

CITY OF HERMOSA BEACH AND HERMOSA BEACH CITY SCHOOL DISTRICT

Proposal to Provide a Neighborhood Traffic Management Plan for the North Elementary School Project

May 28, 2019

SUBMITTED TO:
City of Hermosa Beach
1315 Valley Drive
Hermosa Beach, CA
90254

SUBMITTED BY:
FEHR & PEERS
600 Wilshire Blvd,
Suite 1050
Los Angeles , CA 90017



May 28, 2019

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

RE: Request for Proposals to Provide Professional Engineering Services (RFP 19-01) for Caltrans Systemic Safety Analysis Report Program

Dear Ms. Singleton,

Fehr & Peers is pleased to submit this proposal to prepare the Neighborhood Traffic Management Plan for the North Elementary School.

Like the staff of the Hermosa Beach and the City Schools District, our team understands the importance of transportation safety to all who live, work, and play in Hermosa Beach, especially around City schools. Managing neighborhood traffic issues requires facilitation skills to navigate the range of opinions/needs and technical expertise to identify the solutions that best match the stakeholder needs.

Our team for this project brings you the local experience working in the City, national expertise in safety and traffic calming, and staffing commitments necessary to meet the scope and schedule requirements of this important project. Our Principal-in-Charge Steve Brown, brings decades of experience in multi-modal safety and traffic calming. He was co-author of the US Traffic Calming Manual, and has worked extensively with communities in Los Angeles and Orange Counties to find consensus around traffic calming and neighborhood traffic management issues. He regularly oversees our safe routes to school and school access safety studies. Our project manager, Rachel Neumann, has managed multiple projects in the City, including the transportation evaluation for the Hermosa Beach General Plan.

We bring years of experience working on mobility projects in Hermosa Beach and nearby communities, including the Hermosa Beach General Plan, the Hermosa Beach Pedestrian Safety Assessment, the Manhattan Beach Mobility Element, the Redondo Beach General Plan, and the City of Los Angeles Westside Mobility Plan.

We propose a two-phased approach to accomplish this study. The first phase focuses on develop a clear understanding of stakeholder concerns about neighborhood traffic management in the study area, and identify their shared goals and values. We also need to separate their true needs from their positions. Most important to this phase will be the assessment as to whether there is enough flexibility and common ground to form meaningful solutions. Only if some consensus is reached, would we recommend proceeding into the second phase of technical analysis and plan development.

Please feel free to contact us at any point during the procurement process. We have included our contract exceptions in the appendix. Thank you for your consideration of our proposal; we hope to hear from you soon.

A handwritten signature in blue ink, appearing to read 'Steve Brown'.

Steve Brown, PE
Principal in Charge
Tel: 949-308-6321
s.brown@fehrandpeers.com

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B. Firm Profile

ABOUT FEHR & PEERS

Fehr & Peers has an extensive and successful history providing transportation solutions to public and private clients. With richly designed techniques, we transform complex information into accessible visuals for a diverse range of stakeholders. Our team of visual communicators understand that a successful outreach strategy relies on intuitive, polished visuals that structure the discussion, provide opportunities to inform and listen, and, most importantly, are crafted with the viewer in mind. As technical experts, the creative, cost-effective, and results-oriented solutions we develop position us as one of the preeminent authorities on multi-modal safety. We offer our clients the right combination of leading-edge technical skills and knowledge of the communities where we work to deliver comprehensive solutions and superior client service. We are nationally-recognized experts who routinely publish original research, serve on national committees, and teach courses to others in the industry. We do this while maintaining our commitment to translating those techniques into practical solutions. At Fehr & Peers, we take a creative, data-driven approach to each of our practice areas, which include the following:

- Multi-modal safety and operations, and simulation
- Active transportation planning
- Transit planning
- Corridor studies
- Transportation engineering

We are the largest transportation-focused firm in California, with nearly 300 employees, including 40 in our Los Angeles office. This gives us the resources and expertise to deliver this work on your behalf.

Clients hire Fehr & Peers because of our commitment to being the best at what we do. We live out this commitment in three distinct ways. First, we invest heavily in our culture to ensure that we are attracting and retaining the best and brightest staff in the industry. Second, we have a robust, internally-funded research and development program that enables us to develop new analytical methods and advance the state of the practice. This includes our Multi-Modal Safety Technical Initiative, through which staff from across California share best practices and collaboratively problem-solve on safety topics. And third, we survey every client at the completion of every project to assess their satisfaction and to identify areas for improvement. We are very proud of the impact this commitment has had on the communities we have been fortunate to serve.

Official name and address:

Fehr & Peers
600 Wilshire Blvd, Suite 1050
Los Angeles, CA 90017

Point of Contact:

Rachel Neumann
Project Manager
600 Wilshire Blvd, Suite 1050
Los Angeles, CA 90017
Tel: 213.261.3050

Type of Business

S-Corporation

Federal Employer ID

68-0065540

Office Location

For this project, the work will be performed out of the Los Angeles office listed in the official name and address. Fax - 310-394-7663

Business Organization

Fehr & Peers is not owned by another business entity

Number of Years Consultant has been in Business under

Present Name

3/12/2007 - name changed from Fehr & Peers Associates to Fehr & Peers

Number of Years Providing Similar Services

34

Failures or Refusals to Complete a Contract

Fehr & Peers has not ever failed or refused to complete a contract.

C. Project Understanding and Approach to Scope of Work

Statement of Understanding

We understand the critical nature of this project for the City, the School District, and the students, teachers and neighbors of the North Elementary School. All parties will agree that safety is critically important while maintaining traffic flow to the school, and to the surrounding neighborhood is critical. Facilitating a collaborative process that seeks consensus among all stakeholders is the most fundamental challenge of this project that must be tackled, and we emphasize seeking consensus through a collaborative process as the key outcome of our proposed first phase of work. Once consensus is achieved, a neighborhood traffic management plan (NTMP) can be prepared that complies with the memorandum of understanding (MOU) between the City and the School District, and the Mitigation Monitoring and Reporting Program (MMRP) required in the North School Environmental Impact Report (EIR).

Our proposed scope of work and schedule, assuming that stakeholders agree on common ground, will complete the scope of work for adoption by the City Council and the School Board by March 31, 2020.

Organizational Chart



Steve Brown, PE
PRINCIPAL-IN-CHARGE

Rachel Neumann
PROJECT MANAGER

Claude Strayer, PE
PROJECT ENGINEER

TEAM APPROACH

This Fehr & Peers team has a proven track-record of working together to deliver systemic safety and pedestrian-oriented plans throughout Southern California. With a companywide culture of technical innovation, along with openness and communication, our team is well-positioned to deliver this project that relies on a collaborative effort to bring together the safety and engineering skills of our own staff, the expertise of the City of Hermosa Beach and Hermosa Beach City School District staff, and the local knowledge of stakeholders and community members. With this project, we vow to tackle complex safety issues through a collaborative problem-solving approach.

Approach to Work Program

TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION

TASK 1.1: KICK-OFF MEETING AND STUDY AREA TOUR

Fehr & Peers will attend a project kick-off meeting with City and City Schools staff initiate the project. The meeting will provide an opportunity to discuss project goals, communication protocols, and immediate next steps.

The study area tour with kick off meeting participants will be used to discuss areas with potential existing concerns (vehicle-pedestrian conflicts, school drop-off traffic congestion), as well as areas that have been previously identified for potential opportunity for traffic management intervention. Fehr & Peers will document the study area tour discussion with an annotated study area map.

Deliverables: Annotated study area issues/opportunities map

TASK 1.2: MONTHLY PROGRESS MEETINGS

Fehr & Peers will participate in nine total monthly meetings or conference calls July 2019 through March 2020

TASK 1.3: PROJECT INVOICING & REPORTING

Invoices will be submitted monthly consistent with the formal as detailed in item 5.4 of the request for proposals.

PHASE 1: CONSENSUS BUILDING

TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION

Initial community engagement is a critical first effort for this project. Re-engaging with stakeholders is needed to develop a clear understanding of their concerns about neighborhood traffic management in the study area, and identify their shared goals and values and where those goals and values conflict. We also need to separate their true needs (such as a quiet neighborhood at night) from their positions (no more school traffic). Most important to this phase will be the assessment as to whether there is enough flexibility and common ground to form meaningful solutions. If we find this isn't the case, we will review with the City after Task 2 to determine whether/how the effort should continue.

Technical analysis and plan development should follow the identification of consensus strategies to be most effective and cost efficient. We therefore propose to divide the Community Engagement tasks into Phase 2, to identify consensus. If participating stakeholders agree, we can then move into Phase 3 of data analysis and plan development, with accompanying Community Engagement.

TASK 2.1: STAKEHOLDER GROUP FACILITATION

In Phase 1, we propose to work closely with staff to identify the most important stakeholders to include in the engagement efforts. In our experience, it is important to include residents, parents of students, teachers/administrators, and city staff in a stakeholder group to represent different perspectives and needs for the neighborhood traffic management plan.

Following identification of stakeholders, Fehr & Peers will send out invites and convene the initial stakeholder group meeting around the task of identifying their needs, positions, and flexibility. Fehr & Peers has extensive experience facilitating group meetings around traffic management issues.

Deliverables: Stakeholder group invitation list, meeting facilitation materials, and needs/positions document

TASK 2.1: CITY - SCHOOL COMPACT MEETING

Using a similar approach to the stakeholder group, Fehr & Peers will facilitate a City-School Compact meeting to identify consensus items and areas of differing needs and positions between the City and the School/School District, in order to work towards a clear understanding. We also want to discern the range of potentially acceptable measures (operational and physical) to address traffic issues.

Deliverables: Meeting facilitation materials, and needs/positions and opportunities document

TASK 2.3: COMMUNITY MEETING 1

If the possibility of workable solutions emerges from the Stakeholder Group and City School Compact Meetings, Fehr & Peers will prepare content for a broader community meeting. The purpose of the meeting is to share and get feedback on common interests and potential actions, as well as expose community members more broadly to the concepts of neighborhood traffic management to gauge their interest in, and reaction to various traffic calming measures. Fehr & Peers will facilitate, prepare all maps, visuals and workshop materials, and will take notes at the community meeting. The meeting will consist of a presentation and an interactive exercise.

Following the completion of Phase 1 Initial Community Engagement, Fehr & Peers will reconvene with staff to strategize about areas of consensus and disagreement, and update and refine the proposed data analysis and plan development approach to best address advancing areas of consensus.

Deliverables: Meeting facilitation materials, meeting summary, scope of work refinement (if considered necessary following community engagement feedback)

PHASE 2: TECHNICAL ANALYSIS & PLAN DEVELOPMENT

We recommend executing the RFP Task 3 (Data Analysis) and Task 4 (Measure Development) as part of the same phase, and introduce continued community engagement during this task.

TASK 3: DATA COLLECTION AND ANALYSIS

In our experience, it is most cost effective to rescope the data collection and analysis scope to target areas of opportunity that need data to facilitate further refinement, as well as unanswered questions that can reduce opportunities.

While subject to refinement based on initial community engagement, we propose to gather and evaluate data such as: speed surveys, roadway traffic and pedestrian volumes, and origin-destination data, as well as physical inventories of existing transportation facilities, including: roadways, crossing facilities, bicycle facilities, and drop off and loading facilities. The City of Hermosa Beach has a substantial amount of data available (including from prior projects that Fehr & Peers was involved in), so we anticipate that much of this effort will be to compile and visually convey existing data.

The goal of this task is to curate data relevant for achieving consensus, rather than analysis for analysis sake, so we will orient our efforts towards data that will assist the public approval process.

For budgetary purposes, we have included \$3,000 of data collection direct expenses, to be used to collect new traffic counts, speed surveys, etc. to be scoped in coordination with City staff.

Deliverables: Summary analysis graphics and memorandum

TASK 4: MEASURE IDENTIFICATION AND EVALUATION

TASK 4.1: CITY-MEASURE IDENTIFICATION AND EVALUATION/PRIORITIZATION

Fehr & Peers will document and evaluate the various projects and programs identified as mitigation measures in the EIR and as documented in the RFP document. Additionally, based on field observation and community feedback, we will identify other measures relevant for evaluation.

Fehr & Peers will develop a measure prioritization matrix to qualitatively evaluate the effects on safety, emergency response, cost-effectiveness, ease of implementation (including speed of implementation), secondary effects on non-school related transportation and traffic, and permanence of the measure (versus temporary demonstration measures).

Deliverables: Measures list and evaluation matrix

TASK 4.2: SUBSEQUENT COMMUNITY ENGAGEMENT

Fehr & Peers will present the identified measures in a meeting with the stakeholder group, and subsequently in Community Meeting 2, to gain feedback and preference from the community. We will use instant polling exercises to gain community preferences for measures. Following the polling exercise, we will share the evaluation matrix of the measures, so they can see how the most popular measures will perform relative to the evaluated metrics of performance.

Deliverables: Meeting facilitation materials, meeting summary, instant polling presentation & results for stakeholder group and Community Meeting 2.

TASK 5: DRAFT NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN

TASK 5.1: PRELIMINARY ENGINEERING AND PROGRAM DESIGN FOR RECOMMENDED MEASURES

Following the evaluation and determination of community preference for the top measures, Fehr & Peers will prepare concept designs for measures suitable for identifying reasonably realistic cost assumptions, and any technical challenges. Measures will be summarized in project sheets suitable for easy incorporation into future grant applications

TASK 5.2: COST SHARING ALLOCATION AND IDENTIFICATION OF GRANT FUNDING OPPORTUNITIES

Fehr & Peers will identify potential grant sources that could be used to fund the implementation of measures. We will recommend a strategy for implementing a cost-sharing formula between the City and School District.

TASK 5.3: ADAPTIVE MANAGEMENT PLAN FOR MONITORING & RE-EVALUATION

We will recommend a regular schedule and process for performance review and revaluation of the measures based on the goals of the project and the evaluation matrix.

TASK 5.4: DRAFT PLAN

We will submit a Draft NTMP for review and comment from City and School District staff. We will respond to one round of consolidated comments from each, and submit a revised plan for review during the public approval process.

Deliverables: Draft and Final NTMP inclusive of content developed in prior tasks.

TASK 6: BOARD, CITY, COUNCIL AND COMMISSION REVIEWS AND APPROVALS

Fehr & Peers will prepare a plan overview presentation to be given at up to six public meetings in total.

Deliverables: Board presentations

OPTIONAL PHASE 3

TASK 7: PEDESTRIAN SCHOOL ROUTE PLAN, RECOMMENDED VEHICLE TRAVEL ROUTES MAP AND TRANSPORTATION MANAGEMENT PROGRAM

TASK 7.1: ROUTE MAPS

If requested, Fehr & Peers will prepare the specified route maps using our visual communications team in our Los Angeles office. Our team excels at conveying layers of data in a clear and user-friendly manner and will tailor the maps to suit the audience. Our team will engage with City and School District staff to understand preferences for look and feel of the maps (such as logos, colors, etc.), and will prepare draft maps, submit to the City and School District for review and comment in one consolidated set of comments for each. We will finalize the maps based on comments.

Deliverables: Draft and Final Route Maps

TASK 7.2: TRANSPORTATION MANAGEMENT PROGRAM

Fehr & Peers has prepared transportation management plans and programs for schools, institutions, and businesses throughout Southern California. Our work will start by identifying the current transportation management strategies implemented by the City and the School District. Building on existing data summaries from Task 3.1, an evaluation of employee zip code data (if available) and our knowledge of Hermosa Beach, we will prepare recommendations for the most effective transportation management strategies, including incentives (such as transit pass subsidies), and information and promotional programs. We will prepare a draft transportation management program and, submit to the City and School District for review and comment in one consolidated set of comments for each.

Deliverables: Draft and Final Transportation Management Program Report.
process.

Summary of Deliverables

Deliverables are detailed above under each relevant task listed in the scope of work.

Roles and Responsibilities for City Staff

The Scope of Work above provides all services requested in the RFP. In addition to the items listed in Section 2.5 of the RFP, we identify the following additional roles and responsibilities for City and School District Staff

- Provide space/facilities needed for community engagement activities and cover any City or School District staff and facility costs needed.
- Provide initial recommendations for



D. Project Management Plan

Schedule

	2019						2020		
	J	A	S	O	N	D	J	F	M
TASK 1: PROJECT MANAGEMENT AND ADMINISTRATION									
1.1 Kick-Off Meeting & Study Area Tour									
1.2 Monthly Progress Meetings									
1.3 Project Invoicing & Reporting									
TASK 2: COMMUNITY ENGAGEMENT									
2.1 Stakeholder Group Facilitation									
2.2 City - School Compact Meeting									
2.3 Community Meeting 1									
TASK 3: DATA COLLECTION AND ANALYSIS									
3.0 Data Collection & Analysis									
TASK 4: MEASURE IDENTIFICATION AND EVALUATION									
4.1 Measure Identification and Evaluation									
4.2 Subsequent Community Engagement (Community Meeting 2, Stakeholder Meeting 2)									
TASK 5: DRAFT NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN									
5.1 Preliminary Engineering and Program Design for Recommended Measures									
5.2 Cost Sharing Allocation & Identification of Grant Funding Opportunities									
5.3 Adaptive Management Plan for Monitoring & Re-Evaluation									
5.4 Draft Plan									
TASK 6: BOARD, CITY, COUNCIL AND COMMISSION REVIEWS AND APPROVALS									
6.0 Board, City, Council and Commission Reviews and Approvals									
TASK 7: OPTIONAL PEDESTRIAN ROUTE PLAN, RECOMMENDED VEHICLE TRAVEL ROUTES MAP, TRANSPORTATION MANAGEMENT PROGRAM									
7.1 Route Maps									
7.2 Transportation Management Program									

Communications Approach

We recommend monthly communications between the City, School District, and the Fehr & Peers team. During Phase 1 (Initial Community Engagement), we recommend in-person meetings, because we expect that this will be a particularly critical time in the project. During the data analysis phase, monthly conference calls should be sufficient. We recommend an in-person meeting where Fehr & Peers can present data analysis findings, and measure prioritization.

Quality Assurance/Quality Control Approach

Fehr & Peers prides ourselves on the quality of the services we offer. As such, our standard process for design projects is described below followed by our standard process for planning efforts. Fehr & Peers sends out a client survey at the close of every project we work on. In 2018, 99% of our clients noted that we met or exceeded expectations. This is the ultimate verification that we are producing quality products for our clients.

Engineering Projects

Fehr & Peers developed and maintains a QA/QC plan ("Plan") for Engineering Design projects. The Plan is written for all staff, is available to anyone in the company via our internal website, and is available to external clients on request. It provides definitions related to the engineering process, explains the QA Plan procedures, our internal file system protocol and also outlines our Quality Assurance (QA) Auditing program.

The Plan outlines individual responsibilities of everyone, as well as unique responsibilities of key staff (e.g. Principal-in-Charge, Project Manager, Lead Designer). The Plan explains our records management and retention protocols to comply with Federal and State Law. Perhaps the most referenced element of the Plan is the explanation of our standard procedures regarding CADD file creation and management, creation of construction documents, engineering estimates and other calculations. Checklists are available to ensure the process is followed, including such activities as coordination with utilities, affected agencies, ensuring agency comments are responded to, etc. Each of our design documents undergoes an independent internal review, for which we have additional technical checklists depending on the type of plan prepared. Finally, once per year, several projects are audited to ensure compliance with our QA Plan. Through this process, Fehr & Peers ensures that our construction documents are reviewed multiple times by multiple people during the design process, and we maintain the high level of quality that our clients expect.

Planning Projects

Fehr & Peers employs a Quality Control (QC) process on all transportation planning and traffic operations projects. At the core of the QC process is a hierarchy of staff that are responsible for various aspects of each project. The following hierarchy may be employed on any given project depending on the project requirements and resources. The Principal-in-Charge or Associate-in-Charge provides oversight, review, and strategic direction on the study as necessary. The Project Manager (PM) is responsible for the overall quality of the study, and adherence to schedule and budget. The PM is the primary point of contact for the client. The Project Engineer/Planner conducts the technical calculations, prepares reports, and supports the PM.

Experts are individuals that have considerable experience on specific topics and are available to collaborate on innovative solutions to a variety of planning and operational problems.

Technical/Administrative Staff includes individuals who prepare high-quality graphics, process reports, set up conference calls, and conduct other project-related activities as necessary. This staff allows our engineers and project managers to focus on the technical analysis.

E. Experience and Qualifications

Summary of Relevant Projects

John H. Francis Polytechnic Senior High Circulation & Traffic Calming Project

Duration: 2017-2017

Contracting Agency + Department: Los Angeles Unified School District

Project Description: Fehr & Peers developed recommendations to address circulation and traffic calming concerns around the Los Angeles Unified School District (LAUSD) Polytechnic Senior High School, Byrd Middle School, East Valley Skills Center, Lewis Continuation High School, and Polytechnic Freshman Center campuses in the Sun Valley neighborhood of the City of Los Angeles. Recommended improvements, developed based on existing conditions, field observations, and stakeholder feedback, included short-term, medium-term to long-term solutions to improve safety, circulation, and passenger loading at the school and nearby intersections. Recommendations were accompanied by graphics illustrating proposed treatments at key locations.

Key Personnel: Steve Brown, PE

Contract Value: \$30,865

LAUSD South Region High School #8 EIR Traffic and Pedestrian Study

Duration: 2009-2012

Contracting Agency + Department: Los Angeles Unified School District

Project Description: Fehr & Peers conducted a traffic, parking, and a pedestrian safety study for LAUSD South Region High School #8, a proposed 1,215 student high school located in the City of Maywood. A report summarizing the study's findings was prepared for inclusion in the Draft EIR for the proposed project. The study evaluated the potential for traffic impacts on adjacent intersections and street segments. The available parking supply on streets within a ¼-mile walking distance of the project site was examined, and the ability of the proposed on-site parking supply to accommodate expected parking demand associated with the project was examined. A pedestrian safety assessment of key crossings leading to the project site was conducted, and recommendations to enhance pedestrian safety were provided. The site access and internal circulation plan was evaluated, and recommendations on future student pick-up/drop-off procedures and queuing requirements were provided.

Key Personnel: N/A

Contract Value: \$60,041

City of West Hollywood Neighborhood Traffic Management Plans

Duration: 2015-2017

Contracting Agency + Department: City of West Hollywood

Project Description: Fehr & Peers led traffic calming studies in several neighborhoods in the City of West Hollywood. A series of steps were taken to determine the community issues, possible solutions and recommendations. The process followed the City's traffic calming guidelines and focuses on a grass-roots method for identifying solutions in the community. Fehr & Peers developed traffic calming solutions for the community that integrated the recommendations from community members in a series of public workshops and findings for the existing conditions data collection. Fehr & Peers prepared final recommendations for the City.

Key Personnel: Steve Brown, PE

Contract Value: \$78,600

Beverly Hills Trousdale Neighborhood Safety Studies

Duration: 2014-2019

Contracting Agency + Department: City of Beverly Hills

Project Description: The City of Beverly Hills hired Fehr & Peers to conduct a study to enhance safety on a residential street that suffered from three truck collisions in a 3-month span. Within a 1-month period, we were tasked with diagnosing the problem and developing options and recommendations. The challenge of getting large trucks in/out of the area for related construction sites while navigating the substantial grades was the primary concern we were asked to consider. Our report included 32 potential treatments for consideration. The Beverly Hills City Council has adopted most of the truck-safety related recommendations for immediate implementation, and they plan to take up the speeding-related recommendations. As a follow-up task, we prepared engineering design plans for the installation of street signs, pavement striping and markings and speed feedback signs to further enhance safety within the neighborhood.

Hermosa Beach General Plan and Coastal Land Use Plan

Duration: 2013-2017

Contracting Agency + Department: City of Hermosa Beach

Project Description: As part of a team, Fehr & Peers assisted the City of Hermosa Beach with their General Plan and Coastal Land Use Plan. We were responsible for transportation policy and multi-modal transportation modeling. In addition to studies in progress, Fehr & Peers reviewed information obtained from previous studies in the area to make sure we best utilize existing resources. Fehr & Peers prepared a background report summarizing existing mobility conditions, which included an inventory of transportation facilities (roadway, parking, transit, pedestrian, bicycle), and a summary of their current operation. Because mobile source greenhouse gas emissions (GHG) make up a large portion of the City's total GHG output, innovative mobility policies are a vital component of the General Plan Update. The goals, objectives, and policies of the Mobility Element reflect the requirements of the 2008 California Complete Streets Act (AB 1358), as well as the City's growing interest in transportation mode alternatives. Then we provided input to the project team on transportation goals, policies, and standards and developed a roadway classification system and prototypical street cross sections that support the City's mobility goals and policies. Fehr & Peers also identified enhancements to the bicycle, pedestrian, and alternative vehicle network for inclusion in the Mobility Element. Our tasks included developing strategies and policies to address the management of parking resources in the City, the need to increase parking supply to support economic vitality, and methods to efficiently increase parking supply. Fehr & Peers prepared a transportation impact study in support of the preparation of the Environmental Impact Report (EIR) for the General Plan Update. We gathered parking utilization rates and analyzing parking operations in the coastal zone as part of the Local Coastal Plan update.

Key Personnel: Rachel Neumann

Contract Value: \$159,660

References

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Experience and Qualifications of Key Personnel

Steve Brown, PE

PRINCIPAL IN CHARGE



STEVE BROWN, PE is a Senior Principal with 30 years of experience in transportation planning and engineering. In addition to his 25 years of consulting experience, Mr. Brown was the Director of Transportation Planning for the City of Sacramento. He has managed projects in eight states that include the following disciplines: transportation master plans, traffic calming, parking and circulation studies, bicycle and pedestrian facility plans, and corridor studies. Mr. Brown earned a Master's Degree in Transportation from the University of California, Berkeley, and a Master's in Business Administration from Golden Gate University in San Francisco. He is a licensed traffic engineer in California.

TRAFFIC CALMING

Mr. Brown, who co-authored the US Traffic Calming Manual, has led the firm's efforts in creating city-wide traffic calming programs (more than 15) and developing plans for individual neighborhoods (more than 25). This includes the largest traffic calming project in the US (Downtown Sacramento) and award-winning programs from Ithaca, NY to Ft Bragg, CA.

LA HABRA NEIGHBORHOOD TRAFFIC MANAGEMENT PLAN

Fehr & Peers developed a citywide program (procedures, tools, funding, et al.) in 2007 and has subsequently developed plans, in collaboration with resident committees, for nine distinct neighborhoods in the City. Three of the plans have been constructed, three are pending Council approval, and three will soon be presented by the committee's to their neighborhood as a whole. Having developed a clear, pragmatic program has allowed the City to create and implement these plans with very little controversy.

ANAHEIM NEIGHBORHOOD TRAFFIC MANAGEMENT PROGRAM

Fehr & Peers developed a comprehensive neighborhood

traffic management program for the city of Anaheim. The program included the neighborhood traffic calming process, tool box and design templates. Development of the program involved multiple meetings with city staff and key stakeholders, including the Fire and Police Departments.

CITY OF BREa TRAFFIC CALMING

Fehr & Peers was retained to develop a traffic management plan for a neighborhood in the western part of the City of Brea. The plan was developed with the input of a traffic advisory committee and supported by residents of the neighborhood. The plan addressed traffic-related issues including cut-through and speeding.

BEVERLY HILLS TRAFFIC CALMING

Fehr & Peers facilitated the development of a traffic calming plan for a neighborhood in south-central Beverly Hills. The neighborhood in question is a grid system of streets with speeding and cut-through problems, as well as some localized parking problems related to nearby businesses. Several attempts had already been made to develop a plan that both the city and residents could agree on. The process facilitated by Fehr & Peers included several community meetings, a public workshop, and a presentation to the city council.



Master of Science in Transportation, University of California at Berkeley
Masters in Business Administration, Golden Gate University
Bachelor of Science in Civil Engineering with
Honors, University of California, Berkeley



Licensed Traffic Engineer #1510

Rachel Neumann

PROJECT MANAGER



RACHEL NEUMANN has six years of transportation planning experience in diverse topics, including active transportation, general and community planning, programmatic planning, climate action planning, traffic calming, parking and access, and traffic analysis. Rachel joined the team at Fehr & Peers in 2013 and since that time has managed and assisted on major projects, including the Rail to Rail Active Transportation Corridor 30% Design and Environmental Clearance project, the Subregional Mobility Matrix for the Central Los Angeles and West Subregions, and Quality of Life Study for Los Angeles County Metro (Metro), and the Hermosa Beach General Plan and Hermosa Beach Local Coastal Plan, which won a planning award from AEP in 2018. Rachel excels at interacting with the public and effectively communicating complex, data-driven findings to a wide variety of audiences. Rachel's clients consistently ask to work with her again.

HERMOSA BEACH GENERAL PLAN AND COASTAL LAND USE PLAN

Rachel was Project Manager for the City of Hermosa Beach General Plan and Coastal Land Use Plan. Fehr & Peers was responsible for transportation policy and multi-modal transportation modeling, including development of the Mobility Element. The goals, objectives, and innovative policies of the Mobility Element reflect the requirements of the 2008 California Complete Streets Act (AB 1358), as well as the City of Hermosa Beach's focus on reducing greenhouse gas emissions and growing interest in transportation mode alternatives. The project won the Outstanding Award from AEP in 2018.

CALIFORNIA PEDESTRIAN SAFETY ASSESSMENT PROGRAM

On behalf of the California Office of Traffic Safety (OTS) and the UC Berkeley Institute for Transportation Studies Technology Transfer Program (Tech Transfer), Fehr & Peers developed a technical guide to conduct pedestrian safety assessments (PSAs) in California. The guide incorporates best practices in pedestrian safety engineering, planning, and policy, and is intended for use by a team of two evaluators that has performed the assessments in over 50 California cities. Rachel provided assistance on PSAs in four cities, and was an expert evaluator for this program beginning in 2015.

SANTA MONICA BOULEVARD PEDESTRIAN PATH CROSSING STUDY

A decomposed granite pathway runs along the north side of Santa Monica Boulevard in Beverly Hills. With the exception of two locations, the pathway discontinues at each of 25 other intervening roadways with no crossing facilities such as ramps or marked crosswalks provided. This project involved the identification of potential crossing improvements for each location with consideration given to the characteristics of the roadway, the adjacent traffic control at Santa Monica Boulevard, intervening pedestrian and bicycle facilities, if any, and nearby destination points such as transit stops. Rachel utilized Fehr & Peers' in-house crosswalk tool to identify

MOBILITY MATRIX: CENTRAL LA & WESTSIDE

Fehr & Peers led a team to assist Metro with development of a Mobility Matrix for the Central Los Angeles and the Westside subregions. Separate, but simultaneous, processes were established for the necessary sets of meetings for project development. This process included presentations to provide ongoing updates on the progress and status of the Central Los Angeles subregion and Westside COG efforts, including regular Project Development Team meetings with key stakeholders.



Claude Strayer, PE

PROJECT ENGINEER



CLAUDE STRAYER, PE, STP has a range of transportation experience with the design of signing and striping plans, safe routes to school improvements, pedestrian and bicycle facilities, traffic signals, wayfinding and the public involvement process. He has served as Engineer of Record and led teams of designers on a variety of other transportation engineering projects such as temporary traffic control, roadway and sidewalk design, and lighting. He also has experience performing traffic analysis as well as studies with respect to parking, circulation and school zone safety.

BEVERLY HILLS CROSSWALK EVALUATION AND DESIGN

Fehr & Peers conducted a study to evaluate crosswalk treatments in the City of Beverly Hills. These locations included 28 mid-block crossing of the Beverly Gardens path, marked crosswalks across South Santa Monica Boulevard and Wilshire Boulevard, and a stop-controlled crosswalk in front of City Hall. Following this study, the City constructed its first raised crosswalk to serve a Beverly Gardens path crossing and is in the process of implementing several of the recommended treatment options. Mr. Strayer has served as the engineer/designer on this project.

HONOLULU COMPLETE STREETS PLANNING AND DESIGN

Fehr & Peers conducted multimodal transportation analysis, complete streets planning, and design plan development for pedestrian and bicycle safety improvements along 15.6 miles of roadway within Honolulu's Primary Urban Center (PUC). This project was envisioned as a critical first phase of the expansion of a low traffic stress bicycle and pedestrian network, and a trophy project for Honolulu's leadership in innovative bikeway planning and design. Mr. Strayer is focused on the design of selected features that balance bike, pedestrian, transit, and vehicular mobility.

TEMPLE HILLS DRIVE TRAFFIC CALMING, LAGUNA BEACH

Mr. Strayer is the Project Manager for the design and cost estimation of recommended traffic calming treatments for residential streets with a significant grade in Laguna Beach. These recommendations have been advanced to the design phase.

NORTH PARK MID CITY FINAL DESIGN

Mr. Strayer served on the design team preparing the plans, specifications and estimates (PS&E) for 11 traffic signal modifications along the Meade, Georgia, and Landis bikeways in the North Park-Mid City area of San Diego, as well as the wayfinding design for the Meade and Landis bikeways. The signal modifications included the preparation of 100% plans that addressed the planned removal of separate left-turn lanes at numerous intersections, the installation of curb extensions/bendouts, and modifications to signal phasing.



Bachelor of Science, Civil Engineering, Northeastern University



Professional Engineer, DE #19157
Civil Engineer, CA #86774

Assignment of Key Personnel

Fehr & Peers does not intend to substitute any personnel throughout the duration of the project.



6.3 Required Forms

6.3.1 Certification of Proposal

RFP #: None provided in the solicitation

The undersigned hereby submits its proposal and agrees to be bound by the terms and conditions of this Request for Proposal (RFP).

1. Proposer declares and warrants that no elected or appointed official, officer or employee of the City or School District have been or shall be compensated, directly or indirectly, in connection with this proposal or any work connected with this proposal. Should any agreement be approved in connection with this Request for Proposal, Proposer declares and warrants that no elected or appointed official, officer or employee of the City or School District, during the term of his/her service with the City or School District shall have any direct interest in that agreement, or obtain any present, anticipated or future material benefit arising therefrom.
2. By submitting the response to this request, Proposer agrees, if selected to furnish services to the City and School District in accordance with this RFP.
3. Proposer has carefully reviewed its proposal and understands and agrees that the City and School District are not responsible for any errors or omissions on the part of the Proposer and that the Proposer is responsible for them.
4. It is understood and agreed that the City and School District reserve the right to accept or reject any or all proposals and to waive any informality or irregularity in any proposal received.
5. The proposal response includes all of the commentary, figures and data required by the Request for Proposal
6. The proposal shall be valid for 90 days from the date of submittal.
7. Proposer acknowledges that the City and School District may issue addendums related to this RFP and that the proposer has reviewed the following addendums which have been issued:

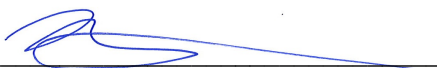
Addendum: N/A

Addendum: N/A

Addendum: N/A

8. Proposer further acknowledges the provisions of any addendums issued have been incorporated into their proposal.

Signature of Authorized Representative:



Printed Name and Title:

Michael Kennedy, Principal



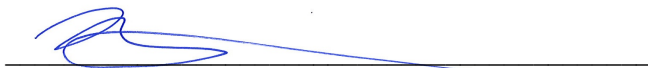
6.3.2 Non-Collusion Affidavit

RFP #: None provided in the solicitation

The undersigned declares states and certifies that:

1. This proposal is not made in the interest of or on behalf of any undisclosed person, partnership, company, association, organization or corporation.
2. This proposal is genuine and not collusive or sham.
3. I have not directly or indirectly induced or solicited any other Proposer to put in a false or sham proposal and I have not directly or indirectly colluded, conspired, connived, or agreed with any other Proposer or anyone else to put in a sham proposal or to refrain from submitting to this RFP.
4. I have not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the proposal price or to fix any overhead, profit or cost element of the proposal price or to secure any advantage against the City of Hermosa Beach or Hermosa Beach City School District or of anyone interested in the proposed contract.
5. All statements contained in the Proposal and related documents are true.
6. I have not directly or indirectly submitted the proposal price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, or paid, and will not pay, any fee to any person, corporation, partnership, company, association, organization, RFP depository, or to any member or agent thereof, to effectuate a collusive or sham proposal.
7. I have not entered into any arrangement or agreement with any City of Hermosa Beach or Hermosa Beach City School District public officer in connection with this proposal.
8. I understand collusive bidding is a violation of State and Federal law and can result in fines, prison sentences, and civil damage awards.

Signature of Authorized Representative:



Printed Name and Title:

Michael Kennedy, Principal



6.3.3 Compliance with Insurance Requirements

RFP #: None provided in the solicitation

The selected consultant will be expected to comply with the City and School District's insurance requirements contained within this RFP.

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.
2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

A handwritten signature in blue ink, appearing to be "Michael Kennedy", written over a horizontal line.

Printed Name and Title:

Michael Kennedy, Principal



6.3.4 Acknowledgement of Professional Services Agreement

RFP #: None provided in the solicitation

The selected consultant will be expected to comply with and sign the Professional Services Agreement. Proposers should identify and/or indicate any exceptions to the Sample Professional Services Agreement included in Section 6.2. The City Attorney and School District's Attorney or their designee(s) retains the discretion to accept or reject proposed exceptions or modifications to the Professional Services Agreement.

1. Proposer agrees, acknowledges and is fully aware of the conditions specified in the Sample Professional Services Agreement.
2. Proposer agrees to accept all conditions and requirements as contained therein with exceptions noted as follows:

Please see attached.

Signature of Authorized Representative:



Printed Name and Title:

Michael Kennedy, Principal

1. **INDEMNIFICATION, 12.**

Changes Requested: “CONSULTANT shall indemnify, defend with counsel reasonably approved by City/District, and hold harmless City/District, its officers, officials, employees and volunteers from and against all liability, loss, damage, expense, and cost (including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation) of every nature to the extent arising out of, pertaining to, or relating to or in connection with CONSULTANT's negligent performance of work hereunder or its failure to comply with any of its obligations contained in this AGREEMENT, regardless of City/District's passive negligence, but excepting except to the extent such loss or damage which is caused by the sole active negligence or willful misconduct of the City/District. Should City/District in its sole discretion find CONSULTANT'S legal counsel unacceptable, then CONSULTANT shall reimburse the City/District its costs of defense, including without limitation reasonable attorneys fees, expert fees and all other costs and fees of litigation. In no event shall the cost to defend charged to CONSULTANT exceed CONSULTANT's proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, CONSULTANT shall meet and confer with other parties regarding unpaid defense costs. The CONSULTANT shall promptly pay any final judgment rendered against the City/District (and its officers, officials, employees and volunteers) covered by this indemnity obligation. It is expressly understood and agreed that the foregoing provisions are intended to be as broad and inclusive as is permitted by the law of the State of California and will survive termination of this Agreement.”

Reason for Changes: These revisions are to conform this indemnity obligation to Cal. Civ. Code section 2782.8, which includes a negligence trigger and limits a design professional's indemnity obligations to its own proportionate percentage of fault.

2. **INSURANCE REQUIREMENTS, 17.B.1.**

Change Requested: “The City/District, its elected or appointed officers, officials, employees, agents, and volunteers are to be covered as additional insureds with respect to liability arising out of work performed by or on behalf of the CONSULTANT, including materials, parts, or equipment furnished in connection with such work or operations.’ This endorsement shall only apply to CONSULTANT's general liability insurance policy and automobile liability insurance policy.”

Reason for Change: The revisions here are just to clarify the City/District did not mean to include Consultant's professional liability insurance for this required endorsement. There is no additional insured coverage on professional liability policies. The policy exists only for the insured professional.

3. **OWNERSHIP OF DOCUMENTS, 28.**

Change Requested: “It is understood and agreed that the City/District shall own all documents and other work product of the Consultant, except the Consultant's notes and work papers, which pertain to the work performed under this Agreement. The City/District 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/District on any other project without prior written consent of the Consultant shall be at the sole risk of the City/District. However, notwithstanding any provision to the contrary in this Agreement, CONSULTANT shall retain ownership and all rights in all inventions, improvements, discoveries, methodologies, models, formats, software, algorithms, processes, procedures, designs, specifications, findings, and other intellectual properties developed, gathered, or produced by CONSULTANT prior to or independently of any of its services under this Agreement (“Pre-existing Materials”), including such Pre-existing Materials that CONSULTANT may employ in the performance of this Agreement, or may incorporate into any part of its work product. CONSULTANT grants City/District an irrevocable, non-exclusive, royalty-free, license in perpetuity to use, disclose, derive from, and transfer such Pre-existing Materials, but only as an inseparable part of the work product.”

Reason for Change: We will often integrate some of our IP (Background Properties) into our work product which we believe will enhance our services and further the goals of this project. We would like to incorporate these Background Properties into our services under this Agreement, but we cannot take the risk of losing our rights to our Background Properties.

Table 1
Fehr & Peers Cost Sheet
City of Hermosa Beach & Hermosa Beach City School District Neighborhood Traffic Management Plan
for the North Elementary School Project

		Steve Brown	Rachel Neumann	Claude Strayer	Melody Wu	Azalea Bruns		
		PIC	PM	Engineer	Planner / Visual Communicator	Project Coordination		
Tasks	Actual Hourly Rate:	\$330.00	\$165.00	\$195.00	\$145.00	\$140.00	Total Hours	Total Cost
Task 1:	Project Management and Administration							
	1.1 Kick-Off Meeting & Study Area Tour	6	12	0	0	2	20	\$4,240.00
	1.2 Monthly Progress Meetings	18	18	0	0	0	36	\$8,910.00
	1.3 Project Invoicing & Reporting	0	18	0	0	9	27	\$4,230.00
Task 1: Project Management and Administration - Subtotal		24	48	0	0	11	83	\$17,380.00
Task 2:	Community Engagement							
	2.1 Stakeholder Group Facilitation	4	16			2	22	\$4,240.00
	2.2 City - School Compact Meeting	4	8			2	14	\$2,920.00
	2.3 Community Meeting 1	4	8		24	8	44	\$7,240.00
Task 2: Community Engagement - Subtotal		12	32	0	24	12	80	\$14,400.00
Task 3:	Data Collection & Analysis							
	3.0 Data Collection & Analysis	4	16	12	24		56	\$9,780.00
Task 3: Data Collection & Analysis - Subtotal		4	16	12	24	0	56	\$9,780.00
Task 4:	Measure Identification & Evaluation							
	4.1 Measure Identification & Evaluation	8	24	32	16		80	\$15,160.00
	4.2 Subsequent Community Engagement	8	16	8	24	8	64	\$11,440.00
Task 4: Measure Identification & Evaluation - Subtotal		16	40	40	40	8	144	\$26,600.00
Task 5:	Draft Neighborhood Traffic Management Plan							
	5.1 Preliminary Engineering & Program Design for Recommended Measures	12	32	60			104	\$20,940.00
	5.2 Cost Sharing Allocation & Identification of Grant Funding Opportunities	4	16				20	\$3,960.00
	5.3 Adaptive Management Plan for Monitoring & Re-Evaluation	8	24				32	\$6,600.00
	5.4 Draft Plan	8	40		24	16	88	\$14,960.00
Task 5: Draft Neighborhood Traffic Management Plan - Subtotal		32	112	60	24	16	244	\$46,460.00
Task 6:	Board, City, Council and Commision Reviews & Approvals							
	6.0 Board, City, Council and Commision Reviews & Approvals	24	48	0	0	6	78	\$16,680.00
Task 6: Board, City, Council and Commision Reviews & Approvals - Subtotal		24	48	0	0	6	78	\$16,680.00
Subtotal Labor Costs		112	296	112	112	53	685	\$131,300.00
Subtotal Direct Costs								\$11,600.00
New Data Budget (e.g.Traffic, Pedestrian, Bicycle Counts, Speed Surveys)								\$3,000.00
Communication & Reproduction								\$6,600.00
Public Meeting Materials (refreshments, meeting boards, etc.) for 2 community meetings and 2 stakeholder group meetings								\$2,000.00
Travel								\$500.00
TOTAL COST BASE SCOPE								\$142,900.00
Task 7:	Optional Pedestrian Route Plan, Recommended Vehicle Travel Routes Map, Transprotation Managment Program							
	7.1 Route Maps	2	4		40	2	48	\$7,400.00
	7.2 Transportation Management Program	2	40		24	4	70	\$11,300.00
Task 7: Optional Pedestrian Route Plan, Recommended Vehicle Travel Routes Map, Transprotation Managment Program - Subtotal		4	44	0	64	6	118	\$18,700.00
Optional Task Labor Costs		4	44	0	64	6	118	\$18,700.00
Optional Task Direct Costs								\$900.00
Communication & Reproduction								\$900.00
TOTAL COST OPTIONAL TASK								\$19,600.00