

CITY OF HERMOSA BEACH AND HERMOSA BEACH CITY SCHOOL DISTRICT

Revised Scope + Cost for the Neighborhood Traffic Management Plan for the North Elementary School Project

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

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 to 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 format 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 1 and 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 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 address 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 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 3 public meetings: one joint Board/Council meeting, and one each for the Board and City Council.

Deliverables: Board presentations

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		R Nikoui		Melody Wu		Azalea Bruns				
		PIC		PM		Sr. Engineer		Jr. Engineer		Planner / Visual Communicator		Project Coordination				
Tasks		Actual Hourly Rate:		\$295.00		\$165.00		\$195.00		\$135.00		\$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	\$4,030.00
	1.2 Monthly Progress Meetings			6		18		0				0		0	24	\$4,740.00
	1.3 Project Invoicing & Reporting			0		18		0				0		9	27	\$4,230.00
Task 1: Project Management and Administration - Subtotal				12		48		0				0		11	71	\$13,000.00
Task 2:	Community Engagement															
	2.1 Stakeholder Group Facilitation			4		16								2	22	\$4,100.00
	2.2 City - School Compact Meeting			4		8								2	14	\$2,780.00
	2.3 Community Meeting 1			4		8					24			8	44	\$7,100.00
Task 2: Community Engagement - Subtotal				12		32		0			24			12	80	\$13,980.00
Task 3:	Data Collection & Analysis															
	3.0 Data Collection & Analysis			4		16		4		10		24			58	\$9,430.00
Task 3: Data Collection & Analysis - Subtotal				4		16		4		10		24		0	58	\$9,430.00
Task 4:	Measure Identification & Evaluation															
	4.1 Measure Identification & Evaluation			16		24		4		40		16			100	\$17,180.00
	4.2 Subsequent Community Engagement			8		16		4		8		24		8	68	\$11,460.00
Task 4: Measure Identification & Evaluation - Subtotal				24		40		8		48		40		8	168	\$28,640.00
Task 5:	Draft Neighborhood Traffic Management Plan															
	5.1 Preliminary Engineering & Program Design for Recommended Measures			16		16		8		60					100	\$17,020.00
	5.2 Cost Sharing Allocation & Identification of Grant Funding Opportunities			4		16									20	\$3,820.00
	5.3 Adaptive Management Plan for Monitoring & Re-Evaluation			8		24									32	\$6,320.00
	5.4 Draft Plan			12		40					24		16		92	\$15,860.00
Task 5: Draft Neighborhood Traffic Management Plan - Subtotal				40		96		8		60		24		16	244	\$43,020.00
Task 6:	Board, City, Council and Commision Reviews & Approvals															
	6.0 Board, City, Council and Commision Reviews & Approvals			12		18		0				0		3	33	\$6,930.00
Task 6: Board, City, Council and Commision Reviews & Approvals - Subtotal				12		18		0				0		3	33	\$6,930.00
Subtotal Labor Costs				104		250		20		118		112		50	654	\$115,000.00
Subtotal Direct Costs																\$9,400.00
New Data Budget (e.g.Traffic, Pedestrian, Bicycle Counts, Speed Surveys)																\$3,000.00
Communication & Reproduction																\$4,800.00
Public Meeting Materials (refreshments, meeting boards, etc.) for 2 community meetings and 2 stakeholder group meetings																\$1,600.00
Travel for meetings and field work																\$400.00
TOTAL COST BASE SCOPE																\$124,400.00