

### CITY OF HERMOSA BEACH:

# ON-CALL TRANSPORTATION AND TRAFFIC ENGINEERING SERVICES

CATEGORY: 2. TRANSPORTATION PLANNING AND STUDIES

June 13, 2019



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# **Table of Contents**

| Cover Letter   | 3         |
|--|-----------|
| Firm Profile   | 4         |
| Project Understanding and Approach to Scope of Work      | 8         |
| Statement of Understanding and Approach to Delivery of S | ervices 9 |
| Organizational Chart                                     |           |
| Roles and Responsibilities for City Staff                |           |
| Communications Approach and Quality Control              |           |
| Experience and Qualifications                            | 20        |
| Summary of Relevant Projects                             |           |
| References   | 29        |
| Experience and Qualifications of Key Personnel           |           |
| Assignment of Key Personnel                              | 42        |
| Required Forms   | 43        |
| Cost Proposal  | 49        |
|  |           |



City of Hermosa Beach | Alta Planning + Design

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## **Cover Letter**

617 West 7th Street, Suite 1103 Los Angeles, CA 90017 (213) 489-7443 www.altaplanning.com



June 13, 2019

City of Hermosa Beach Attn: Leeanne Singleton, AICP Office of the City Manager 1315 Valley Drive Hermosa Beach, CA 90254

### Re: Request for Proposals (RFP) for: On-Call Transportation and Traffic Engineering Services (RFP 19-04)

Dear Ms. Singleton and Members of the Selection Committee:

On behalf of Alta Planning + Design (Alta), I am pleased to submit this proposal to support the City of Hermosa Beach through the On-Call Transportation and Traffic Engineering Services to provide **2. Transportation Planning and Studies.** 

Our firm's reputation is built on supporting and enabling community efforts to promote, encourage, and provide safer and more comfortable facilities to meet the needs of people walking, taking transit, riding bicycles, and other mobility devices and driving. Our approach is to apply our national experience to create local solutions that help communities achieve their larger goals for economic vitality, healthy living, and improved quality of life. As we have written and assisted in writing many of the national design guidelines related to active transportation, including the NACTO *Urban Bikeway Design Guide* and the FHWA *Small Town and Rural Multimodal Networks Guide*, we will be sure to apply that knowledge and best practices to this project.

Alta is proud to offer the City the following unique qualifications:

- Unparalleled active transportation expertise: Alta has led hundreds of active transportation plans across California and the United States. We provide a combination of local knowledge leading active transportation design and expertise and experience with innovative public outreach approaches to create of state-of-the-art and implementation focused plans. Our approach to active transportation planning integrates planning, urban design, engineering, innovative outreach approaches, modeling, public health, and land use to create safe and vibrant walking environments that encourage people to choose walking for transportation and recreation. We have led dozens of pedestrian, bicycle, and Safe Routes to School master plans throughout Southern California.
- Leverage our extensive knowledge of Hermosa Beach: Our team has worked in Hermosa Beach and throughout the South Bay for many years on numerous projects, and this will provide tremendous value to the City as we will be ready to hit the ground running from day 1 of the project. In 2011, Alta completed the South Bay Bicycle Master Plan to develop a comprehensive bicycle network and set of programs and policies throughout the South Bay, which included the seven cities of Hermosa Beach, Manhattan Beach, Redondo Beach, El Segundo, Gardena, Lawndale and Torrance. In 2015, Alta completed the South Bay Bicycle Mini-Corral Plan for the three cities of Hermosa Beach, and Redondo Beach. As the Project Manager for the South Bay Bicycle Master Plan, I bring extensive knowledge related to transportation planning in Hermosa Beach and throughout the South Bay region.

We hope to collaborate with you on the exciting, creative endeavors that will result from this on-call. If we can provide any additional information about our firm or this proposal, please do not hesitate to contact me at (213) 257-8600 or samcorbett@altaplanning.com.

Sincerely,

Sam Corbett, Principal Alta Planning + Design

Greg Maher, PLA, ASLA, Vice President Individual Authorized to Bind Firm Alta Planning + Design

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# **FIRM PROFILE**



## **Firm Profile**



### Alta Planning + Design

Alta Planning + Design is North America's leading multimodal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, greenway, park, and trail corridors and systems. Founded in 1996, Alta has more

than 200 staff in 30 offices across North America and an international workload. On any given day, most staff walk, bike, or take transit to work. We are committed to transforming communities, one trip at a time, one step at a time, and one street, intersection, and park at a time. Alta's mission is to create active communities where bicycling and walking are safe, healthy, fun, and normal daily activities.

# EXPERIENCE PROVIDING ON-CALL SERVICES

Alta has worked with many public agencies across the country in an on-call capacity to assist with non-motorized planning and design projects. We can provide project management, technical expertise, logistical organization, research, and professional writing capabilities. Our market focus on bicycle and pedestrian planning provides for a strong sustainability component, and our experience developing regional plans in Southern California and for many MPO and statewide agencies across the country provides us with extensive experience in developing presentation strategies for complex multimodal improvement programs.

# ACTIVE TRANSPORTATION PLANNING AND DESIGN

Alta works with communities to provide opportunities for people to choose bicycling and walking for recreation and transportation. We have developed transportation plans for over 800 jurisdictions throughout the United States and led the development of the NACTO Urban Bikeway Design Guide and the FHWA Small Town and Rural Multimodal Networks Guide.



Our planning process includes extensive field work on bicycle and on foot, engaging residents and stakeholders through tours and outreach activities, and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Other key tasks include developing shortand long-term project and program recommendations, identifying traditional and innovative funding strategies, preparing development code language to leverage improvements through new development, and developing implementation plans to clearly map where communities should focus their investments.

### SAFE ROUTES TO SCHOOL

Safe Routes to School (SRTS) efforts inspire and enable students and their families to use active and shared transportation modes. Alta is a national leader in SRTS, offering more than 18 years of experience managing SRTS programs. Our dedicated SRTS team works collaboratively across the country, sharing best practices, new innovations, and the most effective approaches to overcoming barriers. Our team of SRTS evaluation experts are known nationally for establishing performance measures and communicating program outcomes.

Legal Name and Address: Alta Planning + Design, Inc., 711 SE Grand Avenue, Portland, OR 97214

Primary Point of Contact: Sam Corbett, Principal, 617 West 7th Street, Suite 1103, Los Angeles, CA 90017, (213) 257-8600

**Type of Business Entity:** The firm was established in 1996 as C-Corporation in California and is a single legal entity.

Federal Employer ID Number: 68-0465555 Number of Years in Business: 23



Alta's SRTS professionals offer a comprehensive package that includes all six E's of SRTS: education, encouragement, enforcement, engineering, evaluation, and equity. Alta's work ranges from planning and infrastructure recommendations to program administration, effective outreach, and comprehensive evaluation. Our cross-disciplinary team can realize improvements from project identification to construction, while building community buy-in and support for programs.

# TRANSPORTATION DESIGN AND ENGINEERING

Our engineering skills offer a perspective that goes beyond vehicle-oriented design—we consider the needs and safety of people walking, bicycling, and using transit. Our experience is fully rooted in the fundamentals of traditional civil and traffic engineering principles, as well as the dozens of new guidelines and tools available to agencies to enhance safety, mobility, access, and connectivity for all. Alta's engineering team has the expertise to lead projects that involve ADA upgrades, signing and striping, curb and gutter reconstruction, and pavement repairs/replacement. We have significant experience preparing traffic control plans in support of these activities as well.

### INCLUSIVE COMMUNITY OUTREACH

Through our straightforward communication style, ability to engage citizens, and use of the latest technology, we are able to produce outreach strategies and successful designs and plans that meet the needs of the community. Alta's professionals are experts at listening to the public, conveying technical issues in a clear manner, offering distinct choices and options, and explaining trade-offs. Our outreach process is inclusive, interactive, and productive. We use a variety of innovative techniques, ranging from online surveys, the use of photo simulation to show how options will look, videotaped interviews, field reviews, GIS mapping, and dynamic and engaging public workshops. We make contact with the community early and build confidence by addressing specific issues with a documented approach.

### HEALTHY, EQUITABLE COMMUNITIES

Health and equity are inextricably linked with mobility options. To better understand and act on the connection between health and transportation, Alta's health analyses can be used to integrate healthy community design and evidence-based health strategies into



Alta is a national leader in SRTS, offering more than 18 years of experience managing SRTS programs, as well as a wide range of management and program development services related to school transportation.



Alta is committed to leading inclusive and equitable engagement processes, and making sure that the voices of underrepresented populations are heard.



The Alta team has a long track record developing multimodal transportation solutions that support all modes of transportation including pedestrian, bicycle, transit, and vehicular transportation.

community planning, transportation, and land use decision-making processes. Our team can graphically represent potential health impacts, demonstrate the benefits of active transportation, and inform decision makers about the potential trade-offs in resource allocation. Safe, healthy, affordable, and convenient transportation options are not always available to the populations that need them most. Our equity analyses help map segments within a community most burdened by environmental pollution, at risk of experiencing large health disparities, and most reliant on non-motorized transportation.

### **TRANSPORTATION ANALYTICS**

Alta provides our clients with analysis tools customized to help understand active transportation connectivity, demand, health, and safety needs. Over the past two decades, Alta has pioneered the development of tools to analyze and communicate the benefits of active transportation. These include models to estimate who is likely to bike or walk and why, analyses that help capture and convey the benefits of active transportation investments to health and the economy, and visualization techniques that help convey all of this technical analysis in a clear and compelling fashion. From our advancement of the national bicycle and pedestrian count program and a standardized method for estimating active transportation demand to our cutting-edge suitability and economic impact analyses, we are committed to providing our clients with the most advanced active transportation analytics tools available.

### TRANSPORTATION DEMAND MANAGEMENT

Alta is an industry leader in encouraging all types of people to drive less and walk, bike, take transit, and share rides more. As a firm, we have 18 years of experience planning and implementing Transportation Demand Management (TDM) and SRTS programs, both in California and around the country, that reduce drive-alone commute trips. Our team brings directly applicable experience implementing TDM programs at other agencies and organizations, from communitybased travel planning marketing and bike commute encouragement programs to programs that offer employees flexible work schedules and incentives to drive less.

# FAILURES OR REFUSALS TO COMPLETE A CONTRACT, AND EXPLANATION

Alta Planning + Design, Inc. and its employees have had no known prior or current (i) significant contract failures or contract breaches (ii) regulatory or criminal investigations (iii) governmental actions or judgments which prohibits or otherwise may affect the performance of the services to be rendered and (iv) maintains significant all risk insurance coverage.

### FIRM'S OFFICE LOCATIONS

**Address of office that will work on this project:** 617 W 7th Street, Suite 1103, Los Angeles, CA 90017



Alta worked with the City of Santa Monica to provide comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating SRTS for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment.

# PROJECT UNDERSTANDING AND APPROACH TO SCOPE OF WORK

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## **Project Understanding and Approach**

### **Project Understanding**

Alta understands that the City is seeking to develop a bench of traffic engineering and/or transportation planning professionals which the City can utilize on an as-needed basis to assist with the implementation of the City's transportation goals, objectives, and performance standards to meet current and long-term transportation needs.

With Alta's strong South Bay presence and experience working with the City of Hermosa Beach on active transportation projects, Alta staff are knowledgeable and readily available to lead task order projects. As transportation specialists, this statement of qualifications represents our in-house capabilities to lead projects and studies focused on multimodal street planning projects with active transportation elements and education and awareness programs.

Alta has experience managing similar on-call contracts and understands the complexities associated with these types of projects, such as quick project initiation, project team selection, and managing multiple schedules and budgets. Due to this experience, we have the capability to take on new work with short notice and integrate project deadlines into our existing workload.

We have worked widely throughout Los Angeles County, South Bay Region, and within Hermosa Beach. We are familiar with the local, state, and federal regulations related to active transportation, leaders in transportation education, engagement, and awareness



We will leverage our extensive knowledge and experience working in Hermosa Beach and throughout the South Bay to deliver successful projects that meet the needs of the City and its residents.

initiatives and understand the existing bicycle and pedestrian plans in the City. We will be able to assist City staff immediately with the development and completion of various projects and programs. Our understanding of public spaces, the connections people form to them, and the identity they provide to the community informs our work so that each project encompasses the unique characteristics of its location. Finally, our broad knowledge of the technical aspects of the active transportation planning and engineering profession allow us to provide first-rate products, even on aggressive schedules.

Our specific approach to working in an on-call environment involves close client communication, frequent collaboration during project development, and management of efficient delegation of tasks.

Alta has worked with the City of Hermosa Beach previously and we look forward to working on exciting and innovative projects and plans.

# TRANSPORTATION PLANNING AND STUDIES

In the fast evolving and expanding field of transportation planning, Alta staff are proven innovators constantly testing and learning from our project experience and engagement in technical organizations. No matter the size or character of the project, we provide the attention to detail and quality control that are essential to project delivery and minimization of risk.

Alta is involved with and has a deep understanding of transportation related policies at the federal, state, and local level. As national leaders in active transportation planning and design, Alta was a key team member in the NACTO Urban Bikeway Design Guide, writing a white paper that influenced guidelines for protected intersections. We are eager to help the City understand NACTO design and how to apply them to different contexts throughout the City. Alta will monitor existing design guidance and policy trends at the state level that can help the City implement bicycle and pedestrian projects. Alta staff work every day with the Caltrans Highway Design Manual and California Manual on Uniform Traffic Control Devices as they relate to bicycle and pedestrian projects. At a local level, Alta is paying close attention to micromobility and shared mobility regulations and activities; we are currently completing a before and after study on the LA Metro Bikeshare and Santa Monica Breeze Bike System to better understand usage patterns and trends.



Alta worked with a team of officials from NACTO member cities and a team of national and international bikeway design experts to develop the country's first Urban Bikeway Design Guide, a ground-breaking document that is transforming how our cities design bikeway treatments. Our knowledge of design solutions for a variety of challenges is unparalleled.

For any multimodal street design or pedestrian and bicycle facility or any transportation studies, Alta has developed a comprehensive approach that makes certain we have an innovative, practical, and implementable project that has community input and buy-in. This approach is outlined in detail below.

Alta is a leader in development and implementation of transportation education, engagement and awareness initiatives and campaigns. Alta has implemented SRTS programs throughout the nation and within Los Angeles County schools, including many schools within the City of Lawndale. These plans include walk audits, surveys, maps, educational programming for students, school staff, and parents. Alta has also led multiple encouragement and safety programs for all ages and user types; using safety classes/rides, flyers and education materials, and even videos on how to ride and use new facilities.

To support projects, programs and studies, Alta also creates graphically compelling maps, photo simulations, cross sections, 3D models, and videos to explain conceptual designs and help agencies, elected officials, stakeholders, and the general public envision their community with new improvements. Our skilled planners and designers use these tools to facilitate discussions about what design is most appropriate for a particular site by allowing people to see it from different perspectives.

We have assembled our team of experts in engineering, transportation and urban design. Our staff provide:

• Unsurpassed knowledge of evolving standards in the design of bicycle and pedestrian facilities

- Experience in bringing Complete Streets policy into an implementable reality
- Practice in development and implementation of transportation education, engagement, and awareness initiatives
- Compelling graphics that help the community visualize a variety of options

### APPROACH, COMMUNITY ENGAGEMENT, AND PROJECT DEVELOPMENT

### **An Efficient and Collaborative Process**

Below is a sample scope of work that represents Alta's approach to a multimodal planning project. The Alta team will work seamlessly as an interdisciplinary assembly of professionals throughout the project. Creative, holistic solutions will emerge from a highly collaborative process with the City, agencies, stakeholders, business owners and operators, and the general public. The Alta team is well-versed in developing transportation planning concepts that examine a wide range of options, from low-cost enhancements to more complex and expensive long-term solutions. For every concept, we consider the land use and urban design elements that strengthen the identity of the place and provide a hospitable environment for pedestrians and bicyclists, while maintaining mobility for all roadway users. The Alta team offers a unique blend of skills to develop a safe and functioning corridor, from concept to implementation. The sample below demonstrates the depth and detail Alta can provide for projects; each task order will be evaluated and an appropriate scope of work will be developed to meet the project needs.

### Scope of Work

# TASK 1 PROJECT INITIATION AND MANAGEMENT

### Task 1.1 Review Scope, Schedule, Budget and Initiate Project

A kick-off meeting will be held with City staff and others (as directed) to:

- Review scope of services
- Confirm study area
- Review project schedule
- Establish communication channels with other departments and agencies
- Identify available data and published materials
- Identify applicable design and planning standards
- Identify required local, state and federal elements

Changes to the scope of work will be made (if necessary) following the kick-off meeting, and an amended scope and schedule will be published.

### Task 1.2. Project Management

Alta believes in open communication with our clients for successful plan development. Throughout the project, there will be ongoing coordination between the Alta Project Manager and the City Project Manager —including email, phone, and written communication to keep the City apprised of progress. We propose holding bi-weekly calls to keep the project on schedule, on budget, and to meet City expectations. In addition, Alta will provide monthly status updates that will include budget and deliverable progress that meet Caltrans requirements.

### Task 1 Deliverables

- » Project kick-off meeting agenda and notes
- » Bi-weekly team calls
- » Monthly project status update

### TASK 2 COMMUNITY AND STAKEHOLDER ENGAGEMENT

#### **Task 2.1 Stakeholder Meetings**

The Alta team will facilitate meetings with specific stakeholders, neighborhood associations, government agencies and departments, advocacy organizations, and other interested parties, as identified by City staff. The purpose of these stakeholder meetings will be to present the project objectives and related information, solicit feedback, and address challenges. The Alta team will provide logistics including invitation flyers, sign-in sheets, name tags, comment cards, large format graphics, presentations, meeting facilitation, and summary notes. City staff will help identify or provide suitable venues.

#### Task 2.2 Community Workshops

Alta will hold two community open houses during the plan process to solicit input from a broad audience of community members. These workshops are typically held during the evening, and we have found that an "open house" style setting with various information stations allows participants the greatest flexibility to participate and provide one-on-one input to the project team.

The first workshop will be held early in the process to explain the planning process, outline the objectives for the plan, and obtain public comments about needs, concerns, and recommendations for bicycling and walking facilities throughout the study area. This workshop can be structured as an exciting high-profile kickoff event. The second workshop will be held toward the end of the process to present our team's findings and recommendations and obtain public feedback on recommended facility projects and programs.

The Alta team will prepare visual presentations for the public workshops, including storyboards, graphics, and presentations. We will facilitate each meeting and record the discussions on flip charts. We will provide sign-in sheets, name tags, refreshments, comment cards, and a written meeting summary. City staff will help identify or provide suitable venues.



Community workshops provide an opportunity for the public to participate meaningfully during the process. We lead traditional, standalone workshops and also collect input as part of existing regional events.

#### Task 2.3 Targeted/"Pop Up" Outreach

Public outreach needs will evolve throughout the project, and many stakeholders may not have the interest or availability to attend an evening public workshop. Alta has found that an outreach approach that goes out to the stakeholders is an important supplement to the formal workshops. We suggest holding a series of targeted outreach "pop-ups," either through attending existing meetings (like neighborhood groups) or tabling at community events such as farmer's markets, festivals, or open streets days.

#### Task 2.4 Project Website

Alta will host a stand-alone project website for the project, with the web address to be confirmed with City staff. The webpage will provide updated project information (such as meeting dates or the availability of draft documents) and contact information. Our online presence will enable our team to crowdsource project ideas via interactive mapping, host virtual workshops, and draft posts for Facebook, Instagram, and Twitter.

#### Task 2.5. User/Business Survey

The Alta team will develop a survey (with City review) to determine the community's general needs and concerns surrounding transportation in the study area. Alta will provide the City with a copy of the survey so that it may be sent out to residents via mailings, the project website, at workshops, and be distributed at civic locations such as libraries, local bicycle shops, and other public spaces. This survey will ask specific questions such as "How often do you/would you bike?", "What are your chief concerns?", and "What types of improvements would you like to see in the community?"



Site tours by bicycle provide close-up, first-hand knowledge of the study area and associated issues, and provide an on-site forum for identifying opportunities and challenges.

To provide an alternative feedback mechanism for engaging the business community, Alta can prepare an online survey to gather insights and opinions from businesses in the study area, Chambers of Commerce, and local business associations on the benefits and role of bicycling, walking, and transit in promoting economic development.

#### **Task 2.6 Walking and Bicycling Tours**

Organized walking or bicycling tours are "meetings in the field" that can involve elected officials, City staff, advocates, interested residents, business representatives, and others (including media). By gaining a user perspective of key issues and routes, these tours promote a shared stakeholder experience that informs and improves ongoing decision-making. It is not uncommon for our tours to be considered the highlight of the planning process.

The Alta team will work with the City to finalize the exact nature, timing, and route of the tours, but we envision one community tour up-front, as part of a coordinated series of early outreach events (to inform the study), and a second tour later in the process after the project alternatives have been identified (to discuss the pros and cons of each alternative in the field).

Highlights and discussion from the tours, recorded through notes, map graphics, and digital photos, will be summarized in a memorandum and included as part of the final report.

#### Task 2.7 Commission/Council Meetings

Alta will present to the appropriate authoritative bodies twice during the study. We assume the first meeting will be an interim progress meeting, and the second meeting will be as part of the plan adoption process. For each meeting, the Alta team will provide an overview presentation of the project and be prepared to discuss and answer questions on the recommendations of the project.

#### Task 2 Deliverables

- » Meeting schedule
- » Meeting materials/exhibits for open houses, tours, and targeted outreach
- » Presentations for all meetings
- » Notes from meetings and workshops
- » Project website
- » User/business survey

### TASK 3. DATA COLLECTION

### **Task 3.1 Review Existing Data and Studies**

The Alta team will collect and review plans, studies, maps, and reports that are relevant to this project. This includes relevant traffic impact studies.

### Task 3.2 Collect New Traffic Data

The Alta team will collect new peak-hour traffic volume information at identified intersections in the study area. Each of these locations will provide information for the study corridor and extend to the adjacent signalized intersections outside of the corridor to better model the local activity. The information collected at each intersection may include motor vehicle turning movements, pedestrian crossings, and bicyclist information.

Bicycle and pedestrian counts will be conducted for key crossings so that a baseline is available to determine the current users commuting along the corridor.

### Task 3.3 Field Work

The Alta team will conduct an in-depth site visit, which will include the collection of geo-tagged photos, field measurements, and the identification of impediments to pedestrian and bicycle travel. We will conduct a meeting with City staff to review the project's opportunities and constraints and discuss design assumptions that will direct the development of the project alternatives.

#### Task 3 Deliverables

- » Raw data from multimodal traffic counts
- » One in-depth site visit by Alta team and photos and data collected as part of site visit

### **TASK 4. TRAFFIC ANALYSIS**

#### Task 4.1 Traffic Analysis

After compilation of the traffic data from Task 3, a Synchro/SimTraffic network may be constructed or updated to simulate current traffic conditions along the corridor. The network will be built based on current geometric conditions, existing and new traffic data and traffic signal timing information.

### Task 4.2 Safety Analyses of Existing Conditions

As part of the existing conditions analysis, the Alta team will also complete a comprehensive collision analysis. Up to five years of crash data will be obtained from the City. This data will be reviewed and analyzed to determine if there are indicative trends such as crash type, time of day, age involved, cause, or location.



Alta led the conceptual design and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School.



### Task 4.3 Bicyclist Level of Traffic Stress Analysis

The Alta team will conduct a GIS-based level of traffic stress (LTS) analysis of the key corridor within the project area, nearby parallel streets and cross-streets to identify existing low stress bicycle routes and areas in need of improvement. LTS is an objective, datadriven roadway classification system based on analysis conducted by the Mineta Transportation Institute that rates streets in terms of the level of stress bicyclists feel while riding on that street and results in the categorization of streets into four stress tolerance types:

- LTS 1 Most children are comfortable
- LTS 2 Most of the adult population are comfortable
- LTS 3 Confident cyclists are comfortable
- LTS 4 Only the strongest and most experienced cyclists are capable, but not necessarily comfortable

The intent of the LTS analysis is to analyze connectivity of the existing bicycling network and identify improvements needed to create a fine-grained bicycle circulation network that serves users of all ages and abilities, connecting places where people live, work, play, and learn. The product of this analysis shows graphically how different types of destinations, such as schools, are connected and reveal areas where low-stress routes are needed.

### Task 4 Deliverables

 Results from micro-simulation traffic model, collision analysis of existing conditions, and bicyclist LTS analysis

### **TASK 5. DOCUMENTATION**

### **Task 5.1 Project Framework**

Following the project kick-off meeting and using the input received during initial community and stakeholder outreach, the Alta team will work with City staff to craft a project framework that will include:

- Mission statement
- Purpose and need statement
- Project performance measures
- Methodology for evaluating the project alternatives

The Alta team will quantify multimodal operational and safety metrics that support the project performance measures. Doing so will help isolate and identify the tradeoffs between the different alternatives to facilitate understanding of the holistic impacts of certain design features. This will provide greater transparency as to why certain recommendations are being advanced and others are not. This community-driven project framework, along with continual feedback from the City staff and community open house participants, will drive the development of the project alternatives and the selection of the preferred alternative.

#### Task 5.2 Prepare Base Maps

Using the existing and new data, the Alta team will create project base maps in GIS and Adobe PDF format. The base maps will be sent to City staff for one round of review. The final base maps will be developed using our latest mapping styles, which have been optimized for user accessibility such as color vision impairment, and designed to convey information in an easy-to-understand format. The base maps will be used to develop the corridor-wide concept plans as described in Task 5.4.

#### **Task 5.3 Existing Conditions Report**

The Alta team will prepare a report on existing conditions within the study area, including a review of the physical limitations and opportunities, such as traffic, right-of-way (ROW), roadway conditions, land use and urban design, and factors that influence the safety and experience for all modes of travel. The existing conditions report will include observations from the data collection, traffic modelling, collision analysis, field work, walking and bicycling tours, user analysis, and base maps.

#### **Task 5.4 Develop Project Alternatives**

The Alta team will use the project framework to develop up to three alternatives for the key corridors, which will include detailed concepts for the three focus areas. In order to provide a good variety of alternatives and develop consensus around a preferred alternative, the different alternatives will each stress different performance measures. We will assemble the alternatives with regard to existing walking and bicycling patterns, available ROW, crossing options, and other elements to evaluate their functionality and feasibility. The alternatives will be designed to enhance the walking and bicycling experience through the corridor and access to key nearby destinations. The Alta team will prepare the initial three alternatives as corridor-wide concept plans for early feedback from City staff before developing photo simulations for each alternative to be presented at the second round of community open houses.

The Alta team will also develop focus area concept plans with enhanced detail for up to three locations as part of each alternative. These could be intersections, new pedestrian crossings or other important areas. Our in-house traffic engineering team will assist us in "over the shoulder" review of suggested modifications to the lane configuration as part of the alternatives development.



Preferred design for the Santa Monica High School Separated Bikeway and Complete Streets project.

#### **Task 5.5 Evaluate Alternatives**

As described in Task 4, the Alta team will conduct a detailed evaluation of alternatives using an evaluation framework that is agreed on with the City and safety analysis techniques and methodologies. Trade-offs will be identified and evaluated between the different travel modes in terms of quality of service.

The quantitative results from the alternatives analysis and collision analyses will be plotted on maps. This will allow City staff, stakeholders, business owner/operators, and the general public to see how the perception of issues along the key corridors align with the corridor performance measures and evaluation criteria. These maps will be designed to provide a compelling visual that integrates public perception with technical results. This can provide support for improvements at locations where there is a match or meaningful dialogue in locations where there is a significant mismatch. A separate map will be developed for each of the three alternatives.

The Alta team will also provide a written analysis of each of the three alternatives, including their benefits, opportunities, and challenges, as well as an outline of how they relate to the project's mission statement, purpose and need statement, and corridor performance measures. Analysis will include a discussion of historic crash data, overall safety assessment, travel patterns, and the safety analysis output. Special attention will be paid to bicycle, pedestrian, transit, and motor vehicle access to local businesses and adjacent neighborhoods. A discussion of bicycle and pedestrian circulation at the major intersections along the corridor will be included for each alternative, with a focus on the key bicycle and pedestrian routes.

In order to facilitate a systematic review of the three alternatives, the Alta team will prepare an evaluation matrix with criteria derived from the performance measures developed as part of the project framework. The Alta team has a well-established system for evaluating alternatives in an objective fashion. Typical evaluation criteria includes:

- Community support
- Conformance with existing plans and standards
- Economic development impacts
- Environmental impacts



Alta brings innovation to each project to improve communities while being mindful of local, state, and federal requirements. Our transportation planning skills offer a perspective that goes beyond the standard—we consider public transit, bicycle, and pedestrian needs in all our work.

- Estimated cost
- Impacts on adjacent land uses
- Projected usage (appeal to different user groups)
- ROW availability
- Safety and security benefits
- Traffic operation impacts
- Utility and drainage impacts

The Alta team will use the evaluation criteria to indicate the feasibility of each alternative. Weights for each criterion will be assigned using a simple pairwise comparison method to create a robust and transparent evaluation process. The overall evaluation results will be summarized and recommendations will be made for the preferred alternative based upon scores for the identified evaluation criteria, and submitted to City staff for one round of review.

### Task 5.6 Planning-Level Cost Estimates

The Alta team will produce planning-level cost estimates for the preferred alternative. The project will be broken down into smaller segments and/or categories of improvements, depending on feedback received from City staff. The format of the cost estimates will provide City staff with the maximum amount of flexibility to scale the project appropriately when drafting funding applications.

### Task 5.7 Final Report

Based on final input from City staff, stakeholders, business owners/operators, and the general public, the Alta team will summarize the work conducted in Tasks 1-5 and assemble associated agendas, charts, infographics, notes, photo simulations, posterboards, and tables to produce the draft Project Report. A detailed discussion of the project framework, processes used to develop the alternatives, alternatives evaluation criteria and matrix, benefits and estimated costs (at the planning-level) of the preferred alternative, and results of the community and stakeholder outreach will be included in the final report.

The report will include existing conditions as well as recommendations and conceptual level plans for the design and implementation of the preferred alternative by block. The Alta team will submit the draft project report to City staff for approval before finalizing.

### Task 5 Deliverables:

- » Corridor base maps in GIS and Adobe PDF format
- Draft existing conditions report (includes one revision based on one set of consolidated comments from City staff)
- » Final Existing Conditions Report for inclusion in final report
- » Three full-color corridor-wide concept plans for project alternatives
- » Nine full-color photo simulations for project alternatives
- » Nine full-color focus area concept plans for project alternatives
- » Six highly-graphic display boards/pull-out exhibits illustrating project concepts for presentation at open houses
- » One full-color corridor-wide concept plan for preferred alternative
- » Three full-color photo simulations for preferred alternative
- » Three full-color focus area concept plans for preferred alternative
- Draft project report (includes one revision based on one set of consolidated comments from City staff)
- » Final project report

### **Organizational Chart**

Alta has assembled a multi-disciplinary team to provide qualified consultant services to the City of Hermosa Beach. Alta Principals **Sam Corbett, Point-of-Contact and Project Manager; Steven Frieson, PE, LCI, QSD, Principal Engineer; and Emily Duchon, PLA, ASLA, Principal/Landscape Architect** are key senior staff at Alta that will provide project guidance, quality control and review, and will manage the team for task order solicitations. Sam Corbett will take the lead in building the right teams for specific task orders, coordinating project tasks, overseeing subconsultants, and working directly with the City.

Depending on tasks orders, Alta will select a project manager and team from our highly qualified staff engineers, planners, and designers who are passionate about improving active transportation networks and active transportation awareness and culture in California.

### **CITY OF HERMOSA BEACH**

### PUBLIC WORKS DEPARTMENT COMMUNITY DEVELOPMENT DEPARTMENT OFFICE OF THE CITY MANAGER

### **ALTA PLANNING + DESIGN**

PROJECT LEADERSHIP, MANAGEMENT, QUALITY, TRANSPORTATION PLANNING AND STUDIES

Sam Corbett, Principal-in-Charge and Project Manager
Steve Frieson, PE, LCI, QSD, Principal Engineer
Emily Duchon, ASLA, LEED AP, Principal/Landscape Architect

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#### SUPPORT STAFF

Marc Caswell, LCI, Planning Associate Ryan Johnson, LCI, Planning Associate Kaitlin Scott, Senior Planner James Powell, PLA, ASLA, Senior Design Associate Lydia Kenselaar, ASLA, Senior Designer Vincent Hellens, ENV SP, Associate Engineer Juan Ashton, EIT, ENV SP, Engineer Ryan Taylor-Gratzer, GIS Analyst Elizabeth Bisegna, Senior Graphic Designer

# Roles and Responsibilities for City Staff

The City will perform the following tasks or functions related to this project:

- Process, distribute, and respond to data and information requests from the consultant
- Post/distribute public information announcements, website updates, workshop agendas/reports
- Prepare and execute agreements with all entities
- Schedule times and facilities reservations for meetings and workshops
- Upon contract award, City will provide copies of available records
- Act as liaison with the appropriate decision-making bodies

# Communications Approach and Quality Control

### COMMUNICATE EFFECTIVELY WITH STRONG PROJECT MANAGEMENT

### **Regular Team Calls**

Alta believes in good coordination and communication with our clients. Technology is not a substitute for open and regular communication. Throughout the project, Alta will host weekly, bi-weekly, or monthly coordination calls to keep the project moving on schedule and budget.

### **Monthly Progress Reports**

We will produce monthly progress reports that summarize tasks completed, and outline tasks to be completed over the next 30 days.

#### **Meeting Summaries and Action Items**

Alta will produce detailed meeting summaries covering the discussion items and will include a list of followup tasks and the responsible party for each task in a Status of Open Items (SOI) format.

### QUALITY ASSURANCE/QUALITY CONTROL

Alta maintains a quality assurance/quality control system along with strict adherence to established business procedures. Our team employs a three-tier quality control system that includes (1) an in-house editor who reviews all materials, (2) independent review by principals, and (3) in-house scheduling and management tools.

Our QA/QC process will provide both plan verification and schedule compliance. All members of the project team have the authority to identify quality problems, and to initiate, recommend, provide, and verify the necessary solutions.



The Alta team employs a three-tier quality control system which, coupled with our familiarity with City processes, will facilitate the highest level of QA/QC for the project.

The QA/QC process will be led by the Principalin-Charge, whose primary role will be to see to the integration of goals of the project and to verify the accuracy and consistency of project deliverables. Our quality management procedures will see that:

- Work is performed by qualified personnel
- The necessary information is documented, checked, transmitted, and reviewed for completeness
- Documents will be reviewed by staff technical writers for accuracy
- Products are reviewed by staff not directly involved in the project to provide a fresh perspective and insight

### TIME AND BUDGET MANAGEMENT

Alta project managers use Deltek Vision software to manage the complete lifecycle of a project. All time commitments, project costs, and fees are captured in real time for accurate and complete client budgeting and billing. Project cost control can also be attributed to:

- A strong, experienced project management team with a proven track record
- Open lines of communication between the project team and the City
- Striving to produce a project that exceeds the expectations of the City within the established budgets and schedule

Our team has an excellent record of delivering high quality, award-winning, comprehensive projects to communities on time and within defined budgets. We invite the City staff to contact our listed references to discuss our work experience on similar projects.



# EXPERIENCE AND QUALIFICATIONS

## **Summary of Relevant Projects**

### South Bay Bicycle Master Plan

Alta worked with the Los Angeles County Bicycle Coalition, the South Bay Bicycle Coalition, and the seven South Bay cities of Redondo Beach, Hermosa Beach, Manhattan Beach, Torrance, El Segundo, Gardena, and Lawndale to develop a multi-jurisdictional regional bicycle master plan. The overarching goal of the South Bay Bicycle Master Plan is to create a more bicycle friendly South Bay Region by developing infrastructure, programs and policies to improve the bicycling conditions within the seven cities included in the planning effort. Extensive public outreach efforts were conducted throughout the project, including public workshops, bicycle counts, and an online bicycling survey. In addition to creating BTA-compliant plans for all seven cities, the project also includes the development of a regional wayfinding signage plan to assist bicyclists with finding key destinations in the region. Detailed project sheets were also developed for the high priority projects in each of the seven cities, which present conceptual designs, project impacts and cost estimates for the proposed bicycle improvements.

Dates: 2010-2011

Agency: Los Angeles County Bicycle Coalition

Key Personnel: Sam Corbett

Contract Value: \$87,110



BIKE ROUTE C BI

### South Bay Bicycle Mini-Corral Plan

Expanding upon general bicycle parking guidelines in the South Bay Bicycle Master Plan, this plan recommends and prioritizes specific locations for bicycle mini-corrals in the three participating cities. Sites were chosen based upon input from city staff, the South Bay Bicycle Coalition, a community workshop, and an online mapping tool. In addition to specific sites, guidelines were provided for future bicycle parking efforts, with detailed recommendations for bike rack selection and appropriate surrounding land uses. Findings will be presented to Public Works Commissions and City Councils for Hermosa Beach, Manhattan Beach, and Redondo Beach.

Dates: 2014-2016

**Agency:** Southern California Association of Governments

Key Personnel: James Powell, Ryan Johnson Contract Value: \$39,943





# Long Beach Traffic Engineering Transportation Planning and Related On-Call

Alta has served in an on-call capacity to the City of Long Beach since 2015, providing transportation planning, outreach, and concept development services for multiple task orders. Projects completed include the 14th Street Park Traffic Calming Quick Build Concept Designs, the Beach Streets event, and the Bicycle Master Plan Update.

Alta developed an interim design approach to enhance connections along 14th Street Park that used short-term, low-cost design interventions. For the Beach Streets project, Alta assisted the City to produce a highly successful Beach Streets event during the planning, business and community outreach, implementation, and evaluation phases. Finally, Alta led the development of the Long Beach Bicycle Master Plan Update. The plan serves as the guiding document for the transformation of Long Beach into the most bicycle-friendly city in the United States.

Dates: 2015-ongoing

Agency: City of Long Beach

**Key Personnel:** Emily Duchon, Ryan Johnson, Kaitlin Scott, Marc Caswell

Contract Value: \$1,100,000





### Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs

Alta assisted the City of Long Beach to enhance connections along 14th Street Park through an interim design approach that used short-term, low-cost design interventions. The improvements were designed with the expectation that they will undergo changes in the future after installation. The benefit of this approach is that the City will be able to make safety and recreational improvements in a short time frame, for a lower cost than a fully built out project.

Dates: 2016-2017

Agency: City of Long Beach

**Key Personnel:** Emily Duchon, Ryan Johnson, Kaitlin Scott

Contract Value: \$20,000



### SCAG Disadvantaged Communities Planning Initiative

Alta is developing a template that is intended to be used by communities throughout the SCAG region to develop active transportation plans (ATPs). The ATP template is being developed with disadvantaged communities in mind who are often under-resourced at the City staff level and do not have the assets for project implementation and delivery. Disadvantaged communities also have significant populations who are low-income and transit dependent and are usually harder to reach through the planning process. All of these factors are being incorporated into this project to ensure its relevance to these communities. The ATP template will be easy to use and highly replicable and will incorporate innovative approaches to project delivery and implementation. Following the template's development, the Alta team will pilot the design by developing ATPs for seven disadvantaged communities throughout the SCAG region. The development of the ATPs will include a data driven needs assessment, an extensive community engagement, a 'Go Human' demonstration event, and a grant writing assistance at the end of the project.



Dates: 2019-ongoing

Client: Southern California Association of Governments

**Key Personnel:** Sam Corbett, Kaitlin Scott, Ryan Gratzer-Taylor, Elizabeth Bisegna

Contract Value: \$1,029,962

### Santa Monica 17th Street Pedestrian and Bicycle Improvement Project

Alta assisted the City of Santa Monica to improve walking and biking along 17th Street between Wilshire and Pico Boulevards. This project will enhance First-last Mile transit connections by creating safe and comfortable active transportation connections between the Metro Expo Station at 17th Street and Colorado Boulevard to Santa Monica City College. Alta developed 30% plans and estimates which included one-way protected bikeways, two protected intersections, new pedestrian lighting and ADA crossing improvements, and Big Blue Bus transit station upgrades.

Dates: 2017-2019

Agency: City of Santa Monica, Mobility Division Key Personnel: Emily Duchon, Lydia Kenselaar Contract Value: \$57,114



MICHIGAN AVENUE

### Santa Monica High School Separated Bikeway and Complete Streets

This project provides comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating a safe route to school for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Alta led the assessment and redesign of the protected bikeway on Michigan Avenue and 7th Street to meet the needs of the City and school stakeholders. The project involved the development and evaluation of seven alternatives before arriving at the preferred design option.

Dates: 2016-2017

Client: City of Santa Monica

**Key Personnel:** Emily Duchon, Steven Frieson, Lydia Kenselaar, James Powell, Juan Ashton

Contract Value: \$66,058





### Santa Monica Michigan Avenue Neighborhood Greenway/ Edison Safe Routes to School

The Edison Language Academy SR2S Project, a phase of the Michigan Avenue Neighborhood Greenway, connects the Bergamot area of Santa Monica to the beach. Alta led schematic design through construction document preparation. Project improvements involved analysis and design of curb extensions, a raised crosswalk, island neck downs, curb ramp improvements, striping, and wayfinding signs. The project featured traffic calming at three intersections and an improved mid-block crossing at an elementary school. The detailed design involved challenging grading to meet ADA requirements, minimize stormwater impacts, and reduce pavement replacement. Each extension includes a new landscape area with irrigation that ties into the existing planting, Alta provided Landscape Architecture services.

Dates: 2016-2018

Agency: City of Santa Monica

**Key Personnel:** Emily Duchon, Lydia Kenselaar, Kaitlin Scott

**Contract Value:** \$115,405





# Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project

Culver City hired Alta to lead the conceptual design, outreach, and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School. The separated bikeway design includes parking and traffic analysis, streetscape and pedestrian lighting, striping, and bicycle signal design at two major boulevards (Washington Boulevard and Culver Boulevard). The neighborhood greenway improvements include curb extensions with green infrastructure, raised crosswalks, and streetscape improvements. This project has Federal funding through Caltrans, and Alta is assisting the City with Caltrans Local Assistance Project Manual protocols.

Dates: 2017-ongoing

Agency: City of Culver City

**Key Personnel:** Sam Corbett, Steven Frieson, Emily Duchon, Marc Caswell, Juan Ashton, Vincent Hellens, Ryan Gratzer-Taylor, Lydia Kenselaar

Contract Value: \$403,697





### Santa Ana Safe Routes to School Plan

The Safe Routes to School Plan includes an extensive and inclusive community engagement process, identification and prioritization of school infrastructure improvements, and the development of programs and strategies to better educate and encourage students to walk and bike to school. The result will be a comprehensive six E's SRTS Plan that will lead to improved safety and mobility for all Santa Ana residents, especially the community's students and youth, through engineering, education, encouragement, and enforcement recommendations.

Dates: 2017-ongoing

Agency: City of Santa Ana

**Key Personnel:** Steven Frieson, Kaitlin Scott, Ryan Johnson, Juan Ashton, Ryan Taylor-Gratzer

Contract Value: \$584,956



### Pasadena Safe School Zones Campaign

The goal of the Pasadena Safe School Zones program was to improve the safety of child pedestrians near schools. Alta addressed these goals with two parallel strategies: a media campaign primarily aimed at parent drivers, and an in-school education program to empower third-graders to walk to school. Alta led branding, design, and development of a high-profile media and web campaign featuring a series of ads in both English and Spanish with the theme of "We Take Time [to Brake for Kids, to Drive 25, etc.]." Alta conducted outreach to all Pasadena elementary schools using campaign collateral to engage children and their parents, and developed curriculum for and delivered in-class pedestrian safety training at seven schools.

In 2017, as part of a continuation of the City's school area pedestrian safety efforts, Alta conducted hand tallies and parent surveys at 17 schools, led pedestrian workshops for elementary students at 10 schools, updated suggested route to school maps, produced safety campaign collateral, and conducted outreach at community events.

Dates: 2013-2014; 2017-2018

Agency: City of Pasadena

**Key Personnel:** Ryan Johnson, Marc Caswell, Ryan Taylor-Gratzer, Kaitlin Scott, James Powell

Contract Value: \$140,000





### Lawndale Safe Routes to School Program Phase I and II

The Lawndale Safe Routes to School program encouraged children to walk and bike to elementary and middle schools in the Lawndale Elementary School District through planning and engineering recommendations. Alta organized and led walking audits around each school, developed school-area walking route maps, conducted parent travel surveys, provided infrastructure recommendations to improve walking and biking adjacent to the schools, and developed a toolkit for district-wide education, encouragement, and evaluation programs.

Alta provided education, training, and outreach in conjunction with the SRTS program previously developed by Alta. The project involved developing and distributing SRTS maps and educational materials for students and parents, providing traffic safety education assemblies and parent education seminars, and establishing encouragement programs such as Walking School Buses and Walk-to-School Days. The final project report included a detailed mode share evaluation analysis and no-/low-cost programmatic recommendations.

Dates: 2011-2013 (phase I); 2017-2018 (phase II)

Agency: City of Lawndale

Key Personnel: Sam Corbett

**Contract Value:** \$84,515 (phase I); \$44,986 (phase II)



### Sherman Way Streetscape Improvements, Los Angeles

Alta is leading a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley in Los Angeles. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood, as well as patrons of and visitors to the corridor. Project elements also include planted medians, high-visibility crossings, and driveway conflict markings.

Dates: 2018-ongoing

**Agency:** City of Los Angeles Department of Transportation

**Key Personnel:** Steven Frieson, James Powell, Lydia Kenselaar, Marc Caswell, Juan Ashton, Vincent Hellens

Contract Value: \$399,916



# Urban Cooling Strategies for Neighborhoods Serviced by the LA Metro Orange Line (Bus Rapid Transit), Los Angeles

Alta is developing a conceptual plan to mitigate the climate change threat of heat burden along the neighborhood pathways within the First-Last Mile connections of the LA Metro Orange Line (Bus Rapid Transit) Sherman Way Station in the working-class community of Canoga Park. The plan will investigate and identify opportunities to incorporate new technologies and accepted practices to cool streets and pavement within the service region, including active transportation facilities, plantings, streetscape features, and pavement materials and colors.

Dates: 2018-ongoing

**Agency:** City of Los Angeles Bureau of Street Services

**Key Personnel:** Sam Corbett, Lydia Kenselaar, Marc Caswell, Juan Ashton, Ryan Taylor-Gratzer

Contract Value: \$353,982

TIVABILITY



### **OCTA Active Transportation Support Services**

Since 2016, Alta has been providing active transportation support services on an on-call capacity directly to Orange County Transportation Authority (OCTA) staff to advance engineering, education, encouragement, evaluation, and promotion efforts. Alta has provided support for roadway reconfigurations, cost estimates, promotional and educational campaigns, community outreach, and training. Alta has successfully completed time sensitive tasks and supported OCTA with grant writing services to secure funds to develop and sustain active transportation non-infrastructure projects in throughout the County.

Dates: 2016-ongoing

Agency: Orange County Transportation Authority

**Key Personnel:** Sam Corbett, Kaitlin Scott, Marc Caswell, Ryan Taylor-Gratzer

Contract Value: \$75,000



# Western Riverside Council of Governments On-Call Planning Services

Alta provides a variety of services to the Western Riverside Council of Governments (WRCOG) via on-call Services. Alta has written three applications for the California Active Transportation Program Cycle IV on behalf of cities in the WRCOG region, supported by WRCOG. Alta has also written a Caltrans Sustainable Transportation Planning Grant for the City of Eastvale, funded by WRCOG. We also have hosted a two-hour training with director-level staff of a dozen cities in the WRCOG region on Complete Streets concepts, and continue to plan additional trainings as requested. Alta has created a curriculum that speaks to the land use, demographics, and is context-sensitive to the WRCOG communities while highlighting the benefits of Complete Streets, and providing strategies on how these local jurisdictions can implement them. Alta also created a memo of a meta-analysis on the potential impacts on local economies, with a focus on business receipts and property values when new bikeways and active transportation projects are built in communities. The memo was designed to inform the WRCOG directors and stakeholders on the benefits and drawbacks of active transportation projects to allow them to make more informed decisions on funding priorities.

Dates: 2017-ongoing

Agency: Western Riverside Council of Governments

**Key Personnel:** Marc Caswell, Ryan Taylor-Gratzer, Juan Ashton, Kaitlin Scott, James Powell, Lydia Kenselaar





Contract Value: N/A

### References

### Santa Monica 17th Street Pedestrian and Bicycle Improvement

- » Agency: City of Santa Monica
- » Agency Project Manager: Carlos Morales, Senior Transportation Planner - Mobility Division
- » Email Address and Telephone Number: carlos.morales@smgov.net, (310) 434-2670
- » Description of Services Provided: Design

# SCAG Disadvantaged Communities Planning Initiative

- » Agency: Southern California Association of Governments
- » Agency Project Manager: Julia Lippe-Klein, Associate Regional Planner
- » Email Address and Telephone Number: lippe-klein@scag.ca.gov, (213) 236-1856
- » Description of Services Provided: Planning

### Santa Monica Michigan Avenue Neighborhood Greenway/Edison Safe Routes to School

- » Agency: City of Santa Monica
- » Agency Project Manager: Peter Dzewaltowski, Transportation Planning Associate
- » Email Address and Telephone Number: peter.dzewaltowski@smgov.net, (310) 458-8292
- » Description of Services Provided: SRTS design and landscape architecture

# Santa Monica High School Separated Bikeway and Complete Streets

- » Agency: City of Santa Monica
- » Agency Project Manager: Linda Cogswell, Associate Planner
- » Email Address and Telephone Number: linda.cogswell@smgov.net, (310) 458-8341
- » Description of Services Provided: SRTS design

### South Bay Bicycle Mini-Corral Plan

- » Agency: Southern California Association of Governments
- » Agency Project Manager: Kristen Pawling (Previously with SCAG), Sustainability Programs Director, Chief Sustainability Office, County of Los Angeles
- » Email Address and Telephone Number: kpawling@ceo.lacounty.gov, (213) 974-1172
- » Description of Services Provided: Planning

### Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs

- » Agency: City of Long Beach
- » Agency Project Manager: Sean Crumby, Deputy Director of Public Works/City Engineer
- » Email Address and Telephone Number: sean.crumby@longbeach.gov, (562) 570-6695
- » Description of Services Provided: Design

### Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project

- » Agency: City of Culver City
- » Agency Project Manager: Gabe Garcia, City Traffic Engineer
- » Email Address and Telephone Number: gabriel.garcia@culvercity.org, (310) 253-5600
- » Description of Services Provided: Design, outreach, and construction documents

### Santa Ana Safe Routes to School Plan

- » Agency: City of Santa Ana
- » Agency Project Manager: Cory Wilkerson, Active Transportation Coordinator
- » Email Address and Telephone Number: cwilkerson@santa-ana.org, (714) 647-5643
- » Description of Services Provided: SRTS planning

### **OCTA Active Transportation Support Services**

- » Agency: Orange County Transportation Authority
- » Agency Project Manager: Paul Martin, Active Transportation Coordinator
- » Email Address and Telephone Number: pmartin@octa.net, (714) 560-5386
- » **Description of Services Provided:** Planning and design, outreach, training, and grant writing

### Western Riverside Council of Governments On-Call Planning Services

- » Agency: Western Riverside Council of Governments
- » Agency Project Manager: Christopher Tzeng, Program Manager
- » Email Address and Telephone Number: ctzeng@wrcog.us, (951) 405-6711
- » Description of Services Provided: Active transportation analytics, training, and grant writing

# **Experience and Qualifications of Key Personnel**



#### EDUCATION

Master of City Planning, University of California, Berkeley, 2001

> BS, Environmental Policy, Analysis, and Planning, University of California, Davis, 1996

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2010-2012; 2018-Jacobs, 2015-2018 Auckland Transport, 2012-2015 UC San Diego, 2006-2010 UC Los Angeles, 2004-2006 Urbitran Associates,

Inc., 2001-2004

#### AWARDS

2017 Client Choice Award Winner, Most Client Focused Consulting Engineer in Australia/New Zealand, independently researched by Beaton Consulting Group 2015 Roundabout Award for Best Contribution, "What Can Sydney Teach Us About Walking and Cycling?"

### Sam Corbett Principal-in-Charge



Sam has 20 years of experience as a transportation planner and manager, specializing in transit planning, TDM, pedestrian and bicycle planning, program development, transportation system improvements, survey design and analysis, implementation and evaluation techniques, and public outreach and communication strategies. Sam brings strong transportation planning skills, developed from working on a wide range of transportation projects. He has both planning and operational skill sets and has worked in both the public and private sector. The majority of Sam's work has focused on assessing and improving urban transport systems, with particular focus on active modes and public transportation.

### **RELEVANT EXPERIENCE**

### SOUTH BAY BICYCLE MASTER PLAN

Alta, with Sam as Project Manager, worked with the Los Angeles County Bicycle Coalition, the South Bay Bicycle Coalition, and the seven South Bay cities of Redondo Beach, Hermosa Beach, Manhattan Beach, Torrance, El Segundo, Gardena, and Lawndale to develop a multi-jurisdictional regional bicycle master plan. The overarching goal of the plan is to create a more bicycle friendly South Bay Region by developing infrastructure, programs and policies to improve the bicycling conditions within the seven cities included in the planning effort. Extensive public outreach efforts were conducted throughout the project, including public workshops, bicycle counts, and an online bicycling survey.

### SCAG DISADVANTAGED COMMUNITIES PLANNING INITIATIVE

Alta, with Sam as Principal-in-Charge, is leading the development of a template that is intended to be used by communities throughout the SCAG region to develop active transportation plans (ATPs). The ATP template is being developed with disad-vantaged communities in mind who are often under-resourced at the City staff level and do not have the assets for project implementation and delivery. The ATP template will be easy to use and highly replicable, and will incorporate innovative approaches to project delivery and implementation. Following the template's development, the Alta team will pilot the design by developing ATPs for seven disadvantaged communities throughout the SCAG region.

### URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta, with Sam as Principal-in-Charge, is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. Alta is working to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies.

- » San Bernardino County Safe Routes to School
- » Chula Vista Pedestrian Master Plan and Safe Routes to School Plan
- » Kern County Bicycle Master Plan and Complete Streets Vision



BS, Civil Engineering, Stanford University, 1983

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2018-

Psomas, 2014-2018

BASE + Birge Engineering, 2011-2013

Birge Engineering, 2008-2011

Arroyo Engineering Solutions, 2005-2008

> Boyle Engineering, 1997-2005

> > PBSJ, 1988-1997

Metcalf & Eddy, 1983-1988

### PROFESSIONAL REGISTRATIONS

Professional Engineer: California (#42110); Nevada (#11599)

League of American Bicyclists, League Cycling Instructor (#3460)

### **Steven Frieson, PE, LCI, QSD** *Principal Engineer*



Steve has 35 years of extensive experience managing site civil and transportation projects throughout Southern California. His technical expertise includes planning, design, and construction management. Steve augments his engineering skills with strong administrative abilities in the oversight and direction of technical professionals, client relations, quality control, subconsultant coordination, public outreach, and resource allocation to see that projects are delivered on time and within budget. He excels in site development, freeway and interchanges, signing and striping, street lighting, traffic-handling plans, roadway drainage, grading, traffic studies, and pedestrian and bike paths.

### RELEVANT EXPERIENCE

### SHERMAN WAY STREETSCAPE IMPROVEMENTS, LOS ANGELES

Steven is serving as Project Manager for a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood as well as patrons of and visitors to the corridor. The project also includes street beautification elements such as street furnishings and enhanced landscaping.

# CULVER CITY LA BALLONA ELEMENTARY PROTECTED BIKE LANE AND SAFE ROUTES TO SCHOOL PROJECT

Alta, with Steve as Principal-in-Charge, is leading the conceptual design, outreach, and preparation of construction documents for Culver City's first separated bikeway on Elenda Street, as well as neighborhood improvements to create Safe Routes to La Ballona Elementary School. The separated bikeway design includes parking and traffic analysis, streetscape and pedestrian lighting, striping, and bicycle signal design at two major boulevards (Washington Boulevard and Culver Boulevard). The neighborhood greenway improvements include curb extensions with green infrastructure, raised crosswalks, and streetscape improvements.

### CV LINK, COACHELLA VALLEY

Steve is serving as the Principal Engineer providing engineering QA/QC for CV Link, an innovative, multimodal facility of national importance that connects communities in the Coachella Valley. In 2013, Alta began development of the CV Link Master Plan for a nearly 80-mile portion of the multimodal pathway connecting the nine cities of the Eastern Riverside County region. The proposed pathway system will accommodate low speed electric vehicles (LSEV) in addition to bicyclists and pedestrians. Alta is providing recommendations for on-street segments at the highest design standard, and supporting infrastructure, including LSEV charging facilities. Alta is also recommending an implementation strategy with immediate next steps and segments for near-term construction or upgrades.

- » City of Berkeley Transportation On-Call Services Class IV Bikeway Design
- » Avenue R Complete Streets and Safe Routes to School, Palmdale\*
- » Lincoln Bridge Multimodal Improvements, Los Angeles\*



Masters of Landscape Architecture, University of Michigan, School of Natural Resources, 2007

Bachelors in Environmental Policy, University of Michigan, School of Natural Resources, 2001

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2009-2013, 2014-

Fehr & Peers 2013-2014

Rios Clementi Hale Studios. 2008

The Greenway Collaborative, Inc., 2006-2008

## PROFESSIONAL REGISTRATIONS

American Society of Landscape Architects

> LEED Associated Professional

### AWARDS

International Federation of Landscape Architects, Jury Award

> ASLA Student Merit Award

### **Emily Duchon, ASLA, LEED AP** *Principal/Landscape Architect*



Emily leads projects that help communities design and implement innovative active transportation solutions, taking projects from master plans through concept design and construction drawings and administration. Her project experience includes bicycle, pedestrian and trail master plans as well as Complete Street, multi-use trail and wayfinding design. Emily's creativity, energy, and experience in ecological design give her the tools to create vibrant public spaces and transportation networks in communities. Her ability to conduct successful community outreach efforts is a valuable asset for building project support and community investment in her projects. Emily is skilled in leading consulting teams through construction document development.

### **RELEVANT EXPERIENCE**

### SANTA MONICA 17TH STREET PEDESTRIAN AND BICYCLE IMPROVEMENT

Emily was Principal-in-Charge for the 17th Street project to enhance First-Last Mile transit connections between the Metro Expo Station at 17th Street and Colorado Boulevard to Santa Monica City College. Emily worked closely with City stake-holders including the Santa Monica Fire Department to oversee the development of 30% plans, which included new pedestrian lighting and ADA crossing improvements, one-way protected bikeways, Big Blue Bus transit station upgrades, and two bikeway protected intersections along 17th Street.

### SANTA MONICA MICHIGAN AVENUE NEIGHBORHOOD GREENWAY/ EDISON SAFE ROUTES TO SCHOOL

The Edison Language Academy SR2S Project is a phase of the Michigan Avenue Neighborhood Greenway which connects the Bergamot area of Santa Monica to the beach. The Alta team, with Emily as Project Manager, led schematic design through construction document preparation. Project improvements involve analysis and design of a traffic diverter, landscaped curb extensions, and raised crosswalk.

# SANTA MONICA HIGH SCHOOL SEPARATED BIKEWAY AND COMPLETE STREETS

This project provides comfortable, livable streets that serve Santa Monica High School (SaMoHi) by managing traffic behavior and creating a safe route to school for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Alta, with Emily as Project Manager, led the assessment and redesign of the protected bikeway on Michigan Avenue and 7th Street to meet the needs of the City and school stakeholders. The project involved the development and evaluation of seven alternatives before arriving at the preferred design option.

- » Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project
- » Long Beach 14th Street Park Traffic Calming Quick Build Concept Designs
- » Culver City Bicycle and Pedestrian Initiative



Masters in Urban and Regional Planning, University of California, Los Angeles, 2016

BA, Religion, Sociology, University of Florida, Gainesville, 2004

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016-

City of Long Beach Public Works Department Traffic Engineering, 2015-2016

> Climate Resolve, 2013-2014

San Francisco Bicycle Coalition, 2008-2013

> Urban Habitat, 2006-2008

#### PROFESSIONAL REGISTRATIONS

League of American Bicyclists, Certified Cycling Instructor (#4088)

### Marc Caswell, LCI Planning Associate



Marc has more than a decade of experience in transportation planning in communities across California including Los Angeles, San Francisco, and Long Beach and smaller surburban communities like Arroyo Grande, Culver City, Eastvale, and El Monte. Since joining Alta, Marc has worked with cities across southern California on bicycle and pedestrian master plans, applications for grants and funding, SRTS trainings, and public safety campaigns. He has extensive experience creating safety messages and training curricula for drivers and bike riders. Marc has personally trained thousands of Californians how to safely share the road – whether behind the steering wheel or on two wheels. He brings his expertise in project management, coalition-building, and civic engagement to encourage safer, more inviting walking and bicycling.

### **RELEVANT EXPERIENCE**

### URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, Bureau of Street Services which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. As Project Manager, Marc is leading the Alta team to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies. The project includes extensive community outreach and engagement, and Alta is preparing site-specific conceptual plans and renderings to create cooler environments for pedestrians and bicyclists in the study area.

### ANAHEIM SAFE ROUTES TO SCHOOL PROGRAM

To complement the proposed improvements of sidewalks, crosswalks, and traffic lights near eight school campuses, the City of Anaheim has hired Alta to complete school-focused encouragement and education campaigns. As Project Manager, Marc is working with Principals, school and district staff, and City staff for maximum visibility and impact at the schools.

### CULVER CITY BICYCLE AND PEDESTRIAN ACTION PLAN

Facilitating a large, broad-based outreach effort throughout Culver City, Marc is leading the project team to update the City's 2010 Bicycle and Pedestrian Master Plan to reflect current and future project plans. The project includes demonstration projects, development of a Vision Zero Action Plan, and a full citywide bicycle and pedestrian plan. Marc is serving as the Project Manager.

- » OCTA Active Transportation Support Services
- » City of El Monte Walking School Bus
- » Irvine Citywide Bicyclist, Pedestrian, and Motorist Safety Program



Master of Urban and Regional Planning, University of California, Los Angeles, 2012

BA, Sociology and Political Science, University of Mississippi, 2008

Mexico-U.S. Bilateral Study Tour with the Instituto Tecnológico de Monterrey, Hidalgo Campus, 2006

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2012-

Pro Walk/Pro Bike/Pro Place, Long Beach, CA, 2012 Bike Long Beach, 2011-2012 CicLAvia, 2010-2012

# PROFESSIONAL REGISTRATIONS

League of American Bicyclists, League Cycling Instructor (#3994)

### **Ryan Johnson, LCI** *Planning Associate*



Ryan excels at interagency collaboration, bringing key players together for decision making and coordination. He brings a range of skills including project management, multimodal master planning, transit access studies, SRTS program coordination, community outreach, and festival and event production. Ryan is experienced at collaborating with various stakeholders in multiple jurisdictions to gain consensus on bikeway plans and establish linkages across city boundaries. His work has won the respect of his peers and his clients, leading to him being named the 2016 Professional of the Year by the Association of Pedestrian and Bicycle Professionals.

### **RELEVANT EXPERIENCE**

### SANTA ANA SAFE ROUTES TO SCHOOL PLAN

This effort will involve an extensive and inclusive community engagement process, identification and prioritization of school infrastructure improvements, and the development of programs and strategies to better educate and encourage students to walk and bike to school. The result will be a comprehensive 6 "E's" SRTS Plan that will lead to improved safety and mobility for all Santa Ana residents, especially the community's students and youth, through engineering, education, encouragement, and enforcement recommendations. Ryan is the Project Manager.

### SANTA MONICA SAFE ROUTES TO SCHOOL

The Santa Monica Safe Routes to School project encouraged children to walk and bike to elementary and middle schools in the Santa Monica-Malibu Unified School District through planning and programming. Ryan's role on this project involved organizing a Family Bicycle Fest, supporting the bi-monthly Kidical Mass group rides, and writing the analysis report for a parent survey about children's walking and cycling habits.

# SANTA ANA TRAVEL SAFE, SHARE THE SPACE BICYCLE SAFETY CAMPAIGN

Ryan as Project Manager worked with the City of Santa Ana to develop a multifaceted bicycle safety marketing and education campaign in the largely Latino Orange County community. The final marketing campaign message asked residents and visitors to "Travel Safe, Share the Space" (in both English and Spanish). The message was distributed via bus stop shelters at 12 locations, banners on 36 street light poles, 500 printed brochures, and a new page hosted on the City's official website. The project team also conducted in-school traffic safety assemblies at 19 local elementary schools, led four citywide bicycle safety rodeos, and gave away 1,000 free bicycle helmets to Santa Ana youth.

- » Orange County Transportation Authority Districts 1 and 2 Bikeways Collaborative
- » Santa Clarita Pedestrian and Bicycle Master Plan Update
- » Pasadena Safe School Zones
- » Long Beach Bicycle Master Plan Update
- » LA Metro Safe Routes to School Pilot



University of California, Los Angeles, 2016 BA, Environmental Studies, UC Santa Cruz, 2012

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016-

City of Los Angeles Great Streets Initiative, 2015–2016

## PROFESSIONAL REGISTRATIONS

Association for Pedestrian and Bicycle Professionals Next City Los Angeles Walks

### Kaitlin Scott Senior Planner



Kaitlin brings a range of skills including SRTS program coordination, community outreach, festival and event production, and the design of streets and public spaces with a focus on equity and access. She is skilled at working with diverse communities to conduct meaningful, inclusive outreach. Prior to joining the Alta team, Kaitlin worked with the City of Los Angeles Great Streets Initiative, where she helped design safer, more engaged streets, programmed pop-up events and demonstrations, led design of outreach materials, and conducted interactive outreach.

### RELEVANT EXPERIENCE

### SANTA MONICA SAFE ROUTES TO SCHOOL PLAN

Alta is providing education, training, and outreach in conjunction with the SRTS program previously developed for the Santa Monica-Malibu Unified School District. The project involves developing and distributing SRTS maps and educational materials for students and parents, providing traffic safety education assemblies and parent education seminars, and establishing encouragement programs such as Walking School Buses and Bike It, Walk It Week. Kaitlin is a Senior Planner on the project.

### SAN BERNARDINO COUNTY SAFE ROUTES TO SCHOOL PROGRAM

Kaitlin is a Senior Planner on this countywide SRTS program that targets 25 priority schools throughout the county with education, encouragement, enforcement, and evaluation activities. The program involves student and parent workshops, school and community rodeos, walking events, and bike and pedestrian audits. The program will address the conflict points throughout San Bernardino county that currently deter children from walking or biking to school.

### OCTA PEDESTRIAN AND BICYCLE SAFETY PROGRAM

The Orange County Transportation Authority secured funding from the Office of Traffic Safety to develop the Pedestrian and Bicycle Safety Program. As Project Manager, Kaitlin led the multi-faceted program, which included bike education safety classes, distribution of bike lights and helmets, and distribution of reflectorized items to the public on OCTA buses. The distribution of lights and reflectorized items served to improve safety for active transportation users and promoted the bike education safety classes.

### CULVER CITY BICYCLE AND PEDESTRIAN ACTION PLAN

Facilitating a large, broad-based outreach effort throughout Culver City, Alta is leading a team to update the City's 2010 Bicycle and Pedestrian Master Plan to reflect current and future project plans. The project includes demonstration projects, development of a Vision Zero Action Plan, and a full citywide plan. Kaitlin is a Planner on the project.

- » Kern Region Active Transportation Plan, Kern County
- » Los Angeles County Pedestrian Plans
- » Ventura County Safe Routes to School Master Plan
- » Pasadena Safe Routes to School Program



Master of Landscape Architecture, California State Polytechnic University, Pomona, 2013

BA, Humanities, New College of Florida, 2001

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2013-

Urban Design Studio, Los Angeles Department of City Planning, 2011-2012

## PROFESSIONAL REGISTRATIONS

Registered Landscape Architect: California (#6416)

### James Powell, PLA, ASLA Senior Design Associate



James brings a wide range of solutions to his work, drawing upon experience managing and leading design processes in a wide variety of settings. These include trail master plans from local to regional scales, trail design services from grant writing and feasibility through PS&E, construction support, Complete Streets and streetscape design, corridor planning, and implementation plans. His recent projects have included green infrastructure and protected bikeway design, trail prioritization modeling, facility evaluation frameworks, and landscape designs for streetscapes, medians, and trailheads. James has hands-on experience coordinating subconsultants from a variety of disciplines, as well as with the project management, design, and analysis tools.

### **RELEVANT EXPERIENCE**

### SOUTH BAY BICYCLE MINI-CORRAL PLAN

This plan recommends and prioritizes specific locations for bicycle mini-corrals in Hermosa Beach, Manhattan Beach, and Redondo Beach. Sites were chosen based upon input from city staff, the South Bay Bicycle Coalition, a community workshop, and an online mapping tool. In addition to specific sites, guidelines were provided for future bicycle parking efforts, with detailed recommendations for bike rack selection and appropriate surrounding land uses. James served as Project Manager, and produced design guidelines for 15 mini-corral locations, cost estimates for each, and graphics for citywide bicycle parking design guidelines.

### SHERMAN WAY STREETSCAPE IMPROVEMENTS, LOS ANGELES

James is serving as the Landscape Architect for a streetscape improvement project for Sherman Way in the Reseda area of the San Fernando Valley. A key component of the envisioned corridor environment is a protected bike lane facility that will provide accessibility and connectivity to residents of the Reseda neighborhood as well as patrons of and visitors to the corridor. The project also includes street beautification elements such as street furnishings and enhanced landscaping.

### SANTA MONICA LOT 4S BEACH PATH ACCESS IMPROVEMENTS

Alta worked with the City of Santa Monica to improve bicycle and pedestrian access to the Beach Path from Hollister Avenue. Six concept designs were developed to analyze benefits to proposed circulation alternatives. The preferred design reconfigures under-used parking lot space into a colorful promenade entrance to the Beach Path. Alta prepared construction documents, which included marked bicycle facilities, custom wave pavement marking stencils for the promenade and planting plan. James contributed conceptual design, photo simulations, and cost estimates. James served as a Landscape Architect.

- » LA Metro LA River Gap Closure Project
- » WRCOG Steele Peak Reserve Trails Plan
- » Vernon Los Angeles River Path Feasibility Study
- » LA Metro Safe Routes to School Pilot
- » LA Metro Active Transportation Strategic Plan



Master of Landscape Architecture, University of Texas at Austin, 2015

BFA, Fiber, Maryland Institute College of Art, 2007

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2017-

Design Workshop, 2014-2016

Studio Balcones, 2013-2014

Strategic Fundraising Consultant, 2007-2012

## PROFESSIONAL REGISTRATIONS

American Society of Landscape Architects

### **Lydia Kenselaar, ASLA** Senior Designer



Lydia is a landscape designer who has experience designing and providing project management for a wide variety of project types, from new communities and parks to trails and streetscapes. Her background in fine art grounds her landscape practice and informs her approach to placemaking and design. She is passionate about art, ecology, and the dynamic ways in which the two intersect in the built environment. Prior to her career as a designer, Lydia spent five years leading fundraising and marketing for community arts-based programs.

### **RELEVANT EXPERIENCE**

### SANTA MONICA MICHIGAN AVENUE NEIGHBORHOOD GREENWAY/ EDISON SAFE ROUTES TO SCHOOL

The Edison Language Academy SR2S Project is a phase of the Michigan Avenue Neighborhood Greenway which connects the Bergamot area of Santa Monica to the beach. Alta led schematic design through construction document preparation. Project improvements involved analysis and design of a traffic diverter, curb extensions and wayfinding. Lydia served as Assistant Project Manager.

### SANTA MONICA 17TH STREET PEDESTRIAN AND BICYCLE IMPROVEMENT

Lydia is the Project Manager on the 17th Street project to enhance first-last mile transit connections between the Metro Expo Station at 17th and Colorado Boulevard to Santa Monica City College. Lydia worked closely with City stakeholders including Santa Monica Fire Department during the development of 30% plans which included new pedestrian lighting and ADA crossing improvements, one-way protected bikeways, Big Blue Bus transit station upgrades, and two bikeway protected intersections along 17th Street. This is part of a larger Complete Streets goal in Santa Monica to better connect bikes and pedestrians to the newly expanded Metro Exposition line and address gaps in the City's existing bicycle network.

# URBAN COOLING STRATEGIES FOR NEIGHBORHOODS SERVICED BY THE LA METRO ORANGE LINE (BUS RAPID TRANSIT), LOS ANGELES

Alta is preparing an urban cooling strategy for the City of Los Angeles Department of Public Works, Bureau of Street Services which is focused on making key walking and cycling connections to the Sherman Way Orange Line station more comfortable. This area of the northern San Fernando Valley suffers from extreme heat due to the Urban Heat Island Effect and is in need of heat mitigation. Alta is working to create a plan that will improve traffic safety for people walking and biking to the Sherman Way BRT station and also explore ways to reduce the impacts of extreme heat with cool pavements, shade structures, native plantings, micro climate treatments, and other strategies. As Senior Designer on the project, Lydia is considering ways in which the landscape can reinforce the project's goals of increasing shade to reduce urban heat island effect and maximize potential for stormwater capture.

- » Culver City La Ballona Elementary Protected Bike Lane and Safe Routes to School Project
- » Fullerton Priority Bike Connection Plan



BS, Civil Engineering, Alabama Agricultural and Mechanical University, 2007

#### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2019– Psomas, 2012-2019

Florence & Hutcheson, Inc., 2006-2012

## PROFESSIONAL REGISTRATIONS

ENV SP, Envision Sustainable Professional

QSD/P, Qualified SWPPP Developer and Practitioner

### Vincent Hellens, ENV SP Associate Engineer



Vincent has over 12 years of experience designing and managing large and small Capital Improvement Projects all the way through construction. His expertise includes pedestrian ADA design, roadway diets and widening designs, roadway rehabilitation, design of interchanges, and conceptual plans to final PS&E (e.g., roadway plan and profile, typical sections, drainage plans, traffic control, pavement marking, and signing plans). Vincent is familiar with many roadway design guidelines, such as the Standard Plans/Specifications for Public Works Construction (SPPWC) Green Book, the AASHTO Roadway Construction Standards, the ASTM Roadway Specifications, the Federal Highway Administration's Manual of Traffic Control Devices (MUTCD), as well as, other local, state, and federal publications.

### **RELEVANT EXPERIENCE**

### CV LINK, COACHELLA VALLEY

Alta is providing engineering QA/QC and design management for CV Link, an innovative, multimodal facility of national importance that connects communities in the Coachella Valley. In 2013, Alta began development of the CV Link Master Plan for a nearly 80-mile portion of the multimodal pathway connecting the nine cities of the Eastern Riverside County region. Alta is providing recommendations for on-street segments at the highest design standard, and supporting infrastructure, including LSEV charging facilities. Alta is also recommending an implementation strategy with immediate next steps and segments for near-term construction or upgrades. Vincent is serving as Associate Engineer on the project.

### CORDOVA STREET COMPLETE STREET, PASADENA\*

Vincent was the Project Manager for the development of preliminary engineering design and ultimately final construction design PS&E for this Complete Street project. The project will improve safety along Cordova Street with Class II bike lanes, bicycle detection, street resurfacing, pedestrian ADA accessibility upgrades, curb extensions, and water quality improvements. In addition, he assisted the City with their community outreach workshop for the project.

# AVENUE R COMPLETE STREETS AND SAFE ROUTES TO SCHOOL, PALMDALE\*

Vincent was the Project Manager/Engineer providing environmental clearance and developing construction documents for infrastructure enhancements to accomplish a "Complete Streets" approach. He was responsible for the geometric approval drawings and leading the design and preparation of PS&E documents. The design included sidewalk gap closures, storm drain design, and widening Avenue R to accommodate buffered Class II Bike Lanes. In addition, Vincent prepared grant documents to secure \$5.2 million for construction for the project through the CTC ATP Cycle 4 grant process.

- » TOS 38, Roscoe Boulevard and Reseda Blvd "Complete Streets" Improvements, Los Angeles\*
- » Normandie Avenue Street Improvement, Gardena\*



BS, Civil Engineering, California State University, Los Angeles (CSULA), 2017

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2018-

City of Los Angeles Department of Public Works, 2017-2018

County of Los Angeles Department of Public Works, 2016-2017

Special Olympics World Games, Los Angeles, 2015

#### PROFESSIONAL REGISTRATIONS

Engineer-in-Training (#160495)

Certified SolidWorks Associate (#C-U5VRRZ698Z)

### Juan Ashton, EIT, ENV SP Engineer



Juan is an engineer specializing in planning and design projects that have an emphasis on sustainability and helping communities thrive. Before joining Alta, Juan worked for the Department of Public Works at both the County and City of Los Angeles, where he developed technical drawings and specifications for street and stormwater improvement projects, provided design support during construction including plan clarifications and as-built drawings, and performed design investigations, quantity takeoffs, cost estimates, and geospatial analysis. He has experience advancing active transportation infrastructure through SRTS, Vision Zero, Great Streets initiatives, First-Last Mile, urban greening, and congestion mitigation and air quality programs. Juan is fluent in Spanish and remains engaged in education advocacy and community-led health initiatives alongside his professional career.

### **RELEVANT EXPERIENCE**

# CULVER CITY LA BALLONA ELEMENTARY PROTECTED BIKE LANE AND SAFE ROUTES TO SCHOOL PROJECT

Alta is leading this Safe Routes to School design and implementation project including a two-way cycle track with bicycle signal design, curb extensions with green infrastructure, and streetscape and lighting improvements. Juan is preparing final construction documents for intersection improvements and has also provided traffic analysis and swept-path vehicle analysis as part of the final design process.

### SHERMAN WAY STREETSCAPE IMPROVEMENTS, LOS ANGELES

As an Engineer on this project, Juan prepared final construction documents and an engineer's opinion of cost for corridor improvements along Sherman Way and Hart Street. Project features include: a mini-roundabout, ADA curb ramps, landscaped medians/parkways, transit shelters, bike racks, a pedestrian actuated warning beacon, high-visibility crosswalks, speed humps, and signage and striping plans for a bicycle-friendly street. Juan also provided coordination with project stakeholders including the Los Angeles Department of Water and Power and Department of Public Works Bureau of Engineering.

# SANTA MONICA HIGH SCHOOL SEPARATED BIKEWAY AND COMPLETE STREETS

Santa Monica High School (SaMoHi) is an important node within the City due to its location in the Civic Center area, proximity to downtown and the beach, and its sizable student body. The streets surrounding SaMoHi handle high traffic volumes, with people going to and from their homes, downtown, and the interstate, in addition to those traveling to and from school. This project will provide comfortable, livable and safe streets that serve SaMoHi by managing traffic behavior and creating Safe Routes to School for walking and biking without significantly impacting parking supply, emergency routes, and the local neighborhood environment. Juan is serving as an Engineer on the project.

- » Santa Ana Safe Routes to School Plan
- » Arts District Pedestrian and Cyclist Improvements, Los Angeles
- » CV Link, Coachella Valley



Masters in Urban and Regional Planning, University of California Los Angeles, 2016

BA, Sociology, University of California Santa Barbara, 2002

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2017-

City of Long Beach, Public Works, Department of Traffic Engineering, 2016

UCLA, Lewis Center for Regional Policy Studies, 2014-2016

Portland State University, Initiative for Bicycle and Pedestrian Innovation, 2007-2011

### PROFESSIONAL ORGANIZATIONS

Association of Pedestrian and Bicycling Professionals

> Los Angeles County Bicycle Coalition

### **Ryan Taylor-Gratzer** GIS Analyst



Ryan specializes in research, design, GIS, and safety analysis and is skilled in visualizing geographic data. Before joining Alta, he worked as a planner and a researcher for the City of Long Beach and UCLA, respectively. At UCLA, Ryan modeled bicyclist crash risk, and evaluated the safety impacts of newly-installed bikeways in the City of Los Angeles.

### RELEVANT EXPERIENCE

### SAN BERNARDINO COUNTY SAFE ROUTES TO SCHOOL PROGRAM

Alta is leading this countywide SRTS program that will target 25 priority schools throughout the County with education, encouragement, enforcement, and evaluation activities. The program involves student and parent workshops, school and community rodeos, walking events, and bike and pedestrian audits. The program will address the conflict points throughout San Bernardino County that currently deter children from walking or biking to school. Alta designed both a logo and a stakeholder facing website for the project. Ryan conducted spatial analyses and developed maps for public use.

### SANTA MONICA SAFE ROUTES TO SCHOOL EXPANSION

Following the successful 2012-2014 SRTS project led by Alta, Santa Monica has hired Alta to expand the project to an additional five schools. Ryan provided support at four Kidical Mass events, assisted on walk audits, and created base maps of the study schools.

### OCTA ACTIVE TRANSPORTATION ON-CALL

Alta is providing on-call active transportation support to the Orange County Transportation Authority. Alta's role is intended to advance OCTA's engineering, education, encouragement, evaluation, enforcement, and equity efforts. Through this on-call, Alta has supported OCTA with organizing and staffing walk to school days, promotional campaigns, grant writing, and bicycle-friendly driving training. As GIS Analyst, Ryan analyzed bicyclist and pedestrian count data at 21 count sites in Orange County. He presented the results in an easily-digestible document.

### LONG BEACH BIKE MASTER PLAN UPDATE

Alta is working with the City of Long Beach to update the City's Bicycle Master Plan. The continued development of the City's network of bicycle facilities will not only make bicycling a more viable mode of transportation, but will contribute to an enhanced quality of life in the City that includes increased public health, community development and reduced greenhouse gas emissions. Ryan updated the Long Beach Bike Map based on newly-completed infrastructure projects.

- » Pasadena Pedestrian Safety Outreach and SRTS Maps Update
- » San Gabriel Valley Active Transportation Initiative
- » El Monte Durfee-Thompson Walking School Bus
- » Los Angeles County Unincorporated Pedestrian Plans



MFAIA, Goddard College, 2017 BFA, Art Institute of Chicago, 2001

### PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016-

Bike to Work LLC Art and Design, 2015-2016

Works Partnership Architecture, 2011-2015

Art Institute of Seattle. 2005-2007

Freelance Design, 2002-2007

Booth Hansen Associates, 1999-2002

### PROFESSIONAL REGISTRATIONS

SEGD Society for Experiential Graphic Design

### Elizabeth Bisegna Senior Graphic Designer



Elizabeth is a graphic designer with nearly 20 years of experience in drafting, designing, illustration and teaching. She has created branding, marketing, and packaging materials for clients ranging from small, locally-owned businesses to international City and State agencies. Elizabeth draws on her expertise to provide highly professional graphic design for Alta projects, including branding, final master planning reports, and encouragement and education campaigns. She offers technical expertise in Adobe Creative Suite, hand drafting, drawing, and sketching.

### RELEVANT EXPERIENCE

### LA METRO LOS ANGELES RIVER GAP CLOSURE PROJECT

Alta is co-leading the team selected by LA Metro to design the landmark Los Angeles River Bike Path Gap Closure project. This \$365-million project—one of the largest active transportation trail projects in the country—will close an eight-mile gap in the path along the LA River in downtown Los Angeles and Vernon. Once complete, the LA River Path will be a 32-mile continuous pathway for walking and biking from Long Beach to the San Fernando Valley, providing a world-class facility for Angelenos and the region. Elizabeth is the Senior Graphic Designer on this project.

### SCAG TACTICAL URBANISM EVENTS, LOS ANGELES COUNTY

Alta worked with SCAG to develop and implement the 2017 Tactical Urbanism component of "Go Human", a region-wide safety and encouragement campaign. It was comprised of ten events in ten different locations. The primary goal of the Tactical Urbanism component is to promote walking and biking across the region by implementing a series of events that allow residents to temporarily experience road-ways that are designed for people and not just cars. Elizabeth successfully applied the existing Go Human branding guidelines to the design of logos, marketing materials, event signage and programs for a variety of locations, creating a very recognizable and cohesive campaign, while also developing individual identities for each of the events based on their specific characteristics and needs.

### CALIFORNIA STATEWIDE BICYCLE AND PEDESTRIAN MASTER PLAN

Alta developed California's first statewide bicycle and pedestrian plan. Alta led the development of plan goals, objectives, performance measures, and strategies, as well as identifying the existing and needed data to support performance measures and ongoing bicycle and pedestrian counts. The project team designed a public survey to gauge community interests, as well as a "big idea" board to premiere the planning process at the 2015 Cal Bike Summit. Elizabeth designed a new logo for the plan, branded Toward an Active California. Elizabeth also designed informational materials to explain recommended bicycle- and pedestrian-focused road safety features for California planners and engineers.

- » Santa Monica North Beach Trail Improvement Project
- » Rialto Citywide Safe Routes to School Program
- » Coalinga Active Transportation Plan

# **Assignment of Key Personnel**

The team we propose has the time and capacity to complete within the timeframes of the project. Alta project managers use Deltek Vision software to balance resources and manage the complete lifecycle of a project. This ensures that staff members are not overcommitted and can allocate resources effectively. Our 30 offices across North America are able to track and manage project progress with streamlined collaboration and information sharing across a distributed project team. As evidenced in the chart below, all team members have adequate availability for each individual's role on the project.

| KEY PERSONNEL/ROLE  | TIME COMMITMENT FOR<br>CURRENT PROJECTS | AVAILABILITY |
|---|---|--------------|
| Sam Corbett, Principal-in-Charge                              | 60%                                     | 40%          |
| Steven Frieson, PE, LCI, QSD,<br>Principal Engineer           | 60%                                     | 40%          |
| Emily Duchon, ASLA, LEED AP,<br>Principal/Landscape Architect | 70%                                     | 30%          |
| Marc Caswell, LCI, Planning Associate                         | 60%                                     | 40%          |
| Ryan Johnson, LCI, Planning Associate                         | 40%                                     | 60%          |
| Kaitlin Scott, Senior Planner                                 | 50%                                     | 50%          |
| James Powell, PLA, ASLA, Senior Design<br>Associate           | 50%                                     | 50%          |
| Lydia Kenselaar, ASLA, Senior Designer                        | 60%                                     | 40%          |
| Vincent Hellens, ENV SP, Associate Engineer                   | 60%                                     | 40%          |
| Juan Ashton, EIT, ENV SP, Engineer                            | 35%                                     | 65%          |
| Ryan Taylor-Gratzer, GIS Analyst                              | 35%                                     | 65%          |
| Elizabeth Bisegna, Senior Graphic Designer                    | 50%                                     | 50%          |

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# **REQUIRED FORMS**



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## **Required Forms**

RFP 19-04

City of Hermosa Beach



### 6.3 Required Forms

### 6.3.1 Certification of Proposal

### RFP #: <u>RFP 19-04</u>

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

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

Addendum: Questions & Responses | 6/6/19

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

Addendum: \_\_\_\_\_

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

Signature of Authorized Representative:

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

### RFP 19-04





### 6.3.2 Non-Collusion Affidavit

### RFP #: <u>RFP 19-04</u>

The undersigned declares states and certifies that:

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

Signature of Authorized Representative:

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

6.3.3 Compliance with Insurance Requirements

### RFP #: <u>RFP 19-04</u>

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

The undersigned declares states and certifies that:

1. Proposer agrees, acknowledges and is fully aware of the insurance requirements as specified in the Request for Proposal.

RFP 19-04





2. If selected, proposer agrees to accept all conditions and requirements as contained therein.

Signature of Authorized Representative:

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

### 6.3.4 Acknowledgement of Professional Services Agreement

RFP #: <u>RFP 19-04</u>

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

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

Please see following document which contains a complete list of our exceptions and

explanations for these changes.

Signature of Authorized Representative:

Printed Name and Title:

Greg Maher, PLA, ASLA, Vice President

#### PROPOSED AMENDMENTS TO FORM OF AGREEMENT

| Legal Company Name: Alta Planning + Design, Inc.<br>State of Incorporation: California<br>For all legal-related correspondence and information please use the following address:<br>711 SE Grand Avenue<br>Portland, OR 97214<br>(503) 230 9862<br>contracts@altaplanning.com |                    |   |  |
|---|--------------------|---|--|
| Section /<br>General<br>Condition   | Location           | Proposed Amendment (Deletions in Red, Insertions in Blue)   | Rationale and<br>Benefit   |
| Recitals C.   |                    | The Consultant warrants represents to the City that it has the qualifications, experience and facilities to perform properly and timely the services under this Agreement.  |  |
| Section 7   |                    | The term of this Agreement shall commence upon execution by both parties, or receipt of notice to proceed from the City and shall expire on, 20, unless earlier termination occurs under Section 11 of this Agreement, or this Agreement is extended in writing in advance by both parties.   | Section 4 (which<br>mentions<br>proceeding with<br>Notice to Proceed)<br>and Section 7<br>conflict- proposed<br>language clarifies.  |
| Section 12  | First<br>paragraph | CONSULTANT shall indemnify, defend with counsel approved<br>by CITY, and hold harmless CITY, its officers, officials,<br>employees and volunteers from and against all liability, loss,<br>damage, expense, and cost (including without limitation<br>reasonable attorneys fees, expert fees and all other costs and<br>fees of litigation) of every nature arising out of or in connection<br>with to the extent caused by CONSULTANT's negligent<br>performance of work hereunder or its failure to comply with any<br>of its obligations contained in this AGREEMENT, regardless of<br>CITY'S passive negligence, but excepting such loss or damage<br>which is caused by the sole active negligence or willful<br>misconduct of the CITY. Should CITY in its sole discretion find<br>CONSULTANT'S legal counsel unacceptable, then<br>CONSULTANT shall reimburse the CITY its costs of defense,<br>including without limitation reasonable attorneys fees, expert<br>fees and all other costs and fees of litigation. The<br>CONSULTANT shall promptly pay any final judgment rendered<br>against the CITY (and its officers, officials, employees and<br>volunteers) covered by this indemnity obligation. It is expressly<br>understood and agreed that the foregoing provisions are<br>intended to be as broad and inclusive as is permitted by the law<br>of the State of California and will survive termination of this<br>Agreement. | CA Civil code<br>(California Civil<br>Code § 2778;<br>California Civil<br>Code § 2782.8)<br>prohibits<br>intermediate<br>indemnity and<br>design<br>professional's<br>defense costs from<br>exceeding<br>proportionate<br>percentage of fault.<br>Additionally, if<br>indemnity is not<br>limited to the<br>negligence<br>standard, it would<br>not be fully<br>insured.Legal<br>Counsel will be<br>chosen by<br>insurance carrier-<br>Indemnity<br>obligation already<br>requires<br>reimbursement of<br>costs of defense<br>but only for<br>Consultant's<br>proportionate<br>negligence. Breach<br>of contract is<br>uninsureable. |

| Section 17, A3. | Automobile Liability Coverage. The CONSULTANT shall maintain automobile liability insurance covering bodily injury and property damage for all activities of the CONSULTANT 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.  |   |
|-----------------|--|---|
| Section 17, A4. | The CONSULTANT shall maintain professional errors and<br>omissions liability insurance for protection against claims alleging<br>negligent acts, errors, or omissions which may arise from the<br>CONSULTANT'S operations under this Agreement, whether such<br>operations be by the CONSULTANT or by its employees,<br>subcontractors, or subconsultants. The amount of this insurance<br>shall not be less than one million dollars (\$1,000,000) on a claims-<br>made annual aggregate basis, or a combined single-limit-<br>peroccurrence basis. When coverage is provided on a "claims<br>made basis," CONSULTANT will continue to renew the insurance<br>for a period of three (3) years after this Agreement expires or is<br>terminated. Such insurance will have the same coverage and<br>limits as the policy that was in effect during the term of this<br>Agreement, and will cover CONSULTANT for all claims made by<br>CITY arising out of any errors or omissions of CONSULTANT, or<br>its officers, employees or agents during the time this Agreement<br>was in effect. | Subconsultants<br>cannot be covered<br>under Consultant's<br>PL policy-<br>Consultant will<br>require any subs to<br>maintain PLI. It must<br>be on a claims basis<br>and much of this<br>language conflicts<br>with Professional<br>Liability coverage for<br>Design<br>Professionals. |
| Section 17, B.  | Each general liability, and automobile liability and professional<br>liability insurance policy shall be issued by a financially<br>responsible insurance company or companies admitted and<br>authorized to do business in the State of California, or which is<br>approved in writing by City, and shall be endorsed as follows.<br>CONSULTANT also agrees to require all contractors, and<br>subcontractors to do likewise.   | Additional insured<br>cannot be provided<br>Professional Liability<br>- the insurance does<br>not work that way.  |
|                 |  |   |

# **COST PROPOSAL**

3

### **Cost Proposal**



| Labor Category    | Rate General Classifications             |
|-------------------|--|
| Labor Category 1a | \$325 Senior Principal                   |
| Labor Category 1b | \$275 Principal                          |
| Labor Category 1c | \$250 Principal                          |
| Labor Category 2  | \$220 Principal                          |
| Labor Category 3  | \$215 Principal, Senior Associate        |
| Labor Category 4  | \$200 Principal, Senior Associate        |
| Labor Category 5  | <b>\$193</b> Principal, Senior Associate |
| Labor Category 6  | <b>\$186</b> Principal, Senior Associate |
| Labor Category 7  | <b>\$180</b> Principal, Senior Associate |
| Labor Category 8  | <b>\$173</b> Senior Associate, Associate |
| Labor Category 9  | <b>\$165</b> Senior Associate, Associate |
| Labor Category 10 | <b>\$159</b> Senior Associate, Associate |
| Labor Category 11 | \$152 Associate, Senior                  |
| Labor Category 12 | <b>\$145</b> Associate, Senior           |
| Labor Category 13 | <b>\$135</b> Associate, Senior           |
| Labor Category 14 | \$122 Senior, Level I                    |
| Labor Category 15 | \$112 Senior, Level I                    |
| Labor Category 16 | \$104 Level I, Level II                  |
| Labor Category 17 | \$90 Level I, Level II                   |
| Labor Category 18 | \$78 Administration                      |
| Labor Category 19 | \$70 Intern                              |
|                   |  |

Rates are presented in US Dollars (US\$) and are subject to change at any time.

Subconsultants and reimbursable expenses will be charged at cost + 10% markup.

Mileage will be charged at the provisional standard rate.

| In-house reproductions will be charged as follows: |               |  |
|--|---------------|--|
| Color copies                                       | \$0.65/ page  |  |
| Black and white copies                             | \$0.20/page   |  |
| 24" x 36" large format plot                        | \$17.50/sheet |  |
| 36" x 48" large format plot                        | \$32.50/sheet |  |

Note: Rates are adjusted annually in January to reflect cost of living and salary adjustments.