand forecasting studies, travel surveys, traffic impact studies, parking studies, and corridor studies. Mr. Devlin is an experienced travel demand forecaster having developed and worked on over twenty different traffic models throughout the world. He is proficient in several modeling packages including TransCAD, Cube and emme2 and in the use of microsimulation packages. He has developed model outputs to support the economic, financial and environmental analysis of major highway, transit and aviation projects. Mr. Devlin is also proficient in the use of Geographic Information Systems (GIS) for problem-solving, analysis, and presentation of results. He has designed and run GIS training courses specifically for Transportation Planners, including the design and coding of GIS utilities and scripts. Mr. Devlin has also performed several large-scale transportation surveys from the survey design stage, through implementation, data cleaning, database population, and reporting.

**Did you know?**

*Chris enjoys mountain biking in the Santa Ana Mountains and other scenic areas.*

## Project Experience

### On-Call Transportation Engineering Services – City of Buena Park, CA

Mr. Devlin currently serves as part of the Iteris team acting as on-call transportation engineer for the City of Buena Park. In this capacity, Mr. Devlin supports the City Staff in the completion of transportation engineering functions within the City's Public Works Department. Mr. Devlin periodically works on-site at City Hall, providing as-needed services to support City services in the Public Works, Planning, and Police Departments. Mr. Devlin supports in the review of new development plans, the completion of new traffic signal installations or signal upgrades, and the response to citizen inquiries regarding traffic flow and safety conditions. The project began in December 2015. Mr. Devlin's involvement started in January 2018 and is ongoing.

### Carson Neighborhood Mobility Plan, Southern California Association of Governments (SCAG) – Carson, CA

Mr. Devlin was part of a multidisciplinary team under contract with SCAG, assisting the City of Carson develop a Neighborhood Mobility Plan. Using performance measures derived from the 2016 Regional Transportation Plan/Sustainable Communities Strategy, scenarios of neighborhood mobility improvements such as bike share, bicycle paths, NEV lanes, and pedestrian improvements and land use changes were modeled to demonstrate their changes to forecasted travel patterns. The project team coordinated with the City's General Plan Update effort to ensure consistency with the scenario and citywide planning. The project started in July 2018 and is ongoing.

#### [Climate Action Plan Vehicle Miles Traveled \(VMT\) Analysis – Various Cities](#)

Mr. Devlin served as a Task Lead for VMT analysis for the Climate Action Plans of the County of Los Angeles and the Cities of Los Angeles, La Canada Flintridge, Industry, and Inglewood. As part of the Greenhouse Gas (GHG) inventory for on-road transportation, the VMT of trips originating or destined for the jurisdictions was calculated using the regional travel demand model, with additional off-model, local street estimates. To estimate the ability to reduce VMT, city policies related to transportation were reviewed and Mr. Devlin worked with the Cities to develop strategies to further reduce GHG emissions from transportation sources by assessing and quantifying the GHG reduction potential of various policies, projects, and programs. The Inglewood Energy and Climate Action Plan project received the Award of Merit in the Innovation in Green Community Planning category at the 2014 APA LA Awards.

#### [Las Vegas Raiders NFL Stadium Site Report Comparison, Event Traffic Impact Study Peer Review – Clark County, NV](#)

Mr. Devlin served as Transportation Planner and responsible for conducting a review of two traffic studies documenting the multi-modal traffic impacts of the proposed NFL Stadium within the Las Vegas Resort Corridor. Main tasks included verifying mode choice and trip generation and evaluating the adequacy of the study area, analysis methodologies and the effectiveness of the proposed mitigation. The project began in June 2017 and completed in October 2017.

#### [Master Plan of Arterial Highways \(MPAH\) Reclassification Study – County of Orange, CA](#)

Mr. Devlin managed this project involving three potential MPAH amendments in the County of Orange. These are Santiago Canyon Road widening, and the proposed extensions of Jeffrey Road and Blackstar Canyon Road. The project involved a traffic study to assess the traffic impacts of removing these future improvements from The Orange County MPAH and identify any potential mitigation measures. The project required co-ordination with several stakeholders including local jurisdictions, OCTA, Caltrans and the Transportation Corridor Authority (TCA). The project began in June 2016 and

completed in July 2017.

#### [Transportation and Mitigation Improvement Programs \(TIMPS\), South/Southeast Los Angeles New Community Plans, City of Los Angeles Department of City Planning – Los Angeles, CA](#)

Mr. Devlin served as Project Manager on this TIMP for South and Southeast Los Angeles community plan areas within the City of Los Angeles. The TIMP identified transportation system deficiencies resulting from traffic generated by projected land use patterns, employment and population growth and reduction of vehicular roadway capacity. The program was developed through a systematic process that included the evaluation of five land use scenarios utilizing the SCAG travel demand model. Mr. Devlin was responsible for evaluating potential TIMP impacts on the transportation system based on VMT, VHT, V/C ratios and arterial LOS. He also participated in community outreach events for residents of the South and Southeast community plan area. This component of the project began in April 2016 and completed in December 2017.

#### [I-405 PA/ED from I-5 to SR-55 Project, Orange County Transportation Authority \(OCTA\) – Orange County, CA](#)

Mr. Devlin provided traffic forecasting services for a major freeway enhancement project along a highly congested freeway corridor in south Orange County using OCTA's traffic model, OCTAM. The project involved close co-ordination with OCTA, Caltrans and the City of Irvine. Forecast volumes were prepared for freeway mainline, HOV, ramps as well as for arterial intersection and roadway segments. The forecasts were compared to volumes from ITAM the City of Irvine traffic model and assessed for reasonableness. PeMS data was extracted and analyzed using statistical techniques along the freeway corridor to ensure that existing volumes reflected a realistic level of demand rather than artificially low observed volumes that can be observed during periods of severe congestion. Model outputs such as Vehicle Miles Travelled (VMT) were developed to support air quality, noise and greenhouse gas emissions analysis. The project began in February 2015 and completed in November 2016.



### EDUCATION

MS, City Planning, University of Pennsylvania, 2002

BA, Geography, University of California, Los Angeles, Minor in Public Policy, 1998

### YEARS OF EXPERIENCE

With Iteris: **13** Total: **19**

### REGISTRATIONS & CERTIFICATIONS

American Institute of Certified Planners (AICP)  
#021297

Professional Transportation Planner (PTP)  
#23

Transportation Worker Identification Credential (TWIC®)  
ID# 13324485

### CORE DISCIPLINES

Transportation Planning  
Traffic Engineering & Operations  
Goods Movement

### AFFILIATIONS

American Planning Association, Louisiana Chapter Professional Development Officer (PDO) 2014-present

American Society of Civil Engineers (ASCE) Transportation and Development Institute Louisiana 2018/2019 Chair

Mr. Daly serves as a Senior Engineer for Iteris' Transportation Systems division. He has 19 years of public sector and professional consulting experience in transportation planning and started with Iteris in July 2006. His approach to planning puts people first to ensure access and connectivity rather than barriers and isolation. He is supported by Iteris' focus on to bring professional planning services to his clients through a broad array of knowledge, expertise and experience in transportation impact analysis; multimodal studies; corridor analysis; analytics; transportation finance; and the regional travel demand model process. Prior to Mr. Daly's time at Iteris, he was the Transportation Improvement Program Manager at the Boston Metropolitan Planning Organization. Previously located in his native southern California, he now lives in Louisiana. He is the Professional Development Officer for the APA Louisiana and served on the National Planning Conference Committee as the Mobile Workshop Chair of the 2018 National Planning Conference in New Orleans and is the current Chair of the ASCE Louisiana Transportation and Development Institute.

Did you know?

*As an ordained minister of the Universal Life Church, Mr. Daly has officiated three weddings.*

## Project Experience

Last-Mile Freight Delivery Study, Southern California Association of Governments (SCAG) – City of Los Angeles, CA

Mr. Daly is the project manager for a multidisciplinary team studying issues of last-mile freight. In an era of Complete Streets planning, accommodation of delivery is often left out of the discussion and process—despite every active land use receives deliveries on a daily basis. The study will provide delivery strategies in areas of limited street space based on the issues encountered in the City of Los Angeles. The process is guided by a Project Advisory Committee composed of government and industry stakeholders who review the technical analysis of GIS screening data, case study location information, field data collection and surveys of local stakeholders. The product of this effort will be a strategy toolbox to address issues of last mile freight delivery in a balanced and informed manner that enhance both goods movement and the other community goals of cities. The study began in April 2017 and is expected to be completed in June 2018.

South Bay Measure R Highway Program, South Bay Cities Council of Governments (SBCCOG) – Los Angeles County, CA

Mr. Daly was instrumental in developing the South Bay Measure R Highway Program Implementation Plan which outlines the ongoing process of allocating \$900 million in Measure R sales tax revenue to improve highway operations over a 30-year period in the South Bay area of Los Angeles County. This included a process to identify and evaluate eligible projects, estimate cost and schedule, and enable a consensus-driven decision making process to allocate funding. In the second phase of this project, Iteris is performing a program management role, conducting updates to the Implementation Plan, assessing system

performance, establishing a nexus of non-highway projects to the highway system operations, and annual budget requests for project funding, monitoring individual project progress and making recommendations for project corrections if one is delayed. The project completed in 2017.

[Environmental Impact Reports \(EIR\) / Statements, Port of Los Angeles \(POLA\) and Port of Long Beach \(POLB\) – Los Angeles, CA](#)

Mr. Daly has provided technical and analytical support for a variety of San Pedro Bay Ports transportation studies. These include the TRAPAC, Middle Harbor and SR-47 Expressway, APL Terminal, Everport Environmental Impact Reports (EIRs) and the ongoing EIRs for the Yang Ming terminal and Harbor Performance Enhancement Center project. His duties included model development and validation, traffic analysis, air quality reporting (vehicle miles traveled, vehicle hours traveled), and environmental impact report preparation and authoring. Mr. Daly has been involved in San Pedro Bay port area studies since 2006.

[Senate Bill 743 Mitigation Measures Analysis, Los Angeles County Metropolitan Transportation Authority \(Metro\) – Los Angeles County, CA](#)

Mr. Daly served as task leader on this project analyzing potential impacts under a new Vehicle Miles Traveled (VMT) metric to previously certified Environmental Impact Reports (EIRs) where Metro is/was the Lead Agency. This effort addressed the State of California, Office of Planning and Research's (OPR) update to California Environmental Quality Act (CEQA) Guidelines pursuant to Senate Bill 743, which would change the transportation impact analysis methodology from Level of Service (LOS) to VMT under CEQA. Iteris evaluated six case studies assembled by Metro under the VMT metric, and assisted with making judgments regarding determining and assigning mitigation measures to the projects. The project began in September 2017 and completed in March 2018.

[OCTA I-605 Katella Avenue Interchange Improvements PA/ED – Los Alamitos, CA](#)

Mr. Daly was the project manager for the traffic analysis in support of the Project Approval Environmental Documentation (PA/ED) phase of

the I-605/Katella Avenue Interchange. The analysis included development of traffic volumes, microsimulation analysis of the project corridor, and identification of operational deficiencies in the interchange. The project began in September 2016 and completed in September 2018.

[Climate Action Plan Vehicle Miles Traveled Analysis – Various Cities](#)

Mr. Daly served as task leader for vehicle miles traveled analysis for the Climate Action Plans of the County of Los Angeles and the Cities of Los Angeles, La Canada Flintridge, Industry, and Inglewood. As part of the greenhouse gas inventory for on-road transportation, the vehicle miles traveled of trips originating or destined for the jurisdictions was calculated using the regional travel demand model, with additional off-model, local street estimates. To estimate the ability to reduce vehicle miles traveled, city policies related to transportation were reviewed and Mr. Daly worked with the Cities to develop strategies to further reduce Greenhouse Gas (GHG) emissions from transportation sources by assessing and quantifying the greenhouse gas reduction potential of various policies, projects, and programs. The Inglewood Energy and Climate Action Plan project received the Award of Merit in the Innovation in Green Community Planning category at the 2014 APA LA Awards.

[Long Beach 2030 Context-Sensitive Mobility Element – City of Long Beach, CA](#)

This update to the General Plan identifies the programs and policies necessary to meet the needs of the City through the year 2030. It includes the development of a transit overlay as well as bicycle and pedestrian elements. Particular attention was paid to preservation of neighborhoods and the creation of pedestrian-friendly commercial districts. Alternative land use plans were tested with a travel demand model, which was being designed to reflect transit mode splits associated with transit service improvements and transit-oriented development standards. The project began in 2007 and was completed in 2013.



### EDUCATION

MS, Civil Engineering, Missouri  
University of Science and  
Technology, Rolla, 2007

BS, Civil Engineering, Visvesvaraya  
National Institute of Technology,  
Nagpur (India), 2004

### YEARS OF EXPERIENCE

With Iteris: **6** Total: **10**

### REGISTRATIONS & CERTIFICATIONS

**Civil Engineer (PE)**  
CA #83100, 2014  
TX #109776, 2011

**Traffic Engineer (TE)**  
#2760, 2014

**Professional Traffic Operations  
Engineer (PTOE)**  
#3323, 2012

### CORE DISCIPLINES

Transportation Planning  
Traffic Engineering & Operations

### AFFILIATIONS

Institute of Transportation  
Engineers (ITE)  
Orange County Traffic Engineering  
Council (OCTEC)

Ms. Chandrasekhar serves as an Engineer for Iteris' Transportation Systems division and has been with the firm since February 2014. She has ten years of experience as a transportation engineer. She has participated in and provided support for the development of traffic impact analyses, corridor operational analyses, traffic signal designs, illumination design, temporary/ permanent traffic control plans, crash analyses, and parking studies. In addition, she has also provided data collection and analysis support for the development of transportation simulation models. She is proficient with MicroStation, AutoCAD, VISSIM, Synchro, Sidra and Highway Capacity Software applications. In addition, she has working knowledge of CORSIM, TransModeler, Maptitude, ArcGIS, TransCAD and CUBE applications.

**Did you  
know?**

*Sowmya is passionate about cooking, and her two young kids keep her challenged with their ever-changing taste buds.*

## Project Experience

### On-Call Transportation Engineering Services – City of Buena Park, CA

Ms. Chandrasekhar currently serves as the on-call traffic engineer for the City of Buena Park. In this capacity, Ms. Chandrasekhar supports the City Staff in the completion of all transportation engineering functions within the City's Public Works Department. Ms. Chandrasekhar is present at City Hall one day per week, providing as-needed services to support City services in the Public Works, Planning, and Police Departments. Ms. Chandrasekhar supports in the review of new development plans, the completion of new traffic signal installations or signal upgrades, and the response to citizen inquiries regarding traffic safety conditions. As a part of this assignment, Ms. Chandrasekhar supported a complete review of the City's current Engineering and Traffic Study which established speed limits citywide, and led an application for the Caltrans Active Transportation Plan (ATP) Cycle 3 call for projects for a Safe Routes to School (SR2TS) project. The grant application has been selected by the Orange County Transportation Authority (OCTA) for funding via the County's Measure M sales tax measure, and Iteris is working with the City to fast-track funding and completion. The project began in December 2015 and is ongoing.

### NBC Universal SR-101 Segment 4 Project Study Report/ Traffic Engineering Performance Analysis Report (TEPA) – Los Angeles, CA

Iteris is providing transportation engineering support for the preparation of a Project Study Report (PSR/PDS) for Caltrans' consideration for the US-101 Corridor Segment 4 near Universal Studios in Los Angeles. Ms. Chandrasekhar is responsible for evaluating and establishing existing traffic conditions to serve as a baseline for future year (2045) traffic forecasts. The traffic analysis includes evaluation of mainline segments; merge, diverge and weaving areas, and 20 ramp termini/intersections.

Ms. Chandrasekhar used Iteris' proprietary iPeMS system to assess weekday freeway speed conditions to provide for more informed decision making for concept development. Iteris will prepare a TEPA for the project. In addition, Ms. Chandrasekhar assisted in evaluating over 25 alternatives for the new on-ramp to southbound US-101 from the Universal Studios Boulevard overpass to provide a direct connection to the freeway for traffic exiting NBC Universal's development. Many of the alternatives were previously developed by NBC Universal, and Iteris had been hired to review all previous alternatives and identify potential new alternatives, in order to address community concerns regarding freeway access and neighborhood circulation concerns. The project began in January 2016 and is ongoing.

**California State University Long Beach (CSULB) Access Improvement Study – Long Beach, CA**  
CSULB required recommendations for access improvements at a proposed drop-off location on West Campus Drive on campus. The issues to be addressed included traffic operations and circulation at the proposed drop-off area. Ms. Chandrasekhar served as a Transportation Planner and assisted in reviewing the conceptual plans for the site and providing recommendations based on standard engineering codes and practices. She also prepared a conceptual drawing to communicate the recommendations which included modifications to the drop-off location access and installation of traffic control and signage. The recommendations were developed to facilitate ease in ingress and egress operations of vehicles using the drop-off location. The project began in March 2015 and completed in April 2015.

**SR-60/I-605 PSR-PDS – Los Angeles County, CA**  
Iteris served as the lead traffic firm for Project study report (PSR-PDS) Traffic Engineering Performance Assessment (TEPA) efforts for the SR-60/I-605 interchange project. The project improvement limits include the I-605 segment from south of the Rose Hills Road interchange to the I-10 interchange and along SR-60 from Santa Anita Avenue to east of Turnbull Canyon Road. Ms. Chandrasekhar led the assessment of freeway and intersection operations, conducted safety analysis and assisted in writing the TEPA documentation.

Ms. Chandrasekhar used the projected traffic volumes to assess freeway mainline, weave and merge/diverge sections using Highway Capacity Manual (HCM) methods, and also performed intersection capacity analysis at ramp termini intersections. Special studies related to the east/west freight corridor proposals were also conducted along with studies of the effects of the Gold Line Eastern extension. Ms. Chandrasekhar worked with Caltrans to obtain TASAS crash tables and data and used that data to assess historical crash rates. Using all of this information, Ms. Chandrasekhar drafted the TEPA documentation and prepared the traffic section of the PSR-PDS document for Metro and Caltrans review and comment. The project began in May 2014 and completed in December 2015.

**California State University Long Beach (CSULB) Pedestrian Crossing Study – Long Beach, CA**  
CSULB required recommendations for pedestrian crossing improvements at four locations on campus. The issues to be addressed included pedestrian and vehicle observation and compliance with a newly installed signal at Beach Dr Pedestrian Crossing, safety concerns at West Campus Pedestrian Crossing, a stop sign installation at East Campus Dr Pedestrian Crossing, and addition of new crossing on State University Dr. Ms. Chandrasekhar served as a Transportation Planner conducting field reconnaissance, observe operations, and study locations plan review. She also conducted research into best practices for pedestrian crossing treatments as followed at similar sites and in particular at universities and other areas with heavy pedestrian movements. She provided recommendations adhering to engineering standards to address issues and deficiencies as identified in the system. The project began in May 2014 and completed in June 2014.



## EDUCATION

MS, Civil Engineering  
(Transportation), University of  
California, Berkeley, 2009

BS, Civil Engineering (Minor:  
Political Science), University of  
Oklahoma, Norman, OK, 2008

## YEARS OF EXPERIENCE

With Iteris: **1.5** Total: **10**

## REGISTRATIONS & CERTIFICATIONS

Civil Engineer (PE)  
CA #80087, 2012

Traffic Engineer (TE)  
CA #2778, 2015

## CORE DISCIPLINES

Traffic Engineering & Operations  
Transit  
Transportation Planning  
Microsimulation

## AFFILIATIONS

State of California Board for  
Professional Engineers – Subject  
Matter Expert (Traffic Engineering)  
Institute of Transportation  
Engineers (ITE) Southern California  
Orange County Traffic Engineers  
Council (OCTEC)

Mr. Huynh serves as a Senior Engineer for Iteris' Transportation Systems division and has been with the firm since November 2017. He has over 10 years of experience working in the field of transportation engineering. His expertise includes traffic operations analyses, transportation impact analyses, traffic microsimulations, parking management planning, rail planning, complex spreadsheet and dataset analyses, cost estimation, and benefit-cost analyses. Mr. Huynh's software experience includes VISSIM, Synchro, SimTraffic, Traffix, ArcGIS, HCS, Adobe Creative Suite, Microsoft Office and AutoCAD.

### Did you know?

*Ted has memorized all of the interstates in the Country and where they start and end.*

## Project Experience

### On-Call Transportation Engineering Services – City of Buena Park, CA

Mr. Huynh provided traffic engineering support for various transportation engineering functions for the City of Buena Park's Public Works Department. The City has been engaged with Iteris to provide traffic and transportation engineering services. Iteris currently provides on-site staffing four days per week, functioning as an extension of City staff and participated in interdepartmental meetings on new developments and initiatives. Iteris staff also reviewed plans for new developments and temporary construction closures, represented the City at County-level meetings, coordinated maintenance responsibilities with the City's traffic signal maintenance contractor, prepared and submitted grant applications on behalf of the City, and addressed traffic inquiries from City Councilmembers and residents. Furthermore, Iteris staff provided training and education to City staff so they can be well-versed in the full capabilities of the City's TMC and signal system. Iteris staff also attended City Council and Transportation Commission meetings on behalf of the City, speaking to projects and specific items under consideration. The project began in December 2015 and completed in April 2019.

### Redondo Beach Blvd Arterial Improvements – City of Gardena, CA

Mr. Huynh serves as Project Manager and Primary Engineer responsible for preparing a traffic study assessing the effects of median implementation on traffic operations along the corridor. Iteris provided transportation planning services to the City of Gardena regarding evaluating the operational improvements proposed for the Redondo Beach Boulevard corridor in the City. Improvements include improved signal operations, addition of extra travel lanes, and implementation of a raised median to replace the existing two-way left-turn lane (TWLTL). Iteris staff evaluated the traffic operations changes associated with implementation of improvements, including an iterative analysis of median locations and effects on left-turns along the corridor. The project began February 2019 and scheduled to be complete June 2019.

**Professional On-Call Traffic and Transportation Engineering Services – City of Diamond Bar, CA**  
Mr. Huynh is serving as a Project Engineer responsible for conducting analysis review and peer document review for traffic studies submitted to the City. Iteris is currently providing citywide traffic signal operations and on-call traffic engineering services. Services include, but not limited to, traffic signal operations and monitoring, traffic signal timing, TMC staffing, traffic signal installation and interconnect design, traffic management plan, and warrant analysis. This project began in November 2017 and completed in December 2018.

**On-Call Transportation Support - Port of Long Beach, Long Beach, CA**  
Mr. Huynh served as the Primary Engineer and Simulation Modeler responsible for corridor analysis along the Pico Avenue study area. The Port of Long Beach has asked Iteris to provide traffic engineering services involving a study of travel times, queuing, and intersection LOS performance for the Pico Avenue corridor while construction of the new Gerald Desmond bridge is ongoing. For the project the Port is removing and rebuilding multiple connectors and roadways, all of which alter traffic and circulation patterns in the area. This project began in March 2018 and completed in September 2018.

**TIA Peer Reviews – City of Anaheim, CA**  
Mr. Huynh served as Project Engineer responsible for conducting technical and peer document review for Disneyland traffic studies submitted to the City. Iteris provided transportation planning services to the City of Anaheim regarding reviews of traffic/transportation impact analyses/studies for two proposed projects near Disneyland within the City. Iteris staff read and reviewed the documentation, including summaries and technical analysis, reviewed key inputs and data collection results, and documented findings in draft and final peer review memos. The project began in January 2019 and completed in May 2019.

**Ynez Valley Traffic Circulation and Safety Study (Santa Barbara County Association of Governments (SBCAG) – Santa Ynez Valley, CA**  
Mr. Huynh serves as Task Lead responsible for

developing a hybrid mesoscopic/microscopic VISSIM simulation model to assess traffic needs and impacts. Iteris is currently preparing a traffic and safety study of the Santa Ynez Valley within Santa Barbara County. The work effort includes three phases: 1) initial outreach and data collection, 2) simulation model development, 3) improvement alternatives evaluation. Iteris is working with SBCAG to form a Technical Advisory Committee for the project, consisting of local agency representatives. A VISSIM model including intersection-level traffic volumes and signal timing will be prepared for the study area, in order to evaluate traffic operations. In addition, a study area bus tour will be arranged with elected officials and committee members to identify system inefficiencies, safety issues, and potential improvement recommendations. The project began December 2018 and scheduled to be complete February 2020.

**Traffic Management Center (TMC) Staffing – City of Santa Monica, CA**  
Mr. Huynh served as staff for the City of Santa Monica's traffic management center. As part of the City's "Go with the Flow" project, Iteris was contracted to serve as an extension of the City's TMC staff during the summer months. The goal of the project was to bring together all participants involved in managing traffic during large influxes in and out of the City, such as special events and summer months in the downtown area. Due to the success and positive feedback from the pilot program, Iteris was also contracted by the City to manage the TMC during the holiday months from Thanksgiving to New Years. Iteris has been requested to also provide staffing support on various events throughout the year. Iteris has staffed the LA Marathon since 2016, recently staffed the Genesis Open in 2017 and continues with the "Go with the Flow" TMC support for summer and winter. TMC support for the city is ongoing.



## EDUCATION

MS, Civil Engineering, University of Utah, Salt Lake City, 2003

BS, Civil Engineering, University of Utah, Salt Lake City, 2000

## YEARS OF EXPERIENCE

With Iteris: **11** Total: **16**

## REGISTRATIONS & CERTIFICATIONS

**Civil Engineer (PE)**  
NV #22518, 2013

## CORE DISCIPLINES

Traffic Engineering & Operations  
ITS Planning & Design  
ITS Operations & Management  
ITS Systems Engineering & Architecture

## AFFILIATIONS

Orange County Traffic Engineering Council (OCTEC)

Institute of Transportation Engineers (ITE)

Mrs. Kim serves as a Senior Engineer of Iteris' Transportation Systems and has been with firm since October 2008. Mrs. Kim has over 16 years of experience in the delivery of transportation and traffic engineering projects, with experience that includes the planning, design and deployment of Intelligent Transportation Systems (ITS) and traffic signal projects. Her ITS design experience includes fiber optic communications, Dynamic Message Signs (DMS), Video Detection Systems (VDS) and Traffic Signal System (TSS) upgrades. She has also served as Project Manager and Task Lead on a variety of planning and traffic signal design projects including preparation of Plans, Specifications and Estimates (PS&E) for traffic signals, arterial signing and striping, traffic operation systems, ramp metering systems and street lighting. She has accomplished a number of traffic impact studies and traffic and circulation sections of EIRs/EISs. Mrs. Kim is proficient in the use of design and traffic analysis software including AutoCAD, MicroStation, AGI 32, ArcGIS, Synchro and Autoturn.

**Did you know?**

*Naree enjoys snowboarding and hiking.*

## Project Experience

### Design Services Safe Routes to School (SRTS), Pedestrian Improvements at Four Schools – City of Santa Monica, CA

Mrs. Kim served as Task Leader responsible street lighting upgrade at Washington and 25<sup>th</sup>. Naree is part of a multidisciplinary team leading the review of key findings of the Walk Audits conducted at each school location with City staff and seeking input from City stakeholders regarding key challenges and opportunities at each school site. She will also assist Iteris staff in supporting the design effort by providing Plans, Specifications and Estimates (PS&E) for the replacement of existing flashing beacons with Rectangular Rapid Flashing Beacons (RRFBs) on Ocean Park at 16<sup>th</sup> Street and 18<sup>th</sup> Street; design of a southbound No Right Turn on Red restriction on 17<sup>th</sup> Street at Ocean Park Boulevard; and design of an eastbound No left turn during peak hours restriction on 16<sup>th</sup> Street at Ocean Park Blvd. Iteris will also provide Temporary Traffic Control Plans (TTCPs) suitable for submittal to the City of Santa Monica for temporary construction closures of 11 public roadways within the City. The project began in August 2017 and was completed in September 2018.

### Anabella Hotel Traffic Impact Analysis – City of Anaheim, CA

Mrs. Kim served as Project Manager for the high-quality, four diamond full-service hotel located in the Resort District of Anaheim. The hotel includes restaurants, retail, and conference/meeting facilities, and is located within the GardenWalk district. A resort specific trip generation rate was developed for the Anaheim Resort District. Intersection and roadway analysis was completed at 15 intersections and 15 roadway segments, including multi-modal level-of-service at the intersections of Disney Way and Harbor Boulevard and Katella Avenue and Harbor Boulevard. The project began in March 2016 and completed in May 2016.

**Chino On-Call Traffic Engineering Services – City of Chino, CA**

Mrs. Kim serves as Project Manager providing the City of Chino with on-call traffic engineering services including design services, analyses and review of technical studies, drafting services and field investigations. The project began in March 2018 and is ongoing.

**Buena Vista Street Safety Improvement Project – City of Burbank, CA**

Mrs. Kim serves as Project Manager for this design and signal timing project. The project is to provide traffic signal synchronization and operational improvement design services for 18 traffic signal intersections along a 3.6-mile segment of Buena Vista Street between Glenoaks Boulevard and Riverside Drive, as well as 19 key crossing traffic signal intersections, with the goals of reducing delays, decreasing stops, and improving travel times to all modes of travel. Additionally, the project provides traffic signal and communication upgrades with ITS equipment and communication infrastructure at one location, and system loops at three locations. Iteris also evaluate and design upgrades for traffic signal equipment for Flashing Yellow Arrow (FYA) and Right Turn Overlap operations at seven project locations. Up to 15 different signal timing plans, and system parameters for traffic responsive plan selection are included as part of this project. The project began in September 2016 and was completed in August 2017.

**Jamboree Road/Main Street Intersection Improvements, I-405 Northbound On-Ramps to Kelvin – City of Irvine, CA**

Mrs. Kim serves as Project Manager and currently providing design services for Jamboree Road/Main Street intersection improvement project for the City of Irvine. The project included the preparation of traffic signal improvement, communication, signing and striping, traffic control and staging plans. The project began in October 2015 and is ongoing.

**Jamboree Road/Main Street Intersection Improvements, I-405 Northbound On-Ramps to Kelvin – City of Irvine, CA**

Mrs. Kim serves as Project Manager and currently providing design services for Jamboree Road/Main

Street intersection improvement project for the City of Irvine. The project included the preparation of traffic signal improvement, communication, signing and striping, traffic control and staging plans. The project began in October 2015 and is ongoing.

**Intersection Improvements at Various Locations – City of Santa Clarita, CA**

Mrs. Kim served as Project Manager for this project that provides engineering design services to develop the Plans, Specifications and Estimate (PS&E) package at various locations in the City. The design service included traffic signal modification plans, signing and striping plans, traffic control plans and Caltrans Fact Sheet preparations. The project design began in September 2013 and completed in October 2016. The construction of the project started in September 2017 and completed in March 2018.

**Vernon Bicycle Master Plan – City of Vernon, CA**

Mrs. Kim serves as Project Manager for this active planning project. The plan enables local level implementation of safe and comfortable bicycle facilities consistent with regionally adopted Active Transportation goals. The project began in June 2016 and is ongoing.

**15<sup>th</sup> St. Rehabilitation – City of Newport Beach, CA**

Mrs. Kim served as Task Lead for this design and construction project for the City of Newport Beach. The project was divided into two phases. For the initial preliminary engineering phase, the team performed detailed field investigation of the 15<sup>th</sup> Street and Balboa Boulevard to identify deficiencies and recommended improvements to enhance safety and traffic flow including median concepts and community meetings. Upon City's approval of the Preliminary Design Concept, the full Plans, Specifications and Estimate (PS&E) package was prepared during the design phase, which includes traffic signal upgrades, signing and striping modifications for entire 15<sup>th</sup> Street in Harbor Island area. The design phase completed in December 2015 and the construction was completed in May 2016.

## Education

- Master of Public Administration (MPA), Villanova University
- Master of Business Administration (MBA), University of Arizona
- BA, Political Science, UCLA

## Professional Experience

- Deputy City Manager, City of Signal Hill
- Assistant to the City Manager/Human Resources Director, City of Lawndale
- Management Analyst, Office of the City Manager, City of South Pasadena
- Administrative Analyst, Office of the City Manager, City of South Pasadena

## Certifications

- Certified in Safe Routes to School Local Planning, National Center for Safe Routes to School

## Municipal Funds Management

- South Pasadena Rogan Funds Allocation, Reimbursement, and Quarterly Report (Orange Grove Avenue/SR-110 Interchange Improvements
- South Pasadena Rogan Funds Allocation, Reimbursement, and Quarterly Report (Fair Oaks Avenue/SR-110 Interchange Improvements
- South Pasadena Gold Line STIP - Transit Oriented/Gold Line Station Development

## Summary of Experience

Daniel has 16 years of experience leading complex, multijurisdictional transportation projects that require inclusionary buy-in from multiple stakeholders. He is adept at project and programmatic budgeting and control, as well as complete management of local government agency and private resources because his public sector career spans more than a decade and includes serving cities in various capacities, including Deputy City Manager, for the Cities of West Hollywood, South Pasadena, Lawndale, and Signal Hill. Daniel is intimately familiar with all aspects of project management, planning practices, and grant acquisition strategies. To this end, his experience includes serving as the Project Manager or task manager for various Los Angeles County Metropolitan Transportation Authority (Metro) and local city projects. He understands, from goals and objectives to final project closeout, how to effectively and efficiently manage projects to ensure a successful outcome.

## Project Experience

### **TIGER-funded Rail to Rail/River Active Transportation Corridor Project Alternative Analysis - Segment B | Los Angeles Metropolitan Transportation Authority (Metro)**

Project manager responsible for leading this USDOT TIGER-funded project and overseeing team of subconsultants, including AECOM, Kittelson and Associates, and TransLink, through a comprehensive, community-rich alternative analysis. The project involved analyzing several active transportation routes to select a preferred alternative that would provide the greatest safety to users and first/last mile connectivity from the Slauson Blue Line Station to the Los Angeles River. A large portion of this analysis involved interagency coordination with neighboring cities, as well as direct feedback from local communities through technical and community advisory committees.

### **Pasadena Allen Station Gold Line Safety Enhancement Project | Pasadena, CA**

Project lead responsible for community outreach, including conducting more than 300 person-to-person intercept surveys, online surveys, direct mailings within a 500-foot radius of the project, and several community meetings. The City of Pasadena has sought to emphasize and improve safety along the Allen Avenue corridor, including walkability and bicyclist safety, between Villa Street and Colorado Boulevard.

**Metro First/Last Mile Analysis, Concept Plans and Partnership for the Metro Bus Station, Gateway Center and Santa Anita Complete Streets Project | El Monte, CA.**

Project manager charged with the evaluation of alternatives to safely and appropriately address interactions between a total of 1,526 daily combined buses and shuttles lines, vehicular traffic, bicyclists, and pedestrians near the Metro-El Monte Bus Station. Provided direction to Project Team to review various methods and opportunities to maximize safety and bus station access, while minimizing impacts to residential and business districts, as well as commuters.

**Metro Open Streets Event | Los Angeles County, CA.**

Project director for multiple Metro Open Streets events including the San Gabriel Valley's first open streets in El Monte and South El Monte, Vernon/Huntington Park's Open Streets event, and San Fernando's first Open Streets event. These events promote first/last mile connections to Metro facilities by closing streets to all motorized forms of traffic and opening them up to all non-motorized forms of transportation (e.g. bicycles, scooters, walking).

**Metro Grant Application Assistance | Los Angeles Metropolitan Transportation Authority (Metro)**

Project manager responsible for delivering grant applications to Metro. Management tasks included providing direction to a team of internal funding experts and urban planners to develop and enhance Caltrans' Active Transportation Program (ATP), CalSTA Transit and Intercity Rail Capital Improvements Program (TIRCP), and Senate Bill 1 (SB1) funding applications for Metro and several multi-jurisdictional projects throughout the LA Metro service area.

**Active Transportation and Safe Routes to Schools Plans | San Fernando, CA and Compton, CA.**

Project director charged with leading two Project Teams with City staff, the Transportation and Safety Committee, Recreation and Community Services Department, Los Angeles Department of Public Health, City and Los Angeles Unified School District principals, school liaisons, law enforcement, and community leaders. Engagement activities focused on reaching disadvantaged populations within the cities of San Fernando and Compton as well as engaging key stakeholders at the school district level to learn about their experience walking and cycling to school.

**Metro Sustainability Project Planning and Implementation Services | Los Angeles Metropolitan Transportation Authority (Metro)**

Task lead and strategic counsel to Metro for internal and external sustainability policies and projects. Daniel assisted Metro in identifying, prioritizing, and developing competitive sustainability initiatives and projects that can be operated utilizing grant funding sources. Projects and programs largely involve water conservation, climate change/resiliency, and solid waste/recycling.

## Grant Application Experience

- ATP Cycle 4 and HSIP Cycle 9 Grant Writing Assistance | Stockton, CA (\$3,631,800)
- CNRA Urban Rivers Grant Program (Prop 84) | Pico Rivera, CA (\$1.8 million)
- CalFire's Urban and Community Forestry California Climate Investments Grant Program | Compton, CA (\$5 million)
- CNRA Urban Greening Grant (Prop 84) | Grand Terrace, CA (\$2.3 million)
- Caltrans' ATP Cycle 3 | San Gabriel Valley Council of Governments (\$4.5 million)

## Education

- MA, Urban Planning, UCLA
- Graduate studies in Geography/Urban Studies, California State University, Los Angeles
- BA, Geography (Minor in Business) California State University, Los Angeles

## Professional Experience

- Vice President/Principal, Evan Brooks Associates
- Vice President of Planning, Transtech Engineers
- Transportation Manager, City of South Pasadena
- Transportation Planning Manager, Capital Planning and Programming, Los Angeles County MTA
- Board of Directors Transportation Deputy, Los Angeles County MTA
- Transportation Planning Manager, Westside Area Team, Los Angeles County MTA

## Boards and Commissions

- California Chapter, American Planning Association
- Recreation Commissioner, City of San Marino
- Board of Trustees, San Marino School Foundation
- Board Member, Nikkei Senior Garden

## Summary of Experience

Hal has 30 years of experience managing award-winning transportation and grant-funded projects and plans for municipalities and regional agencies, including the Los Angeles Metropolitan Transportation Authority (Metro) and the Southern California Association of Governments (SCAG). This includes, but is not limited to, serving as Project Director or task manager for major transit studies, corridor studies, feasibility studies, traffic impact analyses, complete streets plans, alternative analyses, transit oriented development plans, active transportation and safe routes to school master plans. Additionally, Hal has extensive experience identifying local, state and federal grants that align with public agency active transportation and transit project needs. With the funding plan serving as the guiding document, Hal has an approximate 85% success rate for transportation-related grants he has written, reviewed, or edited.

## Project Experience

### Southern California Association of Governments (SCAG), Grant Funding Identification, Application Development and Grant Scoring | Los Angeles, CA

Project manager responsible for grants needs assessment; grant funding opportunity identification; grant application development, including managing large, interagency grant applications, and coordinating SCAG's interest with potential funders. In coordination with Project Team staff, was also responsible for reviewing and ranking received grant applications for SCAG's Sustainable Communities program. In less than one year, more than \$3 million in local and state grants were secured for SCAG and multi-jurisdictional projects.

### Caltrans' Sustainable Communities | Various Agencies

Grant writer secured nearly \$1 million from Caltrans' Sustainable Communities grant program for multiple municipalities. Funded projects include, but are not limited to, Safe Routes to School Plans, Safe Streets and Corridor Improvement Projects.

**Caltrans' Active Transportation Program (ATP) | Various Agencies**

Grant writer has mastered the Caltrans ATP grant program, securing more than \$10 million for non-motorized projects throughout Southern California, including funding for the development of Complete Streets Improvements, Safe Routes to School, and infrastructure projects.

**Caltrans' Highway Safety Improvement Program (HSIP) | Various Agencies**

Grant writer responsible for overseeing and securing more than 20 grant applications totaling more than \$14 million through the State administered program. These projects will ultimately improve pedestrian and bicycle safety, connectivity, and mobility.

**Urban Streams Restoration Grant Program (Prop 84) | Compton, CA**

Grant writer responsible for writing the City's Prop 84-funded Urban Streams grant application. The \$999,640 proposed project involved restoring the Compton Creek. The grant funds the final planning, permitting and design work to prepare the project site and the larger project area for the planting of a new, native vegetation pallet, that will enhance the ecosystem of Compton Creek while continuing its primarily role as a flood protection facility.

**Cultural, Community, and Natural Resources Grant Program (Prop 68) Grant Program | Midpeninsula Open Space Regional District (Midpen)**

Grant writer responsible for preparing Midpen's California Natural Resources Agency's Prop 68 grant for the rehabilitation of the Alma Cultural Landscape Site. The \$999,678 project involves the construction of interpretive and educational open space facilities and exhibits. This application required a thorough understanding of the benefits of a major rehabilitation project and a strong ability to convey these benefits clearly and concisely.

**FEMA's Hazard Mitigation Grant Program | Grand Terrace, CA**

Grant writer responsible for preparing and submitting the City's application to prevent slope failure along Mt. Vernon Avenue. The program's objective is to reduce human and financial consequences by preventing future disasters. The grant provides funding for the planning and construction of all types of safety measures that could harm the public. The total requested federal amount is \$2.7 million.

**La Verne Transportation Assistance | La Verne, CA**

Planner that has served as an extension of the City's public works department by identifying and managing current and future transportation needs of the community. Work has included initial planning of active transportation projects, environmental CEQA and NEPA compliance, and development of applications to secure State and Federal dollars to implement projects. Hal has helped the City begin analyzing the future Gold Line station area for needed FLM improvements and has helped the City secure \$5.1 million to move several multimodal and active transportation safety projects forward into the construction phase.

**Funding Plan for First/Last Mile Improvement to the Baldwin Park Metrolink Transit Center | Baldwin Park, CA**

Funds manager responsible for developing a funding plan for the City's proposed first/last mile improvements to and from the Baldwin Park Metrolink Transit Center, including sourcing opportunities to fund the construction of nearby infrastructure that promoted connection to the Metrolink. Secured more than \$6 million in federal and local grant funds for infrastructure improvements at and surrounding the station.

## Summary of Experience

John has 40 years of experience (3 years with firm) in the fields of urban planning, housing, economic development and environmental planning in California. John has prepared numerous environmental documents including MNDs for senior housing projects, mixed-use specific plans, general plan/zoning ordinance amendments, climate action plans, housing elements, as well as EIRs for general plan, specific plans, redevelopment plans and regional comprehensive plans. Recently, John served as project manager for the City of Hawthorne's Downtown Hawthorne Specific Plan EIR (2016), and numerous MNDs for the City of Gardena. Two of the most recent examples of MNDs for Gardena include the 4.7-acre 96-unit Platinum Row Townhouse Project and the 1.24-acre Storquest Project, a 131,752-square foot self-storage facility. In addition, John has prepared CEQA documents for the City of Arvin's General Plan Update (Land Use, Conservation and Open Space, Air Quality and Community Health Elements), which followed the guiding principles of the Sustainable Communities Strategy and Climate Protection Act (SB 375). His extensive experience on other environmental projects include the Alameda Specific Plan EIR, the City of Gardena General Plan EIR, the Apple Valley Senior Citizen Specific Plan MND, and EIRs for redevelopment plans for Arvin, Azusa, Baldwin Park, Buena Park, La Mirada, La Puente, Rancho Cucamonga, Rosemead, and Stanton. John has also conducted numerous community outreach programs as part of planning projects.

## Education

- MA, Urban Planning, USC
- BA, Geography, UCLA

## Project Experience

### ■ Platinum Row Specific Plan MND | City of Gardena

Project to develop the 96-unit townhouse community project, known as the Platinum Row Specific Plan. The project site totaled 4.7 acres and is located in the vicinity of Rosecrans Avenue and Normandie Avenue, approximately 500 feet from the proposed Storquest project. Project approval also required a General Plan Amendment to the Land Use Map, approval of the Specific Plan, an amendment to the Zoning Map, Municipal Code Amendments to Title 13 (Section 13.44.110D) and Title 18 (Section 18.08.010), Site Plan Review, Vesting Tentative Tract Map and Street Vacation. The project was approved by the City in 2015.

### ■ Storquest Self-Storage MND | City of Gardena

The proposed project was the development of a 131,752-square foot self-storage facility located at 14215 S. Normandie Avenue, Gardena. The proposed project, known as the Storquest Gardena Project, will be developed on 1.24 acres of vacant land owned by the City of Gardena. The project requires a General Plan Amendment to the Land Use Plan, a Zone Change on the Storquest site and three adjacent properties, which together totals 1.84 acres, and a Zone text amendment. The project was approved in 2016.

### ■ Downtown Hawthorne Specific Plan EIR | City of Hawthorne

The Downtown Hawthorne Specific Plan area totaled approximately 786 acres or 1.23 square miles. The Specific Plan designated five land use areas (Residential, Commercial, Hospitality, Mixed-Use and Public/Quasi Public) and four opportunity sites known as Transformative Projects (Hawthorne Mall, Civic Center, South Bay Ford, and St. Joseph's Plaza). The CEQA document prepared for this Specific Plan was both a Program and Project EIR. The City of Hawthorne General Plan, including the General Plan Land Use Map, was also amended concurrent with the adoption of the Specific Plan.

## Assignment of Key Personnel

With offices in Santa Ana (headquarters), Los Angeles and Oakland, Iteris has the resources of **over 100 team members throughout California** dedicated to Traffic Engineering, Transportation Planning, and ITS. **Table 6** provides current workload and availability for staff in organizational chart.

**Table 6 – Availability of Key Personnel**

STAFF	ROLE	AVAILABILITY	
		Current Workload	Available
Iteris			
Deepak Kaushik, PE	Project Manager	35%	65%
Viggen Davidian, PE	Senior Advisor	80%	20%
Ryan Greenway	Transportation Planning Lead	30%	70%
Kristin Tso, PE, TE	Plan Check Lead	45%	55%
Chris Devlin	Transportation Planning Support	30%	70%
Ryan Greenway	Transportation Planning Support	45%	55%
Sean Daly, AICP, PTP	Transportation Planning Support	45%	55%
Stephanie Mak	Transportation Planning Support	40%	60%
Tyler Lindberg	Transportation Planning Support & Plan Check Support	40%	60%
Sowmya Chandrasekhar, PE, TE, PTOE	Plan Check Technical Support	40%	60%
Ted Huynh, PE, TE	Plan Check Technical Support	45%	55%
Naree Kim, PE	Plan Check Technical Support	45%	55%
Joshua McNeill, PE, TE	Plan Check Technical Support	45%	55%
Mai Der Vang	Plan Check Technical Support	40%	70%
Evan Brooks Associates			
Daniel Bartelson, MPA, MBA	EBA Project Manager	80%	20%
Hal Suetsugu	Grant Funding Lead	80%	20%
John Oshimo	Environmental Lead	80%	20%
Jorge Zarza	Senior Planning Lead	80%	20%

## 5 REQUIRED FORMS

RFP 19-04

City of Hermosa Beach



### 6.3 Required Forms

#### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: N/A

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

Printed Name and Title:

Ramin Massoumi, PE - Senior Vice President and General Manager

RFP 19-04

City of Hermosa Beach

**6.3.2 Non-Collusion Affidavit**RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Ramin Massoumi', written over a horizontal line.

Printed Name and Title:

Ramin Massoumi, PE - Senior Vice President and General Manager**6.3.3 Compliance with Insurance Requirements**RFP #: 19-04

The selected consultant will be expected to comply with the City's Insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.

RFP 19-04

City of Hermosa Beach



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

Printed Name and Title:

Ramin Massoumi, PE - Senior Vice President and General Manager

### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

n/a

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signature of Authorized Representative:

Printed Name and Title:

Ramin Massoumi, PE - Senior Vice President and General Manager

## 6 COST PROPOSAL

**Table 8** provides a schedule of Iteris standard hourly rates by job classification.

**Table 7 – Iteris Standard Fee Schedule**

CLASSIFICATION	STANDARD BILLING RATES*	
	Min	Max
Assistant Engineer/Planner	\$100	\$125
Associate Engineer/Planner	\$125	\$140
Engineer/Planner/Data Scientist	\$140	\$165
Senior Engineer/Planner/Manager I	\$165	\$210
Senior Engineer/Planner/Manager II	\$210	\$260
Associate Vice President/Principal/Director	\$260	\$290
Vice President/Chief Scientist	\$290	\$325

\*Rates above effective through May 30, 2019

### Iteris' Standard Terms and Conditions

- Billings will be monthly at the individual Categories and Maximum Rates for the persons actually performing the work during the performance period and are subject to annual adjustments.
- An escalation of 4% will apply to the rates above effective June 1 of each year.
- Expenses will be billed at cost plus 10% for services and handling. Expenses include project-related costs, such as subcontractor services, traffic counts, postage/delivery service, reproduction, transportation, and subsistence.
- All mileage rates will be based upon IRS standard rates (\$0.58 as of January 1, 2019).

**Table 8 – EBA Fee Schedule**

CLASSIFICATION	2019-20
<b>Professional Services</b>	
President-Managing Partner	\$220/hour
Project Manager	\$190/hour
Assistant Project Manager	\$180/hour
Analyst	\$95/hour
<b>Technical Services</b>	
Grants Manager	\$150/hour
Funds Manager	\$150/hour
Outreach Manager	\$150/hour
Project Planner	\$150/hour
Grant Writer	\$125/hour
Engineer	\$125/hour
Geographic Information Systems (GIS) Mapping	\$90/hour
Graphic Design	\$90/hour

### EBA's Standard Terms and Conditions

EBA's fees include time and materials charges directly related to client services. This includes hours for work tasks, project management and coordination services, such as staff meetings, public presentations and project direct expenses. EBA's fees are subject to annual adjustments based on changes in the consumer price index. Billings are payable upon presentation and are past due 30 days from invoice date. A finance charge of 1.5% per month, or the maximum amount allowable by law, will be charged on past-due accounts. EBA makes no warranty, either expressed or implied, as to its findings, recommendations, specifications or professional advice except that they are prepared and issued in accordance with generally accepted professional practice.

# Innovating Through Informatics™

## About Us

Iteris is the global leader in applied informatics for transportation and agriculture. We turn big data into big breakthrough solutions by equipping our customers with contextually relevant, science-backed insights to make transportation safer and more efficient, and agriculture sustainable and more productive

# City of Hermosa Beach: On-Call Transportation and Traffic Engineering Services

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# City of Hermosa Beach: On-Call Transportation and Traffic Engineering Services

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Prepared by:

Steer  
800 Wilshire Blvd, Suite 1320,  
Los Angeles, CA 90017  
USA

+1 (213) 425 0990  
[www.steergroup.com](http://www.steergroup.com)

In collaboration with:

Chen Ryan Associates, Inc  
3900 Fifth Avenue, Suite 310  
San Diego, CA 92103  
USA

+1 (619) 795-6086  
[www.chenryanmobility.com](http://www.chenryanmobility.com)

Prepared for:

City of Hermosa Beach  
Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach CA 90254  
Client ref:  
Our ref: 236657P1

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# 1 Cover Letter

**Dear Proposal Review Committee,**

Steer is delighted to submit our proposal for Transportation and Traffic Engineering Services in the City of Hermosa Beach. Our extensive experience in transportation planning and design, traffic engineering, community engagement and travel behavior change will allow us to actively engage the local community and create lasting sustainable improvements for Hermosa Beach.

For this assignment, Steer has assembled a team of transportation planning, traffic engineering and community engagement experts. Chen Ryan Associates joins the Steer team to provide traffic engineering and active transportation, complementing Steer's extensive transportation planning experience.

Iain Conway will lead this assignment as Project Manager from our office in downtown Los Angeles. Iain has 15 years of relevant experience and knows Hermosa Beach well from his role leading the Transportation Study for the Strand & Pier Hotel project. Iain will be supported by Jim Daisa, a licensed traffic engineer, serving as Project Director, who brings 30 years of relevant experience. Both Jim and Iain have extensive experience in transportation planning and traffic engineering and will form an ideal leadership team. They will be supported by a larger team with relevant policy, analysis, safety, outreach and design experience.

Steer has offices across the globe, allowing us to bring international best practice solutions to Southern California. Our ability to draw upon our experience spanning Europe, South America, Canada, India and beyond, combined with our local on-the-ground knowledge in Southern California, allows us to develop innovative, yet implementable and practical solutions.

I, Lisa Buchanan of Steer, have the contractual responsibility and am authorized by Steer Davies & Gleave Ltd. (DBA Steer) to contract and negotiate on behalf of the organization. Jim Daisa will be our Project Manager and should be contacted for any clarifications. We can be reached at Steer's Los Angeles office located at 800 Wilshire Boulevard, Suite 1320, Los Angeles, CA 90017, telephone 213.425.0973, email [lisa.buchanan@steergroup.com](mailto:lisa.buchanan@steergroup.com) or [jim.daisa@steergroup.com](mailto:jim.daisa@steergroup.com).



Lisa Buchanan, Vice President / Director

## 2 Firm Profile

### 2.1 About Steer

Launched in 1978, Steer (formerly Steer Davies Gleave) has grown to become one of the world's leading independent transportation consulting firms. We are focused on the planning and development of transportation programs that encourage the use of sustainable alternatives and reduce drive alone trips, vehicle miles travelled (VMT), and greenhouse gas emissions. As a firm, we understand that a highly efficient, multi-modal transportation system, seamlessly integrated with surrounding land use and the urban realm, will ultimately achieve safe environments for all users and meaningful transportation behavior change.

Headquartered in London, with offices in Los Angeles, San Diego, Washington D.C., Boston, New York, Canada, Europe, and Latin America, Steer has over 450 transportation professionals globally. Our diverse staff brings European experience supplemented by global expertise and a local perspective to the challenges faced by our clients. Steer has built a comprehensive portfolio working in the U.S. and further details about us can be found on our website at [www.steergroup.com](http://www.steergroup.com).

Our transportation planning practice provides services in various specialties related to urban environments, including:

- First/last mile solutions
- Pedestrian movement forecasting and simulation
- Complete streets
- Transportation Demand Management
- Safety
- Traffic analysis and simulation
- Comprehensive data analytics and visualization
- Visualization and urban design
- Street design guidelines
- Community outreach and engagement
- Context-sensitive-solutions
- Active transportation planning and design
- Safe routes to school programs
- Pedestrian and bicycle safety studies
- Transit system planning and operations studies
- Regulatory plans and associated EIRs
- Transportation economics
- Travel demand forecasting
- Traffic calming programs
- Corridor studies
- Conceptual design of streets for preliminary engineering/ environmental assessments (PA/ED)

We have been actively delivering consulting projects in California for over a decade. Most of our wide-ranging work locally relates to Transportation Demand Management (TDM), behavior change, and active transportation including complete streets planning and design guidelines. Steer has also been commissioned to develop multimodal safety studies and action plans to improve the safety of cyclists, analyzing current accident trends and crash data. We lead community outreach and engagement, focusing on developing relationships and partnerships with communities and stakeholders, meaningful, participatory and multi-lingual community events, interactive and engaging workshops, and motivational interviewing geared towards understanding barriers to walking and bicycling and changing travel behavior.

**LEGAL NAME & ADDRESS** | Steer Davies & Gleave Inc., 883 Boylston Street, 3rd Floor, Boston, MA 02116

**KEY CONTACT** | Jim Daisa, Associate Director; 800 Wilshire Blvd, Suite 1320, Los Angeles, CA, 90017; (213) 425-0973; [jim.daisa@steergroup.com](mailto:jim.daisa@steergroup.com)

**LEGAL FORM** | Private, Employee-owned Corporation (Delaware)

**FEDERAL EMPLOYER ID** | 450585269

**PROJECT OFFICE** | *Los Angeles*: 800 Wilshire Blvd, Suite 1320, Los Angeles, CA, 90017

**PARENT FIRM** | Steer Davies & Gleave Limited (England, reg # 1883830); 28-32 Upper Ground, London SE1 9PD, UK

**NUMBER OF YEARS IN BUSINESS** | 41 years; US Corp for 12 years

**CONTRACT FAILURES / REFUSALS** | Steer has not failed to complete a contract. Steer has never filed for bankruptcy protection and is financially capable of completing this project.

**DBE/SBE STATUS** | n/a

## 2.2 About Chen Ryan

CHEN RYAN ASSOCIATES, INC. brings a fresh vision to transportation planning and engineering in Southern California. Our staff consists of traffic engineers, civil engineers, transportation planners, GIS specialists, and administrative/accounting support staff. Our firm was established in 2011 with the intent to provide superior transportation consulting services supported by exceptional project management and personable customer service.

**CHEN RYAN** Our firm is young, but our staff is diverse and experienced. Firm principals have each provided transportation planning and engineering services to public agencies in Southern California for 15-20 years. They are supported by a mix of senior, mid-level, junior staff and interns that have all dedicated their careers to improving the safety and mobility for all roadway users. We provide a fully multimodal approach, building upon the multi-dimensional experience of our staff. We understand the quality-of-life and health benefits of integrated transportation/land use planning, smart growth and active transportation considerations. Chen Ryan is committed to developing safe transportation systems and creating mobility improvements that enhance and support vibrant and sustainable communities.

We offer specialized expertise in the following areas:

- Complete Streets Design
- Mobility/Circulation Element Planning
- Transportation Impact Studies
- Transit Planning
- Transportation Planning/Land Use & Smart Growth Planning
- Multi-Modal Planning, Analysis and Design
- Active Transportation Research
- Traffic Calming
- Traffic Engineering Design
- Transit Station Design
- Park Design
- Transportation Systems Planning

- Safe Routes to School / Transit
- Traffic Operations and Simulation
- Bicycle/Pedestrian Planning and Design
- Parking Assessment and Demand Management
- Impact Fee Program Development

**LEGAL NAME AND ADDRESS** | Chen Ryan Associates, Inc., 3900 Fifth Avenue, Suite 310, San Diego, CA 92103

**PRIMARY POINT OF CONTACT** | Monique Chen, PE, 3900 Fifth Avenue, Suite 310, San Diego, CA 92103, (619) 795-6086

**BUSINESS ENTITY** | S-Corporation

**FEDERAL EMPLOYER ID** | 32-0391011

**LOCATIONS** | 3900 Fifth Avenue, Suite 310, San Diego, CA 92103, (619) 795-6086  
85 N Raymond Avenue, Pasadena, CA 91103, (626) 322-0199

**OWNERSHIP STATUS** | Chen Ryan Associates is not owned by any other entity. The Firm's ownership is comprised of individual shareholders.

**YEARS IN BUSINESS UNDER PRESENT NAME** | 7 Years, 7 Months

**FAILURES OR REFUSALS TO COMPLETE A CONTRACT** | None

# 3 Project Understanding and Approach to Scope of Work

## 3.1 Statement of Understanding & Approach to Delivery of Services

The Steer team is proposing for Category 2 - Transportation Planning and Studies. For this category, Chen Ryan has joined our team to further strengthen our capacity associated with active transportation and traffic engineering, bringing significant knowledge and relevant experience.

Steer has a U.S. and international transportation planning pedigree stretching back over the last 40 years. During that time the company has worked with many clients, including governments at Federal, State and Municipal levels, and private sector developers, promoters, and operators. All of them have trusted Steer for impartial, independent and robust transportation planning advice and support.

Our contributions have led to real changes to the way in which our cities have evolved and how their transportation systems have developed to cater for new demands and expectations, supporting economic growth, regeneration and re-development, and the growing expectations for air quality and environmental improvements and improved urban lifestyles.

Wider transportation choices, that are sustainable, increase mobility, and provide the capacity for dynamic, growing city-regions are now a prerequisite for successful urban expansion.

Understanding changing demographics is key to longer transportation planning. Complex multi-modal solutions are required to respond to the changing needs of residents, workers, businesses and visitors, and to embrace new transportation opportunities, from TNCs to bike/scooter share and other innovations that add to our transportation choice and access to new opportunities.

Steer provides a wide range of transportation planning inputs for clients, from strategy to delivery. Our extensive transportation planning expertise has been used to develop long term strategies and we have the capability to develop the detail, from traffic and ridership modeling, through multi-criteria appraisal and evaluation, to the conceptual engineering and design of projects, producing comprehensive complete street designs, often used as the basis for stakeholder engagement and environmental assessments and approvals.

### 3.1.1 Corridor revitalization, neighborhood traffic management, bikeway improvements and other long-term capital improvements

*Corridor revitalization, complete streets and bikeway improvements*

Steer's experience in complete streets, urban design and first/last mile solutions ranges from overarching plans, such as our work on Orange County Complete Streets Guidelines and La Habra Complete Streets Master Plan, to site-specific innovative streetscape implementations, such as the Inglewood First/Last Mile Project for LA Metro. As part of the Orange County Complete Streets Guidelines project, we developed a funding toolkit which provides cities and municipalities a step-by-step guide to understanding and accessing available funding for implementation. This range of

work allows us to holistically plan for implementable, realistic solutions that can create safe streets for all, easing active transportation connections and access to transit.

Our experience brings innovative yet tried and tested data collection methods, including analysis tools developed in house – such as the Cycling Propensity Index – which helps us determine latent cycling demand overlaid with perceptions and realities of safety concerns, allowing us to make targeted, implementable project recommendations with inherent community support.

Steer approaches each corridor revitalization, complete streets or bikeway improvement project by collecting existing conditions data and performing connectivity analysis to understand how a neighborhood works for different users and quantifying the ease and ability of a person on any given street segment. This includes utilizing traffic counts and speed profiles, pedestrian audits and a Steer developed tool, the Cycling Potential Index (CPI). With this data we can assess the current network for all modes and identify key areas of need. From these existing conditions report we can engage the community to further inform problem and opportunities and help define potential solutions. Steer utilizes a Layered Network of modal priorities approach to develop alternatives for each street classification based on different priority modes or modal combinations.

#### *Neighborhood traffic management/transportation engineering*

Steer has a traffic/transportation engineering and planning expertise that ranges from the development of area-wide solutions to detailed local projects. We have U.S. and international experience in the development of complex traffic and transportation projects, focussing on complete street and all mode outcomes. Our inputs to city-region traffic/transportation plans have included the development of alternative traffic and transit networks, assessments of parking requirements, intersection designs, facilities for pedestrians and cyclists, and wider urban design considerations.

Traffic/transportation engineering and planning requires a comprehensive approach to a set of complex issues. Steer's approach is objectives-led and evidence-based. The first important step in any assignment is to understand the problem(s) based on client specifications and informed by data on existing conditions. From that base we work in partnership with clients, and where appropriate, other stakeholders to develop a clear vision and set of objectives. Early clarity on desired outputs and outcomes frames the way forward and defines the project scope.

Future forecasts are then developed to provide a greater understanding of the requirements for new traffic/transportation designs and solutions. This demand-led approach helps define the range of potential policy, strategy, design and operational solutions. Option development then follows, with CAD-based designs, context designs, system modeling and wider design inputs used to produce options, often with client/stakeholder inputs. Our approach is comprehensive, and multi-modal, with a focus on operational requirements, as well as design content.

Option Assessment follows on from the definition stage. Multi-criteria assessment techniques are deployed to ensure a comprehensive assessment, leading to clear conclusions on emerging/preferred options. The assessment approach covers designs, costs, environmental & social impacts, operational aspects, and deliverability, including consents & approvals, and funding.

Further detailed design, and consultation stages complete the process, moving to final recommendations and final deliverables addressing all the required outputs and outcomes defined at the outset.

#### Case Study: Developing a Methodology to Prioritize Resident Requests for Traffic Control Devices

Steer is working with the City of Citrus Heights to develop a community supported methodology and tool which prioritizes resident requests to install traffic control devices in response to speeding and cut-through traffic in neighborhoods.

Steer was hired to work with the community to develop a tool to evaluate requests and prioritize implementation of the most appropriate solution. It was essential to involve the community in a transparent process to promote ownership and a full understanding of the tool. The Steer team was selected because of our innovative approach of involving the community in a complex and technical project that analyzes and implements engineering solutions. Key aspects of our approach included:

- Avoiding the perception of “educating” the community and using interactive methods to direct the community in developing their own understanding. This included:
  - Identifying the underlying problem to be solved rather than jumping to a solution.
  - Guided observation of underlying causes and collection of data needed to confirm problems and help select the most appropriate solution.
  - Awareness of the broad range of solutions and the conditions under which they are applicable.
- Inviting the community to help develop, test and apply the tool to actual situations. This includes:
  - Having the community select analysis, prioritization, and weighting criteria for the tool.
  - Providing small groups a simplified version of the tool and assigning various roles and responsibilities (e.g., problem identification, criteria application, selection of applicable solutions, implementation cost and funding, etc.) to apply the tool.
  - Review and critique of the results of the tool and an opportunity to recommend refinements and improvements.
- Utilizing innovative engagement techniques to involve the community and guide them through their own understanding and learning process. This includes:
  - Guided WALKShops through their neighborhoods to point out and identify problems and issues including self-guided audits of existing conditions.
  - Hands-on data collection such as borrowing speed radar units from the police department to collect speed data.
  - Translation of complex technical concepts into simplified and understandable terms using infographics and interactive mapping and solution design activities.

### 3.1.2 Expansion of transportation choices, and active transportation

#### *Planning for all users, encouraging mode shift*

It is important to understand the type of person we intend to use the City of Hermosa Beach’s streets. If the goal of the City is to achieve higher cycling and walking levels, then we need to design facilities for the people who aren’t riding or walking today. The average person does not feel comfortable sharing a street with high speed/high volume vehicular traffic. National research has shown that physically separated bicycle facilities (protected bikeways, cycle tracks, and sidepaths) create environments where people feel safe and comfortable and serve to attract high numbers of new cyclists. There are strong indicators for potential travel mode shift if well-connected, comfortable facilities are provided. Vehicular travel demand can reduce as a result of these mode shifts.

### *Active Transportation*

A major strength of the team is that we have in-depth active transportation planning, facility design and implementation experience. We are focused on implementation and constructability. Our planners and engineers will work together in an integrated process to create plans that ensure recommendations for streets that are feasible, implementable and constructible with bicycle and pedestrian facilities to serve the average person. Throughout our planning process, we will employ a unique process that integrates AutoCAD, GIS, Google Earth and 3D modeling software to develop concept plans that are easily shared with the internal project team, stakeholders and the community. This process strengthens the planning – implementation connection and will ensure successful recommendations.

Another important component to our sustainable designs is to assess the actual capacity needs at constrained intersections and segment locations through accurate traffic operational analysis. We want to conserve as much valuable roadway space and pavement as possible at locations where capacity exceeds demand in terms of travel lane and on-street parking.

Through our existing and future conditions analysis, we identify and prepare viable recommendations for network development, design, and installation of bike lanes, cycle tracks, and sidewalk infill, taking into account the varying nature of the roadway environment, as well as input collected from City staff, property and business owners, and residents. To assist with alternatives assessment, we often utilize trade-off matrices that clearly display the pros and cons of each proposed project alternative. These trade-offs might include increased cycling safety and comfort versus loss of parking, vehicular capacity, reduced access to adjacent commercial use and slower vehicular speeds. Our team has successfully completed multiple general plans, active transportation plans, and corridor studies throughout Southern California, and we thoroughly understand design concepts and challenges associated with implementing complete streets and multimodal infrastructure.

The key to a successful active transportation planning project is a focus on achieving critical development objectives which at a minimum include:

- **Community Engagement** - engage the community to identify bicycle and pedestrian travel needs.
- **Bicycling & Walking Activity** - identify opportunities to increase bicycling and walking in the City.
- **Future Projects** - identify future bikeway and pedestrian projects.
- **Project Funding** - identify revenue sources and strategies for funding bikeway and pedestrian projects.
- **Ranking Criteria** - establish ranking criteria for implementing bikeway and pedestrian projects.
- **Master Plan** - incorporate findings from various bicycle and pedestrian studies into one master plan.
- **Technology Assessment** - identify technology for administering bicycle and pedestrian counts.
- **Forecasting** - identify methodology for bicycle and pedestrian travel forecast and mode split.
- **Standards & Best Practices** - identify Design Standards and Best Practices.

### *First/last mile planning*

Steer brings an international perspective to first mile/last mile planning. The approach deployed by Steer is part of our wider 'whole trip' approach to transportation planning challenges. Many of our projects over the last five years have included detailed first mile/last mile planning components. Linked to TOD planning around transit stations and Mobility Hubs, our work includes physical layouts, wayfinding, digital design and promotional policy development.

Our 'whole trip' approach to first/last mile is to incorporate the idea that people's interactions with transit go beyond their experience on the bus or train and extend into the public realm, often beyond even the line of sight of a transit vehicle.

We take this extended view of the transit journey and incorporate it into all aspects of our work. For the Culver City TOD Vision Study, Steer led the mobility components, including first/last mile inputs, designing and leading WALKshops and BIKEshops to gain firsthand knowledge and interact with community participants. We also built an interactive website that allowed anyone interested in the plan to contribute geolocated comments and photos on the go. This provided in-context feedback of first/last mile barriers and offered a field for suggested improvements that the wider community could vote on. This involved and transparent approach was key to garnering widespread community support for first/last improvements, and the plan as a whole.

### **3.1.3 Parking resources and implementation of parking programs**

Steer has completed a portfolio of projects related to parking management, often within a broader transportation demand management context. We have prepared TDM Plans which include parking management strategies for Mount Saint Mary's University, Loma Linda University, UCSD (through our iCommute program), the City of Berkeley and Children's Hospital, Los Angeles.

We bring knowledge of good practice in parking management from across the world. We are able to draw on international knowledge from parking work in the US, Europe and Latin America, ensuring that our advice is always up to date. This is particularly important considering the rapid growth in parking technologies available alongside growth of connected and autonomous vehicles and increasing self-parking capabilities.

Steer staff have expertise in preparing parking plans for urban development, large-scale activity centers, shopping centers, institutions, transit stations, and downtowns. Our Los Angeles office staff is highly experienced in all aspects of parking from developing policies to evaluating pricing changes and depending on the City's needs can perform any of the following types of parking studies:

- Comprehensive supply and demand analyses.
- Public parking strategies for downtown.
- Parking pricing and time restriction studies and comprehensive curbside management planning.
- Neighborhood parking management or permit programs (including ordinances/resolutions for adoption).
- Shared parking evaluation.
- Zoning code development standards for parking for transit-oriented and mixed-use development.

- Comprehensive Citywide Parking Management Plans.

### **3.1.4 Transportation education, engagement and other awareness initiatives**

Steer has a strong track record of implementing both education and outreach programs to encourage sustainable, active and safe modes of transportation. Our multi-disciplinary work experience in Southern California has been rooted in transportation behavior change, which at its core is a people-focused discipline. We have a deep understanding of how to share transportation knowledge in a way that is effective, engaging and compelling, which has been built through countless conversations with residents, stakeholders, employers and other community members.

Our education and engagement work is tailored specifically to communities and user groups with each project. We believe in processes that builds collective understanding around a certain subject or project, ones that give participants the opportunity to participate in a way that is meaningful and creates a sense of output ownership.

#### *Transportation Demand Management*

At Steer, we understand that transportation behavior and choice are influenced by a multitude of factors; including, safe and convenient facilities, information, habit, and personal motivations like cost or time. Our multi-disciplinary team of experts is adept at delivering tailored solutions for projects and programs to expanding transportation choices.

Our work related to Transportation Demand Management (TDM) has provided us with a deep understanding of the TDM landscape in Southern California, with experience ranging from designing innovative TDM strategies, to delivery of TDM projects, to involvement in regional TDM advocacy. Locally, we are developing a TDM Strategic Plan for SCAG and have prepared TDM Plans for various employers of all sizes. We also serve as the Executive Director to transportation management organizations/associations (TMOs/TMAs) in Santa Monica, Glendale, Burbank and Warner Center.

Our team has experience both planning for and implementing TDM in diverse settings which puts us in a unique position to approach the needs of Hermosa Beach from multiple angles. We can pull best practices from our networks across the country and through our work and involvement in professional organizations such as the Association for Commuter Transportation (ACT) to ensure we relay the most up to date information about recent innovations and pilot projects. We will utilize our project experience within Southern California to evaluate the needs of Hermosa Beach and work with the city to design transportation demand management projects that work to expand transportation options for residents.

#### *Education*

Steer has broad experience developing educational programs for TDM and Active Transportation Projects. Steer has conducted many Personalized Travel Planning (PTP) outreach campaigns to encourage people to shift their mode choice. Personalized Travel Planning (PTP) is an outreach approach based on a face-to-face conversation between a trained Travel Advisor and an individual resident. Within these conversations Travel Advisors use a Motivational Interviewing (MI) technique, originally developed in the health sector and adapted to transportation behavior change by Steer, to deliver information, incentives, and motivation to individuals to help them

voluntarily make sustainable travel choices. This technique involves listening to the individual's needs, wants, and constraints and guides them towards a solution involving more active and environmentally friendly transportation choices. For many of our PTP projects, we have engaged local community members to help carry out the grassroots outreach campaigns. After identifying the local team, Steer leads a robust training session on the MI technique and best practices to ensure we are engaging with community members in an engaging and meaningful way.

At the core of the Personalized Travel Planning method is the belief that the conversation between the Travel Advisor and the resident is instrumental in motivating individuals to commit to long term change in their travel behavior. The structure of these conversations provides a non-judgmental space for a resident to explore and reflect upon their travel habits and how or why they may wish to change them.

### *Engagement*

We understand that the City of Hermosa Beach has an engaged and active community. We believe that effectively involving community members will be key to developing successful transportation plans and projects. Engaging with residents in a way that is meaningful, identifies local goals/priorities/concerns, builds mutual understanding and develops a feeling of ownership among participants is a key goal.

Our experience in operating Transportation Management Associations/Organizations and Individualized Marketing has given Steer a unique ability to target audiences with tailored messages, utilize technology and media tools to reach audiences, and maximize the use of local, neighborhood and institutional resources to reach people who otherwise would not participate in such a program. Our approach strives to identify the values and important issues for each target audience and then utilize the most effective means of communicating the importance of participating in the program with respect to their values.

At the beginning of any outreach process, our approach is to begin with the development of a Community Engagement Plan, which works to:

- Establish a roadmap for the engagement process.
- Outline clear and agreed upon approach and responsibilities.
- Identify a timeline and key deliverables.
- Ensure that engagement activities are purposeful and effective in achieving project goals.

Innovative outreach campaigns lead by Steer include:

- Intercept surveys at Metro's Artesia Blue Line station for the Artesia Station TOD Specific Plan.
- An interactive mapping tool where community members could comment on urban conditions as part of the Culver City TOD Visioning Study.
- In-person passenger stated preference surveys of Staten Island Ferry users using online tablets as part of the ridership analysis for the Staten Island Ferry service to Midtown Manhattan.
- Bike rides and walk audits as part of many projects, including the Culver City TOD Visioning Study and Go Human Regional Active Transportation Campaign.

- Website and app development for behavior change campaigns, including Ann Arbor Commuter Challenge and Cedars Sinai's Ridetracker.
- Public workshops, focus group meetings and personalized interviews across a range of project types.

## 3.2 Organizational Chart

**Figure 3.1** illustrates the organization of the team, which is structured around three principal groups of staff:

- Central Delivery Team – comprised of the Project Director and Project Manager, responsible for contract administration, task order administration, overall project management, and quality control and assurance.
- Senior Advisor / Review Team – comprised of highly experienced senior team members specializing in various aspects of the four areas of work under the Transportation Planning category. These individuals are responsible for advising on technical approaches and methodologies in their areas of expertise and review of deliverables for technical content and accuracy.
- Task Leaders and Task Teams – comprised of experts in each of the work categories who serve as task leaders and supported by teams of experienced key staff members. Task leaders are responsible preparing task order proposals, coordinating with the Central Delivery and Senior Advisor/Review teams, and directing technical work conducted by key staff.

The team was intentionally assembled with significant overlap in areas of technical expertise to provide City of Hermosa Beach with a depth of experience and resources to accommodate multiple, large, and/or complex task orders. Resumes are located in **Appendix A**.

## 3.3 Roles and Responsibilities for City Staff

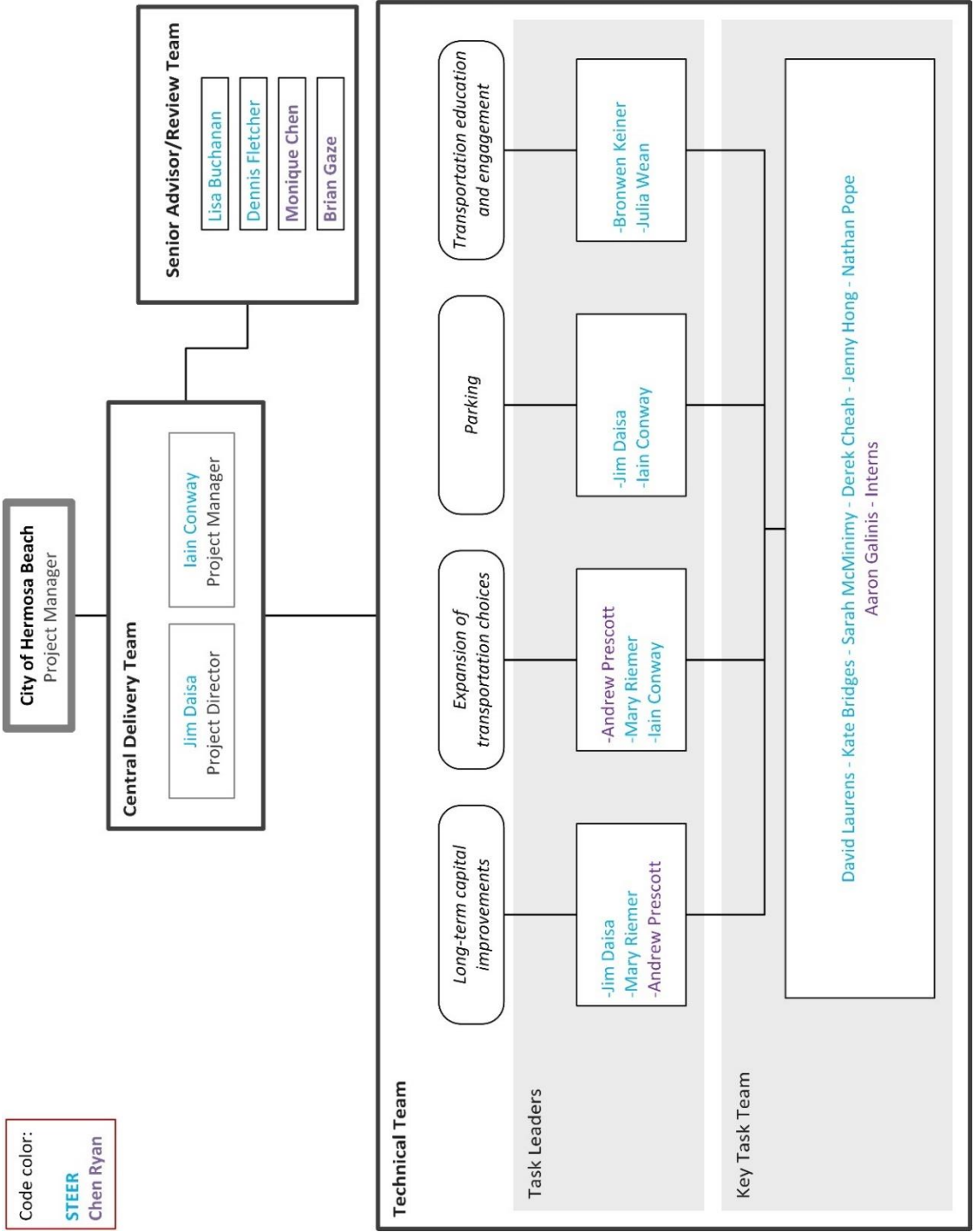
Steer will develop comprehensive work plans and budgets for each Task Order under this contract. In our interpretation, City staff are responsible for producing Task Orders that clearly define the goals of the project, desired timeline and budget. Steer will work with City staff, represented by the City's Project Manager, to craft a work plan that best meets these goals and objectives with the available resources. The city may be asked to supply important stakeholder contacts, relevant data, and other project inputs depending on the scope. Various approaches to community engagement and data collection and synthesis can be refined upon issuance of the task order

## 3.4 Communications Approach

An initial project kickoff meeting will be convened in-person with the City of Hermosa Beach once the Task Order has been issued and scope has been agreed. The purpose of this meeting will be to confirm the approach, client inputs, key deliverables and main milestones, and other pertinent information from the City.

Project review meetings will then be held on a regular basis, either in person, by phone and or by videoconference, at the client's choosing and to suit the scope of the task. The Project Manager will update the City Project Managers as appropriate outside of the monthly project review meetings.

Figure Error! No text of specified style in document..1: **Organizational Chart**



### 3.5 Quality Control

At Steer, we place considerable emphasis on understanding and meeting our clients' requirements. This philosophy is central to the way in which we undertake our work. To assist this, we have operated a Quality Management System (QMS) for over a decade, which is regularly independently reviewed and certified by DNV Certification Limited. The firm's North American practice was recently certified to ISO-9001: 2008 Management System Standard, a notable achievement that evidences our concerted focus on rigorous management practices.

We continually refine our procedures in light of our experiences, the changing expectations of our clients, and technological developments. We ensure delivery within time, cost, quality and performance objectives by consistently applying the principles and methodology of our QMS as documented in our ISO9001: 2019 certified Business Procedures. These are set out to ensure resilient and structured project management that meets the high standards of our clients.

Furthermore, our consultants' skills in project delivery are honed through individually tailored training based on needs identified through our continuous review and competency system. Our project managers are each trained in our custom-developed IMPACT project training. Many also hold industry recognized PMI, APM and PRINCE qualifications.

We outline below a summary of our quality assurance plan, communications plans, and risk management processes to be implemented as part of this work.

The following principles would be adopted for this work:

- Designation of a dedicated Project Manager (Iain Conway) and Project Director (Jim Daisa).
- Both Jim and Iain are based out of our Los Angeles office, which will be the office responsible for administering the contract with the City of Hermosa Beach.
- Completion of both external (including City) and internal (within the Steer project team) inception meetings for each task order.
- Multiple levels of peer review, in accordance with our defined sign-off protocols.
- Ongoing review within the core team: The Project Manager shall undertake reviews of analysis and outputs produced.
- Regular review by Project Director: Prior to completion of core tasks, the Project Director shall review the work undertaken. This will include a review of all deliverables prior to any outputs being provided to City of Hermosa Beach.

## 4 Experience and Qualifications

### 4.1 Summary of Relevant Projects

Orange County Complete Streets Design Guidelines (Steer)	
<b>Dollar Value of the Contract</b>	\$600,000
<b>Client Agency</b>	Orange County Council of Governments (OCCOG)
<b>Client Project Manager</b>	Marika A. Poynter
<b>Key Team Members</b>	Lisa Buchanan, Mary Riemer
<b>Contract Dates</b>	2017-2019
<b>Project Location and Setting</b>	Orange County, range of settings from highly urban to rural
<p>Steer led the preparation of a Complete Streets Initiative and Design Guidelines for all agencies and jurisdictions of Orange County to help inform the design and operation of a transportation network that is context-sensitive and enables safe access for all users.</p> <p>The first stage of work included meetings with all 35 jurisdictions, site visits, a needs assessment survey, extensive public outreach, and a review of policies and standards. From this, a vision statement was developed, and street typologies were identified that are specific to Orange County. The approach focused on designing streets in terms of both 'movement' and 'place' functions, where place refers to the land use and activity within a street environment. The guidelines provide an integrated set of tools and processes to inform, streamline, and better coordinate decision making on all types of street design projects. They include:</p> <ul style="list-style-type: none"> <li>• A vision for safe, connected, accessible, and attractive streets.</li> <li>• Design principles for each street type, with variants for different modal priorities.</li> <li>• Technical guidance related to transport infrastructure.</li> <li>• A comprehensive set of resources.</li> </ul>	

La Habra Complete Streets Master Plan (Steer)	
<b>Dollar Value of the Contract</b>	\$119,000
<b>Client Agency</b>	City of La Habra
<b>Client Project Manager</b>	Michael Plotnik, Traffic Manager
<b>Key Team Members</b>	Sarah McMinimy
<b>Contract Dates</b>	2017-2019
<b>Project Location and Setting</b>	City of La Habra, urban and suburban environment
<p>Steer contracted with the City of La Habra, through the support of St. Jude Medical Center, to develop a Complete Streets Master Plan which focused on promoting healthy and active living, a key focus for the community and stakeholders. The Plan responded to resident concerns about local school aged children considered at high health risk due to body composition, heavy and fast-moving traffic on arterials and neighborhood streets that pose safety threats, and a lack of local family destinations.</p> <p>Community outreach was undertaken in both English and Spanish through a series of workshops to engage as many members of the wider community as possible.</p> <p>To identify movement and place opportunities and constraints across La Habra a series of maps were produced to prioritize pedestrians and bicycles routes on particular parts of the street network. A</p>	

roadway typology was developed consistent with the Orange County Complete Streets Initiative (see below) with design principles that reflect pedestrian and bicyclists needs and contribute to improved environmental conditions through more greening and the reduction of Green House Gases.

#### Goleta Amtrak Train Station Master Plan (Steer)

<b>Dollar Value of the Contract</b>	\$70,000
<b>Client Agency</b>	City of Goleta
<b>Client Project Manager</b>	Jaime A. Valdez
<b>Key Team Members</b>	Jim Daisa, Iain Conway, Sarah McMinimy
<b>Contract Dates</b>	December 2018 – May 2019
<b>Project Location and Setting</b>	Goleta, CA, suburban

Steer partnered with our teaming partner Rincon Consulting to prepare a Master Plan for a new Amtrak Station in Goleta, California located north of the City of Santa Barbara. The Master Plan informs the design stage of the project through recommendations to improve multimodal access to the station and circulation between the station and the existing Amtrak platform. Steer was responsible for evaluating access and circulation, and analyzing connectivity issues, challenges, and obstacles throughout the City and region to identify opportunities to improve access.

#### Artesia Station TOD Specific Plan (Steer)

<b>Dollar Value of the Contract</b>	\$50,000
<b>Client Agency</b>	City of Compton
<b>Client Project Manager</b>	Robert Delgado
<b>Key Team Members</b>	Mary Riemer, Sarah McMinimy
<b>Strengths that Key Team Member Brought to Project</b>	Mary Riemer, Multimodal station access and mobility scenarios, regional integration Sarah McMinimy, Community engagement
<b>Contract Dates</b>	Jan 2018 – June 2019
<b>Project Location and Setting</b>	City of Compton, urban / suburban

Steer is working with a multi-disciplinary team to develop a Transit Oriented District Specific Plan for the City of Compton around Metro's Artesia Blue Line station. The City is looking for this project to create a new node of economic activity that has a unique sense of place, taking into account future adjacent opportunities for culture, arts and entertainment. The station is surrounded by a casino, big box retail style mall and adjacent to Compton College. Challenges include blocked eastern access from the station due to the casino and a bordering underutilized creek pose an interesting opportunity. Steer's role focuses on transportation and mobility aspects. This includes first/last mile design principles, active transportation options for Compton Creek enhancements and connections, parking reduction strategies and transit service expansion study, strategies for the construction of a joint parking facility, and financing mechanism proposals for recommendations. As part of our work on the project, we are also leading a community outreach workshop to discuss "A Multimodal Lifestyle".

#### Solana Beach Comprehensive Active Transportation Strategy (Chen Ryan Associates)

<b>Dollar Value of the Contract</b>	\$136,000
<b>Client Agency</b>	City of Solana Beach

<b>Client Project Manager</b>	Dan Goldberg, Principal Civil Engineer
<b>Key Team Members</b>	Monique Chen, Andrew Prescott
<b>Contract Dates</b>	2013-2015
<b>Project Location and Setting</b>	Solana Beach, CA
<p>Chen Ryan Associates prepared the City of Solana Beach's first Comprehensive Active Transportation Strategy (CATS). This effort followed Chen Ryan Associates' work on the City's General Plan Update Circulation Element, allowing a seamless dovetailing of the two documents. The plan focused on enhancing the safety and comfort of existing bicycle and pedestrian facilities and increasing connectivity to key attracting land uses such as schools, commercial/retail districts, and recreational resources. The CATS took into account the many changes that have occurred over the twenty-year period since the Solana Beach last adopted a comprehensive bicycle master plan, including population increases, changes in travel demand and patterns, and changes across the roadway network. The project included extensive community outreach and participation through surveys, attendance at public events and the hosting of a project website. Additional targeted outreach to schools and low-income and minority communities was performed.</p>	

LADOT Vision Zero 2017 Priority Corridors (Chen Ryan Associates)	
<b>Dollar Value of the Contract</b>	\$189,000
<b>Client Agency</b>	City of Los Angeles
<b>Client Project Manager</b>	David Somers, LADOT
<b>Key Team Members</b>	Monique Chen, Aaron Galinis
<b>Contract Dates</b>	2017
<b>Project Location and Setting</b>	Los Angeles, CA, urban and suburban environment
<p>Chen Ryan Associates prepared a Technical Report for 14 priority corridors in support of the City of Los Angeles' 2017 Vision Zero initiative to eliminate all traffic deaths citywide by the year 2025, through implementation of various roadway safety improvements. The 14 priority corridors represent a diverse cross section of urban environments throughout Los Angeles. Roadway safety improvements, implemented in June 2016, employ strategies such as reduction of travel or peak-hour lanes to accommodate alternative travel modes such as bus-only or bike lanes. Other corridors received enhancement of on-street parking. Corridor-specific safety improvements were chosen based upon the highest degree of suitability for the individual roadway in question. The Technical Report documents project impact significance, change in delay for motorists, and implications to overall corridor travel time after project implementation. The Report considered a number of timeframes and scenarios, including existing conditions and near-term conditions, both with and without project implementation. This Technical Report, supplemented by NEPA-level analysis where necessary, also considered additional factors, such as 57 cumulative projects proximate to the corridors that are expected to generate significant additional trips, the likelihood for motorist diversion onto parallel corridors, as well as the potential for mode shift to bicycling for trips of three miles or less.</p>	

Culver City TOD Visioning Study (Steer)	
<b>Dollar Value of the Contract</b>	\$169,136
<b>Client Agency</b>	Johnson Fain / City of Culver City
<b>Client Project Manager</b>	David Alpaugh Principal, Urban Design + Planning
<b>Key Team Members</b>	Mary Riemer, Sarah McMinimy, Jenny Hong

<b>Contract Dates</b>	2017
<b>Project Location and Setting</b>	Culver City
<p>Steer examined the existing infrastructure conditions, performing connectivity analysis and a first and last mile assessment to identify potential opportunities. A robust public outreach process was used to identify mobility issues of concern to residents and stakeholders. This included a series of eight public workshops, numerous interviews and focus group meetings. In addition to this, an interactive map was made available on the project website that allowed interested parties to locate issues and post their concerns online. Adopting a layered network approach, we analyzed the movement network around the station area and developed a comprehensive street network to accommodate prioritized modes of transport. Utilizing complete streets and tactical urbanism techniques the report outlines multiple interconnected measures to allow people to drive less and walk bicycle and take transit more. The principles of the mobility framework include: protecting interior neighborhood circulation from cut-through traffic, better accessibility and connectivity for pedestrian and bicycle circulation, and facilitating local transit use and providing new greening to improve the environmental conditions to promote healthier and more active lifestyles.</p>	

Inglewood First Last Mile (Steer)	
<b>Dollar Value of the Contract</b>	\$115,800
<b>Client Agency</b>	Invoicing Client: Here LA; Ultimate Client: Los Angeles County Metropolitan Transportation Authority
<b>Client Project Manager</b>	Joanna Chan
<b>Key Team Members</b>	Mary Riemer, Kate Bridges, Sarah McMinimy
<b>Contract Dates</b>	2017
<b>Project Location and Setting</b>	Inglewood
<p>Our responsibility on the project is two-fold. The first is to deliver a digital auditing tool, and the second is to assist in the outcomes of the audits – assessing our prime consultant, Here LA, with the pathway network project feasibility and costing. Building on the success of our other digital projects and to ensure our support is valuable, Steer has taken a user-centered approach to both the design of the outward facing audit tool, as well as the backend database which powers the audits and collects the data. For this project, our tool will be used to audit 4 light rail stations in the City of Inglewood, as well as a future station at LAX International Airport. The intent is to learn from this project and eventually look to roll the tool out publicly for auditing of stations across Los Angeles County. The tool has helped streamline the First / Last Mile audit process, digitizing information at the source to save time originally spent transcribing paper audits into workable data sets.</p>	

North Coast Corridor TDM Plan Update (Steer)	
<b>Dollar Value of the Contract</b>	\$556,905
<b>Client Agency</b>	Southern California Association of Governments (SCAG)
<b>Client Project Manager</b>	Antoinette Meier
<b>Key Team Members</b>	Lisa Buchanan
<b>Contract Dates</b>	2012 - 2014
<b>Project Location and Setting</b>	San Diego I-5 Corridor, broad range of settings
<p>As an important transportation link for commuter, commercial, and recreational travel, the Interstate-5 North Coast Corridor (NCC) is among the most heavily traveled stretches of freeway in the United States,</p>	

with average daily traffic of over 200,000 vehicles. Steer led the development of the NCC TDM Plan, in coordination with SANDAG and Caltrans, which provided multi-modal solutions to help manage congestion during construction and act as a foundation for continued travel behavior change in the area. The project included extensive market research and stakeholder engagement with employers, schools, residents, special uses, local jurisdictions and other agencies along the corridor to help determine motivators for changing travel behavior. The final Plan included customized and geographically-focused TDM programs as well as overarching initiatives serving to strengthen TDM messaging and communications. Outreach and marketing strategies, and performance measures were also part of the Plan. Key findings and outcomes included:

- Recommendation to create a more proactive outreach approach for Employer-based TDM. SANDAG subsequently contracted Steer to implement a new employer outreach strategy for the whole region.
- Recommendation to develop construction-focused TDM initiative. Steer subsequently developed a new construction and TDM brand, a web portal and a social media strategy and is creating an outreach strategy for a pilot project in the University City area.
- Teleworking has huge potential in the North Coast but there is a big gap between what employees want and what employers are willing to offer. SANDAG has subsequently developed a pilot project to work with employers to promote teleworking.

#### SCAG TDM Strategic Plan (Steer)

<b>Dollar Value of the Contract</b>	\$283,689
<b>Client Agency</b>	Southern California Association of Governments (SCAG)
<b>Client Project Manager</b>	Steve Fox
<b>Key Team Members</b>	Lisa Buchanan, Julia Wean, Kate Bridges
<b>Contract Dates</b>	August 2018 – July 2019
<b>Project Location and Setting</b>	Southern California Region, broad range of settings

Steer worked with the Southern California Association of Governments (SCAG) to develop a Transportation Demand Management (TDM) Strategic Plan for the diverse six-county region. As SCAG puts together its 2020 Regional Transportation Plan and Sustainable Communities Study (RTP/SCS) they have begun to explore TDM as a low-cost mechanism to reduce vehicle miles traveled and greenhouse gas emissions in the region. To develop the plan, Steer conducted stakeholder outreach to TDM professionals throughout the region, interviewing over 30 individuals who either implement or interact with TDM strategies. This helped us to develop a baseline of TDM delivery in the region as a whole, providing a description of who implements TDM. Additionally, we conducted an analysis of TDM practice nationwide through a literature review and closer inspection of the field's recent technological advances. We used the research and data collected to develop a tool box of TDM strategies, as well as a list of TDM goals, objectives and performance measures for the SCAG Region.

#### SCAG Active Transportation Regional Database (Chen Ryan Associates)

<b>Dollar Value of the Contract</b>	\$20,185
<b>Client Agency</b>	Southern California Association of Governments
<b>Client Project Manager</b>	Rye Baerg, Active Transportation
<b>Key Team Members</b>	Monique Chen, Aaron Galinis
<b>Contract Dates</b>	2015-2017
<b>Project Location and Setting</b>	Southern California, urban, suburban & rural environment

Chen Ryan Associates supported an evaluation of the Southern California Association of Governments (SCAG) Regional Active Transportation Database for potential database upgrades, as well as to develop enhanced flexibility in processing diverse data, such as feeds from automated counters or inputs from manual observation. This project included a comprehensive review of existing data input processes, as well as a best-practices literature review, with interviews from key stakeholders familiar with the rapidly evolving landscape of bicycle and pedestrian count technology and database design. Additionally, final deliverables included a regional automated counter siting framework, for use as jurisdictions throughout the SCAG region wish to add local counters to the regional network.

#### Downtown San Diego Mobility Plan (Chen Ryan Associates)

<b>Dollar Value of the Contract</b>	\$506,560
<b>Client Agency</b>	Civic San Diego
<b>Client Project Manager</b>	Brad Richter, Vice President - Planning
<b>Key Team Members</b>	Monique Chen, Andrew Prescott
<b>Contract Dates</b>	2014-2016
<b>Project Location and Setting</b>	San Diego, CA, urban environment

Chen Ryan Associates served as the lead consultant of a team including Cambridge Systematics for the Downtown San Diego Mobility Plan, which established policies, programs and projects to improve overall mobility throughout the Downtown San Diego area.

The Mobility Plan provided for the development of a cohesive network of complete streets, which:

- Increase priority and safety for bicyclists and pedestrians by providing supportive facilities and amenities;
- Incorporate Vision Zero policies;
- Provide desirable connections for all users to public parks, main shopping areas, entertainment facilities, major attractions, the waterfront, surrounding communities, and the regional transportation network; and
- Support reductions in greenhouse gas emissions.

The centerpiece of this plan is 9 miles of proposed cycle track and 5 miles of proposed green street network, which will be transformative for downtown community members and visitors. The cycle track network was designed and fully vetted for engineering and traffic feasibility by Chen Ryan Associates. Feasibility assessments took into consideration parking removal and replenishment in other locations, available roadway width, future vehicular level of service, and ensuring functional signal operation. San Diego City Council adopted the plan in June 2016 and committed to near-term implementation of the cycle track network and creating a system of complete streets that will improve circulation and safety of all modes by June 2019. The Downtown San Diego Mobility Plan was recognized as the 2016 Outstanding Planning Document of the year by the Association of Environmental Professionals (AEP), and the accompanying Technical Report was recognized as the Institute of Traffic Engineers (ITE) 2016 Technical Document of the year. This Mobility Plan was awarded by WTS as the 2016 Innovative Transportation Project of the Year.

#### GoBerkeley TDM and Parking Management Program (Steer)

<b>Dollar Value of the Contract</b>	\$145,000
<b>Client Agency</b>	City of Berkeley
<b>Client Project Manager</b>	Matthew Nichols (now with City of Oakland)
<b>Key Team Members</b>	Lisa Buchanan, Geoff England

<b>Contract Dates</b>	2012-2015
<b>Project Location and Setting</b>	Berkeley, CA
<p>Steer Davies Gleave was appointed to support a pilot TDM and parking management program to reduce congestion in three of Berkeley's commercial areas – Downtown Berkeley, Southside/Telegraph and Elmwood – by providing travel choices to residents, businesses and visitors of those areas. An important element of the pilot was to introduce demand-based parking pricing along with supportive TDM measures that would help to reduce parking demand.</p> <p>The TDM strategy was initially developed with stakeholder input to most effectively communicate TDM and parking benefits to employees, residents and visitors and to understand the best ways to promote the program incentives, including transit and car share subsidies. The strategy was then implemented to include targeted, one-to-one engagement with local employers and employees to promote sustainable modes through face-to-face meetings, event participation and direct email communication. To support this effort, Steer Davies Gleave developed the goBerkeley brand which enabled effective communication of sustainable travel messaging. The brand was applied to a range of collateral and media including the project website (<a href="http://www.goberkeley.info">www.goberkeley.info</a>), fact sheets, a presentation template, promotional items, t-shirts, banners, and printed material.</p> <p>The outreach program was successful in getting almost 600 participants to register for incentives, including 50 local employers (the program was capped at 50, although another 30 had shown interest). An important part of the program planning was understanding the target audiences, many of whom were small business owners/managers, low proficiency English speakers, shift workers, and students.</p>	

<b>iCommute Employer Support (Steer)</b>	
<b>Dollar Value of the Contract</b>	\$5,000,000
<b>Client Agency</b>	San Diego Association of Governments
<b>Client Project Manager</b>	Jay Faught
<b>Key Team Members</b>	Lisa Buchanan, Sarah McMinimy, Jenny Hong
<b>Strengths that Key Team Member Brought to Project</b>	Geoff England, Overall project management and staff direction
<b>Contract Dates</b>	2012 - ongoing
<b>Project Location and Setting</b>	San Diego Region, broad range of settings
<p>Steer has been supporting TDM strategic development and program implementation for the San Diego Association of Governments (SANDAG) since 2012. In 2014, Steer developed an Employer Outreach Strategy for SANDAG's iCommute program, their local TDM program. SANDAG wanted to revitalize the way they conducted outreach to achieve more effective and efficient participation. Steer also plays a role in implementation, doubling the outreach staff by providing local iCommute employer outreach staff. Steer implemented a new strategy that's rooted in research-based engagement techniques, utilizing a customized combination of Question-Based Selling, a sales-based approach to marketing, and Motivational Interviewing, a behavior change model for in-person engagement. The iCommute outreach team serves defined territories and uses the Salesforce customer relationship management software to manage leads, monitor outreach progress, and track employer results.</p> <p>The team has developed relationships with over 275 employers (a majority of which have 200 + employees), representing over 500,000 commuters (roughly quadruple the previous program). The outreach team raised awareness of iCommute from employers by nearly 30% county-wide. Steer also helped develop unique partnerships with Uber and Waze Carpool.</p>	

## 4.2 References

Steer References	
<b>Marika A. Poynter, AICP</b> Senior Planner City of Irvine 1 Civic Center Plaza Irvine, CA 92623 <a href="mailto:mpoynter@cityofirvine.org">mpoynter@cityofirvine.org</a> 949.724.6456 Project: Orange County Complete Streets Initiative	<b>Michael Plotnik</b> Traffic Manager Public Works Department, Engineering Division City of La Habra 110 E. La Habra Blvd. La Habra, CA 90633 <a href="mailto:mplotnik@lahabraca.gov">mplotnik@lahabraca.gov</a> 562.383.4162 Project: La Habra Complete Streets Master Plan
<b>David Alpaugh</b> Principal, Urban Design + Planning Johnson Fain 1201 North Broadway, Los Angeles, CA 90012 <a href="mailto:dalpaugh@johnsonfain.com">dalpaugh@johnsonfain.com</a> 323.224.6000 Project: Culver City TOD Visioning Study	<b>Joanna Chan</b> Sr. Transportation Planner LA Metro <a href="mailto:chanjo@metro.net">chanjo@metro.net</a> 213.418.3006 Project: Inglewood First/Last Mile Plan
Chen Ryan References	
<b>Brad Richter</b> Vice President - Planning Civic San Diego 401 B Street, Suite 400 San Diego, CA 92101 <a href="mailto:richter@civicsd.com">richter@civicsd.com</a> 619.533.7115 Project: Downtown San Diego Mobility Plan	<b>Dan Goldberg</b> Principal Civil Engineer City of Solana Beach 635 Hwy 101 Solana Beach, CA 92075 <a href="mailto:dgoldberg@cosb.org">dgoldberg@cosb.org</a> 858.720.2474 Project: Solana Beach Comprehensive Active Transportation Strategy (CATS)
<b>David Somers</b> Supervising Transportation Planner LADOT 100 S Main Street Los Angeles, CA 90012 <a href="mailto:David.somers@lacity.org">David.somers@lacity.org</a> 213.972.5966 Project: LADOT Vision Zero 2017 Priority Corridors	<b>Rye Baerg</b> Senior Regional Planner SCAG 900 Wilshire Blvd, Ste 1700 Los Angeles, CA 90017 <a href="mailto:baerg@scag.ca.gov">baerg@scag.ca.gov</a> 213.236.1866 Project: SCAG Active Transportation Regional Database

## 4.3 Experience and Qualifications of Key Personnel

Resumes of key staff are attached at Appendix A.

## 4.4 Assignment of Key Personnel

Name	Project Role	Years of Exp	Education / Licenses	Percent Available
<b>Steer</b>				
Jim Daisa	Project Director	30	B.S. Mechanical Engineering Licensed Traffic Engineer in California	40%
Iain Conway	Project Manager	15	M.A. Economics MSc Transport & Business Management BEng Civil Engineering	40%
Lisa Buchanan	Senior Advisor	22	MSc in Transport Planning BA Hons Town/Urban Planning	20%
Dennis Fletcher	Senior Advisor	35	Master in Environmental Studies Bachelor of Environmental Studies	20%
Bronwen Keiner	Task Leader	22	Master's Degree Public Administration BA Political Science Association of Commuter Transportation Member	35%
Mary Riemer	Task Leader	12	MA Planning B.Es Planning	35%
Julia Wean	Task Leader	5	Master of Planning, Transportation BA Urban Studies	35%
David Laurens	Task Team	13	Esp. Project Management B.S. Civil Engineering	50%
Kate Bridges	Task Team	8	Master's Degree Urban and Regional Planning BA Human Evolution and Cognition American Planning Association Member	35%
Sarah McMinimy	Task Team	4	B.S. Policy, Planning and Development	35%
Derek Cheah	Task Team	5	MS, Transportation Engineering MCP, City & Regional Planning BS, Civil Engineering American Society of Civil Engineers Member	35%
Jenny Hong	Task Team		Master of Planning BA Psychology	50%
Nathan Pope	Task Team	3	M.S. in Urban Planning B.S. in Environmental Design	50%
<b>Chen Ryan</b>				
Monique Chen, PE	Senior Advisor	21	PE (Traffic) B.S. Civil Engineering	25%
Brian Gaze, AICP	Senior Advisor	14	American Institute of Certified Planners (AICP) Master of City Planning B.A. Communication	30%
Andrew Prescott, AICP	Task Leader	8	American Institute of Certified Planners (AICP) Master of City Planning B.A. International Security and Conflict Resolution	30%
Aaron Galinis	Task Team	5	Master of City Planning B.S. Business	25%

# 5 Cost Proposal

## 5.1 Steer Rates

Staff	Grade	Rate
Jim Daisa	Associate Director (Project Director)	235
Iain Conway	Principal Consultant (Project Manager)	185
Lisa Buchanan	Director	250
Dennis Fletcher	Associate	200
David Laurens	Principal Consultant	165
Bronwen Keiner	Principal Consultant	165
Julia Wean	Senior Consultant	140
Mary Riemer	Senior Consultant	140
Kate Bridges	Senior Consultant	140
Derek Cheah	Senior Consultant	140
Jenny Hong	Senior Consultant	140
Sarah McMinimy	Consultant	130
Nathan Pope	Consultant	130

The above costs are inclusive of direct costs and are guaranteed through 06/30/2020. Rates are subject to an annual 3.5% increase thereafter, for each subsequent year of the contract's duration.

## 5.2 Chen Ryan Rates

Staff	Grade	Rate
Monique Chen	Principal	240
Brian Gaze	Senior Planner	170
Andrew Prescott	Project Planner	140
Aaron Galinis	Transportation Planner	125
Interns	--	70

The above costs are inclusive of direct costs and are guaranteed through 12/31/2019. Rates are subject to an annual 3.5% increase thereafter, for each subsequent year of the contract's duration.

## A Key Staff Resumes

## Jim Daisa

Associate Director | Los Angeles Office Practice Leader

I am a transportation planner and traffic engineer with over 30 years of consulting experience. I am passionate about creating streets that are functional and safe for everybody (complete streets) and that blend so well with their surroundings they define the place and add lasting value to the community (context-sensitive-solutions). I combine my extensive experience in active transportation planning and traffic engineering with the principles of context-sensitivity and meaningful community engagement to plan and design safe, attractive, and functional streets for all users. I translate my practical experience into the publication of regional and national street design guidelines. I also specialize in related fields of transportation planning including transit-oriented-development (TOD), urban infill development, transit station area planning, transportation demand management (TDM), parking management plans, and downtown revitalization planning.

### Relevant skills

**Complete Streets Planning and Design :** Jim has been at the leading edge of complete streets policies, design guidance, and implementation. His project experience includes transforming wide automobile-dominated arterial streets into multimodal corridors that better serve the adjacent land use. His complete streets projects include state highways where they pass through urban areas where Jim worked with state design standards and selective design exceptions to create complete streets. See sidebar for a list of Jim's street design manual publications.

**Urban Transportation Planning and Engineering:** Jim is highly experienced at preparing multimodal transportation plans for developed areas ranging from city centers to growing suburbs. His expertise includes developing policies and implementation plans, pedestrian and bicycle networks, safety studies, feasibility studies for transit systems including LRT, BRT, streetcar and commuter rail, arterial speed management, traffic calming, parking supply and demand, parking financing, transportation demand and parking management plans, streetscape design, transit station area plans, first/last-mile access strategies, revitalization plans.

**and Land Use Integration:** Jim has extensive experience integrating transportation and land use as part of urban infill and transit-oriented-development projects and preparing land use regulatory plans. He leads comprehensive planning efforts to achieve sustainable growth and reduce vehicle miles of travel and greenhouse gas emissions. His experience ranges from Regional Transportation Plans to General Plans for counties and cities to Specific and Master Plans for districts and large-scale developments, as well as preparing any associated environmental impact reports/statements.

### Qualifications

San Francisco State University  
BS Mechanical Engineering  
1988

Licensed Traffic Engineer, California

### Professional memberships

Fellow of the Institute of  
Transportation Engineers

Associate Member, Urban Land  
Institute (ULI)

### Years of experience

30 Consulting

### Design Guidance Publications

"Creating Livable Streets: Street  
Design Guidelines for 2040",  
Principal Author, Portland Metro,  
Portland, 1997

"Green Streets: Best Practices in  
Storm Water Management",  
Contributor, Portland Metro, 2003

"Community Design and  
Transportation: Manual of Best  
Practices for Integrating  
Transportation and Land Use",  
Contributor, Santa Clara Valley  
Transportation Authority, 2002

"Designing Walkable Urban  
Thoroughfares: A Context Sensitive  
Approach", Principal Author, An ITE  
Recommended Practice, 2010

"Designing for Smart Growth:  
Creating Great Places in the San  
Diego Region", Co-author, San Diego  
Association of Governments, 2009

The New Transit Town – Best  
Practices in Transit-Oriented  
Development", Co-author  
(Traffic and Parking chapter), Island  
Press, 2001

"Sustainable and Resilient  
Communities: A Comprehensive  
Action Plan for Towns, Cities, and  
Regions", Contributor (Network  
Planning), Island Press, 2011

"Quality Growth Toolbox:  
Development Guidelines for the  
Cumberland Region", Principal  
Author, Tennessee Department of  
Transportation, 2009

### Appointments

City of Walnut Creek, CA Planning  
Commissioner, 2003-2007

City of Walnut Creek, Transportation  
Commissioner, 2000-2007

## Projects summary

	Project	Client	Year/Location	Role
<b>Complete Streets Planning and Design</b>	North 12th Complete Street Preliminary Engineering*	City of Sacramento	2017/ California	Project Manager for Traffic Element
	Civic Center Complete Streets Project*	City of Palmdale	2018/California	Project Manager
	San Leandro Boulevard Complete Street Preliminary Engineering*	City of San Leandro	2014/ California	Project Manager
	“Overcoming Barriers to Complete Streets” - Grant Funded Complete Streets Demonstration Projects*	San Mateo County Transportation Authority	2012/California	Project Manager
	City of Dallas Complete Streets Manual*	City of Dallas Engineering Dept	2011/Dallas, TX	Special Advisor
	Bailey Road Pedestrian and Bicycle Improvement Plan*	Contra Costa County	2010/California	Project Manager
	The Alameda Complete Street Conceptual Design for El Camino Real (SR 82)*	City of San Jose	2014/California	Project Manager
	Grand Boulevard Multimodal Transportation Corridor Plan (State Route 82)*	San Mateo County Transportation Authority	2010/California	Project Manager of Design Guidelines Element
	8th Street Corridor Complete Street Concept Plan*	City of Albuquerque	2015/New Mexico	Project Manager
	West Central Avenue Corridor Study and Complete Street Demonstration Project*	City of Albuquerque	2016/New Mexico	Project Manager
	Central Healdsburg Avenue Complete Street Plan*	City of Healdsburg	2014/California	Project Manager
	Bus Stop Safety and Design Guidelines*	Orange County Transportation Authority	2010/California	Project Manager and Principal Author

\* While with another firm.

## Lisa Buchanan

Director

I am an expert in travel behaviour change with over 20 years' experience of developing and implementing programmes to reduce car use. I have advised local, regional and central government in the UK, Australia and the USA, as well as private sector clients across a broad spectrum of behaviour change studies. In doing so I have developed an excellent understanding of how change can best be effected and have a track record in successfully delivering sustained levels of modal shift away from the car. I am Head of Steer's Planning division in the United States and am responsible for our teams in Los Angeles and San Diego and our planning work across the country.

### Relevant skills

**Transportation Demand Management:** Lisa has led the Company's TDM activity since 2003 and built a dedicated team of professionals with unparalleled experience who deliver across the full range of TDM activity in the UK and the USA. The team seek to continually review and evaluate their methods to ensure they design and deliver effective behaviour change programmes and TDM strategies, focused on their client's objectives. We are passionate about delivering behaviour change to any given audience, or geography, in the most effective way. Lisa is also experienced in preparing strategies for Government wanting to develop the right package of TDM measures. For the San Diego Association of Governments, she managed the development of a TDM strategy focused on mitigating the construction impacts on the 27 mile long North Coast Corridor.

**Personalised/ Community Based Travel Planning:** Lisa can advise clients on every aspect of setting up and delivering a personalised travel planning (PTP) project. She has managed or directed over 50 PTP projects, targeting hundreds of households to over 70,000 households at a time. In 2007 she sat on the UK Department for Transport steering group overseeing the production of Making PTP Work and in 2015 served as a Member of the External Advisory Board for the EU funded **PTP-Cycle project**.

**Active Transportation:** Since 2011 Lisa has directed our work for the UK Department for Transport to build training capacity and raise the profile of the Bikeability brand across England. She has also trained stakeholders in Southern California on how they can encourage safer walking and biking in their communities as part of SCAG's Go Human campaign <http://gohumansocal.org/Pages/Home.aspx>.

**Employer Engagement:** Lisa led a 3 year programme for Transport for London to increase the quality and quantity of travel plans secured through the development control process through a comprehensive programme of engagement. She also worked for London 2012 to deliver their employer engagement program to minimise the impact of background demand on London's transport network during Games time. She is currently directing our TMA work for the City of Santa Monica and for Go Glendale and our support to the iCommute program for SANDAG.

### Qualifications

Oxford Brookes University  
*MSc in Transport Planning*  
1996

Oxford Brookes University  
*BA Hons Town/Urban Planning*  
1994

### Years of experience

22 Consultancy

## Projects summary

	Project	Client	Year/Location	Role
<b>Personalised/ Community Based Travel Planning</b>	Smart Trips Tri-Valley	Livermore Amador Valley Transit Authority	2018 -ongoing, Dublin, USA	Project Director
	Smart Trips Pleasanton	Livermore Amador Valley Transit Authority	2016 -2017, Pleasanton, USA	Project Manager
	Project	Client	Year/Location	Role
<b>Transportation Demand Management</b>	Develop and activate the Warner Center TMO	LADOT	2018, City of LA, USA	Project Director
	goDCgo TDM Support Services	DDOT	2017-ongoing, Washington DC, USA	Project Manager
	LAWA Parking Strategy	Los Angeles World Airports	2018-ongoing	Project Director
	City of Carlsbad TDM Ordinance	SANDAG	2016 ongoing, San Diego, USA	Project Director
	North Coast Corridor TDM Program Management	SANDAG	2015-ongoing	Project Director
	Project	Client	Year/Location	Role
<b>Active Transportation</b>	Regional Active Transportation Safety and Encouragement Campaign: Training and Toolkits	Southern California Association of Governments	2015-2016 Southern California, USA	Project Director
	Bikeability Support Services	Department for Transport	2011 ongoing, UK	Project Director
	Project	Client	Year/Location	Role
<b>Complete Streets</b>	Orange County Complete Streets Initiative	Orange County Council of Governments	2015-2016, Orange County, USA	Project Director

## Iain Conway

Principal Consultant

Iain is a Principal Consultant at Steer with 15 years' relevant experience. He is a transportation planner and economist with extensive knowledge in the planning, modeling and economic appraisal of active transportation and public transit projects. Iain uses the latest research into journey ambiance and health benefits to present compelling cases for capital investment in active transportation projects. Iain is an experienced project manager and recently led the transportation master planning of a large development project in Orange County which included the planning of a public transit system, parking analysis and the planning of a bike share system for future residents and visitors. Iain is currently leading an international team on a freight rail demand study for the Desert Line, running from Tecate, Mexico to El Centro, California.

### Relevant skills

**Development Planning:** Iain has experience assisting developers with entitlements in the UK and the USA. He has project managed transportation studies for some of the largest development projects in downtown Los Angeles and is up to date with the current methodology changes occurring in California, which involve moving from from an analysis of significant impacts based on Level of Service (LOS) to an analysis based on Vehicle Miles Travelled (VMT). Additional services Iain has provided to developers includes parking code and demand estimates, assistance with LEED accreditation as a means for truncated CEQA review, Transportation Demand Management (TDM) plans and project contingency plans for street closures arising from events.

**Demand Forecasting:** Iain's experience includes the development of existing demand and forecast demand for public transit and highway models. Iain uses programming languages, such as Visual Basic for Applications (VBA) and Python to automate modeling processes for speed and accuracy. He has experience of constructing and maintained large databases used for forecasting models. He notably led the development of forecast demand for the Norwich Northern Distributor Route highway project and attended Public Inquiry.

**Transportation Economics:** Iain has an extensive background in transportation economics and has prepared economic appraisal for numerous public transit, highway, walk and bike, bus priority and intersection improvement projects. Iain is particularly interested in the wider economic benefits of transportation improvements that can be critical in proving the economic case for public transit projects. Iain was involved in the development of software for UK Department for Transport for conventional transportation appraisal (TUBA) and assessment of wider economic impacts (WITA).

### Qualifications

University of Southern California  
*MA Economics*  
2015

Newcastle University  
*MSc Transport & Business Management*  
2003

Newcastle University  
*BEng Civil Engineering*  
2001

### Professional memberships

American Planning Association  
*Member*

International Transportation  
Economics Association  
*Member*

### Years of experience

14 Consultancy

## Projects summary

	Project	Client	Year/Location	Role
<b>Development Planning</b>	Great Park	Five Point	2015-2018	Project Manager
	1045 Olive	Crescent Heights	2017-2018 Los Angeles, USA	Project Manager
	World Trade Center Redevelopment	Jamison	2016-2018 Los Angeles, USA	Project Manager
	Grand Avenue	Related	2015-2018 Los Angeles, USA	Project Manager
	Palmetto	Bolour Associates	2015-2018 Los Angeles, USA	Project Manager
	Project	Client	Year/Location	Role
<b>Demand Forecasting</b>	Desert Line Demand Study	Baja Railroad	2019-Ongoing California	Project Manager
	Norwich Northern Distributor Route	Norfolk County Council	2012-2014	Workstream Leader
	Don Muang Tollway	Transport for Greater Manchester	2008-2009 Bangkok, Thailand	Project Manager
	Mersey Gateway	Halton Borough Council	2006-2010 Halton, UK	Analyst
	Project	Client	Year/Location	Role
<b>Transportation Economics</b>	Norwich Northern Distributor Route	Norfolk County Council	2010-2014 Norfolk, UK	Workstream Leader
	Merseyside Local Sustainable Transport Fund Bid	Mersey Travel	2011 Liverpool, UK	Workstream Leader
	Gamesley Station Study	Transport for Greater Manchester	2009 Manchester, UK	Project Manager
	TUBA/WITA Software Development	UK Department for Transport	2006-2013 London, UK	Analyst

## David Laurens Vallejo

Principal Consultant

I have more than 13 years of experience in multimodal mobility planning and transportation infrastructure, participating in transit systems structuring projects, territorial planning studies, mobility plans, design and optimization of major developments and in the estimation of demand for transport infrastructure. I have excelled in the management of clients and the understanding of their requirements, providing added value with the products developed and maintaining a focus on risk management.

### Relevant skills

**Multimodal mobility planning:** David has multiple skills, highlighting the analysis and use of data and information revealed and declared, the development of traffic and transport models, the use of financial models, the formulation of econometric models and the collection of primary information. These skills allow him to develop multi-modal planning exercises scenarios, focusing comprehensive and environmentally sustainable operation, contributing to the quality of life of users and the development of their environment.

**Design and optimization of major developments:** David involvement has provided input on the design and optimization of large-scale developments, including business and service centers, shopping malls and buildings for educational institutions. His field of participation in these projects has focused on the design and optimization of multimodal parking lots, vertical transport systems and areas with high traffic or pedestrian accumulation; the above, working in an articulated manner with the architectural, structural and technical teams of the projects.

**Planning and urban design:** Today, it is essential the conjoint work of urban planners, urban designers and engineers, for the develop of transport-oriented projects (TOD). David has experience in this type of process for partial or zonal urban plans, as well as in the construction of policies that facilitate the implementation of the principles that guide the current vision of sustainable urban development.

**Transportation infrastructure:** David has participated in transportation infrastructure design and operation projects, mainly supporting the components of demand estimation, capacity analysis and modeling, as well as strategic analysis for the identification of private investment opportunities

### Qualifications

Universidad El Bosque  
Bogota Colombia  
*Esp. in project management*  
2018

Universidad Nacional de Colombia  
Bogota, Colombia  
*B. Civil Engineering*  
2013

### Professional memberships

National Professional Council of  
Engineering and Architecture,  
Colombia  
*Civil engineer*  
Reg No. 25202-270174

### Years of experience

12 – Consulting  
1 – Public Sector

### Languages

Spanish – Native  
Ingles – Conversational (B2 IELTS)  
Frances – Basic (A2 DELF)

## Projects summary

	Project	Client	Year/Location	Role
<b>Multimodal mobility planning</b>	Definition, design and implementation plan of the information system for bicycle users in Bogotá DC	Mobility Bureau of Bogotá	In progress / Bogotá	Specialist in traffic and transport for the integration of the bicycle navigation system with the normative road signs
	Manizales mobility plan and pre-feasibility of cable lines 3 and 4	National Development Fund	2017-2018 / Manizales	Management of the financial model in pre-feasibility stage of the 4th cable line of Manizales
	Project	Client	Year/Location	Role
<b>Design and optimization of major developments</b>	Design of the parking lot and vertical transport system of the “Rivana” real estate project	QBO Constructores SAS	2016-2017 / Medellín	Project Manager - Specialist in traffic and transport
	Transit study for a business center project.	Apiros SAS	2014 / Bogotá	Traffic component and parking design
	Project	Client	Year/Location	Role
<b>Planning and urban design</b>	Integrated transportation model framed in the ordinary review of the Land Use and Regulation Plan (POT by its initials in Spanish) for Bogotá	United Nations Development Program - UNDP	2017 -2018 / Bogotá	Specialist in traffic and transport for the structuring of the parking component on and off road
	Mobility study for the “Riomar” Zonal Plan in Barranquilla	Situm - Grupo Argos	2013-2014 / Barranquilla	Technical manager of the project
	Transit study for PORTA partial plan	Ospinas & CIA	2012-2013 / Bogotá	Traffic component
	Project	Client	Year/Location	Role
<b>Transportation infrastructure</b>	Strategic analysis of urban corridors in Bogotá	ISA – Intervial Colombia	2018 / Bogotá	Project Manager - Information analyst to estimate potential demand
	Strategic solutions to improve mobility along El Dorado Avenue	Operadora Aeroportuaria Internacional SA (OPAIN)	2016 / Bogotá	Specialist in traffic and transport

# Mary Riemer

## Senior Consultant

I am a transportation planner and project manager with a passion for the connection between mobility and innovation. My expertise lies in multimodal transportation planning, developing conceptual plans and looking for innovative solutions. My experience in the public sector has given me a focus on the wider implementation needs of transit and infrastructure investment including funding and grant application support.

### Relevant skills

**Project Management:** Mary brings strong leadership to her teams through consistent organization, communication protocols and project finance management skills. She has a track record of consistently and successfully managing high profile projects by navigating stakeholder priorities and delivering innovative solutions to complex and multifaceted challenges. Her dedication to quality management of deliverables and ultimate client satisfaction is a defining aspect of her project management style.

**Transit & Transportation Planning:** Mary has over a decade of professional experience in transportation planning. Working across modes, Mary has expertise from fine grained transit service and operations planning to region wide system planning. Her understanding of complementary and sometimes competing modes of travel, such as considering goods movement requirements alongside sustainable modes allows her to prioritize for safe and efficient travel for all people. Mary applies this holistic understanding on all her plans, including transportation strategy, complete streets, first/last mile, transit oriented design and transit service planning.

**Technology and Innovation:** Mary has a keen eye for creative applications of technology and process innovation that not only save time and money, but ensure better outcomes in the form of wider data collection, retention and the ability to analyze inputs seamlessly. With a focus on the end user, Mary has worked on technology projects in a variety of capacities, such as product visioning, strategy development, marketing and user experience design. This includes experience with user research, competitor analyses, persona development, user journeys and functional specifications as well as spearheading the application of UX techniques for nondigital transportation projects.

### Qualifications

University of Waterloo  
*MA Planning*  
2014

University of Waterloo  
*B.ES Planning*  
2010

### Professional memberships

American Planning Association (APA)  
Urban Land Institute (ULI)

### Years of experience

4 Consulting  
8 Client Side

### Presentations

#### American Planning Association National Conference

*User Experience Design and the  
Transportation Ecosystem*  
New Orleans, 2018

#### Association of Commuter Transportation International Conference

*Data and the Future of Mobility*  
New Orleans, 2017

#### American Planning Association National Conference

*Service Planning for Transit Oriented  
Development*  
New York City, 2017

#### Computers in Urban Planning and Urban Management

*The Process for Adopting Technology  
and the Implications for Innovation in  
Development*  
MIT, Boston, 2015

### Awards

Canadian Imperial Bank of Commerce  
Innovation and Emerging Technologies  
Award, 2014

MasterCard NXT Developer Challenge  
Winner, 2014

## Projects summary

	Project	Client	Year/Location	Role
<b>Transportation Planning</b>	Blue Line Artesia Station TOD Specific Plan	City of Compton	2017-present, Compton, CA	Project Manager
	LAX - Crenshaw Line First / Last Mile Project Recommendations and Costing	LA Metro	2017-present, Los Angeles, CA	Project Manager
	Safe Routes to School Action Plan	OCTA	2019-present, Orange County, CA	Project Manager
	Beach Boulevard Corridor Study	OCTA	2018 – present, Orange County, CA	Project Manager
	Sounder Commuter Rail Planning & Preliminary Engineering	Sound Transit	2018 – present, Seattle, WA	Project Support
	Culver City TOD Vision Plan	Culver City	2016-2017, Culver City, CA	Project Support
	Goleta Train Station Master Plan	City of Goleta	2019-present	Project Support
	Aviation/96 <sup>th</sup> Street Station Funding Plan	LA Metro	2018, Los Angeles, CA	Project Manager
	Long Range Transit Plan Update	Community Transit	2016-2017, Everett, WA	Project Coordinator
	Transit Service Guidelines Update	TransLink	2015-2017 Vancouver, Canada	Project Support
	Orange County Complete Streets Design Guidelines - Funding Toolkit	Orange County Council of Governments	2015-2016, Orange County, CA	Project Manager
	Downtown Vancouver Local Bus Service Review*	TransLink and City of Vancouver	2013-2015 Vancouver, Canada	Project Manager
	Evergreen Line Extension Integration Study*	TransLink	2014-2015 Vancouver, Canada	Project Manager
	Late Night Service Strategy*	TransLink	2015 Vancouver, Canada	Project Manager
<b>Technology and Innovation</b>	Inglewood First / Last Mile Digital Walk Auditing Tool	LA Metro	2017-present, Los Angeles, CA	Project Manager
	Ann Arbor Commuter Challenge Gamification Platform	getDowntown	2016-present, Ann Arbor, MI	Project Manager
	GoTriangle Website Redevelopment	GoTriangle	2017-2018, Durham, NC	Project Manager
	Phoenix Valley Metro Website Redesign	Valley Metro	2016-2018, Phoenix, AZ	Project Manager

*\*denotes former employer*

## Dennis Fletcher

Associate

As an experienced transit and transportation planner with more than 30 years' experience in the transit and transportation industry, I specialize in community-based transit and transportation solutions that emphasize innovation, coordination and mobility. I have extensive transit planning, operations and project management experience for fixed-route and paratransit projects, derived from a range of positions in the transit and consulting sectors. I have a successful track record communicating complex ideas and developing consensus around innovative solutions with transit agencies, including extensive public and stakeholder engagement components.

### Relevant skills

**Transit Planning and Operations Projects:** As communities and decision-makers become more and more attuned to the value of public transportation and the role it plays in urban mobility, planning and implementing innovative but practical plans for transit service is becoming increasingly desirable and important. Dennis brings a unique combination of transit planning and operations experience, including network assessment, performance evaluation and system optimization, ensuring that transit plans meet community needs, provide innovative mobility solutions, while being practical and achievable.

**Transit Terminal Planning:** Modern transit facilities need to be much more than bus stations, but multi-modal facilities, integrated with their surroundings and able to provide a range of functions. Dennis has been involved in site selection and functional planning for dozens of transit terminals ranging from small exchange points to major multi-modal facilities. Dennis brings a unique understanding of transit operations, customer requirements, traffic operations and land use issues to create unique projects for communities.

**Specialized Transit and Community Transportation Planning:** As concerns for mobility and access in our community's increases, access to reliable accessible transportation is becoming of paramount importance. Dennis is recognized as one of the foremost experts in specialized transit planning in Canada, with experience from small system start-ups to major system reviews. He brings a unique range of community-based experience to a variety of projects.

**Stakeholder Engagement:** Community support for transit services and facilities is crucial to the success of the plan – support not only from the potential users of the service but from the community who play a vital role in helping to fund it. Dennis has been responsible for designing and implementing stakeholder engagement programs, both large and small, throughout the range of projects he has managed. This includes:

- designing and facilitating a wide range of meetings, workshops and forums
- creating communications materials, including brochures, Q&A documents and leaflets; and
- developing feedback questionnaires and online surveys.

### Qualifications

York University  
*Master in Environmental Studies*  
1984

University of Waterloo  
*Bachelor of Environmental Studies*  
1981

### Years of experience

3 Client side  
32 Consultancy

## Projects summary

	Project	Client	Year/Location	Role
<b>Transit Planning and Operations Projects</b>	Short Range Strategic Transit Plan	Municipality of Vega Baja	2018 – current	Project Director
	Dundas BRT Corridor Initial Business case	Metrolinx	2017-current	Operations Advisor
	GO Regional Corridor Planning	Metrolinx	2017-current	Project Director
	Stamford Bus and Shuttle Study	West COG	2015—2018 Stamford, CT	Transit Lead
	LaSalle Transit Feasibility Study	Town of LaSalle	2015-2016	Project Director
	Simcoe County Transit Feasibility and Implementation Study	County of Simcoe	2015-2016	Project Director
	First Mile / Last Mile Business Case Analysis	Metrolinx	2012-2013, Toronto, ON	Project Manager
	Town of Caledon Transit Feasibility Study	Town of Caledon	2017 – current	Project Director
	Township of Russell Transit Feasibility Study	Russell Township	2017 - 2018	Project Director
	Project	Client	Year/Location	Role
<b>Other Planning and Operations Projects</b>	CUTA Transit Infrastructure Funding Needs Survey	Canadian Urban Transit Association	2018	Project Director
	Small Communities Transit Guidelines	Transportation Assoc. of Canada	2014-2015	Project Manager
	Pearson Airport Transit Access Study	Metrolinx	2013-2014	Project Manager
	Paratransit Improvement Project	Metrolinx	2016, GTA	Project Manager
	Culver City TOD Design	Culver City	2017 – Culver City California	Transit Advisor
	GRT Farecard Project – Phase 2	Grand River Transit	2017-current, Region of Waterloo	Project Director
	On-Demand Transportation Feasibility Study	The Kennedy Centre	2015, Valley Region, CT	Project Manager
	Halton Hills Activan Master Plan	Town of Halton Hills	2013, Halton Hills ON	Project Manager
	Hurontario LRT Technical Advisor	City of Mississauga	2016 - current	Project Coordinator
	Hamilton LRT Environmental Assessment Update	City of Hamilton / Metrolinx	2015 – 2017	Project Coordinator

## Bronwen Keiner

### Principal Consultant

I am a Principal Consultant in Steer's Los Angeles office. I have a Master's degree in Public Administration with a concentration in urban administration. In addition, I have 11 years' experience managing outreach programs throughout Los Angeles County. I joined Burbank Transportation Management Organization as Director in November 2017 and Go Glendale as Director in June 2017. Prior to Steer, I worked at Los Angeles Metro as a Senior Community Liaison Officer where I provided strategic planning and outreach oversight for multiple transit, highway and active transportation projects. Before that I worked at LA County Dept. of Regional Planning and Los Angeles Neighborhood Initiative (LANI). Prior to that I worked in different roles in the City and County of San Francisco.

### Relevant skills

**Stakeholder Outreach/Public Engagement:** Through her work as a Sr. Community Relations Officer at LA Metro, Bronwen has developed and implemented outreach programs for multiple major transportation corridor studies, programs, and initiatives. She served as community liaison for Active Transportation, Metro Bike Share, Metro ExpressLanes, Metro's 2016 Title VI Public Participation Plan and the Central Los Angeles and South Bay subregions, building strategic relationships with community stakeholders, local elected officials, citizens and community and advocacy groups to achieve resolutions on conflicting issues. In addition, she led outreach strategy, guided messaging and facilitated teamwork and collaboration to achieve stakeholder consensus. She also created objectives, workplans, and budgets and supervised staff and teams of consultants.

**Transportation Demand Management:** Bronwen has a range of experience developing strategies to reduce single-occupancy vehicle trips through TDM programming. As Director for both the Burbank Transportation Management Organization (BTMO) and Go Glendale (Glendale TMA), she is leading TMO/A administration and leading day-to-day operations and membership services, Board relations and membership development. She has also developed Employee Transportation Coordinator training materials with the GoSaMo Transportation Management Organization to assist employers with their trip reduction plans and helped to implement the Santa Monica Malibu Unified School District's pilot TDM Action Plan along with their first ever Average Vehicle Ridership Survey. Previously at LA Metro, Bronwen helped build a coalition of support for the first toll lanes in LA County, Metro ExpressLanes, working with elected officials, community and business stakeholders along the I-10 and I-110 corridors. Working closely with the project team, she helped establish the 511 customer service channels, develop the groundbreaking carpool loyalty program, transit rewards program, and low-income assistance plan. She also coordinated the launch of a mobile van to expand outreach to employers and communities in disadvantaged and hard to reach areas.

**Non-Profit Management:** Bronwen brings with her non-profit management experience from her work at Los Angeles Neighborhood Initiative where she facilitated the planning of a new park, signage and entrance enhancements in San Pedro and Baldwin Hills.

### Qualifications

San Francisco State University  
*Master's Degree Public Administration*  
2006

Stanford University  
*BA Political Science*  
1999

### Professional memberships

Association of Commuter  
Transportation  
*Member*

Women's Transportation Seminar  
*Member*

### Years of experience

14 Community Relations and  
Stakeholder Outreach  
8 Transportation Planning  
3 Non-Profit Management

## Projects summary

### Metro Projects

	Project	Client	Year/Location	Role
<b>Stakeholder Outreach/Public Engagement</b>	Airport Metro Connector	Metro	2011-2015	Sr. Community Relations Ofcr.
	Active Transportation Strategic Plan	Metro	2015-2017	Sr. Community Relations Ofcr.
	Crenshaw/LAX Transit Corridor	Metro	2010-2011	Sr. Community Relations Ofcr.
	Division 20 Portal Widening and Turnback Facility & Potential Arts District Station	Metro	2016-2017	Sr. Community Relations Ofcr.
	LA River Bike Path Gap Closure Project	Metro	2017	Sr. Community Relations Ofcr.
	LA Union Station Forecourt and Esplanade Improvements Project	Metro	2015-2017	Sr. Community Relations Ofcr.
	Metro Bike Share	Metro	2015-2017	Sr. Community Relations Ofcr.
	Metro Emergency Security Operations Center	Metro	2014-2017	Sr. Community Relations Ofcr.
	Metro ExpressLanes Program	Metro	2009-2017	Sr. Community Relations Ofcr.
	Metro Public Participation Plan	Metro	2016	Sr. Community Relations Ofcr.
	Rail to River Active Transportation Corridor Project	Metro	2014-2016	Sr. Community Relations Ofcr.
	Safe Routes to School Initiative	Metro	2015-2017	Sr. Community Relations Ofcr.
	South Bay Metro Green Line Extension	Metro	2010-2015	Sr. Community Relations Ofcr.

### Steer Projects

	Project	Client	Year/Location	Role
<b>Transportation Demand Management</b>	Burbank TMO Management	Burbank TMO Board of Directors	2017	Director
	Go Glendale TMA Management	Go Glendale TMA Board of Directors	2017	Director
	GoSaMo TMO ETC Training Materials	City of Santa Monica	2017	Principal Consultant
	Average Vehicle Ridership Survey and Pilot TDM Plan	Santa Monica Malibu Unified School District	2017	Principal Consultant

## Julia Wean

### Senior Consultant

I have a background in strategic planning and implementation as it relates to transportation demand management, with a specialization in local and regional compliance and regulation. I have worked with both public and private partners to advance regional transportation goals and promote alternative transportation solutions. I am passionate about developing accurate performance measures for TDM programming and strategy, and have developed both site-specific and regional TDM action plans through the use of travel and survey data. I have experience managing commuter programs and organizing and promoting successful public campaigns and events.

### Relevant skills

**Transportation Demand Management:** Julia has experience managing programming for multiple TMAs and working with 50+ member companies to achieve their mobility goals. She has administered commuter assistance programs, and managed the distribution of communication material to shuttle riders through email and social media platforms. She also has experience working with individual employers to understand their needs and help determine the most effective commute strategies for their worksites.

**Regional Air Quality Regulations:** Julia is knowledgeable of all requirements under SCAQMD's Rule 2202, the City of Santa Monica TDM Ordinance and the City of Burbank's TDM-related requirements. She has experience working with employee transportation coordinators to ensure their transportation plans are SCAQMD compliant. She has helped to simplify the Rule 2202 compliance process by creating graphic material aimed at various audiences in Southern California.

**Community Engagement:** Julia has community engagement experience through her TMA work and her work with Big Blue Bus, the municipal bus operator in the Westside region of Los Angeles. She assisted in the development of a mobile-responsive website and design of marketing material for campaigns. She has also managed public outreach through email, web, social media and real-time transit platforms and organized and coordinated with multiple agencies to promote state-wide annual events centered around active transportation with participation of over 2,500.

**Transit Planning:** Julia has experience supporting an AM/PM commuter bus system with four routes and nine vehicles. She analyzed passenger count trends, constructed a driver evaluation program, and maintained communication with both vendors and passengers. She provided support with route planning and other day to day operations.

### Qualifications

University of Southern California  
*Master of Planning, Transportation  
Concentration, Real Estate  
Development Certificate*  
2017

University of Pittsburgh  
*BA Urban Studies*  
2011

### Professional memberships

Urban Land Institute  
*Member*

Association for Commuter  
Transportation  
*Member*

### Years of experience

4 Years TMA Management  
1 Year Consulting

## Selected projects summary

*\*denotes former employer*

	Project	Client	Year/Location	Role
<b>Transportation Demand Management</b>	SCAG TDM Strategic Plan	SCAG	2018-present	Project Manager
	Warner Center TMO	City of Los Angeles	2017-present	Project Manager
	Burbank Transportation Management Organization	Burbank TMO	2017-2018 Burbank, CA	Project Manager
	Mount Saint Mary's University TDM Implementation Plan	Mount Saint Mary's University	2017	Project Support
	128 Business Council TMA Programming*	128 Business Council	2012-2015 Waltham, MA	Program Manager
	Mass commute Bicycle Challenge; Massachusetts Clean Air Challenge*	Mass Commute	2014-2015 Boston, MA	Project Chair
<b>Regional Air Quality Regulations</b>	City of Santa Monica ETC Training	City of Santa Monica	2018 Santa Monica, CA	Project Manager
	SCAQMD Rule 2202 Transportation Plan Review*	South Coast Air Quality Management District	2017 Diamond Bar, CA	Transportation Plan Reviewer
<b>Community Engagement</b>	Planning and Community Engagement*	Big Blue Bus	2016-2017	Project Support
<b>Transit Operations</b>	128 Business Council Shuttle Operations*	128 Business Council	2012-2015 Waltham, MA	Project Support

# Monique Chen, PE | CHEN✚RYAN

## Principal

### Education

BS, Civil Engineering

### Licenses/Registrations

Professional Engineer (Traffic), CA

### Years of Experience

21

Monique Chen has 21 years of experience providing engineering and planning services to the transportation industry, including both public and private sector clients. As a registered traffic engineer, she has been responsible for project management on numerous projects ranging from general plans, master plans, specific plans, mobility studies, corridor studies, transportation impact analysis, operational and demand assessments to conceptual engineering. Specific areas of experience and expertise include traffic engineering and operations, local and regional transportation planning, smart growth planning, multimodal planning, development of specifications and cost estimates, and traffic impact studies. Monique has served as the Project Manager for several planning and engineering projects, such as the Downtown San Diego Mobility Plan, the National City General Plan Mobility Element Update, and the County of San Diego Mobility Element Update.

## Relevant Experience

**Civic San Diego, Downtown San Diego Mobility Plan, San Diego, CA** Project Manager. The Plan identifies a multimodal mobility network and new policies intended to improve mobility for all travel modes throughout the Downtown area. The Plan is supported by a layered network approach, prioritizing specific corridors for specific modes, while allowing for travel by the non-prioritized modes. This approach results in well-connected "layered" networks that minimizes conflicts and provides for comfortable and convenient travel choices community-wide. A supporting Traffic Impact Study and multimodal technical report provided documentation for the accompanying PEIR.

### **City of San Diego Traffic Engineering As-Needed Services, San Diego, CA.**

Contract Manager. Chen Ryan Associates currently provides as-needed traffic engineering services for the City of San Diego Planning Department. Task orders from this contract have focused on long-range mobility planning projects including mobility element updates, corridor studies, and mobility research projects. Task orders recently managed by Monique include:

- Mission Valley Community Plan Update Mobility Element TIS & EIR
- Kearny Mesa Community Plan Update Mobility Element TIS & EIR
- Multimodal Evaluation Guidelines
- Pedestrian and Bicycle Demand/Propensity Models
- Person Trip Generation Assessment
- Southeastern and Encanto Community Plan Update Mobility Element TIS & EIR

### **City of Vista Traffic Engineering On-Call, Vista, CA.**

Contract Manager. Monique has served as the City of Vista's On-Call consultant for the past 10 plus years. She has served as contract manager and project manager for dozens of traffic impact studies to identify and document near-term and long-term traffic impacts associated with proposed development projects. She has provided numerous briefings and presentations to the City Council and Planning Commission and has coordinated with environmental consultants to prepare CEQA compliant environmental documents.

### **Solana Beach Comprehensive Active Transportation Plan (CATS), Solana Beach, CA.**

Principal-In-Charge. Chen Ryan Associates prepared the City of Solana Beach's first Comprehensive Active Transportation Strategy (CATS). The plan focuses on enhancing the safety and comfort of existing bicycle and pedestrian facilities and increasing connectivity to key attracting land uses such as schools, commercial/retail districts, and recreational resources. The CATS takes into account the many changes that have occurred over the twenty year period since the Solana Beach last adopted a comprehensive bicycle master plan, including population increases, changes in travel demand and patterns, and changes across the roadway network. The project included extensive community outreach and participation through surveys, attendance at public events and the hosting of a project website. Additional targeted outreach to schools and low-income and minority communities was performed.

## Monique Chen, PE Continued

**LADOT Vision Zero 2017 Priority Corridors Technical Analysis, San Diego, CA.** Project Manager. Chen Ryan recently prepared a Technical Analysis for 14 priority corridors in support of the City of Los Angeles' 2017 Vision Zero initiative. The 14 priority corridors were gleaned from the City's High Injury Network (HIN). The recommended roadway safety improvements employ strategies such as reduction of travel or peak-hour lanes to accommodate alternative travel modes such as bus-only or bike lanes. Other corridors received enhancement of on-street parking. Corridor-specific safety improvements were chosen based upon the highest degree of suitability for the individual roadway in question. The Technical Report documents project impact significance, change in delay for motorists, and implications to overall corridor travel time after project implementation.

**City of San Diego Systematic Safety Analysis Report Program (SSARP), San Diego, CA.** Project Manager. Chen Ryan Associates is currently working with City of San Diego staff to develop and implement a Systemic Safety Analysis Report Program (SSARP). The SSARP serves to formalize a process for performing multimodal collision analyses as a means to identify roadway network safety issues and recommend countermeasures. The project entails conducting a detailed collision analysis coupled with roadway characteristic data collection at each location. This information will be used to populate a matrix to identify potential trends and environmental characteristics that may influence collisions. A list of systemic, low-cost countermeasures is also being developed that can be applied to the varying roadway environments where deficiencies are identified.

**San Diego Pedestrian Safety Study and Crosswalk Guidelines, San Diego, CA.** Principal-In-Charge. Chen Ryan Associates prepared the City of San Diego Pedestrian Crosswalk Guidelines, which provides a systematic approach to assessing varying roadway locations for the potential installation of marked crosswalks and additional pedestrian safety and traffic calming treatments. The analysis of 14 years of pedestrian collision data and the creation of a pedestrian risk model informed the development of an uncontrolled crossing location warrant system, crossing treatment thresholds and crossing treatment option tables. In addition to identifying potential infrastructural improvements, the Pedestrian Crosswalk Guidelines outlines sample programs to help improve safety, including education, awareness and encouragement, and enforcement programs. The project resulted in an update to Council Policy 200-07, previously adopted in 1990. Chen Ryan Associates and subconsultant SafeTREC received the Excellence in Safety Research for Active Living at the 2015 Active Living Research national conference for our work on this project.

**City of Indio General Plan Update – Mobility Element & TIS, Indio, CA.** Project Manager. The City of Indio Mobility Element Update takes a holistic approach to transportation, addressing the user needs of all ages, abilities, and transportation modes. A large emphasis was placed on improving bicycle and pedestrian mobility through the provision of protected bicycle facilities and multi-use paths, largely focused around schools, parks, and connections to City's downtown area. Multimodal planning was greatly facilitated by the existing wide roadways, which will enable the planned improvements to be implemented through minimal modifications, like diets, greatly reducing construction costs and having minimal effects on vehicular operations. Chen Ryan coordinated calibration and validation of the Riverside County Traffic Analysis Model (RivTAM) for existing conditions and Preferred Plan future year analyses. The multimodal analysis results were documented in the Mobility Technical Report to support the EIR.

**City of Vista Bicycle Master Plan Update, Vista, CA.** Principal-in-Charge This effort involved evaluating and building upon the existing plan so that it reflects changes in cycling patterns and infrastructure development over the past decade. The project team conducted extensive "on-the-street" outreach using an intercept survey to request information about cycling behaviors and issues. The project team used their understanding gained through outreach, demand assessments and field reviews to develop a holistic, well-connected bicycle network that serves the needs of a majority of Vista residents, regardless of the level of cycling experience. The Chen Ryan team also developed an innovative active transportation monitoring program for the City that identifies bicycle count and survey stations so that trends over time can be understood, especially in relation to bicycle infrastructure improvements and healthy lifestyles. The master plan update includes 20 high priority project sheets providing conceptual designs and costing for critical segments of the proposed network.

**City of Ontario Euclid Avenue (SR-83) Systemic Safety Analysis Report Program, Ontario, CA.** Project Manager. The Euclid Avenue SSARP project provides an analysis of over 400 records along the nearly 5-mile long corridor in the City of Ontario. Multimodal counts were conducted to aid in the calculation of collision rates at intersections and segments and to better understand exposure. Safety improvements or countermeasures will be proposed to address high collision locations or features throughout the corridor found to contribute to collisions. The data collection effort, analysis approach and findings, and resulting recommendations will be compiled into a comprehensive Caltrans compliant report, that provides the City of Ontario with planned projects that will contribute to improved safety along the Euclid Avenue corridor.

# Brian Gaze, AICP | CHEN✚RYAN

## Senior Planner

### Education

Master of City Planning  
BA, Communication

### Licenses/Registrations

American Institute of Certified Planners  
#181898

### Years of Experience

14

*Brian Gaze has fourteen years of experience in the transportation planning field. His areas of expertise include walking and biking master planning efforts, designing and conducting student, cyclist and pedestrian needs assessments, safe routes to school, innovative first-last mile transit access program design and implementation, improving bicycling and pedestrian connections with transit, and evaluating the feasibility and implementation of other alternative modes of transportation.*

*He is an effective communicator and prides himself on designing outreach activities that create fun, engaging opportunities to involve the community in designing the spaces that shape their lives, and is adept at navigating complicated and controversial projects through the public engagement and adoption process.*

*He is a graduate of San Diego State University's Master of City Planning program and has also taught graduate-level classes in Geographic Information Systems (GIS) at San Diego State University and UC San Diego Extension.*

## Relevant Experience

**City of Lake Elsinore Active Transportation Plan, Lake Elsinore, CA.** Project Manager. Brian is managing the City of Lake Elsinore's first Active Transportation Plan. The Caltrans-funded effort represents a critical step in helping the City secure outside funding to help implement connections to an existing Riverwalk path, and to help create a plan for sidewalk infill in rural areas and around schools. The effort is supplemented by a complete set of Design Guidelines for active transportation, and features extensive coordination with regional stakeholders and neighboring jurisdictions on high-quality facilities for commuters and weekend visitors.

**City of Carlsbad Sustainable Mobility Plan, Carlsbad, CA** Project Manager. Brian is managing this Caltrans Sustainable Communities-funded project designed to identify active transportation implementation measures to help the City meet its Climate Action Plan goal of a 10% reduction in vehicle miles travelled in ten years. The project includes an update of the City's Bicycle and Pedestrian Master Plans, the development of Safe Routes to School recommendations, citywide design guidelines, and an evaluation of emerging mobility technologies including bikesharing, neighborhood electric vehicles, and regional mobility hubs at existing transit centers.

**City of Coronado Active Transportation Plan, Coronado, CA.** Project Manager. The effort took a fresh look at the recommendations found in the City's 2008 Bicycle Master Plan and placed a renewed focus on community-supported and implementable solutions for people bicycling, as well as pedestrian improvements around parks and schools. The project featured a significant amount of community engagement, particularly for a community of only 25,000, owing to the strong feelings on all sides regarding the role of bicycling in the community. Brian organized and led over 15 community meetings, four walk and bike audits, and a community survey that received over 200 responses. The effort led to the adoption of a community-wide bicycling loop, a widening of a regional pathway, and several walking and biking programs for children and adults, all of which enjoyed extensive community support following the effort.

**City of West Covina Active Transportation Plan, West Covina, CA.** Project Manager. Chen Ryan Associates led the development of West Covina's first Active Transportation Plan. The effort was designed to identify bicycle and pedestrian improvements within the existing right-of-way and complement the City's recently completed General Plan update. The planning process involved the development of a number of GIS-based suitability models, bimonthly pop-up outreach, online and in-person surveys, traditional workshops, and the development of design guidelines for City use. To supplement the planning effort and provide data for eventual recommendations, Chen Ryan commissioned peak-hour bicycle and pedestrian counts at fifteen locations citywide.

**City of Carlsbad Active Transportation Plan ATP Grant Writing, Carlsbad, CA.** Project Manager. Mr. Gaze was the lead author on this Caltrans ATP grant application for the City of Carlsbad. The effort helped the City secure **\$300,000** from the Active Transportation Program to develop a Sustainable Mobility Plan, which is designed to update the City's Bicycle and Pedestrian Master Plans, develop a Safe Routes to School Plan, and provide consistency to the active transportation networks of the City with regards to their recently-updated Mobility Element.

## Brian Gaze, AICP Continued

**LADOT Safe Routes to School Program, Los Angeles, CA**  
Project Manager. As a subconsultant on this project, Chen Ryan Associates led the development of a field data collection application designed to help parents and school personnel identify barriers to school access in real time. The smartphone application was created to assist the City of Los Angeles in cataloging and prioritizing needed improvements, as well as to help in the development of "Suggested Routes to School" student and parent handouts at 50 high-need schools throughout the City.

**San Bernardino Associated Governments (SANBAG) Improving Access to Transit for Cyclists and Pedestrians Study, San Bernardino, CA**

Brian Gaze managed this 2014 National Planning Achievement Award-winning project, which aimed to provide a series of first-last mile recommendations designed to improve access to ten transit stations. The stations include Metrolink commuter rail stations and BRT stations. Specific improvements include wayfinding measures, intersection improvements, bicycle parking solutions at stations, the identification of bicycle corridors for possible conversion to bicycle boulevards, and freeway interchange treatments designed to improve the pedestrian and cyclist environment around the ten stations.

**City of Carlsbad Walk+Bike Carlsbad, Carlsbad, CA.**

Project Manager. Brian Gaze designed and implemented this community-based encouragement program aimed at promoting walking and biking in Carlsbad Village. The project featured several successful community engagement activities, including a walking group consisting of over 1000 members, Walk to School Day activities, community bike rides, and other events. After an initial year of funding through SANDAG, Brian expanded the program using local funds to encompass a more diverse scope of work and geographic focus area, and continued to organize educational and encouragement activities throughout the City.

**La Mesa Urban Trails Mobility Action Plan, La Mesa, CA**

This project was designed to build on the City's recently completed Bicycle and Pedestrian Master Plans to develop and promote a series of "urban trails" designed to serve as first/last mile linkages between commercial, transit, and residential destinations. The project featured the development and training of a citizen walkability coalition tasked with proposing and evaluating potential urban trails, training seniors on how to use existing transit services, and working with the community to develop and implement a series of community events focused on increasing levels of walking and biking for utilitarian trips, including a citywide pedestrian scavenger hunt. Mr. Gaze managed all aspects of the project, and was responsible for overseeing the successful completion of this grant-funded program.

**LA Metro First-Last Mile Strategic Plan, Los Angeles, CA.**

Task Lead. At a previous firm, Brian Gaze assisted the project team with the development of a First-Last Mile Strategic Plan, which will form the basis for a new Metro Active Transportation Policy. Brian led the development of station area walkshed analyses, and worked with the consultant team to help define station typologies and appropriate active transportation access measures.

**City of Calexico Bicycle Master Plan, Calexico, CA**

Project Manager. Chen Ryan Associates developed an update to the City's Bicycle Master Plan. The plan provides the City with a solid implementation plan to support the City's renewed emphasis on infrastructure, including connections to Class I facilities currently under construction. The Plan was adopted in March 2018.

**Let's Move, Encinitas Safe Routes to School and Pedestrian Master Plan, Encinitas, CA**

This plan will be combined with the City's existing Bicycle Master Plan to create a Caltrans-compliant Active Transportation Plan to help the City leverage funding to implement programs designed to reduce single-occupant vehicle trips throughout the City. Mr. Gaze managed all aspects of the project, including a robust online survey component, which resulted in over 1400 community comments, several well-attended community workshops, and a number of pedestrian encouragement and evaluation initiatives, including walk audits using Circulate San Diego's BestWalk smartphone application. The community comments were prioritized using a multi-faceted GIS evaluation, and were presented at the neighborhood level, creating five distinct community improvement plans for City and school district use.

# Andrew Prescott, AICP | CHEN✚RYAN

## Project Planner

### Education

Master of City Planning  
BA, International Security and Conflict Resolution

### Licenses/Registrations

American Institute of Certified Planners

### Years of Experience

8

*Andrew has eight years of experience in the transportation industry, including six years in long-range planning and two in operations. He leads project analyses and deliverable development for transportation planning and traffic engineering projects, including corridor studies, mobility elements, active transportation plans, transportation impact studies, research projects and safety studies. Andrew stays current with industry trends through his involvement with the American Planning Associates (APA) and is a certified planner by the American Institute of Certified Planners.*

## Relevant Experience

**Morena Corridor Specific Plan, San Diego, CA.** Project Manager. The project serves to transform the auto-oriented corridor into a multimodal village, supported by mixed-use development and a balanced transportation network. Chen Ryan Associates assisted with identifying alternatives that leverage planned and existing light rail trolley stations. A two-way cycle track proposed along the west side of the Morena Boulevard will take advantage of the existing rail corridor alignment to limit conflicts. Multimodal access to all three trolley stops will be supported by intersection curb bulb-outs, high visibility crosswalks, lead pedestrian and bicycle intervals, and new bicycle facilities. A realigned roadway network will strengthen the street grid and improve connections for all travel modes.

**Downtown San Diego Mobility Plan, San Diego, CA.** Transportation Planner. The Plan identifies a multimodal mobility network and new policies intended to improve mobility for all travel modes throughout the Downtown area. The Plan is supported by a layered network approach, prioritizing specific corridors for specific modes, while allowing for travel by the non-prioritized modes. This approach results in well-connected "layered" networks that minimizes conflicts and provides for comfortable and convenient travel choices community-wide. A supporting Traffic Impact Study and multimodal technical report provided documentation for the accompanying PEIR.

**City of El Cajon Systematic Safety Analysis Report Program (SSARP), El Cajon, CA.** Project Manager. Chen Ryan Associates assisted the City of El Cajon to conduct a citywide analysis of multimodal collision records to determine key factors contributing to leading collision types. Segment and intersection volumes were used to develop intersection crash rates at locations with high collision frequencies. Conceptual graphics and cost estimates were prepared for high priority corridors. The HSIP Analyzer tool was used to develop Benefit/Cost (B/C) ratios for the proposed countermeasures to aid in the future pursuit of grant funds.

**Palm Avenue Revitalization Plan, San Diego, CA.** Transportation Planner. Chen Ryan Associates served as the prime consultant in the preparation of the Palm Avenue Revitalization Plan, which provides a blueprint for promoting economic development and improving vehicular, transit, pedestrian and bicycle mobility. A primary goal of the plan was to enhance connectivity to the nearby Palm Avenue San Diego Trolley Station (Blue Line), which stood poised to gain from quality bicycle and pedestrian station connectivity. The Plan ultimately resulted in a set of mobility and urban design recommendations that support a more livable and sustainable environment.

**Chollas Creek to Bayshore Bikeway Multi-Use Path, San Diego, CA.** Transportation Planner. Serving as a subconsultant to Psomas, Chen Ryan Associates prepared an active transportation monitoring plan and performed initial data collection in support of the Chollas Creek to Bayshore Bikeway Multi-Use Path design project. Locations were sited to perform screen line counts to estimate total active transportation demand in the planned Chollas Creek Multi-Use Path's vicinity. The counts included a combination of peak period manual counts and 24-hour, continuous automated counts. Cyclists observed riding on the sidewalk were also recorded and differentiated during the manual counts to inform safety perceptions. The counts will serve as baseline measures to estimate changes and responses following the Chollas Creek Multi-Use Path's implementation.

## Andrew Prescott, AICP Continued

**City of San Diego Traffic Engineering As-Needed Services, San Diego, CA.** Contract Manager. Chen Ryan Associates currently provides as-needed traffic engineering services for the City of San Diego Planning Department. Task orders from this contract have focused on long-range mobility planning projects including mobility element updates, corridor studies, and mobility research projects. Task orders include:

- Mission Valley Community Plan Update Mobility Element TIS & EIR
- Kearny Mesa Community Plan Update Mobility Element TIS & EIR
- Multimodal Evaluation Guidelines
- Pedestrian and Bicycle Demand/Propensity Models
- Person Trip Generation Assessment
- Southeastern and Encanto Community Plan Update Mobility Element TIS & EIR

**City of San Diego Systematic Safety Analysis Report Program (SSARP), San Diego, CA.** Project Manager. Chen Ryan Associates is currently working with City of San Diego staff to develop and implement a Systemic Safety Analysis Report Program (SSARP). The SSARP serves to formalize a process for performing multimodal collision analyses as a means to identify roadway network safety issues and recommend countermeasures. The project entails conducting a detailed collision analysis coupled with roadway characteristic data collection at each location. This information will be used to populate a matrix to identify potential trends and environmental characteristics that may influence collisions. A list of systemic, low-cost countermeasures is also being developed that can be applied to the varying roadway environments where deficiencies are identified.

**San Diego Pedestrian Safety Study and Crosswalk Guidelines, San Diego, CA.** Principal-In-Charge. Chen Ryan Associates prepared the City of San Diego Pedestrian Crosswalk Guidelines, which provides a systematic approach to assessing varying roadway locations for the potential installation of marked crosswalks and additional pedestrian safety and traffic calming treatments. The analysis of 14 years of pedestrian collision data and the creation of a pedestrian risk model informed the development of an uncontrolled crossing location warrant system, crossing treatment thresholds and crossing treatment option tables. In addition to identifying potential infrastructural improvements, the Pedestrian Crosswalk Guidelines outlines sample programs to help improve safety, including education, awareness and encouragement, and enforcement programs. The project resulted in an update to Council Policy 200-07, previously adopted in 1990. Chen Ryan Associates and subconsultant SafeTREC received the Excellence in Safety Research for Active Living at the 2015 Active Living Research national conference for our work on this project.

**Solana Beach Comprehensive Active Transportation Plan (CATS), Solana Beach, CA.** Principal-In-Charge. Chen Ryan Associates prepared the City of Solana Beach's first Comprehensive Active Transportation Strategy (CATS). The plan focuses on enhancing the safety and comfort of existing bicycle and pedestrian facilities and increasing connectivity to key attracting land uses such as schools, commercial/retail districts, and recreational resources. The CATS takes into account the many changes that have occurred over the twenty year period since the Solana Beach last adopted a comprehensive bicycle master plan, including population increases, changes in travel demand and patterns, and changes across the roadway network. The project included extensive community outreach and participation through surveys, attendance at public events and the hosting of a project website. Additional targeted outreach to schools and low-income and minority communities was performed.

**City of Vista Bicycle Master Plan Update, Vista, CA.** Principal-in-Charge This effort involved evaluating and building upon the existing plan so that it reflects changes in cycling patterns and infrastructure development over the past decade. The project team conducted extensive "on-the-street" outreach using an intercept survey to request information about cycling behaviors and issues. The project team used their understanding gained through outreach, demand assessments and field reviews to develop a holistic, well-connected bicycle network that serves the needs of a majority of Vista residents, regardless of the level of cycling experience. The Chen Ryan team also developed an innovative active transportation monitoring program for the City that identifies bicycle count and survey stations so that trends over time can be understood, especially in relation to bicycle infrastructure improvements and healthy lifestyles. The master plan update includes 20 high priority project sheets providing conceptual designs and costing for critical segments of the proposed network. These project sheets will assist the City in pursuing grants and capital funds to support build out of their planned bicycle network.

## B Forms



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

 \_\_\_\_\_

Printed Name and Title:

Lisa Buchanan, Director / Vice President



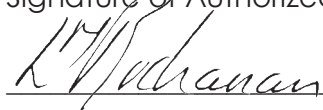
### 6.3.2 Non-Collusion Affidavit

RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

Lisa Buchanan, Director / Vice President

### 6.3.3 Compliance with Insurance Requirements

RFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

*Lisa Buchanan*

Printed Name and Title:

Lisa Buchanan, Director / Vice President

### 6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

We request changes to the indemnity clause as outlined on the following page.

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Signature of Authorized Representative:

*Lisa Buchanan*

Printed Name and Title:

Lisa Buchanan, Director / Vice President

CONSULTANT shall indemnify, defend with counsel approved by CITY, and hold harmless CITY, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature **to the extent caused by** arising out of or in connection with CONSULTANT's **negligence, recklessness, or willful misconduct in the** performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of CITY'S passive negligence, but excepting such loss or damage which is caused by the sole active negligence or willful misconduct of the CITY. Should CITY in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the CITY its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. The CONSULTANT shall promptly pay any final judgment rendered against the CITY (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.

# Complex questions. Powerful answers.

---

Infrastructure, cities and transportation are constantly evolving to meet new demands, new ideas and new technologies. Mixing tenacity and technical expertise with an open-minded, imaginative approach, we help our clients maximize opportunity and realize value within this rapidly-changing landscape.

Impartial, objective and results-driven, we are never content simply to meet expectations. We combine our commercial, economic and planning expertise to find powerful answers to complex questions. Answers that help people, places and economies thrive.

JUNE 13, 2019

**CITY OF HERMOSA BEACH**  
RFP 19-04

# **ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES**

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June 7, 2019

City of Hermosa Beach  
Attn: Leeanne Singleton, AICP  
Office of the City Manager  
1315 Valley Drive  
Hermosa Beach, CA 90254

**RE: RFP 19-04: On-Call Transportation and Traffic Engineering Services**

Dear Ms. Singleton and Members of the Evaluation Committee:

**Toole Design Group** is pleased to submit our qualifications for the City of Hermosa Beach's on-call contract for transportation and traffic engineering services under Category 2, Transportation Planning and Studies. We understand the City of Hermosa Beach seeks a comprehensive approach to help implement the City's transportation goals, objectives, and performance standards to meet current and long-range transportation needs. We are intimately familiar with working alongside highly-engaged communities to design, develop, and deliver complex transportation projects and recommendations, and our response demonstrates our extensive experience providing similar services to cities in Southern California and across North America. We have put together a team that will seamlessly support the City of Hermosa Beach in achieving its transportation goals.

Our full-service Southern California office is led by our proposed Project Manager, **Nat Gale**, who will serve as the City's main point of contact for project matters. Nat brings over a decade of experience overseeing planning and design projects of varying scales in the public and private sectors. His expertise includes multimodal safety analysis, stakeholder engagement strategies, and alternative transportation facility design. Nat is adept at providing direct oversight and management of all members of a project team and ensuring that deliverables exceed client expectations.

Nat will be supported by **Amalia Leighton Cody, P.E., AICP** as Principal-in-Charge and **Ian Lockwood** as QA/QC Lead. Amalia has experience leading complex teams with specialty subconsultants such as bicycle and pedestrian planners, health and walking specialists, social equity stakeholders, and urban designers specializing in sub-area or land use policy. Ian brings over three decades of experience and an attention to the greater transportation context to solve infrastructure problems. Nat, Amalia, and Ian will ensure that Toole Design's work through this contract is timely, cost effective, and high quality.

We have organized our team to include task leads for each of the four categories included in the RFP. **Ashley Haire, PhD, P.E.** will lead our conceptual design tasks. Ashley has significant experience with complex design in the Southern California region. She will bring a track record of developing implementable capital improvement designs that support corridor revitalization, neighborhood traffic management, bikeway improvements, and more. **Eric Widstrand, P.E., PTOE** will lead our transportation analysis and choice expansion task. Eric has spent his career working in both the public and private sector, and he has significant experience studying and implementing regulatory changes that expand transportation choices in Southern California. **Tamika Butler, Esq.**, will lead our community planning and education task. Tamika's experience is grounded in community engagement and education, and she is known for her collaborative style and her extensive knowledge of school and bicycle safety programs.

Toole Design's transportation planning and design qualifications will be complemented by with those of our teaming partner, **Sam Schwartz Engineering, DPC**. Sam Schwartz brings parking management expertise and will lead the contract's fourth category: the preparation of studies, recommendations, and regulatory changes for the effective management of the City's parking resources and programs. **Jane Wilberding, AICP**, our task lead for Parking Studies and Program Management, brings over nine years of experience in parking planning and analysis.

Toole Design has provided similar services under on-call contracts with cities in Southern California and across the state. We are currently working with the City of Los Angeles to update its citywide transportation and street design standards through an on-call contract. We are also conducting a detailed transportation analysis and design effort for priority intersections for safety improvements in Santa Monica. We have built strong relationships with Southern California communities, and we are prepared to represent the City of Hermosa Beach as needed in conversations with community members. We have been tracking the City's attention to sustainability in PLAN Hermosa, its leadership in living streets design manual, its focus on systemic safety, and its growing attention to neighborhood traffic management. We are eager to participate in the Hermosa Beach's growing role as the leading progressive transportation community of the Beach Cities and in the South Bay.

Our team has the skills and capacity needed to successfully deliver plans, projects, and programs in support of the City of Hermosa Beach's goals and vision. We have a reputation for high-quality work and outstanding performance on multmodal transportation projects throughout North America, and we encourage the selection committee to contact our current and former clients to inquire about our work. We are excited about the opportunity to work with the City, and we encourage you to contact our proposed Project Manager, Nat Gale, at the contact information below with any questions.

Thank you,



Jennifer Toole, AICP, ASLA  
President  
Toole Design

Contact Information for Nat Gale:  
213.257.8680 x751  
ngale@tooledesign.com

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# FIRM PROFILE

# TEAM INTRODUCTION

**Toole Design** is committed to designing and building spaces where people can move freely and intuitively, enjoying the experience and becoming a part of the community instead of just moving through it. Our success is built on collaborative partnerships with our clients, and thinking that goes beyond conventional solutions. For 16 years, we've transformed the way people move and helped communities thrive.

At Toole Design, our philosophy is simple: we believe that bicycling, walking, and access to transit are fundamental aspects of transportation that should be available to everyone, whether they are young or old, rich or poor. Our passion is helping communities plan, build, and retrofit their transportation systems so that walking, bicycling, and transit use are safer, more attractive, more efficient, and healthier forms of travel. We design places that meet the needs of all users, regardless of whether they ride a bike, walk, use a wheelchair, drive a car, or board a transit vehicle.

Toole Design has a structure where staff report to local office managers, but we also align technical resources across offices. This means that we not only have a strong commitment to local clients, but also that we are able to easily bring the right technical resources to each project.



Our Los Angeles team in Downtown Los Angeles at the start of Bike Month 2019. The team regularly walks, bikes, and takes transit to work.

Toole Design's Southern California office was opened in 2018 by **Nat Gale**, our proposed Project Manager. Nat has since grown the office, providing consistent high-quality client service and reliable local operations. Toole Design has the national and local resources to provide reliable customer service and deliver the scope of services outlined in the RFP for Category 2, Transportation Planning and Studies.

Toole Design has the technical and managerial competence to fulfill the consultant requirements listed in the City of Hermosa Beach's request for on-call transportation and traffic engineering services.

Our qualifications will be deepened by those of our teaming partner, **Sam Schwartz Engineering, DPC**, who will lead the parking management tasks. With over 20 years of practice on a wide array of complex transportation issues and development strategies, Sam Schwartz is a national leader in multimodal urban mobility. Their approach is distinguished by its integration of emerging trends and technologies with the fundamentals of sustainable transportation systems.

They use detailed analysis tools combined with expertise on emerging modes to create a clear understanding of parking supply, utilization, and opportunity cost of dedicating space to vehicle storage. They understand the high demand of parking in Hermosa Beach and have created state-of-the-art management and pricing plans to improve access on similar projects in Southern California.

Sam Schwartz is performing parking analysis throughout the country on block, street, district, and citywide levels. They are currently working on parking assessments with local jurisdictions, such as the City of Los Angeles on the Hollywood Walk of Fame, and private developers on rightsizing parking supply in Beverly Hills and Marina Del Rey.

## EXPERIENCE WITH ON-CALL CONTRACTS

The Toole Design Team brings deep experience to this on-call contract. As a full-service planning, engineering, and urban design firm, we have provided specialized multimodal transportation services to cities across North America. Our project managers have the training and support systems needed to manage the array of project types that are common on these types of contracts.

We understand the value of on-call contracts and the flexibility they afford to our clients. On-call contracts need to provide local governments with a balance of capabilities and cost efficiency—qualified staff should only be a call away, but jurisdictions should also only pay for the services they actually use. Through this on-call contract, the City of Hermosa Beach will have access to qualified professionals, ready to supplement full-time staff as needed.

Toole Design's approach to on-call contracts is simple: no assignment is too small or too large, and we are ready to be called upon as needed and when needed. We are prepared to assist, and we will provide unparalleled responsiveness, quality, and professionalism.

The list to the right is a selection of on-call contracts where Toole Design has provided similar services to those listed in the scope of work for transportation planning and studies.

## RELEVANT ON-CALL CONTRACTS

**Alameda Engineering Technical Support On-Call**, Alameda, CA

**Alexandria Multimodal On-Call**, Alexandria, VA

**Arlington Multimodal Transportation On-Call**, Arlington, VA

**Austin Staff Augmentation Task Orders**, Austin, TX

**Bay Area Rapid Transit (BART) Planning and Engineering Services On-Call**, Bay Area, CA

**Charlottesville Multimodal Transportation On-Call**, Charlottesville, VA

**Coral Gables Multimodal Transportation Planning and Engineering Consulting**, Coral Gables, FL

**Cupertino Bikeway Design and Planning Services**, Cupertino, CA

**District DOT Architectural and Engineering On-Call**, Washington, DC

**Los Angeles DOT On-Call**, Los Angeles, CA

**Oakland DOT Transportation Planning On-Call**, Oakland, CA

**San Jose Engineering On-Call**, San Jose, CA

**San Ramon Transportation Planning On-Call**, San Ramon, CA

**Santa Monica Transportation Planning and Engineering On-Call**, Santa Monica, CA

**Seattle On-Call Pedestrian and Bicycle Project Development**, Seattle, WA



The Toole Design Team has a refined process that keeps clients in the know and projects on schedule.

# TEAM INFORMATION

Legal Name and Address	<b>Toole Design Group, LLC</b> 811 W. 7 <sup>th</sup> Street, 12 <sup>th</sup> Floor Los Angeles, CA 90017	<b>Sam Schwartz Engineering, DPC</b> 706 South Hill Street, 11th Floor Los Angeles, CA 90014
Primary Point of Contact Information	Nat Gale, Project Manager 213.257.8680 x751 811 W. 7 <sup>th</sup> Street, 12 <sup>th</sup> Floor Los Angeles, CA 90017	Joe Iacobucci 213.221.0950 706 South Hill Street, 11 <sup>th</sup> Floor Los Angeles, CA 90014
Type of Business Entity	Limited Liability Company	Design Professional Corporation
Federal I.D. Number	05-0545429	46-1885050
Firm's Location Information	811 W. 7 <sup>th</sup> Street, 12 <sup>th</sup> Floor Los Angeles, CA 90017 p. 213.257.8680 f. 301.927.2800	322 Eighth Avenue, 5 <sup>th</sup> Floor New York, NY 10001 p. 212.598.9010 f. 212.598.9148
Ownership	Majority ownership held by President Jennifer Toole, AICP, ASLA	43.725% of Sam Schwartz is owned by GPO Group USA, Inc, which is owned (100%) by GPO Group, SA
Years in Business	16	24
Years of Experience in Relevant Services	16	24
Failures or Refusals to Complete a Contract, and Explanation	No	No



The City of Hermosa Beach has access to the Toole Design Team's pool of national experts in transportation engineering and planning located across North America.

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## PROJECT UNDERSTANDING AND APPROACH

# PROJECT UNDERSTANDING

## UNDERSTANDING OF PROJECT GOALS

The City of Hermosa Beach has invested in a series of planning efforts to develop a shared vision and understanding for the future of transportation and mobility. This beachside community has vibrant commercial corridors, quaint residential neighborhoods, and a bustling coast. PLAN Hermosa articulates a vision for complete, safe, and sustainable infrastructure to support the growing demands on the City's transportation network. The City's Community Decision-Making Tool outlines a process to implement the PLAN by identifying opportunities that improve quality of life in Hermosa Beach, ensuring the values and priorities of all residents and business owners are considered, creating a culture of innovation, and delivering transparency in the decision-making process.

This commitment to vision, innovation, and transparency has resulted in an ambitious three-year capital improvement plan. The Department of Public Works has identified an impressive portfolio of Complete Streets, green street, and mobility improvements that will continue to position the City as a leader in innovative design in the Beach Cities and South Bay community. Combined with the *Living Streets Design Manual*, Hermosa Beach is poised for significant transportation transformation over the coming years.

The community needs the services of a qualified, innovative, expert consultant team who can take this vision and translate it into implementable projects that are welcomed by community leaders. This will take a keen understanding of the small beach town's healthy active lifestyle and its economic and environmental sustainability.

Our team understands the technical qualifications necessary to meet the City of Hermosa Beach's needs for traffic engineering and transportation planning. We are equipped to support the City in a variety of project types. We have thoroughly read and researched the City's on-going transportation and planning efforts, and are eager to begin working with the Hermosa Beach community to design, develop, and deliver projects that meet their needs.

## UNDERSTANDING OF STATE, COUNTY, AND LOCAL REQUIREMENTS AND INDUSTRY STANDARDS

Our team is well-versed in national roadway standards and has a long history of creating many of the resources considered to be national standards and best practices. We are the authors of several national planning and design documents, including the Federal Highway Administration's (FHWA) *Achieving Multimodal Networks: Applying Design Flexibility and Reducing Conflicts*, the upcoming 2020 American Association of State Highway and Transportation Officials (AASHTO) *Guide for the Development of Bicycle Facilities*, and FHWA's Shared Streets publication.

We are also familiar with the state requirements related to this contract's scope of services. We are developing district-level active transportation plans throughout California and are well versed in the Local Assistance Procedures Manual and the California Manual on Uniform Traffic Control Devices, having served as prime contractor for dozens of projects funded through Caltrans grants.

We have additional understanding of the coastal transportation context in a community like Hermosa Beach. We are currently in the midst of analyzing and designing transportation projects for beach-side communities in Long Beach and Santa Monica, and have successfully worked with our clients to ensure our proposed projects have significant buy-in from community members and technical designers. Our teams are always comprised of transportation planners and engineers so that we have rigorous and robust technical analysis that can tie to broader community goals. We have assembled a team of California professional engineers and community planners with expertise navigating Southern California communities.



Credit: Kent Kanouse

Hermosa Beach has significant beach-front activity, emphasizing the need for safe street designs that protect people no matter how they choose to get around.

# APPROACH TO SCOPE OF WORK

## APPROACH TO TRANSPORTATION PLANNING AND STUDIES

The City of Hermosa Beach has set strategic goals around creating a new model for safety and mobility. These goals will be achieved through projects that both preserve Hermosa Beach's small town character while also serving the needs of people walking, biking, driving, and taking transit, and the City seeks on-call services to support these projects' implementation. At Toole Design, we understand the value of on-call contracts and the flexibility they afford local governments. On-call contracts provide a balance of confidence and cost efficiency, where clients can reach qualified staff with a simple phone call but still only pay for the services they actually use. Through this on-call contract, the City of Hermosa Beach will have a stable of qualified professionals at the ready to supplement its full-time staff in whatever way is needed.

We know that the City of Hermosa Beach is unique small beach community and that as a result, its transportation solutions must reflect its character and needs. From public outreach to transportation planning and engineering services, we will ensure that the people of Hermosa Beach, their lifestyles, and their needs are at the forefront of the planning and design processes.

Our experience in cities throughout California and across the country will allow us to deliver state-of-the-practice recommendations and strategies, all of which will be coupled with robust community engagement. The Toole Design Team is ready to craft recommendations and

designs that will help the City of Hermosa Beach offer a variety of mobility choices and implement facilities that are safe and attractive for everyone.

We understand the importance of approaching each project and task in a thoughtful and strategic manner. We pride ourselves on crafting plans that value the community and that earn public support from the planning process into design and construction. Furthermore, the Toole Design Team is well-versed in local, state, and federal standards, and we are confident our expertise will inform projects that serve Hermosa Beach's mobility goals.

Each Toole Design staff member who will be involved in the management of the City of Hermosa Beach Transportation and Traffic On-Call contract has successfully managed multifaceted mobility projects from across the spectrum of planning, design, and construction endeavors. Our team includes individuals from a balanced mix of disciplines: engineers, landscape architects, urban designers, and planners. We are ideally suited to the high level of collaboration and cooperation that transportation and civil engineering projects require.

In the following sections, we discuss potential tasks and our relevant experience with each, all of which demonstrate our ability to provide the services that the City of Hermosa is looking for.



Under an on-call contract, we engineered the quick build of pedestrian crossing with Rectangular Rapid Flashing Beacons (RRFB).

# SUMMARY OF TASK EXPERIENCE

## CONCEPTUAL DESIGN

The key to successful design projects is understanding the needs of the community and identifying solutions that address those needs while remaining compatible with the project's overall objective. The Toole Design Team will bring the ability to achieve this balance to all design projects issued under this contract.

At project initiation, the team will engage with City staff to understand the overall project goals. Some projects may have already been vetted through a public process and require detailed design to verify that the preferred concept is feasible and cost effective, while others may require more robust planning efforts and public engagement. Based on the type of project and the initial information available, the Toole Design Team will prepare a detailed scope of services for conceptual design. We expect to discuss the tasks, deliverables, schedule, and costs associated with the project in detail. Depending on the specific design project, a host of potential services may be required.

Conceptual plans will include plan view drawings and typical cross-sections with detail that sufficiently articulates the basis of design, including project benefits, major design features, including intersections noted impacts, and areas of further investigation. Renderings will be prepared as necessary to visually demonstrate the look and feel of the concepts. These renderings are important to convey key design features to the public; they also further confirm that the design is in line with the City's goals and vision. The Toole Design Team includes landscape architects and urban designers who are well-versed in visualization software like Adobe Illustrator, Adobe Photoshop, Google SketchUp, and others.

The Toole Design Team will prepare design reports to provide documentation of purpose and need, existing conditions, alternatives, user experiences, and operational analyses. These will also serve as a record of public involvement. Further detail will include public and stakeholder outreach efforts, design criteria, traffic analysis, recommended alignments, and treatments for bicycle and pedestrian facilities, with supporting justification.

This documentation will include specific discussion of the following components as required to support the needs of any given assignment:

- Urban design context
- Network connectivity
- Right-of-Way
- Placemaking
- Traffic analysis
- Means of separation
- Cost estimates
- Utilities
- Safety (including crash data summary and collision diagrams, as needed)
- Location and neighborhood context map
- Public involvement
- Engineering considerations
- Green infrastructure
- Implementation
- Constructability
- Environmental/historic/cultural elements (including historical documentation and permitting forecast)

## CORRIDOR REVITALIZATION PROJECTS

### **Manning Avenue Corridor Revitalization, Sumter, SC**

We used Complete Streets principles and national best practices for this project's cross-section alternatives and 30% concept design.

### **Cupertino Bicycle Boulevards, Cupertino, CA**

We developed concept designs for seven bicycle boulevard routes within the City.

### **Imola Avenue Corridor Complete Streets Improvement Plan, Napa County, CA**

We are assisting with outreach and developing the vision, existing conditions report, potential programs, and policies.



We are adept at identifying practical solutions that are compatible to the wider transportation context and that move projects to implementation.

## BIKEWAY IMPROVEMENT PROJECTS

### **LADOT Technical Assistance for Protected Bicycle Facilities**, Los Angeles, CA

Our design and traffic engineers led a charrette to work through design considerations.

### **Pasadena Union Street Cycle Track**, Pasadena, CA

We led the concept and final design of a two-way curb-separated bike lane.

### **Capital City Bikeway**, Saint Paul, MN

We led the design and engineering of a \$12.4M full roadway reconstruction featuring a sidewalk level protected bikeway.

### **Pike and Pine Bicycle Facilities**, Seattle, WA

We made recommendations for the introduction of a bicycle facilities within a highly-constrained right-of-way, and completed the final design of the bikeway within weeks.

## TRANSPORTATION ANALYSIS AND CHOICE EXPANSIONS

Toole Design anticipates that a number of tasks issued through this on-call services contract will focus on optimizing the efficiency of the transportation network, maximizing travel choices, and increasing safety for all users. Meeting this challenge will require expertise in data analysis, scenario modeling, prioritization, visualizations, and public engagement.

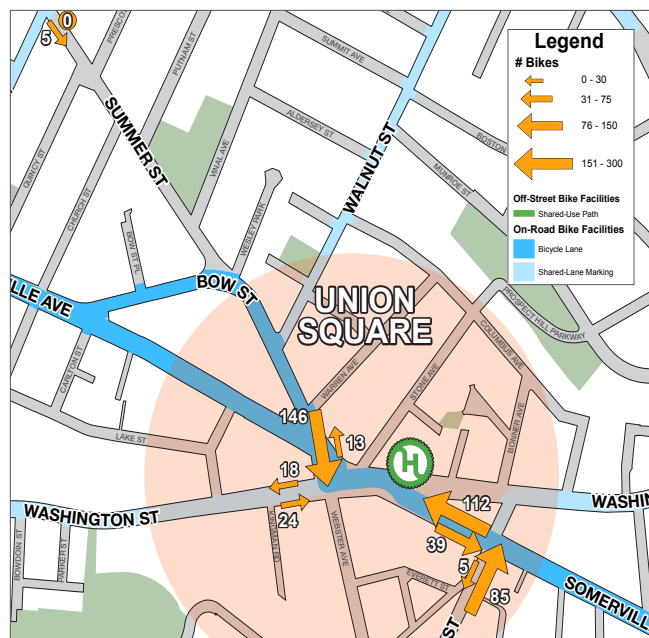
We typically begin our analyses with an inventory and assessment of existing transportation infrastructure. This process begins with data collection that encompasses user counts, crash data, detailed field visits, and a review of previous and ongoing plans. If necessary, a calibrated traffic model is established to accurately represent current traffic conditions. The Toole Design Team will use existing transportation data where possible, but we also understand that additional data collection may be required, particularly related to bicycle and pedestrian travel. Toole Design brings substantial experience in scoping data collection efforts that are efficient and tailored to project needs, and we are national leaders in the administration of non-vehicular count programs. We also have experience using quantitative and qualitative data to conduct both before- and after-project evaluations.

To complement general transportation data analysis, GIS support is essential for transportation planning

projects, as it is the most efficient way to store, analyze, and visualize complex data relating to transportation infrastructure. Toole Design's GIS professionals are adept at receiving data and adding value in the form of geometry editing, attribute collection, and analysis in relation to other spatial data. We have the necessary resources to electronically compile data that can be directly imported into GIS and other platforms.

In addition to project-based transportation analysis, Toole Design regularly conducts research, including project-specific research related to the Federal Highway Administration (FHWA) experimentation process and approvals for innovative transportation treatments (such as bicycle signals); crash analyses as part of countermeasure identification; before and after data collection to evaluate performance; observational analyses; user surveys; and other statistical data analyses. Another example of our research capabilities is our extensive experience conducting studies of current best practices and state-of-the-art technologies, which allows us to recommend innovative solutions from around the United States and beyond.

Additionally, Toole Design is the nation's leading expert on devolving street design standards, pioneering the design standard process for MassDOT, updating the latest AASHTO bike design standards, and working with dozens of municipalities to adopt new regulations for design. We are currently working with the City of Los Angeles to update and adopt new design regulations.



Toole Design uses data to analyze travel patterns which then informs our area-wide network recommendations

We recognize the value of updated design guidelines and standards to encourage the shift to alternative transportation modes.

One example of how our research and analysis turns into actionable projects is a recently completed project for FHWA called *Accessible Shared Streets: Notable Practices and Considerations for Accommodating Pedestrians with Vision Disabilities*. We conducted focus groups and a survey of design efforts across the nation to make recommendations for practices and considerations for accommodating pedestrians with vision disabilities on shared streets.

Toole Design staff are experienced in a wide variety of analysis and outreach methods, including survey design, intercept, mail and online survey techniques, database design and management, focus groups, and expert panels. Toole Design's culture of collaboration allows us to pull from this wide-ranging skill set to articulate thorough and outcome-focused transportation analysis that leads to choice expansion.

#### TRANSPORTATION ANALYSIS AND CHOICE EXPANSION PROJECTS

##### Caltrans Active Transportation Plans

We recommend bicycle facilities within highly-constrained right-of-way contexts.

##### Long Beach Vision Zero, Long Beach, CA

We helped the City prioritize safety improvements by identifying high-risk locations.

##### Austin Safety and Analysis, Austin, TX

We developed estimates of walking and bicycling volumes to help identify priority locations to focus city resources.

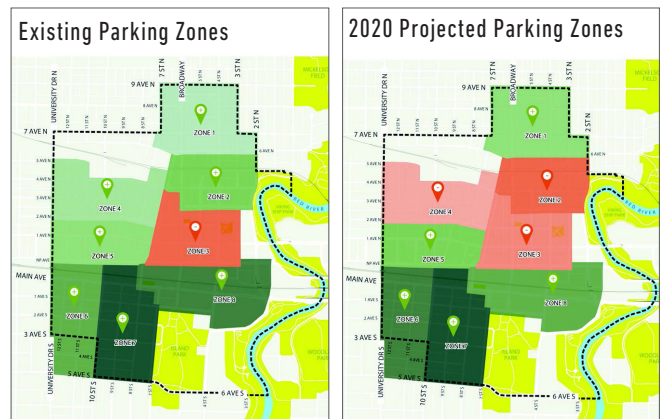
##### SANDAG iCommute Commuter Services, San Diego, CA

We assessed and recommended changes for the bike locker program that improve efficiency and effectiveness of the iCommute operations.

#### PARKING STUDIES AND PROGRAM MANAGEMENT

Sam Schwartz recognizes the vital role that parking plays in the development of any city, neighborhood, or downtown and takes a comprehensive approach to parking management. Their unique approach marries diligent outreach efforts with technical expertise to identify gaps in perception and reality to develop innovative, conscientious, and cost effective solutions.

Sam Schwartz has advised and collaborated with a variety of public officials and private stakeholders throughout the country to create parking management strategies that enhance economic development, support transportation initiatives and create vibrant, walkable communities. Through these efforts, Sam Schwartz has successfully transformed concepts and ideas into functional policies that optimize parking resources, achieve mode split goals, integrate incoming technology, and create more livable communities.



Existing and projected parking zones in Fargo, ND.

#### PARKING STUDIES AND PROGRAM MANAGEMENT

##### Downtown InFocus Master Plan, Fargo, ND

Sam Schwartz created an innovative parking management plan with data collection, operational review, and outreach surveys and forums. A parking user hierarchy framework helped balance demand and encouraged the use of other modes.

##### Red Bull Arena Traffic Management, Harrison, NJ

Sam Schwartz evaluated all aspects of game day parking and developed a parking management plan.

##### East Main Arts and Market District Plan, Rochester, NY

Sam Schwartz performed collection and analysis of traffic and parking data to inform recommendations for a revitalized neighborhood.

## COMMUNITY PLANNING AND EDUCATION

At Toole Design, we take community planning and education as seriously as our technical work because we know that an inclusive and earnest community engagement and education process leads to better results and more successful implementation. Each community has its own unique reasons for wanting to improve walking and bicycling conditions, and our work with clients, stakeholders, and project committees always involves identifying what those reasons are and how they align with the community's values. It has been our experience that community consensus comes from plans where the entire process is open, transparent, and clear, and we have an outstanding reputation for engaging the public as part of high-profile projects.

We have extensive experience and reputation in communication with the public, stakeholders, and key decision makers. We are currently working in Orange County and Alameda County on Safe Routes to School Programs that require developing and implementing a regular communications plan for parents and students. We are adept at creating a suite of education materials that speak to different targeted audiences, as we know that different messages and information will resonate depending on the audience. We are also accustomed to managing mailing lists and preparing meeting notices, forming project advisory committees, interviewing stakeholders, scheduling and facilitating public meetings, developing websites to gather public comments, and displaying draft plans and project visuals.

While total unanimity on what is best for any particular project in Hermosa Beach may be unlikely, we will seek to achieve an informed consensus where everyone understands the planning process and acknowledges that solutions were crafted in a thoughtful and considerate manner.

We are particularly proud of our outstanding track record of engaging and educating people who typically do not participate in transportation planning projects. We are adept at tailoring messaging and outreach to be sensitive and responsive to multicultural audiences, and we go to people in the community instead of asking them to come to us. When planning meetings and events, we focus on the convenience and needs of populations we need to hear from—women, teens, people in low-wealth communities, and members of culturally and linguistically diverse communities.



Toole Design staff used intercept surveys to gain public input for the Denver Vision Zero Action Plan.

We look forward to supporting a nimble and multifaceted community planning and education program that uses a broad toolbox of techniques and approaches. We anticipate using traditional techniques like open houses and focus groups as well as creative approaches that tie in to existing neighborhood activity and emphasize interaction, innovation, and fun. Flexibility will be critical to our approach, and we recognize that the most effective tactics may change, even within each phase of a project. We expect to adjust our strategy as needed in response to the needs of each project's stakeholder groups.

### COMMUNITY PLANNING AND EDUCATION PROJECTS

**OCTA Safe Routes to School**, Orange County, CA  
We are developing and implementing a SRTS Action Plan based on assessments, analysis, and outreach activities.

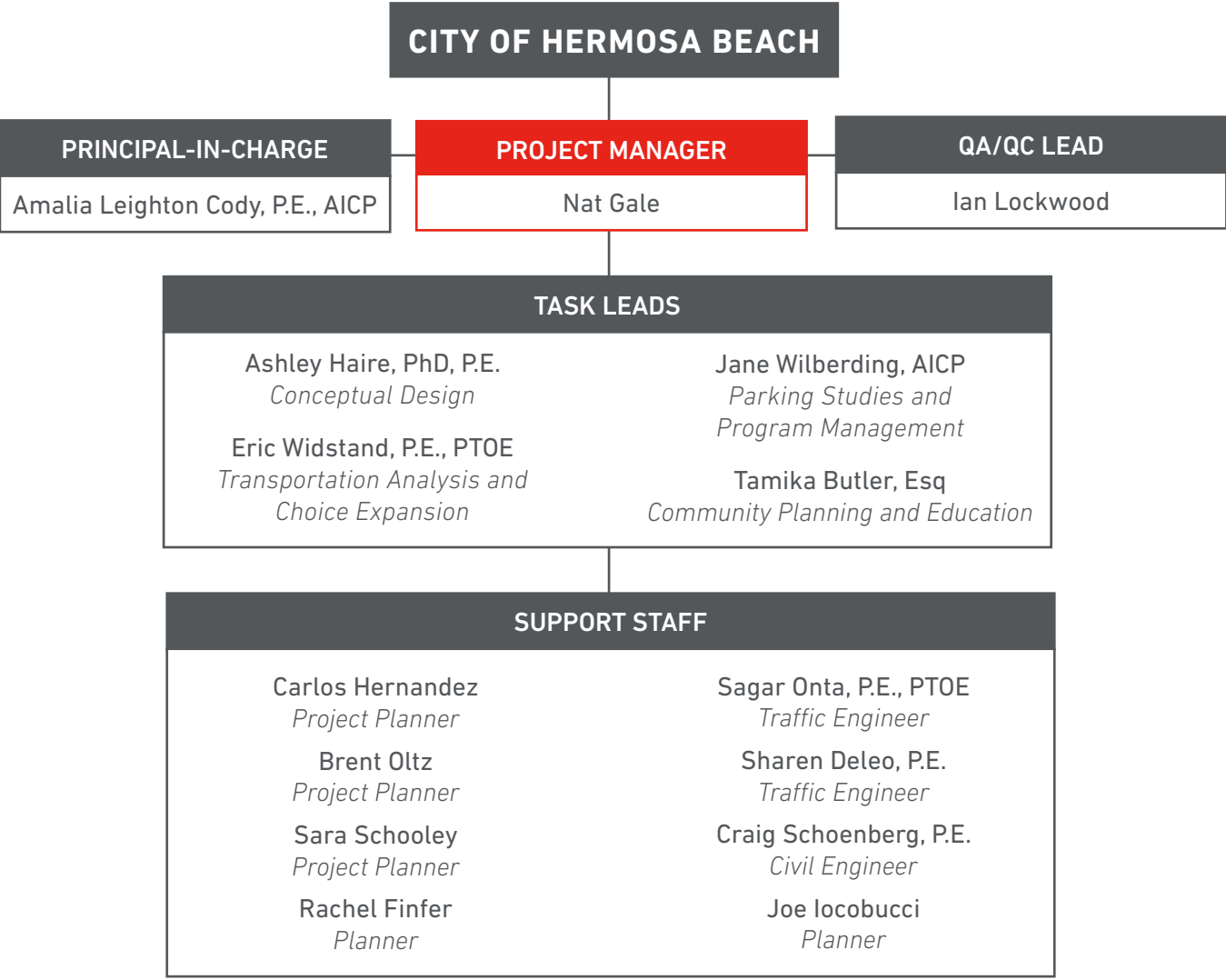
**Alameda County Safe Routes to School**, Alameda, CA  
We are developing a strategic communications plan for SRTS education and outreach services for approximately 180 schools.

**Maryland Pedestrian and Bicycle Safety Education Program**  
We developed graphics and the structure of class lessons, as well as a Teacher's Guide and an Administrator's guide.

Section 2.5 of the RFP lists **Work to be Performed or Provided by the City**. We do not anticipate additional tasks that will be the responsibility of City staff.

# ORGANIZATIONAL CHART

Below is the Toole Design Team's organizational structure for the City of Hermosa Beach Transportation and Traffic Engineering On-call Contract, which shows project leadership, task managers, and support staff. These individuals will be supported by planners, landscape architects, engineers, GIS specialists, graphic designers, parking management specialists, community engagement specialists, and others.



By hiring Toole Design you gain access to our entire firm of over 180 qualified staff in the proposed disciplines. Based on the content and complexity of each on-call task order, our Project Manager and task leads will put together a robust project team and approach to ensure we meet the needs of the task at hand.

This organizational chart and corresponding resumes (page 3.7) represent an example of the caliber of staff readily available for project work.

# COMMUNICATIONS APPROACH

Effective communication is a vital aspect of project management. As a full-service firm, Toole Design understands the nature of on-call contracts and has the background to deliver tasks successfully. Adherence to the project management techniques previously mentioned will help ensure that the project schedule and budget are met. Toole Design has established procedures for how work is conducted —enhancing the overall efficiency of the firm. Here are just a few examples of tasks Toole Design has quickly completed to meet client needs:

**Santa Monica Priority Intersections**, Santa Monica, CA  
Toole Design is working to assess and recommend design solutions for seven priority intersections in Santa Monica over the course of five weeks.

**Boston Bike Lanes**, Boston, MA  
Toole Design completed feasibility analyses and on-street bicycle facility design for approximately 10 miles of streets in three months.

**District of Columbia On-Call Bicycle Lane Design**, Washington, DC  
Toole Design completed on-street bicycle facility designs within just a few days of being apprised of the projects and were accelerated to meet paving schedules.

For each assigned project task order, Toole Design will implement a comprehensive project management approach that allows for effective communication between City of Hermosa Beach staff and our team. Our approach is easily scalable to match the level of effort and schedule for each task order. We employ tools proven to effectively present, monitor, and communicate the scope, schedule, and budget throughout the duration of a project.

Typically for on-call contracts, as Toole Design is informed of a task order request, our Project Manager, **Nat Gale**, will request a meeting with the City's Project Manager to get a clear understanding of the scope and expectations. Toole Design will then develop a detailed task order scope, fee, and schedule with the City, making sure to assign staff that best match the City's needs for the task order. As appropriate, open ended task orders may be undertaken without a detailed scope and fee proposal should this be in the best interest of the City to explore options for locations or assignments where solutions are not readily apparent.

Given the number of assignments that may be active at any given time, our team structure has been developed

to ensure effective communication, cost control, and time management. As detailed in our organizational chart, we have assigned a singular project manager to this effort, Nat Gale. As task orders are received Nat will assign an appropriate task manager given the nature of the assignment as well as the appropriate staff support. These teams will be responsible for ensuring effective communication with the project manager, City and project controls. This is a model we have utilized effectively with similar on-call contracts throughout the country.

For each approved task, Nat and the relevant task leads will do the following:

- Respond to all requests within one-business day, and typically within a couple hours
- Schedule recurring check-in calls with the project team, typically weekly, bi-weekly, or monthly
- Facilitate screenshare or web conference needs for large groups and allow for visual communication
- Provide regular written project status updates to ensure the city of progress on each task
- Be available for in-person meetings and site visits. We are flexible and typically able to meet in person on 24-48 hour notice

Throughout any project task, we will use a variety of communication techniques to make your life easy. We are friendly, fun to work with, and excited to serve your needs.

## TYPICAL PROJECT REQUEST TIMELINE\*

Action	Business Days	1	2	3	4	5	6	7	8	9	10	11	12	13	14
City notifies Toole Design of potential work assignment															
Toole Design responds to request															
Toole Design is available for a meeting with City staff to discuss, if needed															
Toole Design prepares and delivers a detailed SOW and price proposal to the City**															
Toole Design responds to requests for revisions to the scope and price proposal ***															
NOTICE TO PROCEED															

\*Timeline for emergency requests are shorter, within three days to one week, depending on the assignment

\*\*within 5 business days of getting direction from the City (either through a scope outline, phone call or meeting)

\*\*\*within 2 business days of receiving comments from the City

# QUALITY AND COST CONTROL

As part of our commitment to maintaining the highest level of quality, Toole Design employs a rigorous Quality Assurance/Quality Control (QA/QC) program to control the quality of our work, and that of our subconsultants. Our utmost goal is to exceed client expectations. Toole Design's QA/QC program is based on the philosophy that:

- **Quality is achieved** through adequate project planning, coordination, supervision, and technical direction; proper definition of project requirements and procedures; the use of appropriately skilled personnel; and by individuals performing work functions carefully, accurately, and completely.
- **Quality is controlled** through checking, reviewing, and monitoring of work activities by individuals with appropriate levels of experience and who are not directly responsible for performing the work.
- **Quality is assured** through a qualified staff person conducting independent reviews of the project's processes, procedures, documentation, supervision, technical direction, and staffing.
- **Quality is critical** to project success and client satisfaction, and achieving Toole Design's quality goals requires careful planning and budgeting.

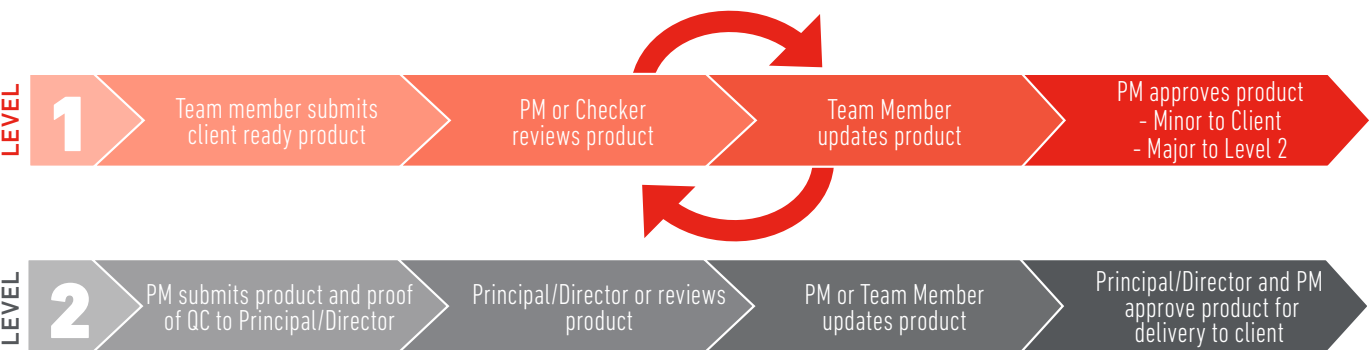
Every Toole Design project is assigned a senior staff member who takes personal responsibility for project performance. Projects then start with an internal kickoff meeting where the Project Manager and QA/QC Lead work with the project team to clearly define and document the roles and responsibilities of all team members and discuss the appropriate QA/QC process. For this project, **Ian Lockwood** will lead the QA/QC program.

The QA/QC program provides Toole Design project managers with proven processes and tools for delivering products on time and within budget. The program is also constantly evolving—project managers are encouraged to share project management and production review processes within the company, which improves our efficiency and attention to detail.

Toole Design is happy to share our full QA/QC policy and program with the City of Hermosa Beach. However, the program can be summed up simply: no report, drawing, or product of any kind leaves our office without a documented review. We demand the same level of performance from our subconsultants, and our senior staff thoroughly review their work before its submittal.

Toole Design also has a stellar reputation in regards to cost control. As projects are initially scoped a detailed person-hour levels of effort are calculated at the task level to ensure a thorough understanding of design efforts at hand. These estimates are then routinely tracked through the project development process to ensure levels of effort are consistent with those considered from the onset. Routine project audits introduce accountability to ensure projects are being closely monitored and, if necessary, course corrections are introduced. When potential cost overruns are identified due to unforeseen project needs, Toole Design project managers are quick to identify these items with the City's project manager to ensure proper steps are taken to adjust scope, request additional funds and/or determine another appropriate remedies in a timely manner so there are no surprises later in the process.

## TOOLE DESIGN'S QA/QC PROGRAM FLOW CHART



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3

**EXPERIENCE AND  
QUALIFICATIONS**

# SUMMARY OF RELEVANT PROJECTS

## ON-CALL TECHNICAL ASSISTANCE FOR PROTECTED BIKE LANES

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LOS ANGELES, CA



The City of Los Angeles Department of Transportation (LADOT) sought **Toole Design**'s expertise in bikeway design to augment existing staff resources and design curb-separated bike lanes on Spring and Main Streets, two busy downtown corridors. Following a comprehensive inventory of activity in the project corridors, the initial phase of the project included a week-long design charrette.

Led by Toole Design's top design and traffic engineers, the charrette coupled best practices design training for LADOT staff with structured forums to identify design conflicts, discuss options, and make design decisions about associated benefits and tradeoffs among street users.

The training component of the charrette was developed as an opportunity to build staff capacity and design expertise to apply to future design work for similar facilities. By the end of the week, LADOT staff had worked through the numerous design considerations and determined that a left-side bike lane would best meet the needs of all stakeholders.

## WILSHIRE BOULEVARD SAFETY ANALYSIS

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SANTA MONICA, CA

**Toole Design** is leading a corridor-wide, multi-disciplinary safety analysis for Wilshire Boulevard, a transit priority street in Santa Monica, CA. Toole Design is creating GIS-based collision mapping, developing signal phasing and operations analysis, conducting data collection, and facilitating key stakeholder and focus group interviews. The team is also analyzing the detailed crash data, conducting road safety audits, and hosting transit operator and user focus groups to understand their perspective of transit performance and access along the corridor.

After the initial analysis, Toole Design engineers will oversee the development of safety countermeasures for the entire corridor, with a plan for short-term and long-term options.

## LONG BEACH VISION ZERO ACTION PLAN

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LONG BEACH, CA

**Toole Design** is supporting the City of Long Beach in developing a Vision Zero Action Plan to eliminate serious and fatal crashes by 2026. Toole Design is leading a systemic safety analysis of crash and roadway data to identify high-risk factors and locations, and to develop crash profiles that can be addressed through both low-cost systemic countermeasures and capital improvement projects. Toole Design will prioritize safety improvements identified from the systemic safety analysis and assist the City with a Highway Safety Improvement Program grant application. Safety countermeasures will also be integrated into the City's Vision Zero Action Plan.

To further inform the Action Plan and to identify other strategies to meet the City's ambitious goal, Toole Design is conducting a best practice and policy gap analysis, and is engaging stakeholders.

Engagement strategies include listening meetings, a roving display that highlights personal stories of lives impacted by traffic violence, and visually captivating and interactive pop-up installations to collect stakeholder feedback on what strategies the City should pursue to make streets safer.



## ENCINITAS COASTAL RAIL TRAIL DESIGN

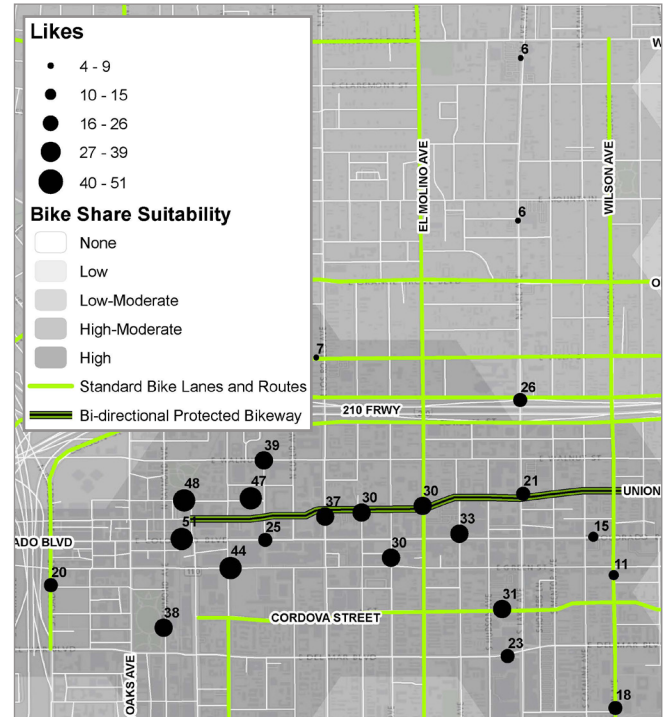
### ENCINITAS, CA

The Coastal Rail Trail is intended to provide a facility that is comfortable for all users from ages 8 to 80. **Toole Design** provided input into the alignment decisions and facility design as well as assisted the San Diego Council of Governments (SANDAG) and prime consultant by providing materials for the project's open house and website.

The project was completed in two phases. During the first phase, Toole Design helped assess options for the trail's on-street portions and the Vulcan Street alignment. The team considered several mid-block cross-sections, including regular bike lanes and protected bikeways. Each option involved developing conceptual designs at intersections that were accompanied by a detailed traffic analysis to understand the options' full impacts. The recommended option utilized a rapid flashing beacon crossing, buffered bike lanes, and a grade separated crossing of an active rail track being upgraded from single to double track.

## LOS ANGELES METRO BIKESHARE EXPANSION

### LOS ANGELES, CA



**Toole Design** has a rich history with LA Metro's bikeshare system. Our first involvement with delivering bikeshare to the region involved refining the system area and securing station locations and permits for the pilot program (65 stations) in Downtown Los Angeles. Our role has since extended to advising Metro on site planning decisions and assisting local jurisdictions in identifying how to best deploy stations in their communities.

Through this role, Toole Design has expanded its involvement in the program to the regional feasibility study, which identifies the communities best suited for bikeshare and helps inform how the program should expand. Toole Design will work with the identified communities to determine the system design that works best for them and to establish their station identification and permitting processes.

This project was the first in the US to effectively integrate bikeshare with transit. This happens both in terms of integrating Metro's transit pass and bikeshare membership, as well as via station locations that are visible and located near transit.

# CUPERTINO ON-CALL BIKEWAY DESIGN SERVICES

## CUPERTINO, CA



**Toole Design** is helping the City of Cupertino implement the City's recently adopted Bicycle Transportation Plan. The first task order under this on-call contract included the development alternative concepts for separated bicycle lanes and protected intersections on approximately two miles of McClellan Road, a primary east-west collector/arterial that serves schools and civic attractions in the heart of the city.

The project includes segments of separated bicycle lanes, infill sidewalk, and intersection design treatments for bicycle safety. Work tasks included existing conditions analysis, traffic analysis, stakeholder engagement, alternatives development (including renderings), and conceptual design for the preferred alternative.

# OCTA SAFE ROUTES TO SCHOOL ACTION PLAN

## ORANGE COUNTY, CA

**Toole Design** is developing and implementing a process for delivering a Safe Routes to School (SRTS) Action Plan for the Orange County Transportation Authority (OCTA). The SRTS Action Plan will be based on

stakeholder and community engagement, an existing conditions assessment and needs analysis, and outreach activities.

The process and resulting plan is the first step in creating sustainability for Safe Routes to School activities and infrastructure in Orange County, connecting it to other active transportation work.

# ALAMEDA COUNTY SAFE ROUTES TO SCHOOL

## ALAMEDA, CA

**Toole Design** is managing a contract for Safe Routes to School Education and Outreach Services for the Alameda County Transportation Commission. This program includes oversight of Safe Routes site coordinators at approximately 180 elementary, middle, and high schools throughout the County who assist schools with strategies and activities to increase the use of active and green transportation to school.

Toole Design also oversees the planning of major countywide celebration events, including International Walk and Roll to School Day, Bike to School Day, Golden Sneaker Contests, and Cocoa for Carpools.

We are developing a strategic communications plan that will include all aspects of communications and messaging for the program and developing toolkits to assist schools with various aspects of program. In addition to these tasks, Toole Design will be conducting an analysis of current school policies related to Safe Routes and how to better integrate Safe Routes curriculum.



# WEST LAS POSITAS BIKEWAY FEASIBILITY STUDY

PLEASANTON, CA



**Toole Design** is currently working on a Bikeway Feasibility Study for West Las Positas Boulevard. The project involves analyzing the following: existing vehicle speeds and volumes, turning movements at major intersections, desired paths of travel for people bicycling and walking, crash data, transit service, and the location of utilities in order to engineer high-quality and feasible corridor redesigns in the near- and long-term.

In conducting a need assessment for this project, Toole Design will focus on barriers and opportunities for Interested but Concerned riders and will create a connectivity assessment to identify gaps in the area's network, including an evaluation of barriers for individuals with disabilities.

Toole Design has created a public engagement plan and materials for the project's advisory committee, and will lead the project's in-person and online engagement efforts. The needs assessment and public input will inform the development of alternatives. The final Feasibility Report will clearly detail existing conditions, evaluate alternatives, and identify preferred alternative concepts.

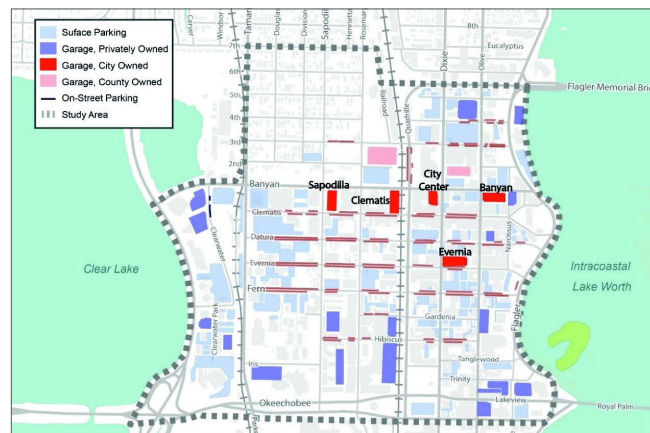
# LADOT STREET DESIGN MANUAL

LOS ANGELES, CA

As part of an on-call contract, **Toole Design** is identifying a process and format to overhaul the City of Los Angeles Department of Public Work's Bureau of Engineering's Street Design Manual and LADOT Manual of Policies and Procedures to match current Complete Streets design practices. The project will result in the development of a scope for the Phase II and an interim supplemental design guide for key details to model future Phase II Guide.

# WEST PALM BEACH PARKING AND TDM PLAN

WEST PALM BEACH, FL



**Sam Schwartz** worked with the City of West Palm Beach to develop and implement a comprehensive parking plan to ensure that the public's perception of parking is aligned with the actual supply, and to optimize the use of existing facilities. Understanding the key parking issues and opportunities allowed the City to enhance economic development, leverage other mobility options, and guide development patterns to meet their mode split goals.

Key elements of this study include enhancing technology and data management, pursuing partnerships to initiate shared parking agreements, restructuring parking rates to align supply with demand, establishing a communication strategy to enhance wayfinding and traffic circulation during large events, and identifying Transportation Demand Management elements that reduce parking demand.

# REFERENCES

We will use our past experience to develop strategies that will achieve the City of Hermosa Beach's vision and goals for this project. We invite you to contact our clients regarding the quality of Toole Design's professional qualifications.



## ON-CALL TECHNICAL ASSISTANCE FOR PROTECTED BIKE LANES

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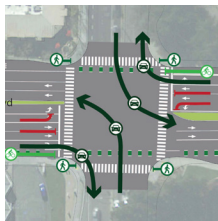
Los Angeles Department of Transportation  
Valerie Watson  
213.928.9706  
valerie.watson@lacity.org



## LA METRO BIKESHARE EXPANSION

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Los Angeles Metro  
Lia Yim  
213.922.4063  
yimb@metro.net



## CUPERTINO ON-CALL BIKEWAY DESIGN

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City of Cupertino  
David Stillman, P.E.  
408.777.3249  
davids@cupertino.org

# EXPERIENCE AND QUALIFICATIONS OF KEY PERSONNEL

## Project Manager

**Nat Gale** is a seasoned project manager with over 10 years of experience managing public and private sector projects in the Southern California region. Nat is adept at providing direct oversight and management of a complex, multi-disciplinary team, and ensuring quality deliverables are provided on time and within budget.

Nat will be supported by a full service team of planners, engineers, and designers in leadership roles for this contract. More information on key staff, including our Principal-in-Charge and individual task leads is summarized below.

## Principal-in-Charge

Clients who have worked with **Amalia Leighton Cody, P.E., AICP** value her emphasis on implementation, including maintenance and operations. She will bring nearly 20 years of experience of project oversight.

## QA/QC Lead

**Ian Lockwood** has supported communities across North America in street restorations, corridor revitalizations, road diets, as well as leading training courses and presenting on transportation topics.

## Conceptual Design Task Lead

**Ashley Haire, PhD, P.E.** has extensive experience in transportation engineering and transportation planning with a focus on multimodal accessibility and bicycle mobility. As Bicycle Engineer for the City of Dallas, she designed over 50 miles of bicycle facilities.

## Transportation Analysis and Choice Expansion Task Lead

**Eric Widstrand, P.E., PTOE** has 26 years of experience in multimodal transportation projects. He brings project management experience that includes overseeing \$6 million program budget for high-profile multimodal projects in Southern California.

## Community Planning and Outreach Task Lead

**Tamika Butler, Esq.** is Toole Design's California Planning Director and the head of the company's Equity and Inclusion Program. Her background in law, community planning, and engagement is applied to help communities and organizations address inequities and social justice.

## Parking Studies and Program Management Task Lead

**Jane Wilberding, AICP** has worked with public agencies to optimize parking resources and to create more livable places. Her recommendations are informed by research, existing condition assessments, and demand surveys.

Together, this team will be responsible for monitoring the project's performance, working in close coordination with the City of Hermosa Beach staff to ensure that the project remains on-schedule and within its budget. They will ensure that the project team has access to the right staff and skill sets for the task at hand, and that all deliverables adhere to Toole Design's robust QA/QC Policy and Program. Nat and the task leads will help address any project concerns that may arise during the life of the project. They will participate in routine project check-ins with the City of Hermosa Beach's Project Manager and staff to identify areas where Toole Design can improve its service or deliverables.

## SUPPORT PERSONNEL

For each assigned project task order, Toole Design will implement a comprehensive project management approach that allows for effective communication between the City of Hermosa Beach staff and our team. This includes an assessment of available resources and staff by the task lead. The Toole Design Team has a bench of over 180 qualified staff available to provide support to ensure each task is appropriately staffed. Our approach is easily scalable to match the level of effort and schedule for each task order.



We treat our clients as partners throughout a project by focusing on effective collaboration.



## AMALIA LEIGHTON CODY, P.E., AICP

PRINCIPAL-IN-CHARGE  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 17

BSCE, University of Washington: 2002

Professional Engineer: CA, WA

American Institute of Certified Planners

Amalia brings extensive experience managing multidisciplinary teams. She understands that a project's success is based on communication and efficiency. Amalia is passionate about planning for changes in the built environment that improve the environment and the livelihood of the surrounding community. From master plans to feasibility studies, Amalia has partnered with agencies and their stakeholders to prepare transportation planning documents that emphasize mobility, social equity, and community enhancement.

### SELECTED PROJECT EXPERIENCE

#### Seattle DOT On-Call Contract, Seattle, WA

As Contract Manager, Amalia is overseeing work with Seattle DOT on several projects under this on-call contract involving planning, feasibility, design, and implementation. Projects include scoping and feasibility studies for the Seattle Bicycle Master Plan, design guidance for the *In-Street Bike Facilities Guide*, and planning and design of five neighborhood greenways.

#### Wilshire Boulevard Safety Analysis, Santa Monica, CA

Amalia is the Principal-in-Charge for this multi-disciplinary safety improvement project. She is overseeing a detailed safety analysis, including GIS-based collision mapping, signal phasing and operations analysis, data collection, and focus groups and interviews. Amalia will review the plans for short-term and long-term options.

#### Solano Avenue Complete Streets Plan, Albany, CA

Amalia is the Principal-in-Charge for the development of a concept design for a street renovation through the heart of Albany, CA. The concept design incorporates existing transit service, heavy vehicle movements, surface drainage and rain gardens, landscaping and placemaking elements, traffic calming features, parking and access management, intersection reconfigurations, and curbside management.



## NAT GALE

PROJECT MANAGER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 11

Master of Urban Planning and Public Administration,  
University of Southern California: 2011

Bachelor of Science, Civil, Environmental Engineering, and  
History, Columbia University: 2008

Nat is Toole Design's Southern California Office Director. Nat joined Toole Design after nine years with the City of Los Angeles, most recently as the Director for LADOT's Vision Zero program. There he led a team focused on policy, programs, and projects that prioritize the safety of the most vulnerable users on our streets. During his tenure, Nat grew his team from 3 contractors to 15 full-time staff, and from a budget of \$3 million for program development to \$30 million for safety engineering, project development, urban design, marketing, education, community engagement, implementation, and project evaluation.

### SELECTED PROJECT EXPERIENCE

#### Caltrans District Level Active Transportation Plans

Nat is managing the development of Active Transportation Plans for each of the 12 Districts. His work includes conducting active transportation needs analysis for the state highway system across Southern California, facilitating stakeholder committees, and leading site visits to inform the final planning document.

#### Wilshire Boulevard Safety Analysis, Santa Monica, CA

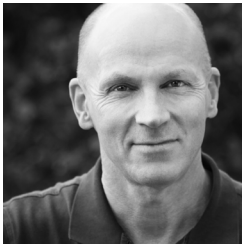
As the Project Manager for this multi-disciplinary safety improvement project, Nat is overseeing a detailed safety analysis, including GIS-based collision mapping, signal phasing and operations analysis, data collection, and key stakeholder focus groups and interviews.

#### Long Beach Systemic Safety Analysis and Vision Zero Action Plan, Long Beach, CA

Nat serves as deputy project manager for the Plan which includes a best practices and policy gap memo, a systemic safety analysis, safety countermeasure fact sheets, goals, and strategies.

#### Vision Zero Action Plan, Los Angeles, CA

Nat oversaw the development of the City of Los Angeles's first ever Vision Zero Action Plan, companion Safety Study, and subsequent Progress Report.



## IAN LOCKWOOD

QA/QC LEAD  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 32

MSCE, Carleton University: 1995

BSCE, Carleton University: 1987

Ian is a Livable Transportation Engineer committed to designing as many accessible, inclusive, and barrier-free streets and places as possible. Ian helped define the term "Complete Streets" and has supported communities across North America in street restorations, corridor revitalizations, road diets, as well as leading training courses and presenting on transportation topics. Ian brings over three decades of experience and an attention to the greater transportation context to solve infrastructure problems.

### SELECTED PROJECT EXPERIENCE

#### **Downtown Oakland Specific Plan, Oakland, CA**

Ian led a charrette to develop a vision for Downtown Oakland which brought together City staff, community members, stakeholders, and project staff. The charrette's outcome were creative and place-based transportation strategies and designs.

#### **Designing Downtown Denison, Denison, TX**

Ian collaborated with the design team, City officials, stakeholders, and the Texas Department of Transportation on a design that incorporated several traffic calming measures.

#### **Sulphur Springs Master Planning, Sulphur Springs, TX**

Ian has led several initiatives with the City of Sulphur Springs to help reshape their downtown. He has worked with the City to restore four one-way streets to two-way and re-envision the downtown square into a more welcoming public place. Outreach for this initiative includes stakeholder interviews and public meetings.

#### **Bonita Beach Road Visioning, Bonita Springs, FL**

Ian participated in a design charrette and helped to develop a supporting street network to provide better development parcels, spread traffic loads, and increase walkability. Since the design project, Ian has continued to support the City in the process of changing the transportation plans, capital improvement plans, and related policy plans.



## ASHLEY HAIRE, PHD, P.E.

TASK LEAD  
CONCEPTUAL DESIGN  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 19

Doctor of Philosophy, Civil Engineering, University of Texas: 2009

MSCE, University of Arizona: 2004

BSCE, University of Arizona: 2000

Professional Engineer: CA, CO, TX, UT

Ashley has extensive experience in transportation engineering and planning with a focus on multimodal accessibility and bicycle mobility. She has recent experience working in Los Angeles to layout bikeshare station sites and to design of separated bike lanes. Her ability to comprehensively address transportation needs has led to successful management of a variety of project types, including detailed bikeway and corridor designs, pedestrian crossing designs for a range of conditions, targeted spot treatment designs, bicycle master plans, design guidance documents, multimodal mobility studies, and national transportation research projects.

### SELECTED PROJECT EXPERIENCE

#### **Los Angeles Technical Assistance for Protected Bike Lanes, Los Angeles, CA**

As the Deputy Project Manager for this project, Ashley co-led a week-long design charrette, led development of 30% plans, aided LADOT in coordinating public engagement, and coordinated graphic design deliverables for public meetings and for an innovative virtual reality design visioning interface.

#### **Los Angeles Bikeshare Site Planning, Los Angeles, CA**

Ashley was the Engineer of Record for the station site designs in Pasadena. She provided Quality Control for the station site plans, identified concerns regarding ADA and bicycle accessibility, and made recommendations for design modifications.

#### **Long Beach Vision Zero, Long Beach, CA**

As the Engineer of Record, Ashley identified and prioritized safety countermeasures to address the most common motorist-pedestrian and motorist-bicyclists crash types in Long Beach. These countermeasures were selected from Caltrans documentation and best practices in pedestrian and bicyclist safety.



## ERIC WIDSTRAND P.E., PTOE

**TASK LEAD**  
**TRANSPORTATION ANALYSIS**  
**AND CHOICE EXPANSION**  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 26

BSCE, University of Illinois at Urbana-Champaign: 1992

Professional Engineer: CA, IL, NY, WA

Professional Traffic Operations Engineer

Eric is a traffic engineer with multimodal transportation experience implementing bicycle, pedestrian, and transit projects and has managed bikeshare and e-scooter mobility programs. Prior to joining Toole Design, Eric was the City Traffic Engineer and Transportation Mobility Bureau Manager for the City of Long Beach, CA. He has also served as the City Engineer for Santa Monica, CA and Seattle, WA. Eric's background in the both public and private sectors gives him an unique knowledge of successful project implementation for transportation projects.

### SELECTED PROJECT EXPERIENCE

**City of Long Beach City Traffic Engineer**, Long Beach, CA  
As the City Traffic Engineer and Transportation Mobility Bureau Manager, Eric oversaw a program budget of \$6 million for high-profile multi-agency and multimodal projects. His projects included implementing the Long Beach Bicycle Master Plan and managing the Long Beach Vision Zero Action Plan.

**Acting City Traffic Engineer**, City of Santa Monica, CA  
While serving as a Vice President and Active Transportation Manager for Michael Baker International, Eric served as the City of Santa Monica's City Traffic Engineer (on a part-time basis). In this role, Eric reviewed neighborhood traffic calming changes, proposed parking meter locations, and traffic operations improvements.

**Pasadena Complete Streets Engineering Guidance**, Pasadena, CA  
Eric provided technical design guidance for the City of Pasadena Transportation and Public Works staff to design and implement using Complete Streets principles. He discussed lessons learned and best practices and presented to City staff and neighborhood groups.

#### **FHWA Road Diet Information Guide**

As a co-author of the report, Eric documented site visits about road diets in Southern California and Las Vegas, NV.



## JANE WILBERDING, AICP

**TASK LEAD**  
**PARKING STUDIES AND**  
**PROGRAM MANAGEMENT**  
SAM SCHWARTZ

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 9

Master of Science, Urban Planning and Policy, University of Illinois at Chicago: 2014

Bachelor of Arts, Urban Studies and Business Administration, Trinity University: 2012

American Institute of Certified Planners

Jane is a transportation and parking planner who has advised and collaborated with a variety of public officials and private developers across the country to achieve mode split goals, optimize parking resources, and create more livable places. Her expertise lies in her ability to transform conceptual solutions into functional policies driven by measurable indicators, geographic evaluations, growth projects, and financial analysis.

### SELECTED PROJECT EXPERIENCE

**Beverley Hills Hilton Parking Reduction Study**, Beverley Hills, CA

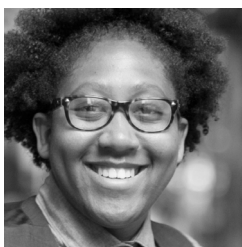
Jane led an extensive parking utilization and mode split survey to determine the site's existing travel patterns and parking demand as the hotel sought to right-size their parking footprint.

**Western Springs Downtown Parking Study**, Western Springs, IL

Jane led research and analysis to guide the Village of Western Springs through TDM policies and smart growth strategies in order to reduce parking demand and encourage alternative transportation options.

**Wicker Park Bucktown Parking Management Plan**, Chicago, IL

Jane was the lead analyst and graphic designer for the parking management plan that sought to improve parking in one of the densest neighborhoods in Chicago. She examined goals and implementation strategies of previous plans, conducted surveys to measure demand, managed the GIS database, and articulated findings into clear and attractive graphics.



## TAMIKA BUTLER, ESQ

TASK LEAD  
COMMUNITY PLANNING  
AND OUTREACH  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 11

Doctor of Law, Stanford Law School: 2009

Bachelor of Science, Sociology, Creighton University: 2006

Tamika is Toole Design's California Planning Director and the head of the company's Equity and Inclusion Program. Tamika brings a diverse background in law, community planning, and engagement. Tamika is known for her collaborative style and her extensive experience working with communities of color, LGBTQ communities, and young adults on community planning projects. She is a sought-after speaker who combines her experience as an employment lawyer, nonprofit leader, and industry innovator on diversity and inclusion to help communities and organizations address inequities and social injustice.

### SELECTED PROJECT EXPERIENCE

**Los Angeles SRTS and California ATP Grant,**  
Los Angeles County, CA

Tamika led a partnership with LACBC, LAUSD, and Youth Educational Sports, Inc. to develop a new model for a Safe Routes to School program where PE teachers were trained to teach about active transportation education. The effort was awarded the largest non-infrastructure Active Transportation Program grant.

**Inglewood Bicycle Encouragement and Education,**  
Inglewood, CA

Tamika led a partnership to conduct a series of bicycle safety education classes and community rides. These events were to inform and education community members about what a bicycle master plan was and served as community engagement and information collection opportunities, as city council members and agency staff joined the community on each ride.

**Active Streets LA,** South Central Los Angeles, CA  
Tamika served as the project manager for a project that copowers communities through participatory planning to improve safety and mobility in communities. Community members are taught and then use mobile mapping, taking pictures of the shortcomings of the neighborhood's infrastructure.



## SAGAR ONTA, P.E., PTOE

SENIOR TRAFFIC ENGINEER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 19

MSCE Transportation, Purdue University: 2000

BSCE, Thammasat University: 1998

Professional Engineer: AR, CO, IN, MD, NM, TN, WA

Professional Traffic Operations Engineer

Sagar has over 19 years of professional experience in intersection and roadway design, traffic engineering, and transportation planning. Sagar has a deep understanding of driver behavior and expectation as well as traffic operation, and has prepared hundreds of functional designs and numerous construction drawings for both high traffic corridors and local streets. Sagar has also conducted road safety audits and recommended countermeasures that consider crash modification factors, traffic volumes, and pedestrian and bicycle behavior. He is well-versed in CADD design and the latest traffic operation software like Synchro, VISTRO, VISSIM, HCS, SIDRA, and CompleteStreet LOS.

### SELECTED PROJECT EXPERIENCE

**Alameda Jean Sweeney CAT Trail Crossing Final Design,**  
Alameda, CA

Sagar oversaw the design of a rectangular rapid flashing beacon, a two-stage turn box for turning bicyclists, re-striping for on-street bicycle facilities, and advanced warning signs. Sagar also helped the City reduce the construction cost of the project by identifying items that may be re-used from previous projects.

**Hyattsville Comprehensive Transportation Plan,**  
Hyattsville, MD

Sagar managed this study, which is analyzed bicycle, pedestrian, and vehicular conditions and identified an action plan that focused on successful implementation. Sagar reviewed traffic circulation and identified recommendations to improve pedestrian, bicycle, vehicular, and bus access to the schools.

**Bloomington Transportation Plan,** Bloomington, IN  
Sagar managed a multimodal transportation plan that used two multi-day charrettes to guide its direction. The plan used a Bicycle Network Analysis, health index, and traffic analysis to develop a context-sensitive street typology.



## SHARON DALEO, P.E.

SENIOR ENGINEER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 13

BSCE, Arizona State University: 2004

Professional Engineer: AZ, NV, OR, UT

Sharon is a senior engineer who specializes in the conceptual design of multimodal facilities, including active transportation networks and facilities, bus transit and bikeways in urban arterial environments, and trails/paths/greenways. Sharon's most recent work has focused on projects that improve livability through providing multimodal transportation network options. Sharon supports projects from planning through conceptual design, placing an emphasis on accessibility, geometric street design, and traffic operations integration.

### SELECTED PROJECT EXPERIENCE

#### **NCHRP 15-65 Guidance to Improve Pedestrian and Bicycle Safety at Intersections**

Sharon was a TRB Panel Member for the development of this guidance. The objective of this research was to develop guidance for transportation practitioners to improve pedestrian and bicycle safety at intersections through design and operational treatments. Panel members drafted the scope of the project and oversaw the development of the final report.

**82<sup>nd</sup> Avenue of the Roses Concept Plan**, Portland, OR  
Sharon developed concepts for the 82<sup>nd</sup> Avenue corridor that would make the corridor safer and more comfortable for all users, with particular emphasis on pedestrians and cyclists, by improving sidewalks, establishing bike facilities, and adding protected crossings.

#### **Blue Ridge Safe Routes to School Program**, Town of Pinetop/Lakeside, AZ

Sharon was the design lead for the alternative analysis and final design of a 0.5-mile pedestrian/bike path along SR260. The proposed alternative provided a meandering shared-use path with separation from SR260. Standard crossings were perpetuated at each intersection.



## CRAIG SCHOENBERG, P.E.

CIVIL ENGINEER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 11

BSCE, University of Idaho: 2007

Professional Engineer: WA

Craig is a senior civil engineer with over 11 years of experience working on roadway, pedestrian, bicycle and site development projects. He is experienced in all phases of project development, including early concept and alternatives analysis, public engagement, early design packages and full PS&E documents. Craig brings experience working on a variety of projects in multimodal transportation environments, including pedestrian and bicyclist design in and around transit corridors and urban/suburban street networks. He is also experienced with utility and stormwater management design.

### SELECTED PROJECT EXPERIENCE

#### **Technical Assistance Protected Bike Lanes**, Los Angeles, CA

Craig worked as a project engineer on the 30% plans for a demonstration project on the Main and Spring Street corridors, and continued to support LADOT staff during further design phases.

**Los Angeles Bikeshare Site Planning**, Los Angeles, CA  
Craig was a designer for the Los Angeles bikeshare project. He developed construction documents for the installation of stations within the City of Los Angeles.

#### **LADOT Bureau of Engineering Design Manual**, Los Angeles, CA

Craig is the deputy project manager for the development of this new guidance, which includes: curb extensions, raised crosswalks, truck aprons and other intersection and mid-block countermeasures. Detailed guidance will accompany new standard plans.

#### **Cupertino Bikeway Planning and Design On-Call**, Cupertino, CA

Craig was the project engineer for 30% designs of new, Class IV bicycle lanes along the Stevens Creek Boulevard arterial corridor, and parallel McClellan Road corridor. Special consideration was given to how the new facilities interact with existing transit stops along the corridor.



## CARLOS HERNANDEZ

PROJECT PLANNER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 6

Master of Arts, Urban and Regional Planning,  
University of California - Los Angeles: 2014

Bachelor of Arts, Urban Studies and Planning,  
California State University - Northridge: 2011

Carlos draws from his experience in street design and project delivery to improve safety and comfort for people walking and bicycling. Most recently, Carlos worked with the Los Angeles Department of Transportation (LADOT), where he developed pedestrian safety projects for the city's Vision Zero initiative. Before LADOT, Carlos worked with the City of Oakland's Department of Transportation (OakDOT) planning and implementing the city's 850-bike, 70-station bikeshare system and coordinating implementation of the City's first separated bike lane. He specializes in multimodal planning and design, public engagement with Spanish-language communities, and temporary demonstration projects.

### SELECTED PROJECT EXPERIENCE

#### Los Angeles Vision Zero Priority Corridors, Los Angeles, CA

Carlos was responsible for improving safety on five Vision Zero priority corridors. His duties included analyzing crash data to develop conceptual design for signal improvements, road reconfigurations, separated bike lanes, and crosswalk improvements. He also coordinated community engagement and was responsible for communicating the scope of the projects to mono-lingual Spanish speaking audiences.

#### Los Angeles Play Streets, Los Angeles, CA

Carlos served as Program Manager responsible for implementing the Los Angeles Play Streets program which temporarily closed 15 neighborhood streets to vehicular traffic for families and children to gather, relax, and play. His responsibilities included designing and implementing temporary traffic control plans for street closures and supervising the operations and logistics for the all the events.



## BRENT OLTZ

PROJECT PLANNER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 7

Master of Urban and Regional Planning, University of  
Minnesota, Humphrey School of Public Affairs: 2013

Bachelors of Arts, Sociology and Geography,  
University of Wisconsin: 2005

Brent is a project planner with broad experience across the public, private, and civil society sectors. His expertise is in helping leaders use policy and design to build support for safe, human-scaled streets and public spaces. Before joining Toole Design, Brent most recently worked in the City of Culver City, launching an update to the City's General Plan that uses novel engagement and design approaches to move that city toward a future with more mobility choices and greater socioeconomic equity. He has also consulted on neighborhood revitalization and transportation-oriented development plans for districts and cities across North America.

### SELECTED PROJECT EXPERIENCE

#### Caltrans District Level Active Transportation Plans

The series of 12 district-level active transportation plans will include assessments of each district's existing active transportation infrastructure and recommend a project prioritization framework for each district based on locally identified needs and opportunities. Brent is collecting and analyzing local data and coordinating with project managers across the Caltrans system to ensure each plan is tailored to conditions within each district while meeting rigorous statewide quality standards.

#### SANDAG iCommute Commuter Services, San Diego, CA

Brent is responsible for assessing and recommending changes to the iCommute bike locker program for the San Diego Association of Governments. His responsibilities include assessing existing operations, identifying system-wide operational challenges, and drawing upon a set of national successful bike locker programs to recommend changes that improve the efficiency and effectiveness of iCommute operations.



## SARA SCHOOLEY

PROJECT PLANNER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 15

Master of Community and Regional Planning, University of Oregon: 2009

BSCE, Michigan Technological University: 2003

Sara is a project planner who focuses on bicycle and pedestrian master planning, public outreach, and engaging communities of color and those with disabilities. Sara specializes in developing public engagement strategies, visual communication and analysis using GIS, and helping clients identify the opportunities for making their communities safer for all roadway users. Sara is a skilled communicator and public involvement professional, having used her collaboration expertise to lead and successfully create formalized processes for contentious issues that meet policy goals while addressing community needs and concerns.

### SELECTED PROJECT EXPERIENCE

#### **San Ramon Bike Master Plan**, San Ramon, CA

Sara developed the public outreach plan, existing conditions report, and crash analysis for San Ramon's Bike Master Plan. She developed the data collection plan, bike network analysis, project prioritization, and funding/implementation strategies. Sara led the development and execution of an online map for collecting community input.

#### **Go Shasta and Redding Active Transportation Plan**, Redding, CA

Sara completed an overhaul of the Plan's website to ensure that community members could find, understand, and submit feedback on the plan. Sara led the Plan's Existing Conditions, Needs Analysis, and Programmatic Recommendations sections.

**Napa Countywide Bicycle Plan Update**, Napa County, CA  
Sara led the creation of the WikiMap and GIS analysis, to make a seamless message about existing infrastructure and what the community desires. She helped design creative engagement strategies and developing a scan of current policies and plans. Sara created the draft bicycle network for the plan, integrating public comments, inputs from jurisdictions, and professional knowledge on bicycle connections, routes, and safety.



## RACHEL FINFER

PLANNER  
TOOLE DESIGN

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 9

Master of City and Regional Planning, University of Philadelphia: 2018

Bachelor of Science, Public Policy, Management, and Planning, University of Southern California: 2011

Rachel is a transportation planner who draws on her background in land use and transportation planning to facilitate projects that improve safety and comfort for people walking and biking. She has been involved in regional active transportation plans, wayfinding plans, and Vision Zero efforts. Prior to joining Toole Design, Rachel worked in land use planning and development in Los Angeles, where she performed project due diligence and championed adaptive reuse and historic redevelopment projects through community engagement efforts and planning entitlement reviews.

### SELECTED PROJECT EXPERIENCE

#### **Unincorporated San Mateo County Crash Analysis**, Unincorporated San Mateo County, CA

Rachel conducted an analysis of bicycle and pedestrian crashes in Unincorporated San Mateo County. This effort included compiling and reviewing the accuracy of data as well as distilling key trends and synthesizing information in an easy to understand format.

#### **Ace Hotel Adaptive Reuse Planning Process**, Los Angeles, CA

Rachel managed this historic, adaptive reuse project through its redevelopment from an office building into a hotel with restaurants and a rooftop lounge. This entailed project due diligence; creating, submitting and shepherding an entitlement package through the City's planning process; conducting stakeholder; and community outreach.

**Broadway Trade Center**, Los Angeles, CA  
Rachel assisted in the planning process for redevelopment of the historic 1.1 million square foot Broadway Trade Center into a mix of uses including hotel, food hall, office space, retail, and a rooftop urban farm. This included extensive due diligence and community outreach in addition to facilitation of the project through the City of Los Angeles planning review.



## JOE IACOBUCCI

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SENIOR PLANNER  
SAM SCHWARTZ

### PROFESSIONAL HIGHLIGHTS

Years of Experience: 16

Master of Science, Urban Planning and Policy, University of Illinois at Chicago: 2005

Bachelor of Arts, Communications, Bowling Green State University: 2000

Joe is an internationally-recognized leader in transportation choice expansion and new mobility. He helps clients manage the emergence of mobility options and the changing regulatory transportation landscape, especially related to autonomous vehicle technology. Key to his approach on new mobility and autonomous vehicles is his intuitive grasp of equity measures, mass transit, mobility, market optimization, and transportation technology which has led to success in advising clients on integrating emerging technologies with traditional modes and transit networks.

### SELECTED PROJECT EXPERIENCE

#### **Beverly Hilton Access Study**, Beverley Hills, CA

Joe is identifying strategies and detailed plans to minimize parking impacts and enhance the pedestrian realm for two hotels and conference facilities.

#### **Logan Square/Milwaukee Avenue Phase I Design**, Chicago, IL

Joe is directing the design for both Milwaukee Avenue and Logan Square, including elements as additional park/plaza spaces, separated bike facilities, enhanced pedestrian paths, transit priority. He is also responsible for coordinating with government officials, community organizations, and other stakeholders.

#### **GR Forward – Downtown Grand Rapids Comprehensive Plan**, Grand Rapids, MI

Joe identified strategies and detailed plans for updates to transit, bicycle, pedestrian, parking, and access. The project was created with an implementation lens.

#### **LADOT Taxicab and Private Transportation Vehicle Regulations**, Los Angeles, CA

Joe is the Project Director for this project that will bring LADOT's taxi and private transportation vehicle regulation framework into alignment with the current and evolving transportation landscape.

# ASSIGNMENT OF KEY PERSONNEL

We have considered the backlog for each of our proposed key personnel and have determined that they have the capacity to lead task orders issued under this contract. We are committed to meeting the task order schedules and providing the services as specified, and we will commit our staff and resources throughout this contract.

Our team has the capacity to lead task orders under this contract as they are issued. Our proposed organizational structure accounts for simultaneous task orders and our depth of resources means the City of Hermosa Beach will have a responsive project manager for each task order issued.

The Toole Design Team maintains a healthy backlog of projects but these will not interfere with anticipated projects through this contract. The Toole Design Team has deep professional and technical resources, with a staff that includes planners, engineers, designers, graphic artists, and landscape architects. The Toole Design Team's proximity to the City of Hermosa Beach means that we will be very accessible and available for all aspects of the contract. We know that good communications starts with accessibility, and there will always be a team member available to respond to critical matters.



We are deeply connected to advancing the transportation practice, and our staff will regularly meet clients in the field and facilitate meetings to ensure the best possible project outcome.

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## REQUIRED FORMS



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

RFP #: 19-04

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Jennifer Toole", written over a horizontal line.

Printed Name and Title:

Jennifer Toole, AICP, ASLA - President



### 6.3.2 Non-Collusion Affidavit

RFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read "Jennifer Toole", written over a horizontal line.

Printed Name and Title:

Jennifer Toole, AICP, ASLA - President

### 6.3.3 Compliance with Insurance Requirements

RFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Jennifer Toole', written over a horizontal line.

Printed Name and Title:

Jennifer Toole, AICP, ASLA - President

### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to read 'Jennifer Toole', written over a horizontal line.

Printed Name and Title:

Jennifer Toole, AICP, ASLA - President



## 6.3 Required Forms

### 6.3.1 Certification of Proposal

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1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City has been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City, during the term of his/her service with the City shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City is not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City reserves the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received by the City.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

Addendum: \_\_\_\_\_


Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:

  
\_\_\_\_\_

Printed Name and Title:

Joe Iacobucci, Principal

6.3.2 Non-Collusion AffidavitRFP #: 19-04

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:

Printed Name and Title:

Joe Jacobucci, Principal6.3.3 Compliance with Insurance RequirementsRFP #: 19-04

The selected consultant will be expected to comply with the City's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.



2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in black ink, appearing to be 'Joe Iacobucci', written over a horizontal line.

Printed Name and Title:

Joe Iacobucci, Principal

#### 6.3.4 Acknowledgement of Professional Services Agreement

**RFP #:** 19-04

The selected consultant will be expected to comply with and sign the City's Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney or their designee retains the discretion to accept or reject proposed exceptions or modifications to the City's Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the City's Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

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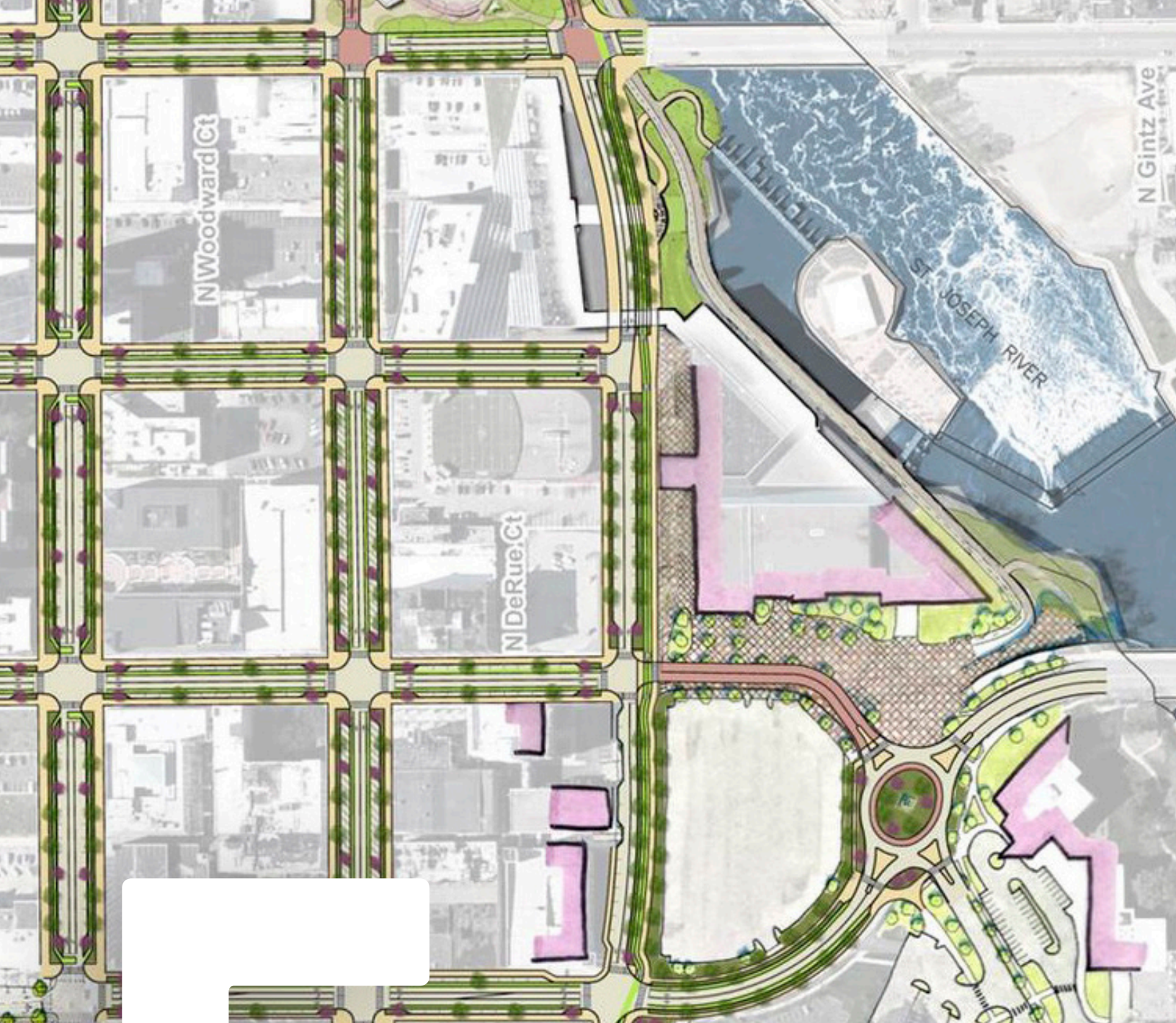
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Signature of Authorized Representative:

A handwritten signature in black ink, appearing to be 'Joe Iacobucci', written over a horizontal line.

Printed Name and Title:

Joe Iacobucci, Principal



# COST PROPOSAL

# HOURLY RATES

## TOOLE DESIGN

Classification	Contract Term	8/2019-8/2021	8/2021 - 8/2022	8/2022-8/2023	8/2023-8/2024
Principal-in-Charge		\$270	\$295	\$312	\$331
Engineering Lead		\$245	\$267	\$283	\$300
Senior Engineer		\$200	\$218	\$231	\$245
Project Engineer		\$159	\$174	\$184	\$195
Engineer II		\$116	\$126	\$134	\$142
Engineer		\$96	\$104	\$111	\$117
Planning Lead		\$229	\$250	\$265	\$281
Senior Planner		\$170	\$184	\$194	\$204
Project Planner		\$138	\$150	\$159	\$169
Planner II		\$113	\$123	\$131	\$139
Planner		\$86	\$94	\$100	\$106
Landscape Architect Lead		\$203	\$221	\$234	\$248
Senior Landscape Architect		\$142	\$155	\$164	\$174
Landscape Architect		\$111	\$121	\$128	\$136
Designer		\$83	\$91	\$96	\$102
Designer II		\$97	\$106	\$112	\$119
GIS Specialist		\$89	\$97	\$103	\$109
GIS Analyst		\$122	\$133	\$141	\$150
Graphic Designer		\$105	\$114	\$121	\$129
Intern		\$60	\$65	\$69	\$74
Admin		\$75	\$82	\$87	\$92

Escalation occurs on or on about February 1, annually.

Additional staff classifications may be added during contract.

Staff may change Classification during project.

## SAM SCHWARTZ

Classification	Fully Loaded Rate
Principal	\$279
Planner	\$89

Annual escalation of 4%.

# DIRECT COSTS

Toole Design anticipates the following categories of direct costs for this on-call, and will invoice at actual direct costs incurred. We will cover the majority of the services in this proposal with our Southern California office, resulting in a limited amount of out-of-state travel. We do have subject matter experts located across the country, and the City of Hermosa Beach may occasionally find it beneficial to have them come to town for a project or a meeting.

- Travel, including vehicle miles, airfare, ground transportation, and lodging costs
- Traffic counts
- Printing and materials production
- Translation services
- Website/domain name purchases

# TOOLE DESIGN

811 W. 7th Street, 12th Floor

Los Angeles CA 90017

213.257.8680

[www.tooledesign.com](http://www.tooledesign.com)

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Photo Credit: Kent Kanouse



## Staff Report

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### Staff Report

REPORT 19-0483

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS - PARKS, RECREATION &  
COMMUNITY RESOURCES COMMISSION**

(City Clerk Elaine Doerfling)

#### **Recommended Action:**

The City Clerk recommends that the City Council appoint two of the four candidates for the Parks, Recreation & Community Resources Advisory Commission to four-year terms ending June 30, 2023.

#### **Background:**

Pursuant to City Council direction at the May 14, 2019 meeting, the City Clerk posted and published a notice inviting applications for two expiring terms on the Parks, Recreation & Community Resources Advisory Commission, with a July 1 filing deadline. The City Council at its July 9 meeting scheduled interviews of the four applicants, and the City Clerk's office notified each of the applicants that the interviews would take place at 6 p.m., Thursday, July 17. The applicants, listed alphabetically, are:

Barbara Ellman      Traci Horowitz      Isabel Rodriguez      James Scott

#### **General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

#### **Government Element**

*1.7 Diversity of Representation. Strive to reflect a comprehensive cross-section of the community in appointments to Commissions and Advisory Committees.*

#### **Fiscal Impact:**

There is no fiscal impact associated with the recommended action.

#### **Attachments:**

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**Staff Report**

REPORT 19-0483

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Parks & Recreation Commission applicants

**Submitted by:** Elaine Doerfling, City Clerk

**Noted:** Suja Lowenthal, City Manager

**PARKS,  
RECREATION AND  
COMMUNITY  
RESOURCES  
ADVISORY  
COMMISSION**

**APPLICANTS**

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Hermosa Beach Parks, Recreation and Community Resources  
**Commission**

Name Barbara Ellman Home Phone 310-372-6866

Address 530 Loma Dr Cell Phone 310-722-8993

Email hotelell@earthlink.net Bus. Phone \_\_\_\_\_

Occupation/Profession: Travel Agent

Employer Name & Address Tzell Travel West

**REFERENCES:**

Local: George Schmeltzer, Peter Hoffman, Marie Rice, Kevin Sousa, Claudia Berman, Estelle Langholz, Kim Chafin (HB Sr City Planner, Jose Bacallao

Professional: Sara Sessa VP Sales Tzell Travel, Diane Black Sales Manager Made Hotel / NYC, Allan Goetz President Tour Connection, Amy Keeling Tzell Travel Partnered Agent

Other: \_\_\_\_\_

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** Girl Scout Troop Leader, Hermosa Valley Halloween Carnival Ticket Co-Chair, Hermosa Valley School / MCHS Costume Coordinator (9Years) Founding member Keep Hermosa Hermosa, Measure H Committee Member, Leadership Hermosa Class of 2016, Leadership Hermosa Project Manager Electrical Box Wrap, Hermosa Beach Fire Department Advisory Board. New in 2018 and 2019 Access Hermosa Working Group, Special Event Subcommittee, Committee Resources Department Use Policies Subcommittee and the Clark Building Subcommittee.

**Why do you wish to become a Commission member?** The past 16 months have flown by and I have truly loved being a Parks and Recs commissioner. I am a 33 year resident of Hermosa Beach and have watched and enjoyed participating in countless city council, planning commission and parks and rec meetings. I have thoroughly enjoyed serving on the Hermosa Beach Parks, Recreation and Community Resources Advisory Commission for the past 15 months, I believe I have been able to creatively and successfully assist city staff with many policy issues the city has been struggling with in recent years. I have participated in decisions on pickleball court hours and noises complaints, discussions on appropriate use of city parks and facilities and worked with residents on upkeep and safety concerns at our local parks. I have found the position of Parks and

Rec's commissioner to be a well suited position for me and has again allowed me to participate in helping the city run in a positive and productive manner.

**What do you feel are the duties and responsibilities of a Commission member?** To serve at an advisory level to the city council and the city manager to help maintain and support the Parks and Recreation Department. To meet that requirement I would have an open mind to new ideas and programs. I look forward to working in a creative manner with city staff and Hermosa residents.

Page 1 of 2

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes X No (If yes, please explain)

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Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Crescenta Valley High School 1973-1976

San Diego State University 1976,

Hermosa Valley PTO - 10 years,

Hermosa Beach Youth Basketball volunteer - 9 years

Hermosa Valley School / MCHS Theater program 7 years costumer coordinator

Hermosa HB Historical Society 5 years

Heal the Bay 5 years

Hermosa Beach Leadership Hermosa 1 year

THRIVE – 1 year Co-Chair Short Term Entertainment Permit project

Hermosa Beach Parks, Recreation and Community Resources Advisory Commission

As a parent of 2 children that grew up in Hermosa Beach and took advantage of many of the city's youth programs, I have firsthand knowledge of the resident's needs and the condition of most of Hermosa's recreational properties. I know the importance of city programs to its community and feel I can serve in a positive manner to support and improve these programs.

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\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

This Board/Commission meets on \_\_\_\_\_ first Tuesday of every month at 7 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? \_\_\_\_ Yes \_\_x\_\_ No

How long have you lived in Hermosa Beach? 33 years

\_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Signed: Bonnie B. Ell

Date: 6/28/19

(09-29-16)

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Parks, Recreation & Community Resources Advisory Commission

Name Traci Horowitz Home Phone NA

Address 501 Herondo St., #39, Hermosa Beach, CA 90254 Cell Phone 310-995-8766

Email thorowitz@wfgtitleco.com Bus. Phone same as cell

Occupation/Profession: Sales

Employer Name & Address WFG National Title Co. 700 N. Brand Blvd., Suite 1100, Glendale CA 91203

**REFERENCES:**

Local: Heidi Fernandez 310-936-4557

Professional: Jennifer Goorchenko, Vista Sotheby's Realtor/Manager, Redondo Beach 310-567-9417

Other: Sheila Ennis, mom/Hermosa Beach business owner 310-741-6699

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

I served my townhome community as HOA president for 10 years.

I believe I represented and advocated for many residents by providing information to them and speaking out regarding the proposed Greenbelt Infiltration Project. I also called residents and door-knocked in support of the NO on O campaign.

I have attended countless events in Hermosa: the Fiesta, concerts at the beach, national night out, St. Patrick's Day Parade, etc.

Please see my resume for more professional and volunteer experience

Why do you wish to become a Commission member? I think serving as a Commission member will be a wonderful way to give back to the city and the residents. I think it will expand my knowledge of our town and,

after living here more than 20 years, it's time to become more involved with what makes Hermosa unique.

What do you feel are the duties and responsibilities of a Commission member? Specifically related to the Parks and Rec Commission, the responsibilities are to protect and maintain the city's open spaces and buildings and the community's right to use and enjoy them.

Page 1 of 2

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Please see attached

\_\_\_\_\_  
\_\_\_\_\_  
This Board/Commission meets on the 1<sup>st</sup> Tuesday of the month \_\_\_\_\_ at 7 p.m.  
Do you foresee any scheduling problems that might cause you to miss meetings? \_\_\_\_ Yes \_\_X\_\_ No

How long have you lived in Hermosa Beach? 1997-present  
\_\_\_\_\_

Additional Comments: \_\_\_\_\_

Thank you very much for your consideration. I would be honored to represent our terrific city and our residents through the Parks and Rec Commission.  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Signed: \_\_\_\_\_

Date: 7.1.19 \_\_\_\_\_

(09-29-16)

# Traci Horowitz

501 Herondo St., #39  
Hermosa Beach, California, 90254  
310-995-8766  
thorowitz@wfgtitleco.com

## Education

### **Universidad de Granada**

*Certificate*, Graduated June 1992

### **San Diego State University**

*Bachelor's of Art*, Graduated May 1993

Magna Cum Laude

Phi Beta Kappa

## Employment History

### **WFG National Title**

*Vice president*, March 2017 - Present

### **Chicago Title Company**, Glendale, California

*Account executive*, January 2004 - March 2017

### **Investors Title Company**

*Account executive*, January 1997 - December 2003

## Languages

Spanish

Proficient

## References

### **Lori Ford**, friend

*Gum Tree*

### **Debbie Sanowski**, friend

## Volunteer Experience

Mychal's Learning Place, 2013-present, currently vice chair

Manhattan Beach Coordinating Council, 2016-present,  
currently sponsorship chair

Women's Council of Realtors, 2015-present

Palos Verdes Association of Realtors, Affiliates in Action  
Committee 2014-present, currently chair

The Mooring Townhome HOA, president 2008-2018

## Awards/Honors

2018 Affiliate of the Year, Palos Verdes Association of  
Realtors

2015 Angel Award, Mychal's Learning Place

June 27<sup>th</sup>, 2019

Honorable Mayor and City Council of Hermosa Beach,

I'm writing today to recommend Traci Horowitz for a seat on the Parks, Recreation and Community Resources Advisory Commission. I have had the pleasure to know Traci for the past 33 years. Her sister has been my best friend for all of those 33 years, and I can confidently say that I know Traci well, and she would be an excellent member of the Parks and Rec commission, and a wonderful representative for the city of Hermosa Beach.

Traci is honest, trustworthy, smart, thoughtful, and dedicated. She has plenty of community volunteer experience, and I am sure that she will bring her wealth of knowledge and experience to this position.

She has served as President of the board of her HOA in south Hermosa for 8 years, is currently serving as Vice Chair on the Board of Directors at Mychal's Learning Place, and is the sponsorship chair at the Manhattan Beach Coordinating Council.

Most important to this position, she loves Hermosa Beach, and wants to see it continue to thrive for years to come.

I am happy to give Traci Horowitz my highest recommendation. Please feel free to contact me at [Lori@gumtreela.com](mailto:Lori@gumtreela.com) with any additional questions.

Many thanks,

Lori Ford  
CEO  
Gum Tree  
238 Pier Avenue  
Hermosa Beach, CA 90254

Dear Hermosa Beach City Council,

I would like to strongly recommend Traci Horowitz for the vacant seat on the Parks, Recreation & Community Resources Advisory Commission. We met advocating for our community and doing what we thought would benefit the Hermosa Beach residents in our neighborhood. As a retired attorney, I have worked with a number of diverse people and personalities in stressful situations, I can't think of anyone who has juggled and handled issues more graciously and conscientiously than Traci Horowitz.

I met Traci in early 2018 when we learned of the stormwater infiltration project planned for the greenbelt in front of our homes. Despite the many competing personalities and stress many residents felt, Traci helped take charge, organize and manage our group.

She did so calmly and cheerfully, no matter what hurdle, or personal issue arose from the many competing interests. She always listened to everyone's point of view and tried to incorporate what she heard from each person.

She was also dependable and relentless in her attendance at our group meetings and City Council meetings. Her upbeat disposition, even when things were not going as planned, never faltered. Traci also took it upon herself to set up one on one meetings with members of City Council to help educate them about our concerns.

To be honest, a number of us have been urging Traci to run for Hermosa Beach City Council in 2020 because of her many stellar qualities. Unfortunately, she has declined (for now) but she has decided to apply for the Parks and Rec position, so that is a definite win for the city of Hermosa Beach.

I hope that you see Traci's many talents and move forward appointing her to this position. If you have any questions or would like to discuss Traci's attributes further, please feel free to contact me at (310)650-8864, or via email.

Best Regards,

Debbie Sanowski

3rd St., Hermosa Beach CA

daesr9@gmail.com

CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION



NAME OF COMMISSION Park and Recreation and Community Resources and Advisory  
Name Babel Rodriguez Home Phone: 310 372-4716  
Address: 218. 28th St. H.B. Email: isarodriguezusa@hotmail  
Occupation/Profession: Retired  
Name of Employer — Bus. Phone: —  
Address of Employer —

REFERENCES:

Local: Densley Nelson 310 710 3189 Local Activist  
Professional: Jim Simpson 916 599-6120 Director California Assoc. of Commissioners and Board Members  
Other: —

COMMUNITY PARTICIPATION AND SERVICE (past and present):

In the last 40 years I have been a member of a lot of Organizations, I have worked hard on many issues regarding Hermosa Beach. As our community becomes more diverse in ideas and ages representation in change is needed.  
Why do you wish to become a Commission member? Because I still have a lot to offer my Hermosa Beach. I would like a seat at the table to assist our Parks in a direction that would be valuable to our community. for the young the old and the disable.

What do you feel are the duties and responsibilities of a Commission member?

The Commission serves in advisory capacity to the City Council in all matters pertaining to the Community Resources Department, Cooperates with other governmental agencies and civic groups, such as leisure, Cultural and social service

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? \_\_\_\_ Yes ☒ No (If yes, please explain)

Please give a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Please see attached

This Board/Commission meets on Just Tuesday at 17 p.m. Do you foresee any scheduling problems that might make you miss meetings? \_\_\_\_ Yes ☒ No

How long have you lived in Hermosa Beach? 40 years

Comments: My computer is broken all files lost - so I had to add to my profile list by handwriting.

Signed: Isabel Rodriguez  
Date: 6/30/19

(Revised 2/14/07)

Isabel Rodriguez 218 28<sup>th</sup> St. Hermosa Beach, CA. 90254  
310 372-4716 isarodriguezusc@hotmail.com

**Work History** – I worked in the Hospitality Industry for over 30 years I worked in various positions from Sales Manager to Director of Sales and Marketing. I worked for Hilton Hotels, Holiday Inns and large Travel Management Companies. I have also worked as an independent contractor for various hotel chains and travel agencies. I now work part time for Coty a Fragrance Company since 2012.

**Education:**

University of Southern California – BA Fine Arts	1978
Dartmouth – Minority Executive Business Program	1990
University Of Southern California – Masters in Liberal Arts	1998
CTC Certified Travel Consultant – Certificate Program	1989
(Hope) Hispanics for Political Equity - Leadership Program	2000
Torrance - Leadership Program	2004
Hilton Hotel University Sales and Marketing - Certificate Program	2004
Torrance Memorial Hospital – Clown University	2006

**Boards and Advisory Boards:**

USC Community School of Performing Arts- Board Member	1974-1976
Hermosa Beach Community Center Foundation-Board Member	1987-1990
Sarah Center for the Child – Board Member	1986-1990
St. Mary's Hospital Long Beach – Advisory Board	1989-1991
Latin American Business Professional Organization – VP	1991-1992
St. Rafael Church - Board Member	2001- 2002
Port of Los Angeles Advisory Board	2001-2005
Clothes the Deal - Board Member	2004-2006
El Camino College- Advisory Board Member	2004- 2006
Beach Cities Health District – Advisory Board	2006-2008
LA Visitors and Convention Bureau- Multi Cultural Advisory Board	1994-1997
State of Calif. Visitors Agency – Multi Cultural Advisory Board	1994-1997

**Member of Organizations:**

Los Angeles Olympics – Arts Committee	1984
National Organization of Women in Travel – South Bay	1986-1991
Committee of 300 Long Beach Grand Prix	1987-1991
University of Southern California Alumni Association	1990- 2014
Hope Hispanas for Political Equality	1990-1998
Torrance Chamber of Commerce	2000-2006
Beach Cities Democratic Club	2009- 2014
American Association of University Women	2006- 2014
Torrance Memorial Hospital Volunteer Clown Program	2006- 2009
Democratic National Convention Volunteer Member Denver	2008
California Democratic Convention Volunteer past 9 yrs	2007- 2012
Democratic National Convention Volunteer Member Charlotte	2012
Hermosa Beach Sister City Association	2012-2014
Hermosa Beach Community Garden	2012-2014
Hermosa Beach Friends of the Park	2013-2015

**Honors:**

Delta Sigma – Women of the Year	1962
Delegate White House Conference on Tourism	1996
Selected to Greet John Kennedy on his arrival to Los Angeles	1961
Greeting Committee for Pope John Paul arrival in L.A.	1987
Democratic Women of the Year 53 Assembly District	2012
* Red Cross Volunteer - To present	2018 to present
* member of the Hermosa Beach address group	
* member Hermosa Beach 50 advisory group	2016 To present
* Board member To The California Association of Parks and Recreation Commissioners & Board members To present.	
* South Bay Council of Governments - Senior Advisory To present	



**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**

**NAME OF COMMISSION** Parks, Recreation & Community Resources Advisor ☒

Name James Scott Home Phone 310-621-6002

Address 2117 Hermosa Avenue, HB Cell Phone 310-621-6002

Email scott7s046@gmail.com Bus. Phone \_\_\_\_\_

Occupation/Profession: Teacher/Title I Program Advisor

Employer Name & Address LAUSD 333 S. Beaudry Ave., LA 90017

**REFERENCES:**

Local: Ryan Nowicki (310) 600-2848

Professional: Alexander Foster (310) 717-5049

Other: \_\_\_\_\_

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

Volunteer, No On Measure O (2015); Volunteer, Yes on Q (school bond) campaign (2014);

Volunteer, HB Friends of the Parks (2018-present); Volunteer, HB Historical Society (2016-17)

Co-Founder, Hermosa Education Renewal Operation (H.E.R.O.); Co-Chair, Yes on S (2014-16)

Measure S Citizens Oversight Cmte. (2016-2018); Board of Directors, Leadership HB (2017-present)

Why do you wish to become a Commission member? \_\_\_\_\_

I have an active interest in the well-being of the City of Hermosa Beach, and I believe that  
civil service is one of the greatest duties that any community member can give his/her community.

What do you feel are the duties and responsibilities of a Commission member? \_\_\_\_\_

The responsibilities of a Commission member are to be accessible to the public, listen to  
all community viewpoints with an open mind, and weigh all issues before the Commission without  
bias or without first seeking out all relevant facts. Commission members must also be frank  
and factual when making recommendations to the City Council for their consideration.

Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)


Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

(see attached)

This Board/Commission meets on 1st Tuesday/mo. at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 20 years

Additional Comments: I believe that my professional background in education may be of benefit to this Commission as educational programming is a part of the mission of the Parks and Recreation Advisory Council. Also, my compliance work for the Los Angeles Unified School District has familiarized me with many of the governmental laws under which this Commission operates.

Signed: 

Date: 2/1/2019

# JAMES SCOTT

2117 Hermosa Avenue  
Hermosa Beach, CA 90254  
310-621-6002

LAUSD Employee # 683915  
jscott1@lausd.net

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## EXPERIENCE

2007 – Present

Categorical Program Advisor, Wilmington Park Elementary  
**Los Angeles Unified School District**

- Development and delivery of professional development for certificated and classified staff in CCSS, Writer's Workshop, balanced literacy, mathematics, and instructional technology
- Progress monitoring of student achievement and analysis of student data to optimize primary and remedial instruction; and creation of progress monitoring assessments
- On-going direct intervention instructional services to at-risk and EL students
- Presentation of categorical and non-categorical budgets to faculty, staff, and parent stakeholders; and preparation of all school budgets in School Front End software
- In 2015, provided professional development to Local District South school site coordinators and administrators on the topic of school site budgeting
- Coordination of parent outreach, School Site Council, authored SPSAs 2007-2017
- Administrative Designee for special education; Title IX complaint manager designee
- Attendance Coordinator; monitoring and improving student attendance through incentive programs, Student Study Team meetings, and home visits as needed
- Student discipline; and operations and logistics for all school safety drills and procedures
- Purchasing, management and inventory of all technology and equipment on site
- Supervision of classified personnel; and scheduling of classified work assignments
- Scheduling for recess, lunch, supervision, arts, library, labs, and special programs
- Planning and implementation of monthly student assemblies, tri-annual incentive award programs, Science Fair, curricular trips, and end-of-year events
- Grant writing, and outreach to community organizations, local government, and corporate adopters; since 2007, authored technology grants in excess of \$150,000

1996 – 2007

Elementary Teacher, Twenty-Fourth Street Elementary  
**Los Angeles Unified School District**

Taught grades one, two, and three. Chair of School Site Council, member of PTA (2004-2006), Chair, 503c *Friends of 24<sup>th</sup> Street School* (2005-2007); co-founder, teaching garden.

## COMMUNITY EXPERIENCE

2017-Present

Member, Board of Directors, Leadership Hermosa Beach 501(c)(3);

Co-Founder, Hermosa Educational Renewal Operation (HERO)

Member At Large, Measure S Citizens Oversight Committee, Hermosa Beach City School District

## EDUCATION

2009 – 2010

Master of Arts, Education

**California State University, Dominguez Hills**

1984 – 1988

Bachelor of Arts, Communications

**Loyola Marymount University**

## CREDENTIALS

CA Administrative Services Credential #110054995

CA Multiple Subject Teaching Credential #180077277 / Exp. August 2023

CA Crosscultural, Language and Academic Development Certificate #030219719



## Staff Report

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### Staff Report

REPORT 19-0547

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS  
PLANNING COMMISSION APPOINTMENTS  
(City Clerk Elaine Doerfling)**

**Recommended Action:**

The City Clerk recommends that the City Council appoint two of the five Planning Commission applicants to four-year terms ending June 30, 2023.

**Background:**

Pursuant to City Council direction at the May 14, 2019 meeting, the City Clerk posted and published a notice inviting applications for two expiring terms on the Planning Commission, with a July 1 filing deadline. The City Council at its July 9, 2019 meeting scheduled applicant interviews for 5 p.m., Tuesday, August 27, and the City Clerk's office notified each of the applicants (alphabetically listed below) of the date and time.

James (Jim) Fasola  
Alan M. Gittelson  
Peter R. Hoffman

Mark Koenigsknecht  
Rob Saemann

**General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

**Governance Element**

*1.7 Diversity of Representation. Strive to reflect a comprehensive cross-section of the community in appointments to Commissions and Advisory Committees.*

**Fiscal Impact:**

There is no fiscal impact.

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**Staff Report**

REPORT 19-0547

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**Attachments:**

Planning Commission applications

**Submitted by:** Elaine Doerfling, City Clerk

**Noted:** Suja Lowenthal, City Manager

# **PLANNING COMMISSION**

**APPLICANTS**

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Planning Commission

Name James (Jim) Fasola Home Phone 310-415-2550

Address 2024 Rhodes Street, Hermosa Beach 90254 Cell Phone 310-415-2550

Email Jim@FasolaArchitects.com Bus. Phone 310-374-7000

Occupation/Profession: Architect

Employer Name & Address Fasola Architects Inc., 800 Manhattan Beach Bl. #110, Manhattan Beach 90266

**REFERENCES:**

Local: Damian Schantz, HB Little League 310-409-6189. CB Everett, HBLL 310-283-2395. Mike Downes, neighbor 310-409-3321.

Professional: Laurie Jester, MB Planning Manager 802-5510. Ken Robertson, HB Comm. Dev. Dir. 318-0242. John Cruickshank, engineer 241-6550.

Other: David Lesser, former MB mayor 486-1701. Carrie King, HB View teacher 798-1680 x124. Beth Fasola, my wife, 464-7426.

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

HB Little League coach 2018 & 2019. LA County West Vector Control- Board of Trustees 2019.

MB Planning Commissioner 2007-2011. MB Mansionization Committee 2005-6. MB General Plan Advisory Committee 2002-3

California Licensed & Registered Architect since 1991.

Classroom weekly & bi-weekly teaching assistant, in my son's kindergarten & 1st grade classes.

Why do you wish to become a Commission member? As a Hermosa Beach resident in 1985-7 and 2011-19, I have seen many

changes to the city, for better and worse. As an architect, I see how the HB General Plan and Municipal Code affect the way the City develops.

And as a former Manhattan Beach planning commissioner, I have considered many projects and anticipated their impacts on the City.

I want to serve our city and help guide it's development. I'd like to help advise the City Council, and represent our citizens,

by evaluating the merits and benefits of projects that come before the Planning Commission.

What do you feel are the duties and responsibilities of a Commission member? \_\_\_\_\_

To consider proposed projects fairly, honestly, and in consideration of our laws and codes.

To consider when variances from our code may be appropriate and justified for potential projects.

To use my experience as a professional architect, and as a long-time resident, to advise the City Council

on the impact and precedence of the Planning Commission's actions.

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Bachelor of Arts degree from UCLA in Business & Economics, 1983.

Master of Architecture degree from the Southern California Institute of Architecture, 1991.

Owner of Fasola Architects, Inc., architectural firm in Manhattan Beach, emphasis on residential & small commercial projects in L.A. County.

Manhattan Beach Planning Commissioner & Chairman, 2007-2011.

Member of the Manhattan Beach Mansionization Committee, 2005-2006.

Member of the Manhattan Beach General Plan Advisory Committee, 2002-2003.

California Licensed & Registered Architect since 1991.

Familiarity with the Hermosa Beach Municipal Code, and the HB Planning Division and HB Building Division.

Familiarity with the HB Public Works Department.


Board member & coach in Hermosa Beach Little League. Coach in Manhattan Beach Little League.

This Board/Commission meets on 3rd Tuesdays at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 8 years currently + 2 years in the 1980s = 10 years total

Additional Comments:

Through my professional experience as an architect, and familiarity with the codes and economics that drive development in Hermosa Beach, I get continuing insight into the opportunities, restrictions, and pressures that affect planning and construction in the city. I also see how Hermosa's development over 30 years has affected our housing, demographics, traffic, schools, and employment opportunities.

Signed: 

Date: JUNE 10, 2019

(07-03-18)

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Planning Commission

Name Alan M. Gittelson Home Phone n/a  
Address 310 11th Street Cell Phone 202-215-1790  
Email amgittel@gmail.com Bus. Phone n/a

Occupation/Profession: Retired Partner, Ernst & Young LLP  
Employer Name & Address n/a

**REFERENCES:**

Local: Kathy Knoll - UnCorked (310-422-9300) and Jack Gillespie - SouthBay Brokers (310-546-7611)  
Professional: Patrick Niemann - Ernst & Young Managing Partner, Los Angeles (213-977-3330) (patrick.niemann@ey.com)  
Other: Erin Rank - Executive Director Hability for Humanity Los Angeles (erank@habitatla.org)

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

Walk with Sally - Advisory Board  
Concern Foundation (Cancer Research) - Board Member  
Habitat for Humanity - volunteer

Why do you wish to become a Commission member? \_\_\_\_\_

I believe I have valuable experience I can provide to the community. My background in real estate advisory  
and compliance and regulation should be helpful in finding workable solutions to improve our city.

What do you feel are the duties and responsibilities of a Commission member? \_\_\_\_\_

Working with other Commission members to provide advice to the City Council related to maintaining  
and enhancing the environment of our community. Listening to City staff, residents and others related to the  
impact of long term / short term planning matters and land use matters is a critical element of the role.  
In addition, with other Commission members, determining if proposed projects, zoning changes  
or land use matters are consistent with City ordinances and maintaining the environment of the City.

Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

My experience over the last 38 years has focussed on (1) real estate advisory, including evaluation of the economic impact of projects, the impact on communities and financial stability (market / debt / capital), and (2) compliance, regulatory and ethical considerations. These activities should provide to be meaningful related to the role of the Planning Commission.

This Board/Commission meets on the 3rd Tuesday at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? Since September 2009 - 10 years

Additional Comments: \_\_\_\_\_

Signed: \_\_\_\_\_

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

*Glen Gitterman*  
*June 1, 2019*

(07-03-18)

## ALAN M. GITTELSON

310 11<sup>th</sup> Street ■ Hermosa Beach, CA 90254 ■ 202-215-1790  
[amgittel@gmail.com](mailto:amgittel@gmail.com) ■ [www.linkedin.com/in/alan-gittelson](http://www.linkedin.com/in/alan-gittelson)

Mr. Gittelson is an expert in quality control and risk management; specializing in compliance, ethics, regulations and governance. His varied experience has provided valuable perspectives to management and boards to assist in oversight their fiduciary responsibilities. Mr. Gittelson cultivates a sense of partnership, strengthening teamwork, and helping to set the vision, focus and strategies to produce the best possible business results, while maintaining an acceptable level of risk and maintaining compliance with company controls and procedures, industry practices and external regulations.

In addition, during his over 38 years in professional practice, his experience has included accounting and auditing in the real estate, manufacturing and public utility industries. He has advised companies on controls, compliance, real estate strategy, restructuring of non-performing loans and valuations.

Mr. Gittelson meets the requirements of an "audit committee financial expert" as defined under the SEC Regulations and the NYSE and NASDAQ listing rules.

### PROFESSIONAL EXPERIENCE

*Ernst & Young, LLP (EY)*

*January 1989 – June 2018*

Partner, Global Quality & Risk Management / Independence

From July 2004 through June 2018, Mr. Gittelson was a partner in Global Quality & Risk Management / Independence function at EY. This function is responsible for developing global policies and procedures to address EY's compliance with professional standards for ethics including: the US Securities and Exchange Commission, the American Institute of Certified Public Accountants, US State Boards of Accountancy, the International Ethics Standards Board of Accountants (IESBA) and other professional standards and country regulations.

During this period, he assumed positions of greater leadership and responsibility, including: (i) oversight, enhancement and updates of Global and US Independence Policies; (ii) independence reviews of Global and US Risk Management Policies; (iii) Global Risk Management and Independence approvals related to Global space leases and facilities vendors; (iv) advising client service teams globally related to compliance and ethics; (v) development and oversight of Global annual independence learning; (vi) US and Global Independence consultations related to real estate clients, and (vii) was the Global and US Quality & Risk Management / Independence representative on steering committees for Global firm quality, risk management and compliance processes including Client and Engagement Acceptance, Service Offerings and tracking of Client and Client Affiliates.

**SUMMARY OF CONTRIBUTIONS:** Leveraged background and experience to advice and champion development of policies, practices and infrastructure to strengthen controls related to ethical considerations, while maintaining quality and managing risk at an acceptable level.

Partner, Real Estate Practice

From July 2002 through June 2004 provided leadership as the Global Director of Thought Leadership and Research & Development for the Global Real Estate Industry and the Real Estate Industry Leader for the Mid-Atlantic region of the US. In addition, his leadership responsibilities from July 1995 to June 2002 included Operations and Quality leader for the US Real Estate Advisory practice and US Real Estate Government Services Practice. He also was the Office Managing Partner, Real Estate Practice Washington DC from 1992 to 1995.

## ALAN M. GITTELSON

310 11<sup>th</sup> Street ■ Hermosa Beach, CA 90254 ■ 202-215-1790  
[amgittel@gmail.com](mailto:amgittel@gmail.com) ■ [www.linkedin.com/in/alan-gittelson](http://www.linkedin.com/in/alan-gittelson)

In addition to accounting and auditing experience, other experience of note, includes:

*Federal Credit Reform Estimates, Subsidy and Scoring.* Mr. Gittelson supervised and/or provided quality control on many of the Federal Credit Subsidy and Scoring engagements. These include: funding and budgeting requirements for the proposed Property Act, GSA Federal Building Fund, proposed changes to GSA lease terms, multiple GSA development and public private transactions, HUD Section 8 programs, Ginnie Mae Multi-class Securities Program, FHA Loan Guarantees, Development of U.S. Court Houses, DOD Housing Privatization, and Enhanced Use Lease Transactions.

*Administrative Office of the U.S. Courts.* Mr. Gittelson supervised and directed a multi-year engagement for the Administrative Office of the U.S. Courts to evaluate how the Courts administer and manage their space needs. This assignment included assessments of GSA's role in the U.S. Court construction and rehabilitation program and an evaluation of the oversight, funding and budgeting processes used by OMB.

*Resolution Trust Corporation (RTC) and Federal Deposit Insurance Corporation (FDIC).* Provided extensive knowledge and experience in portfolio valuation and sales. Supervised the firm's contracts for the RTC and FDIC for seven years. Helped transfer products developed for the RTC and FDIC to the private market. Provided valuable concepts in portfolio sales and valuations to the private banking industry portfolio sales process, which have been exercised since 1993. Worked directly with sellers and buyers of the portfolios. Assisted both financial institutions and institutional buyers in developing strategies for addressing issues that needed to be resolved in order to sell real estate assets or to obtain the returns that buyers required.

*Other Advisory Services.* Directed portfolio valuation and sales engagements for First American Bank, Chase Manhattan Bank, Manufacturer's Life Insurance Company of Canada, National Bank of Canada and First Union Bank. Supervised the restructuring of over \$3 billion of real estate debt for troubled real estate developers and lenders. Developed strategies to meet the divergent objectives of both the lenders and borrowers related to the debt restructuring process.

*Price Waterhouse*

*July 1980 to January 1989*

## EDUCATION

<b>JD</b>	Loyola School of Law Loyola Marymount University, Los Angeles, CA	December 1983
<b>BS-BA</b>	Boston University, School of Management Major in Accounting	May 1979

## PUBLICATIONS

Gittelson, Alan M. (1992). "Restructuring Mortgages", Chapter 25. In Howard A. Zuckerman (Ed.), *The Real Estate Workout Deskbook - How to restructure, refinance & remarket troubled commercial properties* (pp. 415-428), Chicago, IL: Probus Publishing Company.

## PROFESSIONAL AFFILIATIONS

American Institute of Certified Public Accountants	1983 to Present
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## COMMUNITY SERVICE

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### **Walk with Sally**

Advisory Board, Manhattan Beach, CA

2016 to Present

### **Concern Foundation**

Board Member, Los Angeles, CA

2014 to 2018

## LICENSES

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### **Certified Public Accountant**

California	Active
District of Columbia	[In-active]
Maryland	[In-active]
New Jersey	[In-active]
New York	[In-active]
Virginia	[In-active]

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION**      Planning Commission

Name	<u>Peter R. Hoffman</u>	Home Phone	<u>310-374-6004</u>
Address	<u>811 Loma Drive</u>	Cell Phone	<u>310-989-8519</u>
Email	<u>phoffman@hermosabch.org; prh90254@yahoo.com</u>	Bus. Phone	<u>310-338-7380</u>

Occupation/Profession:      Professor and Chair, Urban and Environmental Studies Department

Employer Name & Address      Loyola Marymount University, 1 LMU Drive, Los Angeles, CA 90045

**REFERENCES:**

Local:      HB PC Commissioners Mike Flaherty, Dave Pedersen, Marie Rice; former HB PC Commissioners Sam Perrotti, Langley Kersenboom, George Schmeltzer, Chuck Sheldon, Steve Izant

Professional:      Prof. Jim Faught, Prof. Mona Seymour, Dean Robbin Crabtree - LMU

Other:      Sol Blumenfeld; Director, Community Development Department - Culver City

**COMMUNITY PARTICIPATION AND SERVICE (past and present):**

HB Planning Commission, commissioner and chair; HB General Plan Revision Work Group member; HB General Plan consultant selection committee member; HB Fire Services Citizens Advisory Committee member; HBCSD Facilities Planning Advisory Committee member; Upper Pier Avenue Committee member; HB Economic Review Committee member; HB Historic Preservation Committee member; HB Mural Project, Secretary and Board of Directors member; HB Sister Cities Association, financial reviewer/student exchange chaperone; various HB/MB youth sports organizations (AYSO, LLB, PSL club soccer, etc.), coach and commissioner

Why do you wish to become a Commission member?

I believe I have the professional expertise, practical experience, and accumulated "institutional memory" to continue to contribute to the positive development and rational planning of our city as a commissioner. I am proud of my contributions and our collective accomplishments as a commission during my tenure and value the opportunity to serve our city. I am particularly enthusiastic about the opportunity to work on the ongoing implementation—through the revision of our zoning ordinance and related city policies/codes—of Plan Hermosa (that was developed during my time on the Commission).

What do you feel are the duties and responsibilities of a Commission member?

The State of California prescribes the precise role and authority of the PC, but the general role is to assist the City Council and staff in developing, implementing, and interpreting the City's General Plan (Plan Hermosa) and all the associated codes and ordinances (including, specifically, the Zoning Ordinance) to insure rational and consistent development that contributes to a high quality of life for our residents and a viable local economy. On a more practical level, the PC has quasi-judicial authority for the regulation and implementation of all discretionary land use entitlements including zoning variances, conditional use permits, parking plans, precise development plans, etc.

I believe each commissioner is obligated to fully prepare for each meeting, listen attentively to the input of applicants and other members of the community presenting to the commission, and make thoughtful, impartial decisions based on what they believe will best serve the long-term development of our city, consistent with Plan Hermosa and associated City codes.

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

*Education:* Ph.D., UCLA, urban geography; M.A. Univ of Arizona, geography, area development, and urban planning; B.A., UCLA, geography; CA Secondary Teaching Credential, UCLA

*Employment:* Professor and Chair, Urban and Environmental Studies Department, LMU; taught undergraduate and graduate courses in urban studies, urban planning, environmental planning, and urban geography for 35+ years; professional consultant to U.S., foreign, and international government/public and private organizations in urban planning, historic preservation, and tourism industry development for 30+ years; weekly contributor to *The Beach Reporter* for 10+ years; lecturer for American Geographical Society in Europe, South America, Africa

*Membership:* American Planning Association (APA); Fellow of American Geographical Society

*Experience:* Hermosa Beach Chamber of Commerce Man of the Year, 2017  
Hermosa Beach Planning Commission, commissioner and chair (1999 to present)


This Board/Commission meets on 3<sup>rd</sup> Tuesday at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 23 years (40+ years in HB and MB)

#### Additional Comments:

I obviously have an established "record" of service on the PC and believe that it demonstrates my contributions and leadership in establishing sensible policies for the Commission's practices and consistent, predictable standards for the Commission's decision-making process. I have played a leadership role on the Commission in establishing an improved process for the review of CUPs, in drafting the City's "no intensification" policy, in the development of the City's award-winning "green streets" standards, in the development and implementation of our enhanced "green" development standards, and in the procedural policies of the Commission, including the regular rotation of the Commission's chair. I also served as PC chair during much of the consideration of the proposed E&B oil project in HB and its EIR and during the development of Plan Hermosa and believe I demonstrated effective leadership and appropriate impartiality during those contentious deliberations. I look forward to the opportunity to continue my service in the coming years as the City completes the revisions and implementation of an updated zoning code responsive to the goals of Plan Hermosa. I also hope to have the opportunity to participate in the ongoing consideration and ultimate resolution of the Pier and Strand Hotel proposal and the completion of the Skechers project—two milestone projects that have been a part of the Commission's focus during much of my tenure.

As I have previously noted (and most of the Councilmembers know), my daughter, my son-in-law, and their kids—i.e. our grandchildren—also own a home and live in Hermosa. Both our grandkids are attending MCHS. And, of course, Cathy and I own our humble old bungalow in Hermosa Beach. Simply stated, as a family we're vested in Hermosa; I have no hidden agenda on the Commission and have no other goal than to do what I believe will serve the City—and by extension our family and grandkids—well in its long-term development. I hope to have the opportunity to continue to do so and truly appreciate the trust that the current and past Councils have extended to me.

Signed: 

Date: June 10, 2019

(07-03-18)

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Planning Commission

Name Mark Koenigsknecht Home Phone \_\_\_\_\_

Address 67 16th Ct. Hermosa Beach, CA 90254 Cell Phone 616-826-1538

Email mark.koenigsknecht@yahoo.com Bus. Phone 714-476-1535

Occupation/Profession: Construction Project Manager

Employer Name & Address Helix Electric Inc. - 13100 Alondra Blvd, Suite 108, Cerritos, CA 90701

**REFERENCES:**

Local: Dan Inskeep - daninskeep@hotmail.com - long time Hermosa resident, community advocate and neighbor

Professional: Timothy Lynch - (310) 927-6073 - former manager, long time Hermosa resident

Other: Bill Sherman and Alima Sherman Ph. D - (310) 529-8250 - long time Hermosa resident and neighbor

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** beach cleanup, summer volleyball classes, attendance of local distinguished speaker series (Redondo), pups in the park, regularly visit and support local business.

Why do you wish to become a Commission member? I have made Hermosa my home over the past 6 years. My wife I spend spend all weekend, every weekend, enjoying all that Hermosa has to offer. I want to be able to give back to the community, and use my talents to be make Hermosa even more beautiful for residents and visitors alike.

What do you feel are the duties and responsibilities of a Commission member? Commissioning members are responsible for acting in the best interest of the community and all it's stakeholders. Those members within the Hermosa Board Planning Commission review and comment upon matters of short term and long term planning and zoning. Members must consider the social, environmental, financial and economic impact of their decisions and interpretations.

Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

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Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Working in construction for over 10 years, I have a deep understanding of the industry. I have worked for the Michigan Department of Transportation (MDOT), working in the best interest of the taxpayers of the State of Michigan. At MDOT, I worked in the engineering and safety departments for 3 years. My architecture and engineering background provided insight to codes and standards. Most recently, I work for Helix Electric Incorporated. Helix is one of the largest specialty electrical contractors in the country. Projects are typically valued up to \$300+ million, and include hospitals, high rise hotels, luxury apartment and office complexes. I have worked with developers, inspectors, utilities, and contractors at multiple levels of project phasing. As a project manager at Helix, I am fully responsible for project planning through completion. My education includes a bachelors degree in Civil Engineering and bachelors degree in Architecture. Additionally, I will be completing my MBA this fall, with specialization in Real Estate. My education and work experience has prepared me to develop my skills to solve complex problems, manage risk, and remain objective in my decisions making. I have found success in my personal and career objectives through hard work and dedication. My LEED and DBIA certifications have helped me gather a greater understanding of environmentally friendly design and construction. I want to bring my skill set and passion to help make Hermosa a beautiful place to work, live and play for years to come.

This Board/Commission meets on third Tuesday of the month at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 6 years

Additional Comments: As a California transplant, Mid-West native, and young professional, I hope I can bring a diverse skill set, perspective and thought to the planning commission of Hermosa Beach. I am enthusiastically looking to use my professional and educational knowledge to help the community of Hermosa Beach and it's residence.

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Signed: 

Date: 06/18/2019

(07-03-18)

## **Specialty Qualifications**

- Progressive Design Build / Design Assist
- BIM Execution / MEPFS Coordination
- Risk Management / Contract Review
- Project Procurement
- Schedule and Milestone Review
- Hospitality, TI, High Rise, Healthcare
- Residential, Commercial, Mixed-Use
- Leadership and Team Building
- Financial Projections
- Communication and Innovation

*"The quality of a leader cannot be judged by the answers he gives, but by the questions he asks" – Simon Sinek*

## **Education**

**Florida State University, MBA** 2017 – Present  
Concentration: Real Estate

**Lawrence Technological University, Southfield, MI** 2008 – 2013  
Bachelor of Science, Civil Engineering

**Lawrence Technological University, Southfield, MI** 2008 – 2013  
Bachelor of Science, Architecture

## **Work Experience**

**Helix Electric Incorporated, Los Angeles, CA** January 2018 – Present  
Project Manager: Work closely with general contractors, subcontractors, designers and ownership. Intimately involved in cash flow, budget projections, risk management and future company procurement.

**Helix Electric Incorporated, Los Angeles, CA** March 2016 – January 2018  
Assistant Project Manager: Assume vital role in success of the project, working closely with upper management, field, and office teams.

**Helix Electric Incorporated, Los Angeles, CA** May 2013 – March 2016  
Project Engineer: Assist Project Managers with scheduling, cost estimates, purchase orders, manpower, and RFIs.

**RAM Construction Services, Livonia, MI** Fall 2013  
Project Engineer: Managed specifications, submittals, estimates, contract documents, and purchase orders in renovation and restoration projects.

**Michigan Department of Transportation, Grand Rapids, MI**  
Operations Engineering Team Summer 2012  
Transportation Engineering Team Summer 2011  
Bridge Engineering Team Summer 2010

## **Certifications and Continuing Education**

**Assoc. DBIA Professional** January 2019  
Design Build Institute of America

**LEED Green Associate** July 2018  
Leadership in Energy and Environmental Design.

**OSHA 30** March 2018  
Occupational Safety and Health Administration: 30 Hour Training.

**Sokkia Total Station Trained** Fall 2014  
An advanced laser and GPS measuring and image auto-tracking technology used to aid contractors during layout and installation.

**SCST- Students Constructing a Sustainable Tomorrow** Fall 2011– Fall 2013  
Member, Stadium Design Project on Lawrence Tech campus.

**References available upon request**

- Bachelor of Science, Civil Engineering  
Lawrence Technological University
- Bachelor of Science, Architecture  
Lawrence Technological University
- MBA Candidate, Florida State University
- 10 years construction experience
- Progressive Design Build & Design Assist Experience
- BIM Coordination Experience
- Associate DBIA Professional
- LEED Green Associate
- OSHA 30 Certification

## Mark Koenigsknecht Project Manager



Mark's role at Helix Electric has grown exponentially, and includes full responsibility for managing the budget, procurement, scope, schedule and risk from project development through project completion. As an project manager, Mark attends and leads project meetings, engaging with general contractors, ownership, subcontractors and design teams. Working both on site and in the office, Mark's organization, communication and leadership is vital to a successful project. Mark has worked through contract negotiations, future project procurement, technological innovations and employee training.

Mark's vast experience includes luxury residential, mixed use high-rise, hotel, core and shell, tenant improvement, health care, educational, laboratory, training facilities and multi-family. Specific scope within projects include condos, restaurants, pools, offices, amenity, gym, lounge, cafe, parking garages, classrooms, audio visual systems, security, junket, DAS, fire alarm, commissioning, specialty lighting, lighting control, medium voltage, low voltage, utility, and renovations.

### Recent Project Experience

#### **CYPRESS COLLEGE SCIENCE ENGINEERING AND MATH BUILDINGS** | [Cypress, California](#)

110,000 square foot new construction and renovation facilities on the campus of Cypress College. Multiple buildings to include classrooms, laboratories, offices, student resource center and planetarium. Public works project that involves coordination of underground utilities and new builds while working on an open campus. Scope includes all new electrical infrastructure, fire alarm, fixture and equipment systems.

Total Contract Amount: \$8,500,000

#### **WEST HOLLYWOOD EDITION HOTEL & RESIDENCES** | [West Hollywood, California](#)

14-story mixed use facility including 190-unit hotel with 20 luxury style condo on the upper floors. 420,000 total square footage, including 4 levels of subterranean parking. Amenities include two rooftop pools, multiple kitchens, restaurant, rooftop bar, lounge, full service spa, fitness rooms, meeting rooms and banquet halls. Scope includes management and coordination of electrical, lighting fixture, lighting control, fire alarm, and low voltage systems. The Edition brand establishes a next generation line of luxury boutique hotels, and draw premier designers and guests alike.

Total Contract Amount: \$ 14,000,000

#### **LONG BEACH VA HOSPITAL** | [Long Beach, California](#)

A multi-phase renovation of the specialty care clinic, registration, audiology, eye clinic, sleep laboratories and back of house office areas. During the renovation, the hospital remains open and functioning 24/7. Scope includes safe off, demolition, renovation and incorporation of existing medical equipment and infrastructure.

Total Contract Amount: \$ 4,000,000

#### **COLORADO CAMPUS** | [Santa Monica, California](#)

A 75,000 square foot shared office complex within the vibrant and bustling city of Santa Monica. This four building facility includes an underground parking garage, multiple elevators, exterior lighting and collaboration space. Scope includes new utility infrastructure, switchgear, lighting, and electrical room build out.

Total Contract Amount: \$ 2,000,000

#### **VILLAS AT PLAYA VISTA - MONTECITO** | [Playa Vista, California](#)

Ultra-luxury style apartment buildings totaling 309 multi-family units spread over 340,000 square feet. The wood structure includes a podium deck with a subterranean parking structure. Scope includes switchgear, lighting, power, and conduit for special systems. Specialize planning to accommodate all electrical conduit within the concrete decks.

Total Contract Amount: \$ 5,650,000

#### **VILLAS AT PLAYA VISTA - MALIBU** | [Playa Vista, California](#)

491 multi-family apartment units spread over 500,000 square feet. Poured concrete subterranean parking structure with 4 stories wood construction above. Common area include leasing center, fitness rooms, yoga rooms, dog wash stations, and recreation areas. Scope includes switchgear, lighting, power and conduit for special systems.

Total Contract Amount: \$ 7,680,000

#### **VILLAS AT PLAYA VISTA - SAUSALITO** | [Playa Vista, California](#)

Spread out over 5 buildings and 680,000 square feet are 703 spacious family apartments. A vast amount of large outdoor recreational spaces are home to a variety of outdoor lighting. Two large pools, jacuzzis, internet lounge, and a great room are among a few of the amenity spaces. Scope includes switchgear, lighting, power, and conduit for special systems.

Total Contract Amount: \$ 10,370,000

#### **RUNWAY AT PLAYA VISTA** | [Los Angeles, California](#)

Mixed use building comprised of 200 multi-family units and retail space on the first floor totaling 300,000 square-feet. Project site includes movie theater, restaurants, grocer and offices.

Total Contract Amount: \$ 7,200,000

# CYPRESS COLLEGE SEM CENTER



# WEST HOLLYWOOD EDITION HOTEL AND RESIDENCES



# LONG BEACH VA HOSPITAL



# COLORADO CAMPUS



# MONTECITO



**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Planning Commission

Name Rob Saemann Home Phone 310.379.1415

Address 1120 Loma Drive Cell Phone 310.614.4142

Email rsgc1@aol.com rsaemann@hermosabch.org Bus. Phone 310.376.2859

Occupation/Profession: Semi-retired General Contractor / Developer

Employer Name & Address Self Employed

**REFERENCES:**

Local: Ken Robertson- Dir of Com. Dev., Planning Commissioners- Michael Flaherty, Marie Rice, David Pederson

Professional: Bob Rollins-Building Official, Craig Evans-Learned Lumber, Bob Cook-Cooks Doors and Windows

Other: Public Works Commissioners- Janice Britain, Andrea Giancoli, Kathy Dunbabin, David Grethen

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** Construction volunteer for HB History Museum, Member of HB Historical Society, PCH/Aviation subcommittee, Valley/Ardmore Bicycle Sharrows subcommittee, Chairman - Public Works Fiesta Bicycle Parking subcommittee, Public Works Commissioner 2013-2015, Planning Commissioner 2015 to Present, Original volunteer member of Access Hermosa

Why do you wish to become a Commission member? 46 years as a resident, building contractor, and developer gives me a unique perspective on the history of Hermosa Beach. My 6 years of experience (2 on Public Works, Commission, 4 on Planning Commission) gives me insight into the future of Hermosa Beach. I would like to use that history and commission experience, to continue serving the City and help bring Hermosa Beach into the future, while maintaining the essence of the past. I look forward to the challenge of balancing future development and maintaining the charm and history that attracted my wife and I to Hermosa Beach so many years ago.

What do you feel are the duties and responsibilities of a Commission member? To thoughtfully consider issues presented to the commission. To make logical, common sense, fair decisions, based on council direction, relevant codes, staff reports, public input, and experience. To always be informed and prepared, and ultimately make decisions with the best outcome for the citizens and businesses of Hermosa Beach. To keep an open mind and consider all sides of an issue before making decisions. To always act with honesty and transparency.

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

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Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

Los Angeles Lutheran High School 1963-1967, University of Oregon 1967-1968, El Camino College 1968-1970, 46 years as a resident, 46 years as a developer and construction company owner in Hermosa Beach with experience in SFR, commercial TI, condominium, and restaurant construction. Multi-unit ownership and management in Hermosa Beach 1974-present. My years of experience in all phases of development in Hermosa Beach gives me first hand knowledge of the CUP process, zoning, design, and parking issues. I have built homes and lived in multiple areas of the city. Living in North Hermosa, East Hermosa, on a walk street, and in the critical zone, I can relate to residential problems. I have been part owner of a commercial enterprise in Hermosa and can understand the challenges of business management. 2 years on Public Works Commission taught me the problems related to the city infrastructure and how to find creative solutions. I gained invaluable experience during my 4 years on the Planning Commission. On my 2nd day as a planning commissioner, I was given a copy of Plan Hermosa and attended a joint study session with City Council on Plan Hermosa. It was a great learning experience to quickly get up to speed on Plan Hermosa and was proud of the work we all put in for many months, to see it through to completion. I had the honor, a few years later, to be Chairman during the final certification of the Sketchers EIR, the largest single development in Hermosa Beach history and a very complex process. I owe the other members of the commission a debt of gratitude for their guidance in preparing me for the chairmanship. Sketchers, Lazy Acres, and many projects of all kinds have prepared me to deal with the complexities of future developments such as The Strand and Pier Hotel.

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This Board/Commission meets on the 3rd Tuesday of each month at 7:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 46 years

Additional Comments: I would consider it an honor to be reappointed and be given an opportunity to serve with this commission again. I have been blessed to live in Hermosa Beach and want to give something back.

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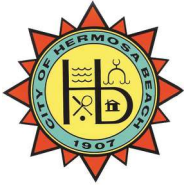
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Signed: 

Date: 6/27/19

(07-03-18)



## Staff Report

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### Staff Report

REPORT 19-0548

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Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019

**VACANCIES - BOARDS AND COMMISSIONS -  
EXPIRATION OF TERMS - SCHEDULE INTERVIEWS FOR  
CIVIL SERVICE BOARD APPLICANTS**

(City Clerk Elaine Doerfling)

#### **Recommended Action:**

The City Clerk recommends that the City Council schedule a time certain for interviews of the three Civil Service Board applicants prior to the regular meeting of September 10, 2019, with appointments to follow at the regular meeting.

#### **Background:**

Pursuant to City Council direction at the July 9, 2019 meeting, the City Clerk re-posted and re-published a notice inviting applications for two terms that expired July 15, 2019 on the Civil Service Board, with an August 19 filing deadline. Appointments will be two four-year terms, ending July 15, 2023. The applicants, listed alphabetically, are:

Lynda R. Castro      Barry Warner      Robert S. Wolfe

#### **General Plan Consistency:**

This report and associated recommendation have been evaluated for their consistency with the City's General Plan. Relevant Policies are listed below:

#### **Governance Element**

*1.7 Diversity of Representation. Strive to reflect a comprehensive cross-section of the community in appointments to Commissions and Advisory Committees.*

#### **Fiscal Impact:**

There is no fiscal impact.

#### **Attachments:**

Civil Service Board applications

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## Staff Report

REPORT 19-0548

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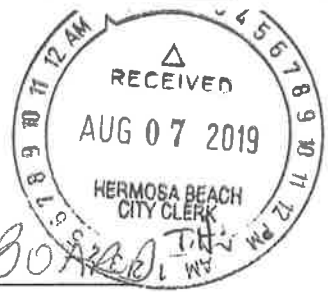
**Submitted by:** Elaine Doerfling, City Clerk

**Noted:** Suja Lowenthal, City Manager

# **CIVIL SERVICE BOARD**

**APPLICANTS**

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



NAME OF COMMISSION Select One CIVIL SERVICE BOARD

Name LYNDA R. CASTRO Home Phone N/A

Address 1531 BAYVIEW DR, HERMOSA BEACH Cell Phone 310-488-0321

Email castrochick@gmail.com Bus. Phone N/A

Occupation/Profession: RETIRED LAW ENFORCEMENT

Employer Name & Address N/A

**REFERENCES:**

Local: CAPTAIN MILTON MCKINNON, HERMOSA POLICE (310) 318-0302

Professional: MERCEDES CRUZ GETTYS, J.D. mcruz@bbslaw.com 310-766-4561  
310-325-1562

Other: BARRY GREENFIELD 323-821-8215 323-656-3994

**COMMUNITY PARTICIPATION AND SERVICE (past and present):**

SERVING ON THE COMMUNITY POLICE ADVISORY  
BOARD (CPAB) SINCE 2016

Why do you wish to become a Commission member? I HAVE PROFESSIONAL  
EXPERIENCE WITHIN THE LA COUNTY SHERIFF'S DEPT  
RELATING TO THE RECRUITING AND HIRING PROCESS (SWORN)  
AND ALSO COMMANDED THE BUREAU OF COMPLIANCE  
INVOLVING THE REVIEW OF EMPLOYMENT PROCESSES

What do you feel are the duties and responsibilities of a Commission member? TO REVIEW  
ANY APPEALS MADE BY A CITY EMPLOYEE AS  
RELATED TO THE DISCIPLINE PROCESS - PROVIDING  
FAIR, IMPARTIAL AND KNOWLEDGEABLE ASSESSMENTS  
AND IN CONJUNCTION WITH THE OTHER FOUR  
MEMBERS, ISSUE DECISIONS ON EACH CASE.

Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

I WOULD RECUSE MYSELF FROM THE CPAB, AS REQUIRED

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

BACHELOR'S DEGREE - CRIMINAL JUSTICE  
GRADUATE OF THE FBI NATIONAL ACADEMY  
LAST PRE-EMPLOYMENT LIEUT - REVIEW & HIRING  
OF DEPUTY SHERIFF & CUSTODY OFFICERS  
CAPTAIN - WEST HOLLYWOOD SHERIFF'S STATION - REVIEW  
& RECOMMEND DISCIPLINARY ACTION RE: ALL  
PERSONNEL MATTERS (TRAINING ISSUES,  
SUSPENSIONS, TERMINATIONS)  
COMMANDER - BUREAU OF COMPLIANCE & LABOR RELATIONS  
FACILITATED AND NEGOTIATED ON BEHALF OF MANAGEMENT  
(SHERIFF'S) IN CONTRACT NEGOTIATIONS, MEET & CONSULT AND MEET  
& CONFER ISSUES RE: 28 MOU'S AND 300 JOB CLASSIFICATIONS

This Board/Commission meets on THIRD WED MONTHLY at 5 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 26 YEARS

Additional Comments: I HAVE LEARNED TO ENJOY RETIREMENT, HOWEVER I LOVE TO VOLUNTEER & ASSIST PEOPLE, ESPECIALLY IN MY COMMUNITY. I HAVE SOME GOOD BACKGROUND & EXPERIENCE WITH RESOLVING EMPLOYMENT ISSUES AND WOULD LIKE TO SERVE ON THE CIVIL SERVICE BOARD

Signed: Lynnda Castro

Date: AUGUST 1, 2019

(07-03-18)

**CITY OF HERMOSA BEACH  
BOARD/COMMISSION APPLICATION**



**NAME OF COMMISSION** Select One Civil Service

Name Barry Warner Home Phone 310 379-2796

Address 621 Porter Lane Cell Phone \_\_\_\_\_

Email Barson21@A02-com Bus. Phone —

Occupation/Profession: Retired

Employer Name & Address \_\_\_\_\_

**REFERENCES:**

Local: Monica Bagnara, Tom Collins, Fred Marsee

Professional: Pete Tucker

Other: \_\_\_\_\_

**COMMUNITY PARTICIPATION AND SERVICE (past and present):** \_\_\_\_\_

Currently on the Civil Service Commission.

I have served for 35 years

Why do you wish to become a Commission member? Wish to continue my  
service and continue to be helpful to the city

What do you feel are the duties and responsibilities of a Commission member? To enforce  
the rules and regulations of the City.

Do you have any current obligations or responsibilities, which could be construed as a conflict of interest with your being a board/commission member? ☐ Yes ☒ No (If yes, please explain)

Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board/Commission member.

35 Years as a Civil Service Commissioner

BS degree U. of So. California

Purchasing Agent Hughes, Raytheon

This Board/Commission meets on Wed at 5:00 p.m. Do you foresee any scheduling problems that might cause you to miss meetings? ☐ Yes ☒ No

How long have you lived in Hermosa Beach? 45 years

Additional Comments: I believe my 35 Years of service  
and experience will continue to be of benefit  
to the City I love.

Signed: Barry Warner

Date: 8/1/2019

(07-03-18)

# CITY OF HERMOSA BEACH BOARD/COMMISSION APPLICATION



**NAME OF COMMISSION:** CIVIL SERVICE BOARD

**APPLICANT'S NAME:** ROBERT S. WOLFE

**ADDRESS:** 3300 Palm Drive, Hermosa Beach, CA 90254

**HOME PHONE:** (310) 376-4616      **CELL / BUSINESS PHONE:** (619) 800-4616

**EMAIL:** Bob.Wolfe@outlook.com

**OCCUPATION / PROFESSION:** Lawyer (Cal. State Bar # 073210)

**EMPLOYER NAME & ADDRESS:** Self

## **REFERENCES:**

**LOCAL:** Ron Newman; Maggie Rose Bove LaMonica; Amy Howorth; Adam Malovani; David Gretham

**PROFESSIONAL:** Hon. Richard Aronson (*Associate Justice, Cal. Court of Appeal, 4th Appellate District, Div. 3*); Hon. William Bedsworth (*Associate Justice, Cal. Court of Appeal, 4th Appellate District, Div. 3*); Hon. Richard Fybel (*Associate Justice, Cal. Court of Appeal, 4th Appellate District, Div. 3*); Prof. Laurie Levenson, (*Loyola Law School, Los Angeles*)

## **PRESENT COMMUNITY PARTICIPATION & SERVICE:**

Cal. Supreme Court Historical Society (*member, Board of Directors, 2006-present, Chair, Programs Committee*); Citizens Advisory Council, LA County Metropolitan Transit Authority (*member, 2019-present*); Hillel Council UCLA (*member, Board of Directors, 1999-present*); Public Counsel (*member, Board of Directors, Sept. 1996-present*); THRIVE Hermosa (*Chair, Transportation Task Force, 2017-present*).

## **PAST COMMUNITY PARTICIPATION & SERVICE:**

Angels' Walk L.A. (*member, Board of Directors & Member of Advisory Committee, 1997-2005*); Cal. State Bar, Appellate Courts Committee (*appointed member, 1996-2006*); CJER-Center for Judicial Education & Research (CJER), Judicial Council of California (*member, Appellate Judicial Attorneys Education Committee, 2001-2011*); Consumer Trusts Fund (*member, Board of Directors, 1987-2006, Chair*); Public Law Center (*member, Board of Directors, 2000-2015, Member, Executive Committee*).

**Why do you wish to be a commission member?**

I know and greatly respect my fellow Hermosans who give of their time and energy to serve on our city's commissions and elected boards. I believe that I have an obligation to do the same where it is possible that I may make a contribution, particularly on a board that is less visible and for which there may be a paucity of qualified applicants to fill the available slots.

**What do you feel are the duties and responsibilities of a commission member?**

I've reviewed past agendas for the Civil Service Board, which, from the public postings, appear to involve approval of job specifications and eligibility lists for public positions within the City of Hermosa Beach.

According to the Municipal Code, the Civil Service Board hears appeals relating to the suspension, reductions in pay or personnel violations of city employees, as well as holding hearings and making recommendations "on any manner of personnel administration of the city council and the city manager."

As a commissioner, I have a duty to actively participate in the business of the Civil Service Board, to be fully prepared and informed, and to exercise my best judgment in doing so, in accordance with all applicable rules and regulations. I should engage in productive and collegial discussions with my fellow commissioners and with city staff.

To the extent that such review by the Civil Service Board involves quasi-judicial hearings, I understand my obligation to be fair and impartial, to give the affected parties the ability to fully respond and to present their side of the dispute, and to engage in reasoned and deliberate decisionmaking

**Do you have any current obligations or responsibilities which could be construed as a conflict of interest with your being a board / commission member?**

No.

**Please provide below and/or attach a resume of your education, employment, memberships, past activities and other experience that you feel would qualify you as a Board / Commission member.**

**EDUCATION:**

University of California, Davis School of Law, J.D. 1976.

University of California, Santa Cruz, A.B. 1972. *Honors in Politics, General College Honors; Danforth Fellowship Nominee.*

## PROFESSIONAL EXPERIENCE:

Law Offices of Robert S. Wolfe. *Appellate Attorney, 2016-Present.*

Cal. Court of Appeal, 4th Appellate District, Div. 3. *Supervising Judicial Attorney; Senior Judicial Attorney, 1996-2015.*

Manning, Marder & Wolfe. *Senior Partner / Founding Partner / Of Counsel, 1994-1996.*

Morris, Polich & Purdy. *Associate, 1976-1982; Partner, 1982-1994.*

## QUALIFICATIONS:

I worked as an attorney in the judicial branch for nearly 20 years for an appellate court which had jurisdiction over all civil, criminal and dependency cases in Orange County. I had a variety of responsibilities, including drafting judicial opinions as staff member for various appellate justices, conducting the court's judicial settlement program, acting as the court's judicial settlement officer, and supervising the court's writs and motions department.

My experience at the Court of Appeal is directly transferable to my responsibilities as a commissioner. I have learned to be an active listener, to keep an open mind, to be courteous, respectful and attentive to participants, and to endeavor to reach a fair and equitable resolution, both in the substance of any decision and in the procedure by which it has been reached.

My private practice as an appellate attorney primarily involved representing public entities, including their employees, in civil litigation including civil rights, government torts and employment.

**This Board/Commission meets on the third Wednesday of each month at 5:00 pm. Do you foresee any scheduling problems that might cause you to miss meetings?**

No. As indicated above, I am a member of the LA Metro Citizens Advisory Committee (Metro CAC), a countywide committee, but that committee meets on the fourth Wednesday of each month.

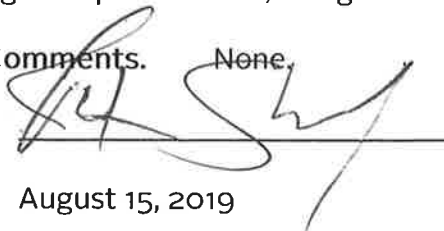
**How long have you lived in Hermosa Beach?**

I have lived in Hermosa Beach for 6 years. Before that, I lived in Manhattan Beach since 1991. I grew up in the area, and graduated from Inglewood High School.

**Additional Comments.**

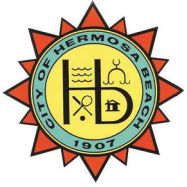
None.

**Signed:**



**Date:**

August 15, 2019



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0522

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

**UPDATES FROM CITY COUNCIL AD HOC SUBCOMMITTEES  
AND STANDING COMMITTEE DELEGATES/ALTERNATES**



# City of Hermosa Beach

City Hall  
1315 Valley Drive  
Hermosa Beach, CA 90254

## Staff Report

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### Staff Report

19-0550

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**Honorable Mayor and Members of the Hermosa Beach City Council  
Regular Meeting of August 27, 2019**

### **TENTATIVE FUTURE AGENDA ITEMS**

#### **Recommended Action:**

Staff recommends that the City Council receive and file the tentative future agenda items.

#### **Attachments:**

Tentative Future Agenda

**TENTATIVE FUTURE AGENDA ITEMS**

**WEDNESDAY, SEPTEMBER 4, 2019 @ 6:00 PM**

**TENTATIVE - INTERVIEW THREE APPLICANTS FOR CIVIL SERVICE BOARD**

**WEDNESDAY, SEPTEMBER 4, 2019 @ 7:00 PM**

**JOINT STUDY SESSION WITH PARKS & REC COMMISSION:  
TEEN CHOICE AWARDS AND SUMMER SERIES EVENTS**

SEPTEMBER 10, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION: 1) Workers Comp Case 2) Quarterly Litigation Update		
SEPTEMBER 10, 2019 @ 7:00 PM		
WRITTEN COMMUNICATIONS		
Letter from Matt McCool dated August 5, 2019		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Recommendation to receive and file the action minutes of the Parks, Recreation and Community Resources Advisory Commission meeting of August 6, 2019	Community Resources Manager	Ongoing
Extension of Agreement with the Hermosa Beach Youth Basketball League to Provide a Co-ed Youth Basketball League for the Upcoming 2019/2020 Season	Community Resources Manager	Staff Request Aug. 22, 2019
CONSENT ORDINANCES		
Second Reading - Shared Mobility Device Policy/Ban	City Clerk	Council Direction Aug. 27, 2019
PUBLIC HEARINGS – 7:30 PM		
Short Term Vacation Rentals in Commercial Zones	Community Development Director	Staff Request Jan. 22, 2019
Consideration of a Resolution approving a Certificate of Appropriateness for alterations to the Bijou Building, a historical landmark, for tenant improvements to the interior of the commercial space at 1221 Hermosa Avenue, Suite 101 (formerly Bijou Theater and office)	Community Development Director	Staff Request May 30, 2019
Zone Change 18-1- A request to rezone property located at 820 9th Street from General Commercial (C-3) to Single-Family Residential (R-1) and determine that the request is within the scope of the project considered in the PLAN Hermosa Environmental Impact Report (EIR)	Community Development Director	Staff Request Jul. 22, 2019
Tree ordinance with respect to tree removal	Acting Public Works Director	Staff Request Dec. 2016
Resolution for Organic Waste Rate	Acting Public Works Director	Staff Request Jun 12, 2019
Removal of the Joint Trash Compactor in Parking Lot A and requirement of individual containers and enclosures for Pier Plaza businesses	Acting Public Works Director	Staff Request Jun 12, 2019
MUNICIPAL MATTERS		
Measure H Grant Acceptance/Beach Cities Memorandum of Understanding	Assistant to the City Manager	Staff Request
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
Consideration of rejoining Independent Cities Association (ICA) (supported by Armato, Duclos, Fangary, Massey to bring item back for discussion)	City Manager	Other Matters Jul. 23, 2019
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

SEPTEMBER 24, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION		
SEPTEMBER 24, 2019 @ 7:00 PM		
PRESENTATIONS		
UPDATE FROM VECTOR CONTROL DELEGATE JIM FASOLA		
PROCLAMATION DECLARING OCTOBER 2, 2019 AS CLEAN AIR DAY IN HERMOSA BEACH		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Revenue Report, Expenditure Report and CIP Report by Project	Finance Director	Ongoing
City Treasurer’s Report and Cash Balance Report	City Treasurer	Ongoing
Cancellation of Certain Checks	City Treasurer	Ongoing
Public Works Project Status Report	Acting Public Works Director	Ongoing
Recommendation to receive and file the action minutes of the Planning Commission meeting of September 17, 2019	Community Development Director	Ongoing
Planning Commission Tentative Future Agenda Items	Community Development Director	Ongoing
Approve Final Map No. 76050 for a two-unit condo at 821 Loma Drive	Community Development Director	Staff Request Aug. 19, 2019
Recommendation to receive and file the action minutes of the Public Works Commission meeting of July 17, 2019.	Acting Public Works Director	Ongoing
Request to consent to Partial Assignment of Easement Rights and Obligations between RTI Infrastructure, Inc. and Pacific Carriage Limited Inc.	City Attorney	Staff Request Aug. 5, 2019
Award of Contract for the Community Theater Needs Assessment	Community Resources Manager	Staff Request Jun. 12, 2019
CONSENT ORDINANCES		
Second Reading - Short Term Vacation Rentals in Commercial Zones	City Clerk	Council Direction Aug. 27, 2019
PUBLIC HEARINGS – 7:30 PM		
Appeal of Planning Commission Decision Denying Variance 19-1 for 1515 Monterey Boulevard	Community Development Director	Clerk Request Aug. 20, 2019
MUNICIPAL MATTERS		
Approval of an Updated Special Event Fee Waiver Policy	Community Resources Manager	Council Direction 2018
Approval of the Municipal Lease Policy	Community Resources Manager	Staff Request Jun. 12, 2018
Document Retention Policy	City Clerk	Staff Request Nov. 28, 2018
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
Designation of Voting Delegate & Alternate for the League of California Cities 2019 Annual Conference and Consideration of the League of California Cities Annual Conference Resolutions (Resolutions will be available August 30, 2019)	Assistant to the City Manager	Annual
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

<b>WEDNESDAY, OCTOBER 2, 2019 @ 6:00 PM</b>
<b>STUDY SESSION:</b>
<b>1) PARKING MANAGEMENT STRATEGIES &amp; RECOMMENDATIONS</b>
<b>2) FACILITIES MASTER PLAN</b>

THURSDAY, OCTOBER 10, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION		
THURSDAY, OCTOBER 10, 2019 @ 7:00 PM		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Recommendation to receive and file the action minutes of the Parks, Recreation and Community Resources Advisory Commission meeting of September 3, 2019	Community Resources Manager	Ongoing
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

OCTOBER 22, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION		
OCTOBER 22, 2019 @ 7:00 PM		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Revenue Report, Expenditure Report and CIP Report by Project	Finance Director	Ongoing
City Treasurer’s Report and Cash Balance Report	City Treasurer	Ongoing
Cancellation of Certain Checks	City Treasurer	Ongoing
Public Works Project Status Report	Acting Public Works Director	Ongoing
Recommendation to receive and file the action minutes of the Planning Commission meeting of October 15, 2019	Community Development Director	Ongoing
Planning Commission Tentative Future Agenda Items	Community Development Director	Ongoing
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

NOVEMBER 12, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION		
NOVEMBER 12, 2019 @ 7:00 PM		
PRESENTATIONS		
LOS ANGELES COUNTY FIRE SERVICES AND MCCORMICK AMBULANCE QUARTERLY UPDATE		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Recommendation to receive and file the action minutes of the Parks, Recreation and Community Resources Advisory Commission meeting of October 1, 2019	Community Resources Manager	Ongoing
PUBLIC HEARINGS – 7:30 PM		
Introduction of Ordinance delegating City Clerk appointment to the City Manager	City Attorney	Staff Request Jun 7, 2019
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

MONDAY, NOVEMBER 18, 2019 @ 6:00 PM		INITIAL DATE
CLOSED SESSION: QUARTERLY LITIGATION UPDATE		
MONDAY, NOVEMBER 18, 2019 @ 7:00 PM		
PRESENTATIONS		
CANVASS OF VOTES AND INSTALLATION OF OFFICERS		
CONSENT CALENDAR		
City Council Minutes	City Clerk	Ongoing
Check Registers	Finance Director	Ongoing
Revenue Report, Expenditure Report and CIP Report by Project	Finance Director	Ongoing
City Treasurer’s Report and Cash Balance Report	City Treasurer	Ongoing
Cancellation of Certain Checks	City Treasurer	Ongoing
Public Works Project Status Report	Acting Public Works Director	Ongoing
South Bay Workforce Investment Board Quarterly Summary	City Manager	Quarterly
Planning Commission Tentative Future Agenda Items	Community Development Director	Ongoing
CONSENT ORDINANCES		
Second Reading - Ordinance delegating City Clerk appointment to the City Manager	City Clerk	Council Direction Nov 12, 2019
MISCELLANEOUS ITEMS AND MEETING ATTENDANCE REPORTS – CITY COUNCIL		
Updates from City Council Ad Hoc Subcommittees and Standing Committee Delegates/Alternates	Councilmembers	Ongoing
OTHER MATTERS – CITY COUNCIL		
Tentative Future Agenda	City Manager	Ongoing

<b>THURSDAY, NOVEMBER 21, 2019 @ 6:00 PM</b>	
<b>APPOINTMENT OF MAYOR AND MAYOR PRO TEMPORE</b>	

PENDING STRATEGIC PLAN ITEMS		STATUS / TENTATIVE MEETING DATE
Update Personnel Policies	Human Resources Manager	
Beach Policy/Regulations ( <i>Continued from meeting of October 27, 2016</i> )	Community Resources Manager	On hold by Council
Alternative Fuel Transportation Report, <i>Nov. 2016</i>	Environmental Analyst	
CCA Direction, <i>Dec. 2016</i>	Environmental Analyst	
PENDING NEW ITEMS		STATUS / TENTATIVE MEETING DATE
Initial Report on Options and Strategies for Installing a Permanent Carousel or other Family Friendly Features at the Entry Point to Pier Plaza. In Cooperation with the Chamber of Commerce, this would include a Preliminary Cost Benefit Analysis and Implementation of the City Decision Making Tool (supported by Duclos and Fangary) <i>Initiated by: Other Matters Feb. 9, 2016</i>	Acting Public Works Director	
Consideration of re-establishing, on an as needed basis, both funding and discretion for the director of Public Works to contract services to pump major beach storm outfalls drains prior to anticipated major storm events (supported by Duclos, Armato and Petty) <i>Initiated by: Other Matters Feb. 14, 2017</i>	Acting Public Works Director	
Policy discussion regarding city responsibilities and expectations when donations are made to city <i>Initiated by: Council Direction May 24, 2017</i>	Finance Director	Will be discussed at the Revenue Strategy Study Session in July 2019
Consideration of a position letter on federal gun control legislation (supported by Fangary, Armato and Massey) <i>Initiated by: Other Matters Mar. 27, 2018</i>	Assistant to the City Manager	On hold by Council
Parking Lot D (Manhattan Ave and 14 <sup>th</sup> Street) Final Designs <i>Initiated by: Staff Request Aug. 2018</i>	Environmental Analyst	
Consent for use of "Lot B" for construction staging area for Pier/Strand project <i>Initiated by: Staff Request Dec. 17, 2018</i>	Community Development Director	In advance of Planning Commission Final EIR/Project Considerations (Approx. July 2019)
Cypress District code amendment for required special event permitting / gatherings – similar to Limited Live Entertainment permit <i>Initiated by: Council Direction Jul. 9, 2019</i>	Community Development Director	
Landscape and Street Lighting District Assessment Adjustment (mail-in election authorization) <i>Initiated by: Council Direction Jul. 9, 2019</i>	Acting Public Works Director	Add to Revenue Strategy Study Session

INFORMATION ITEMS		INITIAL REQUEST DATE
Medical Point of Dispensing	Emergency Services Coordinator	Staff Request <i>Mar 2019</i>
Park Restrooms	Environmental Analyst/ Acting Public Works Director	Staff Request <i>Mar 2019</i>