



IBI Group
18401 Von Karman Avenue--Suite 110
Irvine CA 92612 USA
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June 4, 2019

Leeanne Singleton, AICP
Environmental Analyst
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

AMENDMENT PROPOSAL CONTRACT EXTENSION
COASTAL ZONE MANAGEMENT AND RECOMMENDED STANDARDS STUDY

This letter acknowledges and agrees to the City of Hermosa Beach's request to extend the term of the agreement of our contract with the City for the Coastal Zone Parking Management and Recommended Standards Study. The original contract expired on December 31, 2018. As a time extension only request, IBI also acknowledges that the proposed contract amendment does not change the scope, deliverables, or value of the existing contract.

Extending the term of the agreement to December 31, 2019 aligns with the City's contract with the California Coastal Commission for preparation of the Local Coastal Program and will allow the City and IBI Group to successfully complete the deliverables of our agreement with the City. Work efforts associated with this contract involved additional work incurred by IBI Group at the request of the City of Hermosa Beach, which were accounted for in a separate amendment of the contract in November 2018, and additional data collection by City of Hermosa Beach staff that extended the initial timeline of this project.

Should you have any questions regarding this proposal, please do not hesitate to contact me at (949) 833-5588. We look forward to the opportunity to continue to work with and assist you on this project.

Sincerely,

IBI Group

A handwritten signature in blue ink, appearing to read "William Delo", is written over a horizontal line.

William Delo, AICP
Managing Principal

CITY OF HERMOSA BEACH

Suja Lowenthal, City Manager



IBI Group
18401 Von Karman Avenue—Suite 110
Irvine CA 92612 USA
tel 949 833 5588
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November 5, 2018

Kim Chafin
Planning Manager
Community Development Department
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

AMENDMENT PROPOSAL

COASTAL ZONE MANAGEMENT AND RECOMMENDED STANDARDS STUDY

This letter proposal details IBI Group's request for an amendment under our contract with the City of Hermosa Beach for the Coastal Zone Management and Recommended Standards Study. Work efforts associated with this request involve additional work that will be incurred by IBI Group at the request of the City of Hermosa Beach. The work efforts detailed in this amendment request were not included in our original scope of services for this contract. The tasks to complete the additional work and associated fees are outlined below and follow the same numbering convention as the original contract. A detailed cost estimate is attached.

Task 3 – Refine the Draft Implementation Plan

The City of Hermosa Beach has requested to increase the previous scope of work to include a zone-level analysis given the data set provided by the City.

IBI proposes to analyze and present the data at a "zone level" for the eight (8) zones identified by the City. As such, IBI will aggregate each zone to a total inventory and a total occupancy. Since the data set indicates a large range in variability, grouping at the zone level will allow for simplified data manipulation, analysis, and for recommended standards.

For each of the 8 zones, IBI proposes to analyze and present the following data:

- Off-Street: Total Inventory and Occupancy
- On-Street:
 - Metered – Yellow and Silver Spaces
 - Non-Metered within Preferential Zone (1/2/4/6/12 hour spaces)
 - Non-Metered outside Preferential Zone (1/2/4/6/12 hour spaces)

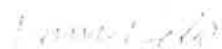
Recommendations will be made based on data for each specific zone and will not be defined on a block-by-block basis. All other scope items, with the exception of the outreach component, would remain.

IBI can complete the additional scope item within 4 weeks of a notice to proceed for a fee of \$6,600.

City of Hermosa Beach – September 2018

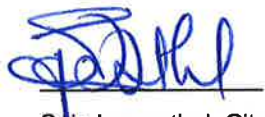
A detailed cost summary sheet is attached to this scope of work. Should you have any questions regarding this proposal, please do not hesitate to contact me at (949) 833-5588. We look forward to the opportunity to continue to work with and assist you on this project.

Sincerely,



William DeLo, AICP
Managing Principal

CITY OF HERMOSA BEACH



Suja Lowenthal, City Manager

	Task Description	IBI Group					Totals	
		Title	Project Principal	Project Manager	Parking Lead	Parking Support GIS		
		Staff	B. Delo	M. Arizabal	C. Martinez	J. Rosenblum	Hours	Fees
	Billing Rate		\$221	\$148	\$100	\$80		
Task 3	Refine Draft Implementation Plan							
	A. Review of Existing Documentation						0	\$0
	B. Evaluate Future Parking Availability and Demand		2	8	12	24	46	\$4,749
	C. Technical Memorandum		2	4	8	0	14	\$1,836
	SUBTOTAL		4	12	20	24	60	\$6,584
	Total Project Person Hours		4	12	20	24	60	
	Total Project Fees (Labor+Overhead+Profit)		\$885	\$1,779	\$2,000	\$1,920		\$6,584
	Total Project Expenses							
	Meeting Supplies	\$0						
	Travel/Mileage	\$0						
	Printing and Communications	\$0						
	SUBTOTAL EXPENSES							\$0
	TOTAL PROJECT COST							\$6,584

**AGREEMENT FOR PROFESSIONAL SERVICES
TO PREPARE A COASTAL ZONE MANAGEMENT AND RECOMMENDED STANDARDS
STUDY**

This AGREEMENT is entered into this 28 day of March, 2017, by and between the CITY OF HERMOSA BEACH, a general law city a municipal corporation ("CITY") and IBI GROUP ("CONSULTANT").

RECITALS

- A. The City desires to prepare a Coastal Zone Management and Recommended Standards Study as part of its efforts to develop a Local Coastal Program.
- 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 consultant assistance 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 not to exceed cost of Fifty Thousand Dollars (\$50,000) for CONSULTANT's services, based on hourly rates and estimated expenses identified in Attachment A, unless otherwise specified by written amendment to this Agreement.
- D. CONSULTANT shall submit monthly invoices to CITY. 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 time expended by major task, a description of the specific tasks performed during the invoice period, 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 CONSULTANT 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 Ed Almanza. CONSULTANT shall not assign other persons to be in charge of the work contemplated by this Agreement or substitute subconsultants 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 December 31, 2018, 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. CONSULTANT 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 60 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, 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 attorney's fees, expert fees and all other costs and fees of litigation) of every nature arising out of or resulting from CONSULTANT's negligent or wrongful 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 attorney's 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.

- 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 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 it relates to the 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.
- C. CONSULTANT shall comply with all reporting and financial provisions of the Strategic Growth Council's Sustainable Communities Grant Program as required by the City.

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 one million dollars (\$1,000,000) 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 to 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 consultants while performing any portion of this Agreement. Such approval must include approval of the proposed consultant and the terms of compensation. Consultants list in Exhibit are deemed approved by City and no additional written authorization is required.

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 pertaining to this Agreement to either party by the other party will be deemed made when received by such party at its respective name and mailing or email address as follows and receipt of communication is acknowledged in writing or by email:

CITY	CONSULTANT
City of Hermosa Beach Community Development Dept. 1315 Valley Drive Hermosa Beach, CA 90254 ATTN: Ken Robertson, Director krobertson@hermosabch.org	William Delo, AICP IBI Group 18401 Von Karman Avenue, Suite 110 Irvine, CA 92612 bdelo@IBIGroup.com

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.

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 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.

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 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. Documents belonging to the City shall be transmitted to the City immediately and without delay upon any termination of this Agreement.

35. 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 ZZ

Consultant Initials MS

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 JJ

Consultant Initials W.D.


IN WITNESS WHEREOF the parties hereto have executed this contract the day and year first hereinabove written.

CITY OF HERMOSA BEACH

CONSULTANT



John Jalili, Acting City Manager
IN TERIM




By: William Delo, Managing Principal, IBI
Group

ATTEST:




Elaine Doerfling, City Clerk



By: Alistair Baillie, Operating Director, IBI
Group

APPROVED AS TO FORM:

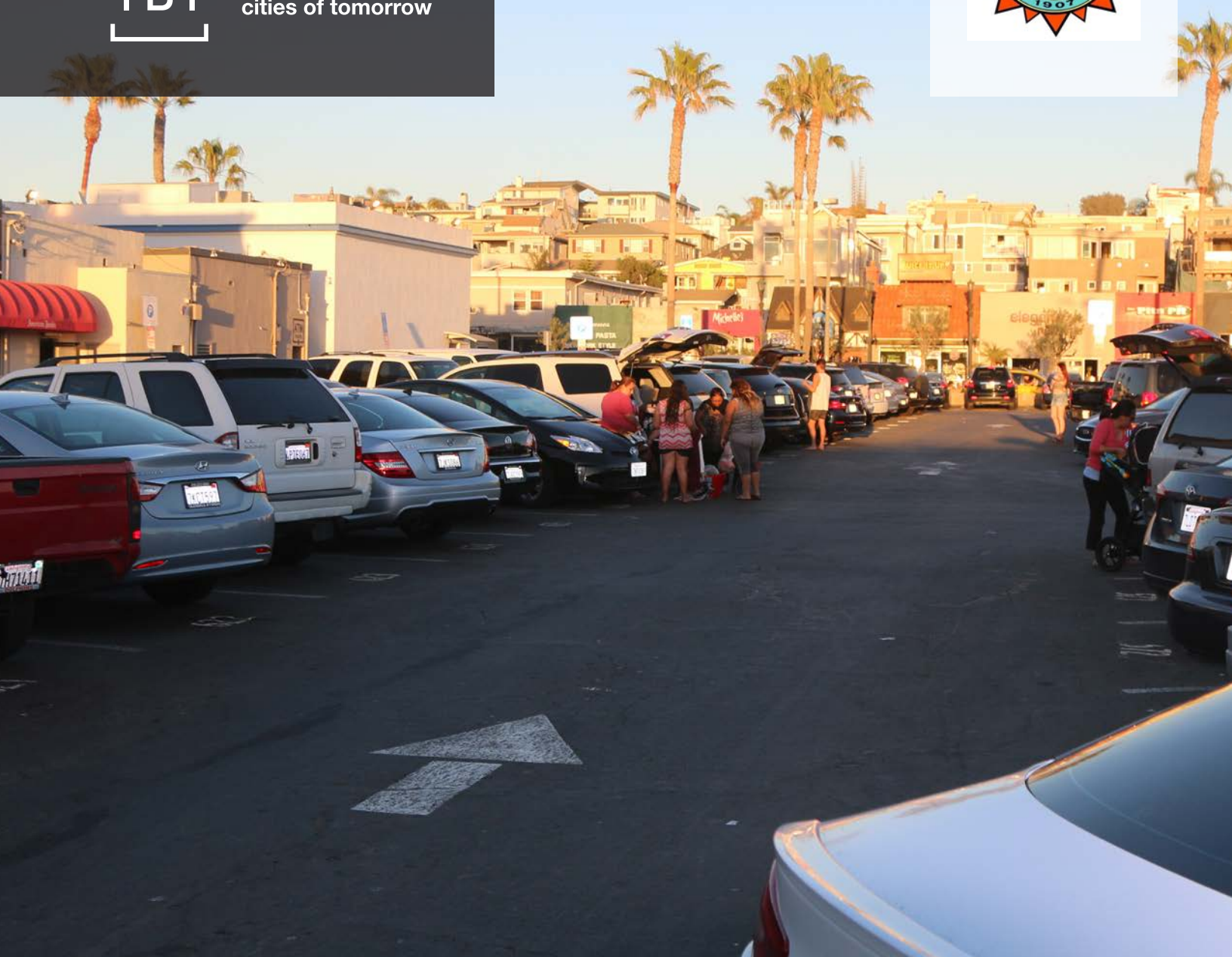


Michael Jenkins, City Attorney

95-326-8721
Taxpayer ID No.



Defining the
cities of tomorrow



Coastal Zone Parking Management and Recommended Standards Study

Submitted to City Of Hermosa Beach
by IBI Group
December 8, 2016 – Amended January 26, 2017



IBI Group
18401 Von Karman Avenue
Suite 110
Irvine CA 92612 United States

Tel 949-833-5588
Fax 949-833-5511

01 Cover Letter

December 8, 2016

Kim Chafin, Senior Planner
Community Development Department
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA 90254

Dear Ms. Chafin:

Request for Proposal for The Coastal Zone Parking Management and Recommended Standards Study

IBI Group is pleased to respond to the City of Hermosa Beach's Request for Proposals to complete the Coastal Zone Parking Management and Recommended Standards Study. We believe that this study effort is an exciting opportunity to examine parking conditions and operations in the Coastal Zone area to identify potential strategies to optimize parking utilization, operations, mobility and future parking development.

IBI Group has the experience and capacity to provide the necessary resources to the City of Hermosa Beach for the requested services outlined in the RFP. We understand the importance of Hermosa Beach's desire to better manage the parking supply in the core downtown area and to identify opportunities to improve parking permit and fee structures, operations and expand supply based on anticipated growth, while being flexible in the limited land resources. Our team is also committed to meeting the city's schedule and goal to provide a successful and sustainable parking management study for the downtown area.

IBI Group is a leading international provider of a broad range of professional services in Infrastructure, Buildings, and Intelligence. With more than 40 years of experience, we bring unparalleled depth of resource and breadth of experience to transportation projects. We are a multi-discipline engineering and architectural consulting firm widely recognized for our capabilities in the planning, design and implementation of facilities and infrastructure projects requiring sophisticated business solutions. Since 1974, we have provided high quality professional service for public and private clients on wide range of challenging project across the United States, Canada and internationally.

The key points of our proposal are summarized below:

- IBI Group has extensive knowledge and experience working in a coastal community and analyzing downtown parking demands in the unique coastal community setting evidenced by our recent work in Laguna Beach and Oceanside.
- IBI Group staff has the experience and expertise with respect to land use and parking and the relationship between the two.
- Our project team brings qualified, experienced staff who are well-versed in data collection methods, permitting and fee structures, parking management plans and demand studies, event parking, and reformed parking standards.
- Our project manager, Michael Arizabal is committed to successfully delivering this project, managing the team, and meeting the city's timelines. Key personnel will remain committed to the project for the term of the agreement.
- IBI Group has proven experience in consistently exceeding client expectations on projects we have managed in similar communities.

Thank you for the opportunity to submit our proposal for the City of Hermosa Beach. We look forward to hearing from you and are excited about the opportunity to work with you on this project. The contents of this proposal is valid for a period of 90 days. If you have any questions, please feel free to contact me at (949) 833-5588 or bdelo@ibigroup.com at your convenience.

Sincerely,

IBI Group



William Delo, AICP

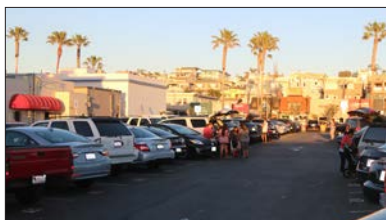
Managing Principal - Irvine

Table of Contents

01 Cover Letter	1
02 Approach	4
03 Project Team	11
04 Qualifications	20
05 References	21
06 Budget	29
07 Disclosures	30
08 Exceptions to Professional Services Agreement	30

02 Approach

Project Understanding



With a variety of recreational, cultural, and commercial attractions, the City of Hermosa Beach highlights its Coastal Zone as one of its major priorities. The area covers half of the City's 1.4 square miles and although small, its unique characteristics require special attention to the needs of an active and thriving community of people, local businesses, special events, and coastal recreation and amenities. Since tourism is the City's primary economic driver, it is critical that the City develops a plan to maintain protection and access to the Coastal Zone while accommodating its residents and visitors alike.

With a developing Coastal Zone, the City must continue to uphold a community that stays true to its character while furthering its progress. The City has begun a multi-faceted process in visioning the future of the community through updating the General Plan and Local Coastal Program, as well as developing a draft of PLAN Hermosa, an integrated General Plan/Coastal Land Use Plan. This plan outlines the City's commitment to three priorities: its small town beach culture, a vibrant local economy, and a healthy environment and lifestyle.

The City is ensuring a comprehensive review of the community's needs through outreach and extensive dialogue with residents who identify with the community's characteristics and continued development. IBI Group has experience using various approaches to solicit and integrate community input into plans that ensure a flourishing community and will continue the City's effort in doing so.

In addition to using community input to guide the study, IBI Group is fully prepared to assess parking availability and demand, as well as offer recommendations for parking strategies that will balance coastal access with efficient use of the City's land resources while remaining consistent



with the City's unique economic development and mobility goals. IBI Group is well-suited to conduct the parking management study, given the firm's knowledge of relationship between parking and land use and expertise in parking demand and management studies in downtown areas, particularly along coastal areas. In addition to developing the parking demand study in partnership with local businesses and recommending parking standards for various uses, the management of parking spaces is paramount in our approach to ensure optimal utilization and operation.

Since the City has already invested in conducting parking-related studies, IBI Group will ensure that the previous findings, such as those from the City's Beach Access and Parking Study and the PLAN Hermosa supporting documents, are integrated into our study. Similarly, the preliminary parking strategies and policies outlined in the Hermosa Beach Downtown Revitalization Strategy as well as the Draft PLAN Hermosa will help guide the recommendations we will provide to the City.

Our firm understands not only the parking side of the planning challenge that exists, but also the land use, urban design, and transportation challenges that will need to be addressed to ensure a successful demand study. Furthermore, IBI Group understands the level of coordination needed with City staff, the California Coastal Commission, residents, the surrounding business community, and other interested stakeholders to determine parking needs and to tailor our approach based on the unique nature of the Coastal Zone of Hermosa Beach, keeping the three priorities of the City's PLAN Hermosa in mind.

IBI recently conducted a parking management study for the City of Laguna Beach, designing and conducting an availability and demand study to understand the parking demands specific to Downtown Laguna Beach. The study informed recommended parking management strategies to be incorporated in an update to the Downtown Specific Plan, including minimum parking requirements and strategies for accommodating additional growth and flexibility in land uses in an active coastal community of residents and visitors.

IBI Group's approach is to identify fiscally and environmentally sustainable recommendations and strategies that meet the needs of the City, visitors, businesses, and residents based on sound data collection and our experience with similar projects.

Our work plan is presented below and is tailored to fulfill the objectives outlined above.

Work Plan

The following scope of work details the efforts required to complete the task associated with the Coastal Zone Parking Management and Recommended Standards Study.

Task 1: Coordinate with City Staff

TASK 1 DELIVERABLES

- *Deliverables: Kick-off Meeting with City Staff*

A: Prepare Materials for Meeting

The project management effort will be led by Mike Arizabal, our Project Manager, and William Delo, our Principal-in-Charge, who will serve as the primary points of contact for City staff and will be responsible for the deliverables submitted under this assignment. The project management effort will be ongoing throughout the duration of the project. This task includes oversight of the consultant team and the administrative tasks required to support the overall work effort.

Our first order of work will be to schedule a project kick-off meeting with City staff and the local Coastal Commission for the Coastal Zone Parking Management and Recommended Standards Study after receiving the notice to proceed (NTP). IBI Group will prepare all the pertinent documentation, graphics, initial analysis and information to facilitate coordination between the City, Coastal Commission, and consultant staff.

B: Meeting with City Staff

This meeting will have the purpose to confirm goals/desires/objectives and to present an opportunity to refine parking demand metrics as they relate to the project goals and objectives. It is anticipated that this meeting will be the forum to present and discuss project issues, to review scope and schedule, and to determine if any refinements to the work plan are necessary.

TASK 2 DELIVERABLES

- *Educational Series Event*
- *Workshop/Walking Tour*
- *Event Summary Report*

Task 2: Engage the Community in the Draft Implementation Strategies

A: Prepare Supporting Materials

IBI Group understands a key element to the Coastal Zone Parking Management study will be engaging members of the community and key stakeholders. The parking strategies that are ultimately implemented throughout the City will have an impact on travel behavior and the community, therefore the community engagement process will be key in drafting implementation strategies that address the needs and concerns of residents, businesses, and visitors. IBI Group shall be responsible for providing the necessary content for the City's use in their meeting agendas, graphics, meeting minutes, etc., as needed. It is anticipated that City staff will be responsible for meeting logistics, such as facility reservations, scheduling, and advertising. City staff will also be responsible for creating and distributing the supporting materials based on the content provided by IBI.

B: Community Engagement Events

For this task, IBI Group shall conduct two community engagement events to solicit ideas, concerns, and recommendations from community members and stakeholders. The first event will be an educational event that focuses on communicating project purpose, goals, and to identify potential strategies or recommendations. The second event will be an interactive workshop/walking tour. The interactive workshop/walking tour serves two purposes: first, it provides a first-hand opportunity to examine existing parking conditions with City staff and the community, and second, it extends the project reach to a more diverse audience than those who typically attend conventional townhall-style meetings.

IBI has extensive experience working hands-on with communities in conjunction with multiple agencies to achieve a common goal. The results of the community engagement events will be summarized for the City and the Coastal Commission in a complete, clear, and concise report including tables and other graphics. The report format and structure will lean towards one that is easily digestible by the public or others that may wish to utilize the document for guidance on any subsequent studies.

TASK 3 DELIVERABLES

- *Summary of Existing Documents*
- *ArcGIS shapefiles and database for parking*
- *Technical Memorandum*

Task 3: Refine the Draft Implementation Plan

A: Review of Existing Documentation

IBI will review all existing parking documentation and information (all pertinent planning documents and parking studies to be provided by the City) with the intent to identify any missing gaps in the data. Any missing data and methods to obtain the missing data will be coordinated with City staff. IBI will compile and organize the data into a format that the City can use to facilitate decision-making.

For this task, the IBI team will conduct an existing conditions assessment of on-street and off-street parking in the Coastal Zone/ Downtown area. The off-street assessment shall include not only the location and number spaces, but will also any parking regulations imposed by the City, such as price, span of operation, and access. The on-street parking inventory will document all curb-side regulations, including, but not limited to no parking areas, loading zones and bus stops. The study will examine the City's current parking standards for various land uses, and identify peak usage times. IBI will also survey parking enforcement officials to determine conditions at the public lots.

It is assumed that all public on and off-street parking inventory will be obtained from previous parking studies (to be provided by the City). The City will lead the data collection effort to survey the inventory of private parking spaces.

Adjacent land use often influences the functionality and character of the street environment with parking supply and demand being dictated primarily by the surrounding built environment. In order to inform parking standard revisions and management strategies, an inventory of all land uses by location, type, and size is necessary. The inventory will be provided/conducted by the City and shall include zoned use, existing use, on-site parking and building square footage. It will also provide data regarding whether the site is currently occupied or vacant. To ascertain building occupancy of each parcel, a field survey will be conducted by the City as a part of the private parking occupancy counts. The City's survey teams will observe whether each parcel is occupied by tenants or is vacant. Data from this survey will be used in order to determine actual parking demand levels per land use. We will compile and document the results of this assessment via an ArcGIS shapefile and database, which will be provided to the City.

B: Evaluate Future Parking Availability and Demand

IBI will utilize the study from Task 3A to form a basis to establish and/or revise parking standards and recommend adjustments to 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 will reference the land use inventory to derive both the actual built ratio of parking supply spaces and the actual current demand ratio. This will be used to compare against the City's current standards with the goal of reforming the standards to optimize utilization within limited land resources.

C: Technical Memorandum

The Technical Memorandum is anticipated to include recommendations of blended parking rates, fee structures, site-specific parking rates, strategies for accommodating additional growth and flexibility in land uses, and to optimize usage of parking resources. IBI will provide one round of the Technical Memorandum for review and comment from City Staff and the Coastal Commission.

TASK 4 DELIVERABLES

- *Planning Commission Study Session*
- *City Council Study Session*

Task 4: Conduct Local Public Hearings

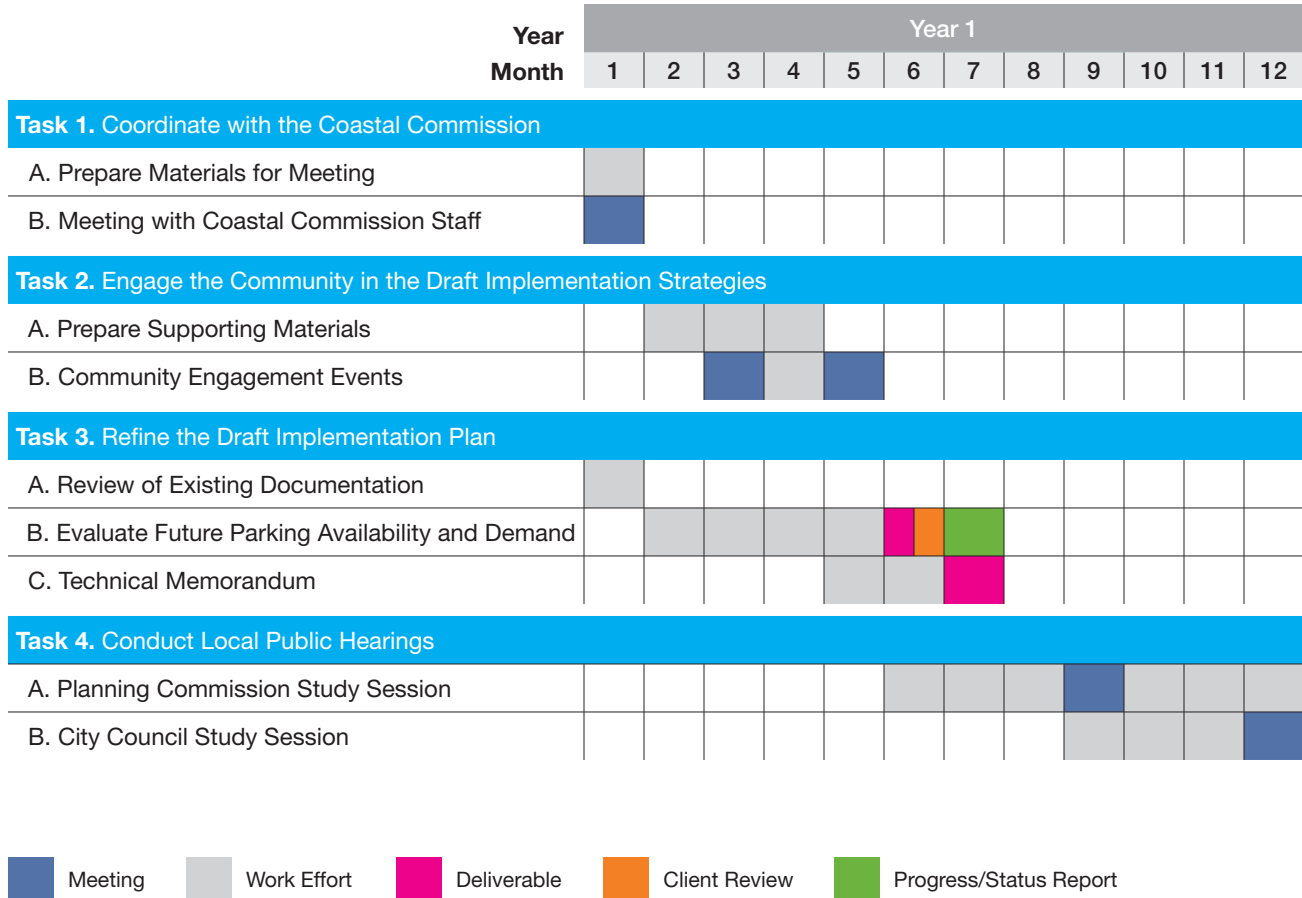
A: Planning Commission Study Session

Once concurrence is received on the Technical Memorandum in Task 3C, IBI will attend and participate in one Planning Commission Study Session. IBI will work with City staff to develop the agenda for this meeting. It is anticipated that the meeting will provide the forum to review and discuss the recommended parking standards and proposed parking management strategies. IBI will be responsible for providing the content to the City for any pertinent materials for this meeting.

B: City Council Study Session

IBI will also attend and participate in one City Council Study Session in which the meeting will provide the platform for finalizing the Draft Implementation Plan. IBI will be responsible for providing the content to the City for any pertinent materials for this meeting.

Schedule



03 Project Team



IBI Group

William Delo, AICP

Principal-in-charge

Mr. Delo is a Managing Principal of IBI Group and a Transportation Planner with over 16 years of experience in transportation planning and traffic engineering. Mr. Delo is an experienced project manager, responsible for the successful completion of numerous projects ranging from traffic and parking studies to regional multi-modal transportation studies. Of particular relevance to this assignment, Mr. Delo is the project manager for IBI's work in the communities of South Salt Lake, Van Nuys and Boyle Heights, and Oceanside. He has extensive experience leading projects that involve the planning and design of complete street principles, as well as detail traffic and transit operational analysis. These experiences highlight Mr. Delo's ability to identify parking solutions that are specifically tailored to the needs of each unique and diverse community.

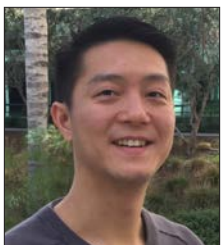


IBI Group

Mike Arizabal

Project Manager

Michael Arizabal is a senior transportation planner with practical analysis and management experience. He has led the technical work for numerous transportation planning, traffic engineering, and parking 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 management plans, data collection, and traffic impact analysis. Most recently, Mr. Arizabal led the Reformed Parking Standards Study in the City of Oceanside, which refined minimum parking standards and implemented alternative means of managing on and off-street parking for the purposes of increasing flexibility of infill development.

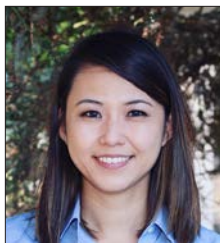


IBI Group

David Chew

Parking Lead

Mr. Chew is a Transportation Planner at IBI Group with 5 years of experience in transportation planning and traffic engineering. His experience in planning and engineering includes the preparation of specific plans, long range transportation plans, traffic impact analyses, and transportation modeling. His skills include geospatial analysis and data visualization with ArcGIS, transportation and land use planning, transit analysis, traffic modeling, parking studies and microsimulation.



IBI Group

Cathy Chea
Community Engagement Lead

Ms. Chea is a Transportation Planner at IBI Group that specializes in the strategic planning and implementation of multimodal transportation projects. Her experience includes projects ranging from transit planning, complete streets and active transportation planning, multimodal corridor studies, TOD and station area planning, traffic impact studies, and parking studies. In addition, Ms. Chea's expertise also includes land use planning, geospatial analysis and data visualization with ArcGIS, and financial forecasting and analysis. Ms. Chea applies her background in both transportation and land use planning to design truly balanced and sustainable transportation systems.

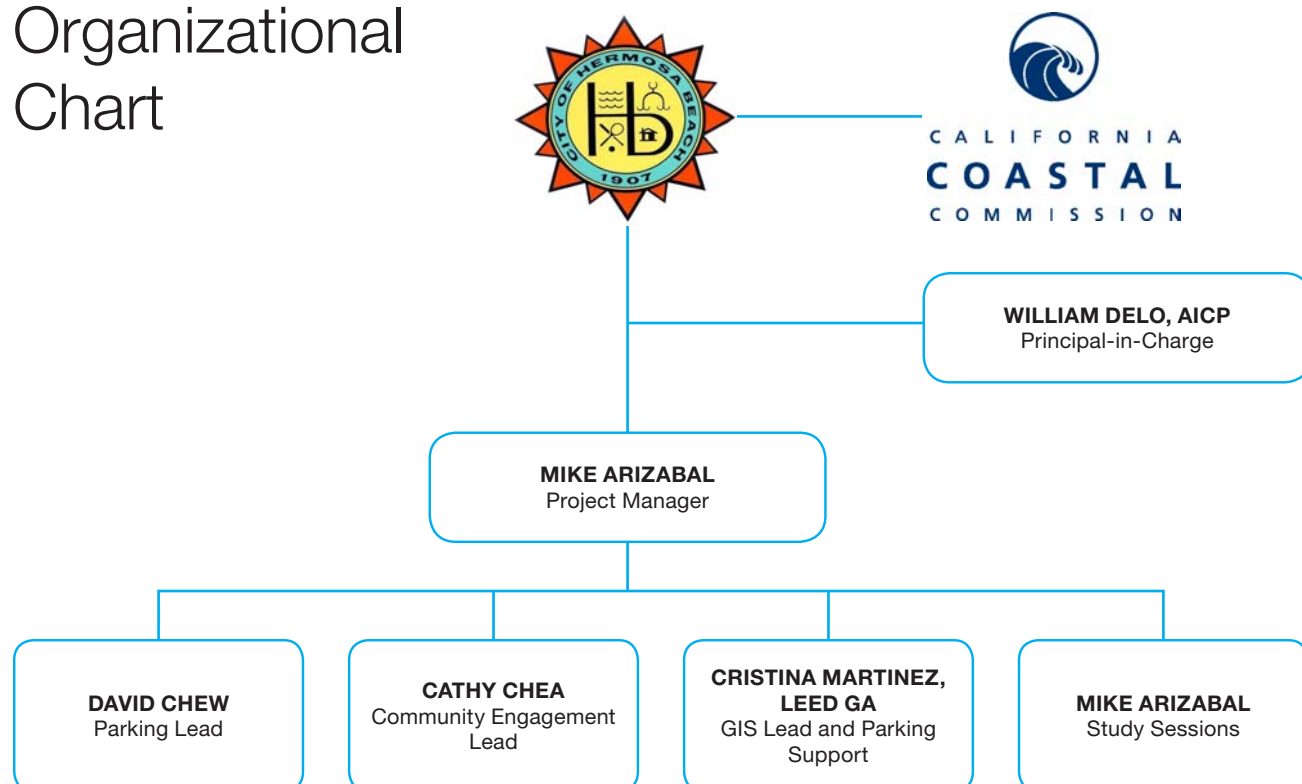


IBI Group

Cristina Martinez, LEED GA
GIS Lead and Parking Support

Ms. Martinez is a Transportation Planner with 2 years of experience in Transportation Planning, with projects ranging from large-scale freeway and transit projects to local active transportation improvement projects. Ms. Martinez's area of expertise lies within transportation and land use planning principles, environmental justice and social equity, outreach, geographic information systems, and data management and analysis. Software knowledge includes ArcGIS and associated programs, SPSS, and Microsoft Office.

Organizational Chart



William Delo AICP Principal-in-Charge

Mr. Delo is an Associate of IBI Group and a Transportation Planner with over sixteen years of experience in transportation planning, parking planning, and traffic engineering. Mr. Delo is an experienced project manager, responsible for the successful completion of numerous projects ranging from traffic and parking studies to regional multi-modal transportation studies.

Representative Experience

Van Nuys and Boyle Heights Modified Parking Requirements Study, Los Angeles, CA – Project Manager of this ongoing study developing new parking requirements for land uses in the Van Nuys and Boyle Heights communities in Los Angeles. New city regulations allow for modified parking requirements in neighborhood downtown areas. IBI is study current parking conditions and identifying potential refinements to the parking standards in these diverse communities.

Santa Ana Regional Transportation Center Parking Management Strategies Study, Santa Ana, CA – Project Manager of this study that is focused on the implementation of parking pricing for the Santa Ana Regional Transportation Center. IBI Group is tasked with identifying an appropriate pricing strategy for the station for existing and future conditions. Elements of the study included a focused meeting with current station tenants and a public workshop and surveys on-site.

Coast Highway Corridor Parking Study, Oceanside, CA – Project manager for this study examining the operational feasibility of implementing a road diet and parking management plan for the Coast Highway Corridor in Oceanside. The traffic analysis examines 2035 traffic volumes and land uses, consistent with a vision plan adopted for the corridor. The parking management plan is identifying revised parking standards, opportunity sites for public parking resources, and strategies for better managing parking demand in the corridor.

South Salt Lake Downtown Parking Plan, South Salt Lake, CA – Mr. Delo is the task lead for the parking and mobility tasks. The parking plan has identified new parking requirements for the downtown area, identified sites for new public garages, and refinements standards to reflect the availability of parking resources owned and operated by the city.

Metrolink Station Parking Management Strategies Study, Orange County, CA – Project Manager of this study, which identified parking management strategies for the 11 Metrolink commuter rail stations. Candidate strategies include pricing parking, improving mode of access options, technology, and parking management districts. The objective of the study was to identify a “toolkit” of potential strategies tailored to the existing and future environment at each station.

Education

B.A. (Environmental Analysis and Design),
University of California, Irvine, 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 & Registrations

American Planning Association

Certified Planner, American Institute of Certified
Planners #019993



Mike Arizabal

Project Manager

Michael Arizabal is a senior transportation planner with practical analysis and management experience. He has led the technical work for numerous multimodal 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, parking studies, parking demand management, corridor studies, active transportation application, technical reports in support of California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) documentation, and traffic impact analysis.

Representative Experience

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. On-street parking demand was also analyzed to determine the number of spaces impacted by the roadway diet. 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.

Coast Highway Development Incentive Overlay Zone, Reformed Parking Standards, Oceanside, CA – Served as the primary staff 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. The memorandum also identified recommendations for future programs/actions that the City should consider to better address parking management within the corridor. The memorandum utilized the City's Toolbox Parking Strategies such as pricing, transportation demand management programs, transit passes, unbundled parking costs, and shared parking districts.

Laguna Beach Downtown Specific Plan Actual Parking Demand Study, Laguna Beach, CA – Serving as the project manager for Downtown Specific Plan Actual Parking Demand Study. The parking study includes inventory and utilization of all off-street and on-street parking within the Laguna Beach Downtown area. Specific

Education

B.S. (Civil Engineering)
Specialization in Transportation Information
Control Systems
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 Deshmukh, 714-754-5183

Century Boulevard Reconstruction, Keith Lockard, 310-412-5383

Tehachapi City-Wide Traffic Model, Jay Schlosser, 661-822-2200



recommendations to address growth in land uses and tourism such as shared parking, metering, and restrictions were made.

Rancho Santiago Community College District, Santa Ana College Master Plan Traffic and Parking Study, Santa Ana, CA – Conducted traffic impact analysis and parking demand analysis for the proposed Master Plan build out of Santa Ana College in the City of Santa Ana. The traffic study identified the short- and long-term traffic impacts and determined mitigation as required for California Environmental Quality Act (CEQA) compliance and was prepared in accordance with the objectives and requirements of the City of Santa Ana's General Plan Circulation Element. Special analysis included a detailed site access evaluation and peak hour link analysis along study area roadway segments.

Metro Gold Line Phase 2B Parking Garages, Los Angeles, CA – Served as the primary staff for transportation, circulation, and parking analysis for the planned six Gold Line stations in the cities of Glendora, San Dimas, La Verne, Pomona, Claremont, and Montclair. Participated in the advanced conceptual engineering stage to determine access locations, internal parking structure circulation, and modes of access.

Los Angeles County Metropolitan Transportation Authority (LACMTA), Eastside Extension EIR/EIS, Los Angeles, CA – Assisting the environmental team by preparing the traffic and circulation impact analysis for the DEIR/DEIS. The traffic impact analysis evaluates intersection, highway, and roadway conditions for existing and future scenarios (with and without project), and any potential impacts to parking, bicycle/pedestrian facilities, freight, and transit. Mitigation measures to reduce or eliminate any impacts will be recommended.

Metro SR-710 North Parking Study, Long Beach, CA – Served as the primary technical analyst for the SR-710 North Parking Study. Oversaw the data collection effort that included on-street and off-street parking inventory, occupancy, and demand. The SR-710 alignment would displace a large amount of on-street parking and the parking demand analysis evaluated opportunities for additional parking areas based on a quarter-mile walking distance threshold. The parking analysis identified the number of parking spaces displaced and/or removed by the alignment and determined whether or not adequate supply existing within reasonable distances. In places where parking was displaced without any reasonable replacements, off-street parking lots were identified.

City of Anaheim, Fixed Guideway EIR/EIS, Anaheim, CA – Serving currently as the primary staff for traffic planning and operations for the Anaheim Fixed Guideway study. Conducted a technical review of the ridership forecasts for two project alternatives to determine preliminary traffic assignments and trip diversion. Currently preparing a traffic impact analysis consistent with the requirements of the City of Anaheim and Caltrans guidelines.

City of Garden Grove, Haster Basin Traffic and Parking Assessment, Garden Grove, CA – Conducted a preliminary traffic assessment for the Haster Basin and Pump Station Improvement project in the City of Garden Grove. Traffic issues such as parking, traffic operations, and parking design features were evaluated for the development of new soccer fields consistent with local zoning and transportation guidelines.

City of Placentia, Orange County Gateway (OCG) Draft EIS/EIR, Placentia, CA – Assisted the project team with the preparation of the traffic, transportation, pedestrian, and bicycle facilities section of the draft EIS/EIR. The analysis identified traffic and circulation impacts to state highways, local arterial streets, transit operations, and bicycle and pedestrian facilities within the OCG study area consistent with the CEQA guidelines Appendix G checklist. Measures of evaluation included daily traffic volumes, intersection levels of service (LOS), vehicular traffic delay estimates, rail volume and corresponding delay, transit disruption, and bicycle and pedestrian blockage. Project documentation was prepared in compliance with both the CEQA and the National Environmental Policy Act (NEPA).



David Chew

Parking Lead

Mr. Chew is a Transportation Planner at IBI Group with 5 years of experience in transportation planning and traffic engineering. His experience in planning and engineering includes the preparation of specific plans, long range transportation plans, traffic impact analyses, and transportation modeling. His skills include geospatial analysis and data visualization with ArcGIS, transportation and land use planning, transit analysis, traffic modeling, and microsimulation.

Representative Experience

Laguna Beach Downtown Specific Plan Area Parking Actual Demand Study, Laguna Beach, CA – Mr. Chew is working with the City of Laguna Beach to form the basis for minimum parking requirements relative to land use and provide recommendations to optimize usage of parking resources. Work efforts include analysis and GIS mapping of parking data and an evaluation of existing land uses to develop actual parking demand rates.

OCTA Transit Center Modernization and Parking Management Study, Orange County, CA – Mr. Chew is evaluating existing parking and pedestrian amenities (including access, security, and lighting) at local transit centers and park and ride facilities. The purpose of the project is to increase ridership by enhancing the passengers experience through improved security measures, passenger amenities, and parking management. Mr. Chew's role includes research, analysis, and mapping of various data for presentation and recommendations.

Coast Highway Corridor Parking Study, Oceanside, 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 configurations to create a more pedestrian-friendly corridor. The traffic analysis is examining 2035 traffic volumes and land uses, consistent with a specific plan adopted for the corridor. The parking management plan is identifying revised parking standards, opportunity sites for public parking resources, and strategies for better managing parking demand in the corridor.

Santa Ana Regional Transportation Center Parking Management Strategies Study, Santa Ana, CA – Santa Ana Regional Transportation Center (SARTC) is a multi-modal transportation center, serving Metrolink commuter rail, Amtrak, inter-city bus, and local bus travelers. The station also includes restaurants and city offices. Working with the City of Santa Ana, Mr Chew provided analysis of existing parking demand for the station and identified appropriate pricing strategies for the station for existing and future conditions.

Downtown Parking Management Plan, San Mateo, CA – Mr Chew worked with the City of San Mateo to provide short- and long-term strategies to allow for an adequate parking supply and financially sustainable operation of parking facilities in the downtown. As a planner, Mr. Chew reviewed prior parking analyses prepared for the city, reviewed existing parking management strategies, observed and confirmed current parking behaviors downtown, oversaw data collection efforts, analyzed GIS mapping of data, and researched parking management practices in neighboring cities to serve as a comparable basis for recommendations.

Education

M.U.P. (Masters of Urban Planning), California State University, San Jose, CA 2013

B.A. (Environmental Analysis and Design), University of California, Irvine, CA 2008

Experience

2015-Present

IBI Group, Irvine, CA Transportation Planner

2012-2015

CDM Smith, San Francisco, CA Transportation Planner

2011-2012

City of San Jose, San Jose, CA, Transportation Modeling and Analysis Intern

Memberships

American Planning Association



MTC Value Priced Parking (VPP) Project, Oakland, CA – Mr Chew was an analyst working with the Metropolitan Transportation Commission (MTC) to conduct a regional policy analysis and develop a local jurisdiction toolbox. The Project's goal was to establish a regional parking database framework to structure the organization of and assess parking data; collect parking and related data; integrate data into the framework; build and use land use and transportation models to evaluate alternative approaches to regional parking pricing; and develop parking analysis tools for local jurisdictions.

Downtown Parking Management Plan, San Leandro, CA – Working with the City of San Leandro, Mr Chew provided policy analysis and opportunities for parking within downtown San Leandro. Responsibilities included collection and analysis of data, review of prior parking analyses and existing parking management strategies, and policy recommendations for opportunities.

Berkeley Value Priced Parking Study, Berkeley, CA – Mr Chew worked with the City of Berkeley and project stakeholders in project planning of the demand-responsive parking pricing pilot program for three commercial districts, development of related parking policies, and complete the planning phases of the FHWA-required Systems engineering Management Plan (SEMP) for Intelligent Transportation Systems (ITS) projects. Mr Chew's efforts included extensive outreach, the development of three pilot studies, the associated data collection plan, GIS mapping and analysis of data, assistance with the procurement of needed equipment, and implementation of the studies.

Downtown Parking Management Plan, Los Altos, CA – Mr Chew worked with the City of Los Altos to provide short- and long-term strategies to allow for an adequate parking supply and financially sustainable operation of parking facilities in the downtown. As a planner, Mr. Chew reviewed prior parking analyses prepared for the city, reviewed existing parking management strategies, observed and confirmed current parking behaviors downtown, oversaw data collection efforts, analyzed GIS mapping of data, and researched parking management practices in neighboring cities to serve as a comparable basis for recommendations.



Cathy Chea

Community Engagement Lead

Ms. Chea is a Transportation Planner at IBI Group with experience in parking studies, transit-oriented development (TOD) studies, multimodal planning, transit planning, and corridor analysis for various transportation projects in California. Her expertise includes transportation and land use planning, geospatial analysis and data visualization with ArcGIS, as well as financial forecasting and analysis.

Representative Experience

Van Nuys/Boyle Heights Parking Study, Los Angeles, CA – IBI Group was tasked with evaluating existing parking conditions and developing parking strategies that would allow for sustainable growth in the Van Nuys and Boyle Heights neighborhoods of Los Angeles. Each study area encompasses several Metro rail stations with different needs, opportunities, and constraints to manage parking. As a part of the project, Ms. Chea was responsible for providing technical support for the development of parking strategies that would manage parking demand as well as improve utilization and land use.

La Palma Parking Study, Anaheim, CA – IBI Group was tasked with conducting a parking study for a multi-family development project in the City of Anaheim. The purpose of the study was to examine the potential parking demand for the development project and to quantify an appropriate parking ratio. As a part of this project, Ms. Chea was responsible for analyzing parking occupancy and peak parking demand.

Central Pointe Station Master Plan, South Salt Lake, UT – IBI Group was tasked for developing the South Salt Lake Central Pointe Transit Station Area Master Plan. The transit station is a major transit hub for South Salt Lake County and represents one of the most transit rich environments along the Wasatch Front. For this project, Ms. Chea was responsible for analyzing parking supply and demand to develop a set of parking management strategies optimize the utilization of parking resources. These parking management strategies include determining optimal ratio requirements, parking rates, shared parking, and more.

West Carson TOD Specific Plan, West Carson, CA – IBI Group was tasked with developing the Mobility Element of the West Carson TOD Specific Plan. The focus of the Specific Plan is to identify strategies that would leverage existing transportation infrastructure and lay the groundwork for future mobility enhancements. For this project, Ms. Chea was responsible for analyzing existing conditions relating to the street, transit, bicycle, and pedestrian network, as well as identifying strategies that would improve multimodal connections within the area and increase transit ridership. This task included analyzing existing on-street and off-street parking supply and mapping the data via ArcGIS. The projects also involved providing in-depth corridor analyses, developing street design concepts, identifying land use and transportation policies to facilitate a safe and efficient multimodal network, as well as developing parking management and transportation demand management (TDM) strategies.

Education

Masters of Urban and Regional Planning,
University of California, Irvine 2014

Bachelor of Arts Psychology,
University of California, Los Angeles, 2005

Experience

2014–Present

IBI Group, Irvine, CA, Transportation Planner

2013–2014

Long Beach Transit, Service Development Intern

2013

City of Sacramento, Community Development Intern

2008–2012

Bio-Rad Laboratories, Financial Analyst

Memberships

Women's Transportation Seminar

American Planning Association



Cristina Martinez LEED GA GIS Lead/Parking Support

Ms. Martinez is a Transportation Planner with 2 years of experience in Transportation Planning, with projects ranging from large-scale freeway and transit projects to local active transportation improvement projects and parking studies. Ms. Martinez's area of expertise lies within transportation and land use planning, environmental and social equity, outreach, geographic information systems, and data management and analysis. Project participation includes best practices and policy research, grant writing, proposal writing, client reports, parking analysis, data management, mapping, and spatial analysis. Software knowledge includes ArcGIS and associated programs, SPSS, and Microsoft Office.

Representative Experience

Downtown Specific Plan Area Parking Demand Study, Laguna Beach, CA – Ms. Martinez is providing support in conducting an existing conditions assessment of on-street and off-street public and private parking in Laguna Beach for an update to the city's Downtown Specific Plan. This includes data management of parking counts, a technical memo summarizing occupancy and utilization, and creating associated GIS shapefiles for the city's use.

Transit Centers Modernization and Parking Management Study, Orange County, CA – Ms. Martinez is providing support in conducting a modernization study of transit centers throughout Orange County to improve passenger amenities, safety, and lighting for transit users, including bicyclists and pedestrians. Ms. Martinez is analyzing existing conditions, user surveys, and best practices and recommendations for the Orange County Transportation Authority (OCTA).

Los Angeles Civic Center Master Plan, Los Angeles, CA – Ms. Martinez is providing transportation planning support in developing a Master Plan for the Civic Center of the City of Los Angeles. Ms. Martinez is analyzing public parking and a multitude of existing and proposed active transportation initiatives to improve access for bicyclists and pedestrians and enhance the walkability of the Civic Center core.

Pacific Coast Highway Corridor Study Pamphlet, Orange County, CA – Ms. Martinez provided support in developing a visual and informational outreach pamphlet for city stakeholders, summarizing transportation improvements, including bicycle and pedestrian accessibility, to be made to a 37-mile iconic and heavily-traveled stretch of Pacific Coast Highway, based on recommendations made by the Orange County Transportation Authority's (OCTA) Pacific Coast Highway Corridor Study.

Metro Gold Line Phase 2B, Los Angeles County, CA – Ms. Martinez provided support in preparing a Vehicular and Pedestrian Circulation Study for the Metro Gold Line Foothill Extension. Ms. Martinez completed analysis of pedestrian access and amenities surrounding the parking garages at each of the six new Metro transit stations along the Extension.

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

U.S. Green Building Council (USGBC) LEED Green Associate



04 Qualifications



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Intelligence: communications systems design, software development, safety and security, systems integration

Buildings: building architecture, interior design, landscape architecture, building engineering (mechanical, structural, electrical)

Infrastructure: planning, urban design, transportation, and engineering

IBI Group is in excellent financial health and no conditions exist that would impede its ability to provide the professional services for this contract. The firm has been growing steadily for the past ten years and is in excellent financial condition.

IBI Group –Irvine

IBI Group

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Suite 110 Irvine CA 92612

Contact: William Delo AICP

Tel 949-833-5588

Fax 949-833-5511

Email bdelo@ibigroup.com

IBI Group is a multi-disciplinary consulting firm, offering services since 1974. We are a leading international, multidisciplinary provider of 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. The collaborative nature of our practice allows the firm to effectively address the complexities inherent in the development of sustainable environments.

IBI Group's 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.

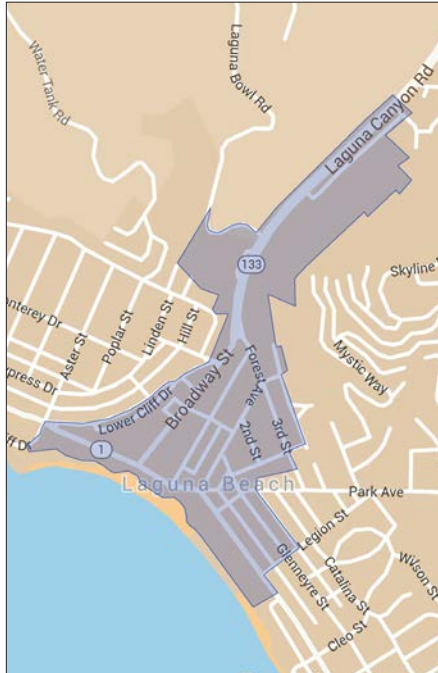
Within Southern California, IBI Group is well-known for its innovative transportation planning practice, which focuses on identifying active and sustainable transportation solutions for a variety of public sector clients and projects. The firm's transportation planning capabilities and experience spans a variety of transportation modes, from transit to autos to walking and cycling, allowing our staff to identify and implement tailored solutions for 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.

IBI brings direct experience working with Coastal Cities with similar needs. As part of our work on the Coast Highway Corridor Study, the firm is preparing a parking management plan and reformed parking standards for Downtown Oceanside and neighboring activity centers along Coast Highway. In the City of Laguna Beach, IBI Group, in conjunction with the City of Laguna Beach and the Coastal Cities, was selected to prepare and Actual Demand Parking Study. As part of that study, IBI was tasked to evaluate both existing and future parking demand/supply in order to recommend blended parking ratios to allow flexibility with limited resources.

For more information, visit

www.ibigroup.com

05 References



1 Laguna Beach Downtown Specific Plan Area Parking Actual Demand Study

+ Project Information

Location

Laguna Beach, California

Client

City of Laguna Beach

Client Contact Information

Wendy Jung
505 Forest Ave
Laguna Beach, CA 92651
(949) 497-0321
wjung@lagunabeachcity.net

IBI Group was recently selected to conduct a parking actual demand study for Downtown Laguna Beach during non-summer and summer months, to form a basis for minimum parking requirements relative to land use (built and occupied) and to provide recommendations to optimize usage of existing parking resources.

The parking study focuses on a large data collection effort to collect inventory, occupancy, duration for stay, turnover, long-term stays, and number of unique vehicles. The Downtown Specific Plan Area encompasses approximately 115 acres, including 272 parcels and 62 different land uses. The results of the study will be presented to both the City Council and Planning Commission in order to inform the decision-making process.

The Final Report will include recommendations of blended parking rates, site-specific parking rates, strategies for accommodating additional growth and flexibility in land uses, and optimization of parking resources.



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New Streetscape Elements




Facilities for Bicyclists



Improved Pedestrian Environment

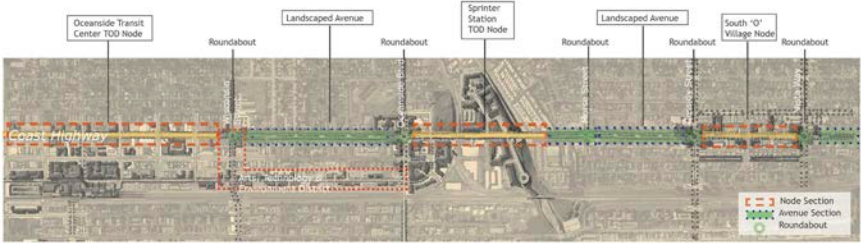


Better Accommodate Transit




Accommodation of all Travel Modes

This study effort is a continuation of the Coast Highway vision and strategic plan. The blueprint for the revitalization and enhancement of the Coast Highway Corridor.




The Vision and Strategic Plan calls for the creation of:

Nodes:
Pedestrian-oriented "Main Street" with shade trees, curb extensions and wide sidewalks.



Avenues:
Auto-oriented segments with a landscaped median and street trees.



2

Oceanside Parking Management Strategy

+ Project Information

Location

Oceanside, California

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

As part of IBI Group's work on the Coast Highway Corridor Study, the firm is preparing a parking management plan for Downtown Oceanside and neighboring activity centers along Coast Highway. The introduction of a road diet and transformation of Coast Highway to a Complete Street is helping to transform Downtown Oceanside and the overall corridor from an auto-oriented thoroughfare to a series of activity nodes that bring walkable streetscapes and land uses. This transformation has also created parking challenges, particularly in the South "O" community where there are limited public parking resources available. IBI Group is identifying new parking standards for the corridor, helping the city to identify potential sites for new public parking resources, and identifying strategies to better accommodate and manage parking demand and avoid spillover parking into the adjacent neighborhoods.



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3 Santa Ana Regional Transportation Center Parking Management Plan

+ Project Information

Location

Santa Ana, California

Client

City of Santa Ana

Client Contact Information

Alma Flores
20 Civic Center Plaza,
Santa Ana, CA 92701
(714) 647-5091
aflores@santa-ana.org

The City of Santa Ana selected IBI Group to prepare a parking management plan for the Santa Ana Regional Transportation Center (SARTC), focusing on the implementation of a parking fee at the station to offset the city's ongoing maintenance and operation costs for the facility. SARTC serves Metrolink commuter rail, Amtrak, intercity and local bus lines. The station has been experiencing recent increases in transit ridership and parking demand. The facility is also home to office and restaurant uses, creating a dynamic parking demand condition. Elements of the study include identification and evaluation of parking pricing strategies, a public workshop, and surveys of station users to gauge acceptance levels for a parking fee program.



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4 South Salt Lake Downtown Parking Standards

+ Project Information

Location

South Salt Lake City California

Client

City of South Salt Lake City

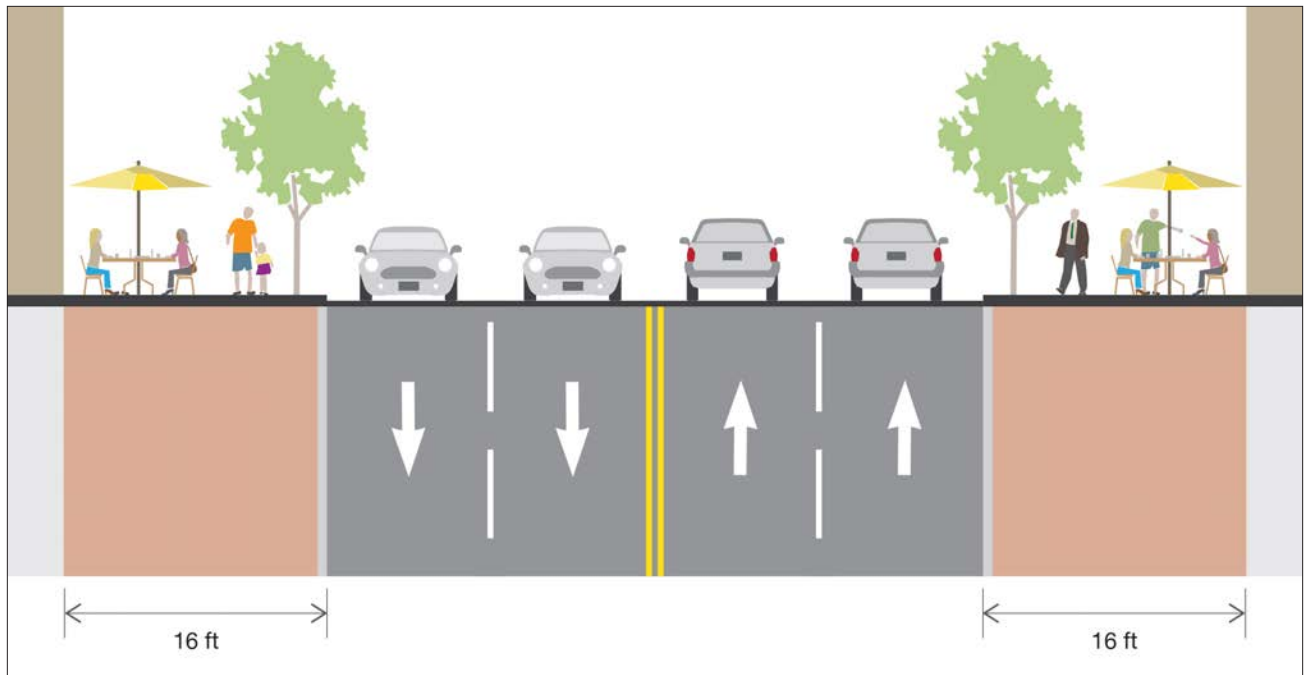
Client Contact Information

Sharen Hauri, Urban Design Director
 City of South Lake City
 220 East Morris Ave.
 South Salt Lake, UT 84115
 (801) 464-6771
 shauri@sslc.com

IBI Group provided parking planning services to the City of South Salt Lake to identify new parking standards for the city's downtown as part of the development of a Downtown TOD Area Plan. The parking study focused on the identification of potential sites for the construction of public parking garages, modifications to the city's minimum parking requirements to reflect the proximity of transit services (TRAX Light Rail) and the provision of public parking resources, and the identification of strategies and policies to encourage shared parking and use of public parking to facilitate new development in the downtown. South Salt Lake's downtown is currently very industrial in nature and the city seeks to encourage new mixed-use development that would take advantage of the proximity of downtown to TRAX and the new Sugarhouse Streetcar Line.



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5 West Carson Parking Study

+ Project Information

Location

West Carson, California

Client

Placeworks

Client Contact Information

Karen Gulley
3 MacArthur Place
Santa Ana, CA 92707
(714) 966-9220
kgulley@placeworks.com

IBI Group is currently preparing a parking plan for the West Carson community in Los Angeles County, focusing on the establishment of new parking standards for the community given the transit opportunities presented by the new Silver Line BRT service. IBI Group's work includes examining the current parking standards and parking demand, and using this information to identify reformed parking standards for new development. Specific challenges in this community include the presence of Harbor-UCLA Medical Center, which is a major generator of parking demand, as well as the auto-oriented land uses and streets that currently occupy the station area.



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6 Downtown Parking Utilization Study

+ Project Information

Location

Garden Grove, California

Client

City of Garden Grove

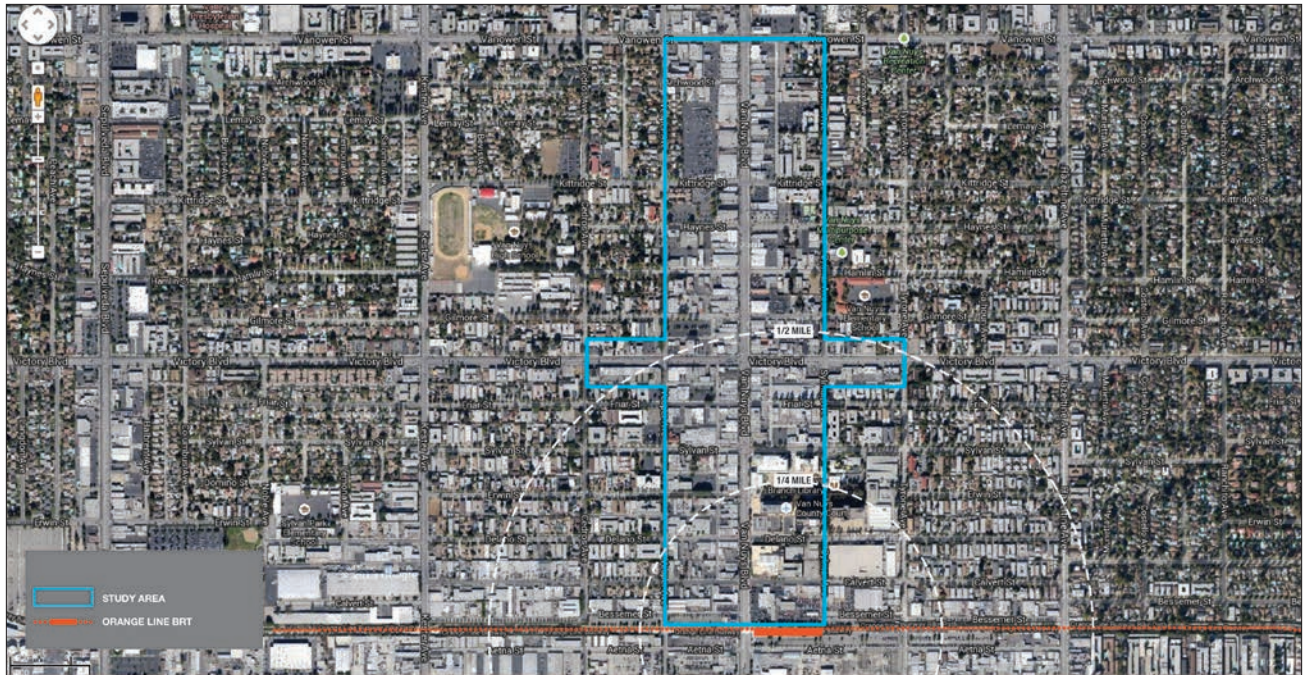
Client Contact Information

Monica Covarrubias
11222 Acacia Parkway,
Garden Grove, CA 92840
(714) 741-5144
monicac@ci.garden-grove.ca.us

IBI Group was contracted by the City of Garden Grove in 2002 and 2010 to perform a parking supply inventory, occupancy, and duration study for downtown Garden Grove. The existing downtown public parking lots serve adjacent land uses on Main Street, a historic area in the City of Garden Grove with a mixture of retail, commercial, and residential uses. The purpose of the study was to determine whether sufficient parking spaces in the immediate area were available to meet existing demand and to recommend operational strategies to improve conditions. The 2010 study was an update of the previous work efforts, allowing the city and IBI Group to examine how the parking supply was functioning with the implementation of the recommendations from the 2002 study.



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7 Van Nuys and Boyle Heights Parking Management Plans

+ Project Information

Location

Los Angeles, California

Client

Southern California Association of Governments

Client Contact Information

Haydee Urita-Lopez
City of Los Angeles Community Planning
(213) 928-1162
haydee.urita-lopez@lacity.org

IBI Group was recently selected by the City of Los Angeles to complete parking management plans for Van Nuys and Boyle Heights, two distinct communities within Los Angeles. Each study area functions as a neighborhood downtown, supporting a significant amount of commercial development that is served by on-street and off-street (public and private) parking supplies. The city recently adopted a modified parking requirements ordinance, which allows for new parking standards to be applied to existing and proposed development within certain districts of the city. This study effort is focused on developing the appropriate modified parking requirements for both communities. Examination of on-street parking demand, locations, and operations was an integral part of the analysis.



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Key Client References



1. **Client:** City of Laguna Beach
Contact: Wendy Jung
Address: 505 Forest Ave Laguna Beach, CA 92651
Email: wjung@lagunabeachcity.net
Telephone: (949) 497-0321



2. **Client:** City of Los Angeles
Contact: Haydee Urita-Lopez, City of Los Angeles Community Planning
Address: 201 N Figueroa St #4, Los Angeles, CA 90012
Email: haydee.urita-lopez@lacity.org
Telephone: (213) 978-1162



3. **Client:** Placeworks
Contact: Karen Gulley
Address: 3 MacArthur Place, Santa Ana, CA 92707
Email: kgulley@placeworks.com
Telephone: (714) 966-9220



4. **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

06 Budget

	William Delo Principal-in-charge	Mike Arizabal Project Manager	David Chew Parking Lead	Cathy Chea Community Engagement Lead	Cristina Martinez GIS Lead and Parking Support	Total Hours	Total Labor Fees
	\$221	\$148	\$100	\$82	\$80		
Task 1. Coordinate with City Staff							
A. Prepare Materials for Meeting/Research	2	8	12	12	12	46	\$4,768
B. Meeting with Coastal Commission Staff	2	4	4	4	2	16	\$1,923
Subtotal	4	12	16	16	14	62	\$6,691
Task 2. Engage the Community in the Draft Implementation Strategies							
A. Prepare Supporting Materials	2	8	8	12	12	42	\$4,369
B. Community Engagment Events	2	8	8	12	12	42	\$4,369
Subtotal	4	16	16	24	24	84	\$8,738
Task 3. Refine the Draft Implementation Plan							
A. Review of Existing Documentation	2	8	40	24	24	98	\$9,506
B. Evaluate Future Parking Availability and Demand	2	16	32	24	32	106	\$10,530
C. Technical Memorandum	2	12	16	16	32	78	\$7,682
Subtotal	6	36	88	64	88	282	\$27,718
Task 4. Conduct Local Public Hearings							
A. Planning Commission Study Session	2	4	4	4	4	18	\$2,082
B. City Council Study Session	4	4	4	4	4	20	\$2,524
Subtotal	6	8	8	8	8	38	\$4,607
Total Project Person Hours	20	72	128	112	134	466	
Total Project Fees (Labor+Overhead+Profit)	\$4,424	\$10,677	\$12,781	\$9,202	\$10,670		\$47,754

Total Project Expenses	
Meeting Supplies	\$100
Travel/Mileage	\$75
Printing and Communications	\$50
Subtotal	\$225
Total Project Cost	\$47,979

07 Disclosures

IBI Group is not involved in any past or current business and/or personal relationships with any current City of Hermosa Beach elected official, appointed official, City employee, or family member of any current City of Hermosa Beach elected official, appointed official, City employee.

08 Exceptions to Professional Services Agreement

At this time, IBI Group does not have any requests for changes to the City's Professional Services Agreement template. IBI Group hereby accepts the form as it is currently constructed.



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CONTACT US

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