



QUESTIONS/RESPONSE TO SCOPE OF SERVICES

- » Describe the approach and methods by which your firm will fulfill the services requested in Section III: Scope of Services and Attachment B.
- » Describe in detail any proposed deviations to the model scope of work, including any expected additional benefits and/or costs, and the rationale for proposing such changes. Refer to the project team's experience on similar projects, if applicable.
- » Provide a statement of the service(s) that differentiate your firm from other respondents.

We have developed a comprehensive scope of work that addresses the RFP and includes dynamic public participation. These combined efforts will yield a community-supported Bicycle and Pedestrian Action Plan that aims to both make the bicycling and walking environment safer for existing cyclists and pedestrians and attract new users.

Our team has a long history engaging stakeholders and completing the steps necessary to update an action plan and provide a high quality network of facilities for safe and convenient bicycle and pedestrian travel. Our team is also well-versed in work related to Vision Zero, corridor studies, and pop-up urbanism. Our work values inclusiveness and participation from residents of all backgrounds, familiarity with active transportation, and languages and socio-economic statuses. We strive to include all voices and stakeholders throughout the decision process, with the intent to gain broad-based support for the final product in the community, and among decision-makers.

Task 1. Project Management

TASK 1.1 PROJECT KICKOFF MEETING

The Alta Team will hold a kickoff meeting with City Staff to:

- » Review project goals and objectives
- » Review scope of services
- » Collect available data and published materials
- » Establish meeting schedule
- » Establish communication protocol
- » Review and list applicable design and planning standards
- » Coordinate with City departments and other agencies
- » Discuss outline of public participation plan

In advance of the kickoff meeting, Alta will prepare the agenda for the meeting and a data needs request memorandum that lists major items needed to advance the project, including GIS data and key policy documents for background review.

At the conclusion of the kickoff meeting, key action items will be identified, and the project schedule will be revised (as needed).

TASK 1.2 MONTHLY REPORTING/ INVOICING

Alta will provide monthly invoices and project status updates that will include budget and deliverable progress. Alta will maintain a Culver City business license throughout the life of the project.

TASK 1.3 REGULAR PROJECT TEAM MEETINGS

Alta believes in open communication with our clients for successful plan development. Throughout the project, there will be ongoing coordination between Alta's Project Manager, Marc Caswell, and Culver City's Project Manager - including e-mail, phone, and written communication to keep the City apprised of progress. We propose to hold bi-weekly calls so that the project stays on schedule, on budget, and continues to meet City expectations. In addition, Alta will provide monthly status updates that will include budget and deliverable progress.

TASK 1.4 BPAC MEETINGS

Bicycle Pedestrian Advisory Committees are vital to creating a quality action plan that reflects the community's values. In addition to the BPAC meetings mentioned in subsequent tasks, Alta will attend up to four regular Bicycle Pedestrian Advisory Committee (BPAC) meetings in order to solicit feedback on the plan's progress. We will work with members of the BPAC to develop plan concepts and will keep them apprised of our work in all of the tasks. The BPAC will serve as primary advisory body and forum for public input into plan development.

TASK 1.5 TAC MEETINGS

A strong Technical Advisory Committee, consisting of diverse City departments and partners, will be a key asset in guiding the development of the plan. Alta will host up to four TAC meetings throughout the project. Throughout the project, we will also hold meetings as needed with regional agencies (such as Metro, SCAG, and LA County) and neighboring jurisdictions to keep them apprised of the project's progress.

TASK 1.6 STREET DESIGN TRAINING

Alta staff are leading experts on bicycle and pedestrian-focused street design and engineering. Our staff have led successful design workshops/charrettes for our clients, including trainings for City Engineering staff. Our Street Design Training (Task 1.6) will be led by Principal Bryan Jones, PE, AICP, who has worked for numerous agencies and has led dozens of similar trainings for agency staff across California. Bryan is extremely familiar with the challenges and opportunities for Traffic Engineering in Culver City—he also



Our staff have led successful design workshops and charrettes for our clients, including City engineering staff. Principal Bryan Jones is pictured above leading a design charrette to develop a Complete Streets Plan for the City of Holtville, CA.

serves as a voting member of the California Traffic Control Devices Committee appointed by the State of California DOT to represent bicyclists and pedestrians statewide related to standards, guidelines and policies in the California Manual for Uniform Traffic Control Devices.

The team assumes that the site, equipment and other arrangements for these workshops will be coordinated by City staff. Alta will provide all instructors and appropriate support materials such as PowerPoint presentations (including a handout of the PowerPoint presentation), video clips, an instructor lesson plan and text.

Task 1 Deliverables:

- Kick-off meeting agenda, meeting notes
- Monthly status reports, invoices
- Agendas, meetings notes
- BPAC presentation materials, staff reports, presentations
- TAC Agendas, Meetings Notes
- Hold 1 Training Presentation for City Engineering Staff

Task 2. Stakeholder Engagement

Alta's outreach process is inclusive, interactive, and productive. Alta's professionals are experts at listening to the public, conveying technical issues in a clear manner, and explaining trade-offs. 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.

TASK 2.1 OUTREACH/MARKETING STRATEGY

Broad-based continuous community input will be critical to developing an effective bicycle and pedestrian master plan for the City. Our team will draw upon our decades of experience conducting outreach and marketing related to transportation planning and active transportation. Subsequent to the project kickoff meeting, Alta will prepare an outreach/marketing strategy and solicit comments from City staff. This document will identify key outreach opportunities, such as Farmer's Markets, community festivals, or other large congregations of local residents to conduct outreach and inform people of the planning process and invite them to submit opinions on the action plan.

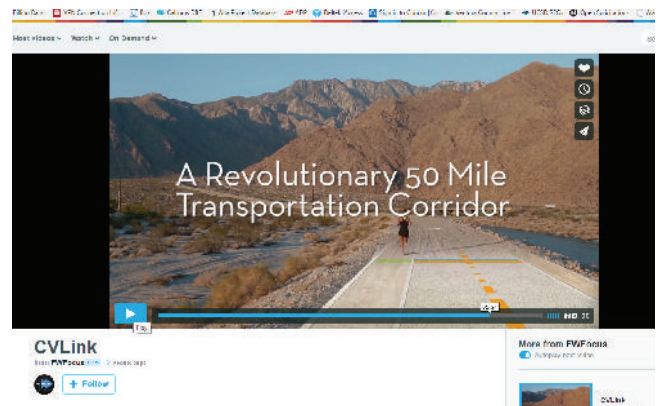
The Alta Team has experience generating excitement around planning projects through the use of creative branding and outreach methodologies. We will create an inventive, yet accessible "brand" for the action plan that will increase local recognition and familiarity with the project. We will develop a style sheet that outlines the project logo, color palette, and font so that both the Alta Team and City staff can easily create different materials that convey a singular identity. The Alta Team will create surveys, flyers, informational sheets, presentations, and an online presence. This marketing will also be carried onto flyers and postcards to be used in the outreach campaign to promote greater support for the project, potentially attracting a greater diversity of people at community workshops. The Alta Team has multiple native Spanish speakers among its staff and will cover translation in this language in-house and can provide on-site Spanish facilitation, if requested by the City.



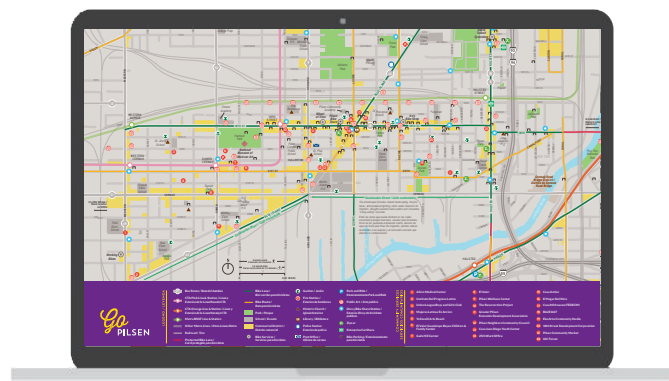
Alta has extensive experience developing promotional and meeting materials in multiple languages to drive attendance and encourage engagement.

TASK 2.2 ONLINE ENGAGEMENT PLATFORM

Online participation provides an invaluable way to gather large amounts of data throughout many stages of planning projects. The Alta Team will develop an online survey that asks goal-setting questions that will help frame the high-level community priorities for Culver City's BPMP Update. Our team has created a number of online survey platforms with clean interfaces that are image-centered and focus on one question



A promotional video was created for Alta's CV Link project in the Coachella Valley.



Alta managed social media content for the Go Pilsen individualized marketing program for the City of Chicago. The project also included a bilingual website.

at a time. This way, an individual taking the survey does not get overwhelmed by the number of questions, and rather, is guided through the survey at a comfortable pace. The user interface our team uses allows for soft transitions, embedded videos, image comparison questions, creative rating systems, and open answer questions. In addition, this software also provides back-end data collection features that can convert data into clean graphs or allow it to be downloaded into Excel for further analysis. We will also be able to view the number of 'unique visits' and survey response rates.

We intend to post a link to the survey on all flyers that we generate for outreach. The Alta Team will also contact targeted groups and stakeholders and encourage them to spread the word about the importance of the online survey. This highly visual survey will also be developed into hard copies to duplicate and distribute at meetings and workshops. (The City will be responsible for collecting any hard copy surveys that are distributed outside of scoped events and workshops.) We will submit findings from the survey to City staff as a concise visual summary.

In addition to the survey, the Alta Team will produce four graphic-rich e-mail newsletters that are HTML-coded so that they can be easily embedded into e-mails for distribution. These newsletters have the potential to be animated and contain hyperlinks that direct viewers to other project materials, including the project website, survey, and other social media platforms. We have experience creating these types of visually-pleasing newsletters and intend to create them in advance of priority public outreach workshops or events. All outreach activities and meetings/workshops will allow us to collect contact information of residents, and any existing lists of interested parties the City may already own will be of great use, as well.

The Alta team will also create a video of approximately 1 minute in length that will summarize the intention of the project and encourage public participation. The development of the script and design of the video will be developed in collaboration City staff, and will be posted to the website and social media outlets.

Alta employs an in-house website development team, and we are open to discussions with the city whether they would prefer to develop a new, stand-alone website for the action plan, or to work inside the existing framework of the City's website. Both are possible, and we are happy to discuss the benefits

and costs of each option during negotiations.

Finally, the Alta Team will develop a strategic approach to social media that utilizes online platforms appropriate to the diverse Culver City demographic. We will coordinate with the City to schedule regular tweets from the City's existing Twitter handles and posts from existing Facebook pages. By utilizing the existing audiences, we can save the time it would take to build an audience from zero and obtain widespread engagement from all residents. These various online engagement activities will result in greater civic engagement, authentic stakeholder input, and improved community awareness.

TASK 2.3 DIRECT STAKEHOLDER OUTREACH

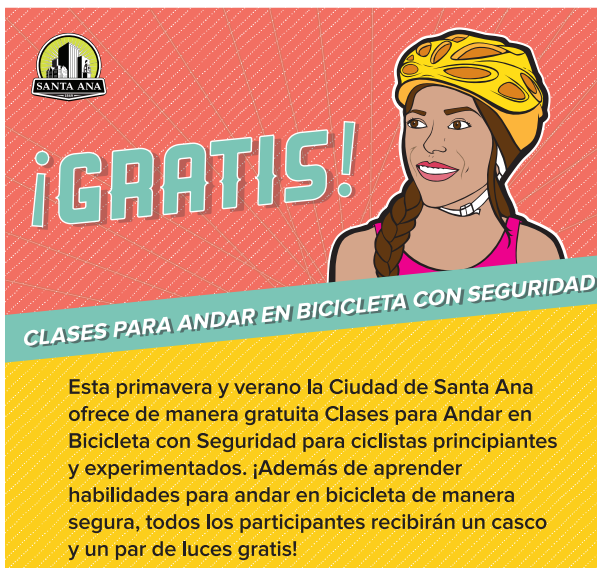
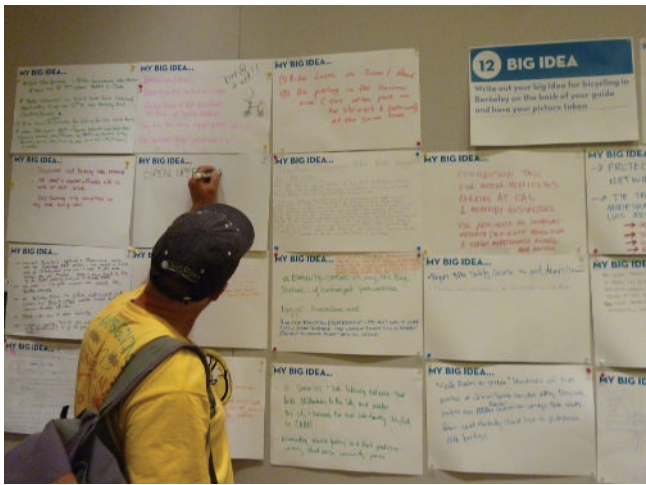
Utilizing the Outreach/Marketing Strategy and branding work, the consultant team will work with the City to conduct Direct Stakeholder Outreach through workshops and events to collect input on the plan. These events will include two citywide meetings, one focused on Safe Routes to School, and up to nine meetings focused on corridor stakeholders. The team will also conduct outreach at least three community events to collect input on the plan. Outreach for the plan will include press releases, social media outreach, and distribution of flyers within the community to drive attendance and encourage engagement.

In addition, the team will host 5 meetings with community leaders and organizations to present the goals of the plan and gather feedback. A per-meeting cost is provided in the budget should the need for additional meetings be required. These meetings would include community groups identified in the Marketing/Outreach Plan in coordination with the City. Translation services and children's programming will be provided on an as needed basis, in coordination with the City.

Alta recommends providing a "kids station" at the major public events that provides an opportunity for school-aged children to participate directly in the activities at the open house. This station would be staffed and include coloring and other similar child-focused activities that allow them to contribute directly to the plan development, and provide a better opportunity for parents to interact with the workshop materials. Separate child care is something that can be provided as an optional expense.

TASK 2.4 STAKEHOLDER ENGAGEMENT CHAPTER

The team will document feedback received at each meeting to be included in the final plan in the Stakeholder engagement Chapter (Task 2.4). The documentation



Alta recommends using a stakeholder engagement strategy that makes participation easy and convenient, and that generates excitement about the possibilities for bicycling and walking within the study area.

will be designed with the intention of allowing for easy inclusion on future grant applications, especially the CalTrans Active Transportation Program (ATP) and Highway Safety Improvement Projects (HSIP). Photos of participants and interactive participation such as boards will be included in the chapter to help document the excitement and level of engagement throughout the project.

Task 2 Deliverables:

- Outreach and marketing strategy, branding
- Templates for flyer, information sheet, presentation, press releases
- Survey tool
- Social media posts
- Online platform (either standalone website or as component of City website)
- Workshop notices, sign in sheets, meeting notes, data Collected for each meeting
- Translation services
- Documentation of stakeholder engagement and chapter in action plan

Task 3. Existing Conditions Analysis

TASK 3.1 DOCUMENT REVIEW

Alta led the creation of the 2010 BPMP, so our team is already familiar with the existing conditions, challenges, and many of the necessary changes expected in the updated BPMP. Nonetheless, as with all our projects, we will conduct a full review and summary of additional documents, such as the Circulation Element and ADA Transition Plan. Additional efforts to maintain consistency with regional documents, nearby jurisdictions, and other relevant plans will be conducted. This team will have a distinct advantage—both Alta and Fehr & Peers have helped to draft many of the documents described in the RFP, such as the Metro Active Transportation Strategic Plan (both firms), Metro First Last Mile Strategic Plan (Alta), and Los Angeles Mobility Plan 2015 (Fehr & Peers).

After an exhaustive review of existing plans, we will document the overlapping goals and proposals as an appendix in the action plan and see that the action plan is consistent in its recommendations with these other plans.

TASK 3.2 AUTOMATED DATA COLLECTION

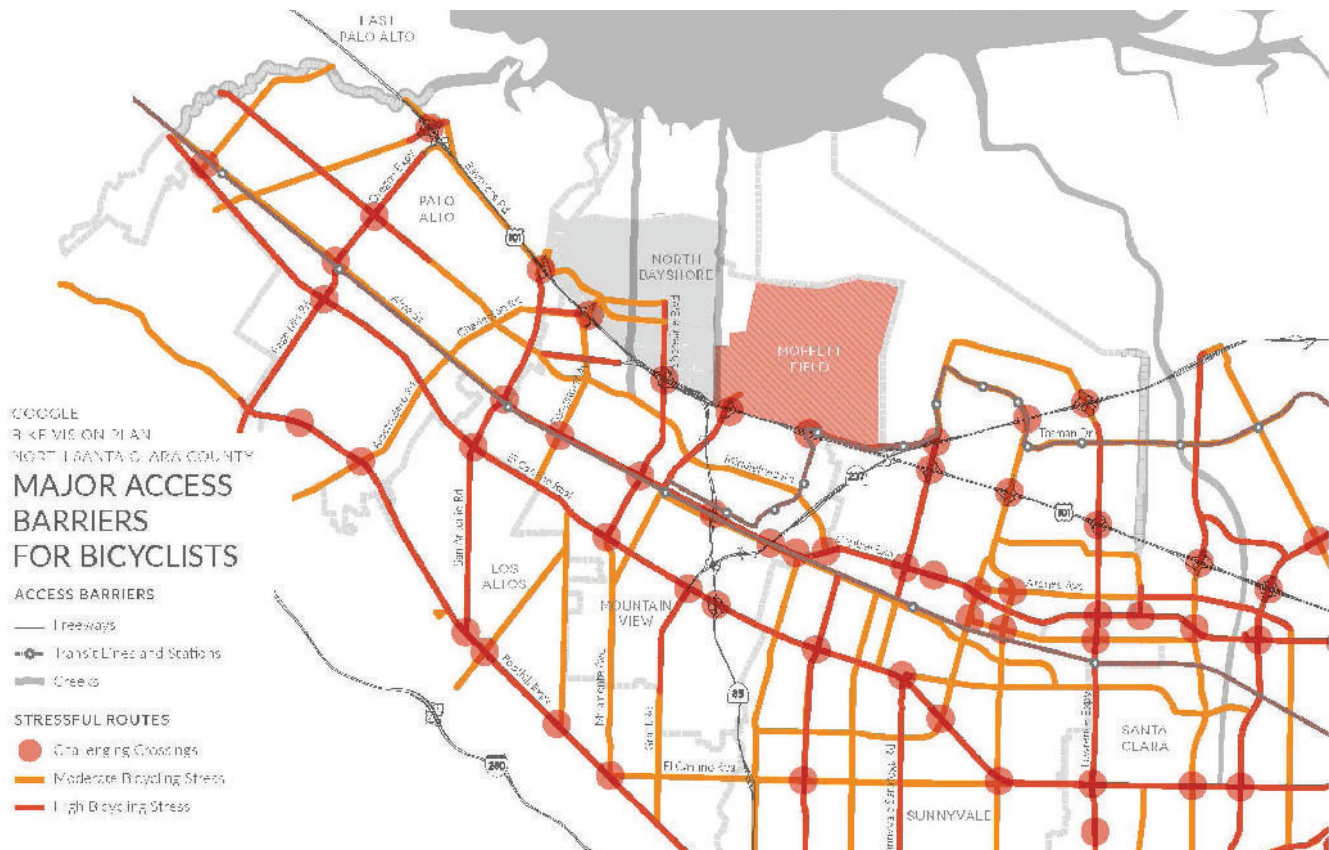
The team will draft a memo regarding the most up-to-date technologies related to Automated Data Collection and work with City staff to see that the materials are relevant to their unique needs. Our team has led the efforts to quantify Active Transportation users across the country, with projects such as the National Pedestrian and Bicycle Documentation Project. This document will include best practices and other findings from the most recently published “Guidebook on Pedestrian and Bicycle Volume Data Collection” and related materials from the Transportation Research Board’s National Cooperative Highway Research Program (NCHRP).

We propose to combine the automated data collection procedures in Task 3.2 with the approach and documentation of the development of estimated baseline bicycle and pedestrian data in Task 3.3. Recent innovations and products on the market, such as the Eco-counter, now offer tools and technology that allow cities to install automated counters and develop databases that include more complete and robust information. However, understanding the limitations of the

various vendors and capabilities, as well as careful consideration of appropriate locations is critical to developing an effective and useful count program, particularly for bicyclist and pedestrian count data.

Approaches and technology for collecting vehicle data tends to be more mature and still has some challenges and limitations. Depending on signal hardware and capabilities, there are a number of options that can be explored for automated vehicle data collection. Depending on needs and available funding, another option to consider is regularly (annually or quarterly) hiring a count firm to collect speed and 24-hour vehicle count data at set locations, to ensure consistent data collection over time.

As part of this effort, the team will work with Culver City staff to determine the ideal locations, time periods for counts, and data management strategies that will allow the City to monitor its performance against the its goal of zero ADT growth.



Alta’s analytics teams can perform a B/PSI analysis to determine where bikeways are most urgently needed, based on connectivity, safety, or inequity, and our GIS team will map a draft network.

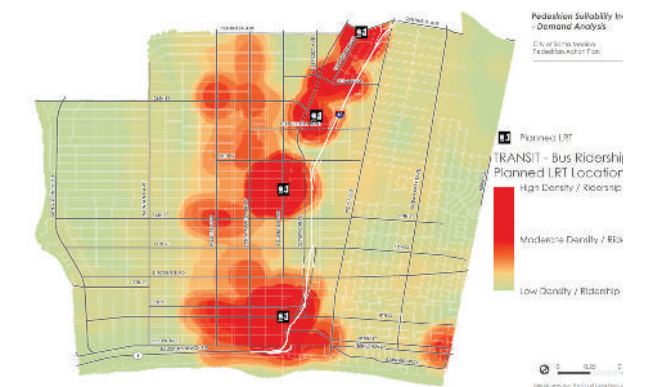
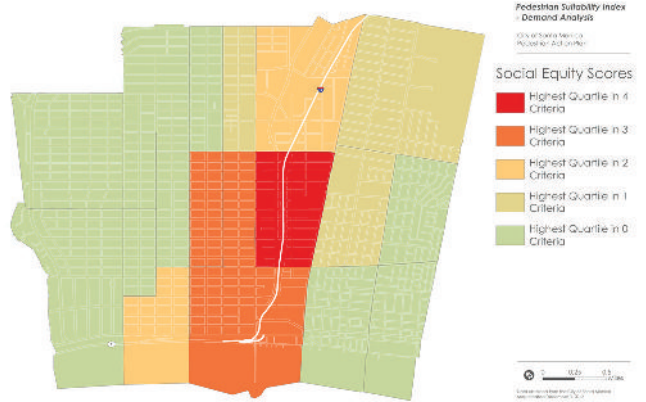
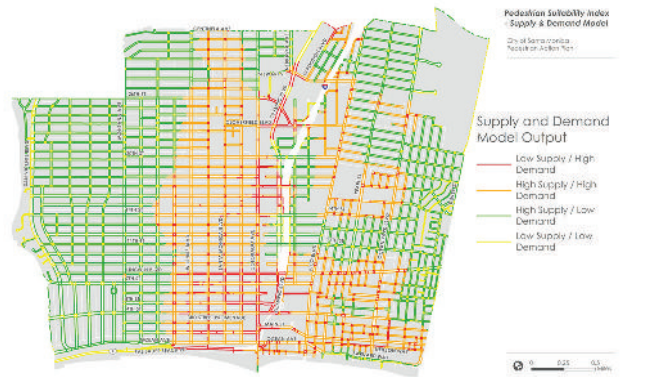
TASK 3.3 BASELINE BICYCLE AND PEDESTRIAN TRAVEL DATA

Counts of bicyclists and pedestrians are important in order to establish a baseline of the number and types of bicyclists and pedestrians in Culver City, as well as where people that utilize bicycle and pedestrian facilities. We will research best practices and metrics utilized by up to five agencies in Southern California, which may include other cities as well as MPOs or RTPAs such as SCAG and OCTA. The agencies will be determined in consultation with Alta and Culver City. As part of this effort, the team will work with the City to determine the ideal locations and time periods for bicycle/pedestrian counts. The number of locations and hours of counts will be determined based on the budget available for counts. The following types of locations and count periods are recommended:

- » Schools during weekday arrival and dismissal periods peak
- » Major intersections during weekday AM/PM peak periods
- » Major employment/business centers during weekday AM/PM peak periods
- » Highly utilized transit stops/stations during AM/PM peak periods
- » Off-road trails during weekend AM or mid-day peak period
- » Major intersections during weekend AM or mid-day peak period
- » Retail centers during weekend midday peak period

If there are limited budget and resources for this task, we recommend focusing on the AM peak during the weekday counts, in order to maximize counts by including various users such as employees and school-children in a single effort. Morning counts on weekends are useful for including weekend recreational bicyclists and pedestrians, and potentially capturing retail and service workers utilizing transit.

The SCAG UCLA count database currently shows that there are bicycle counts available at roughly 10-12 locations in Culver City. Utilizing available data and count data that is collected for this effort, we will utilize best practices such as NCHRP Report 797 and SCAG guidelines for the collection of count data. Additionally, these and other resources provide guidance on methodologies for using available count and mode split data to estimate users based on the proportions of people who report walking or biking to school or work and estimating proportions of recreational walkers and bikers.



Alta uses a number of GIS-based tools to help communities understand and select bicycle and pedestrian facilities and corridors.

The collection program for existing conditions is proposed to consist of 24-hour speed and volume segment counts at up to 25 locations and AM/PM peak period bicycle and pedestrian counts at 15 locations. The project team will discuss all count locations with City staff before conducting counts. Per SCAG and other guidance, the bicycle and pedestrian counts are proposed to be screenline counts that not only capture the number of pedestrians, but also take note of demographic and contextual information such as gender, age, wrong-way riding, and helmet usage. A count company will be contracted with to collect counts with technicians present for people walking and biking.

TASK 3.4 COLLISION DATA

The consultant team will compile vehicle, pedestrian, and bicycle collision data for the most recent five years available to develop a collision database in GIS format, with each collision record coded to a unique location. Because Vision Zero efforts focus on zero traffic deaths for all roadway users, our analysis will include all modes, as will the High Injury Network described in Task 4.1. The primary data source for collision data will be the UC Berkeley Transportation Injury Mapping System (TIMS). We will also work with SCAG and the Culver City Police Department (CCPD) to compile and utilize the best available collision data. Because some databases only identify the most recent years of collision data as “provisional,” the project team will confer with City staff and CCPD to utilize the most relevant years of data.

Through our experience working with other citywide collision databases, such as the City of Los Angeles and San Francisco, we have learned the value of supplementing collision data with contextual variables to enrich the collision analysis, better understand collision patterns, and identify specific countermeasures to prevent future collisions. We will collaborate with the City and CCPD to incorporate additional contextual variables that are relevant for the collision analysis. Contextual variables contain information on the environments surrounding the collision locations, including:

- » Demographic data (e.g., population, employment, age, race, gender, etc.)
- » Land use data (e.g., locations of schools, parks, senior centers, etc.)
- » Roadway characteristics data (e.g., number of lanes, speeds, volumes, classifications, bicycle facilities, sidewalks, street lighting, etc.)

The collision analysis will be communicated through visualizations such as graphs and maps. The collision

analysis will also be the first step in developing a collision landscape analysis and collision profiles as part of the High Injury Network development in Task 4.1

TASK 3.5 LAND USE

The consultant team will work with the City to review elements of the 2010 BPMP and update the existing BPMP map and land use descriptions to reflect current and proposed land uses, settlement patterns, and destinations. We will coordinate with the City to include proposed bike share locations on the BPMP land use map if bike share station locations have been decided. The GIS land use layer will be shared with City staff, allowing them to make future updates to the layer when needed. This scope assumes that information regarding key designations relating to residential neighborhoods, schools, shopping centers, public buildings, employment centers and community destinations will be identified and provided by City staff for the project team who will be responsible for creating the GIS layer and graphics.

TASK 3.6 EXISTING BICYCLE NETWORK AND BICYCLE PARKING

Utilizing the existing materials in the 2010 BPMP and other data sources provided by the City and regional

Proposed Bicycle Network Map (North)



Alta prepared this recommended bicycle network map for Seattle as part of the Seattle Bicycle Master Plan.

agencies, the team will create a base layer of existing/proposed bicycle network facilities and bike parking locations. Staff will also conduct a field review (both digitally and on-the-ground) to verify the existing network. City staff will also be a resource—with the opportunity to provide feedback on the existing map, and indicate if any projects are to be installed in the near-term. Alta’s GIS mapping team will utilize technology to see that the existing conditions map is accurate and create an attractive, informative map of the network and bike parking.

TASK 3.7 EXISTING PEDESTRIAN NETWORK

Utilizing similar methods as task 3.6, Alta will identify all existing/proposed pedestrian facilities. The level of detail related to sidewalk quality, crosswalks, and ADA-compliant curb ramps will be based upon the available data provided by the City. This analysis will draw heavily on the City’s ADA Transition Plan, providing a basis for this material once complete.

TASK 3.8 EXISTING CONDITIONS CHAPTER

The consultant team will finalize the maps and descriptions of the networks in Tasks 3.6 and 3.7, in order to create an Existing Conditions Chapter that will meet the requirements for CalTrans documents. The document will include maps and descriptions of projects that can provide safe, convenient travel for people on bike and on foot including bikeways, bike lanes, sidewalks, wayfinding systems, bike parking, pedestrian amenities, and more.

Task 3 Deliverables:

- List of documents, consistency review
- Automated counter memo
- Manual bicycle counts (up to 25 locations)
- Tables of data to be included in final report, GIS map of count locations, data uploaded into SCAG’s active transportation database
- GIS layer of collision data, tables of data for final report, hot spot analysis with collision factors
- GIS land use layer
- GIS layer of existing bicycle facilities, GIS layer of existing bicycle parking
- GIS layer of existing pedestrian facilities
- Existing conditions chapter, fact sheets

Task 4. Network Development

TASK 4.1 HIGH INJURY NETWORK DEVELOPMENT

Using the collision data analysis from Task 3.4 data, the team will examine roadways with higher concentrations of deaths and serious injuries for people walking, biking, and driving, and develop a High Injury Network (HIN) that determines locations in Culver City with significant safety needs. The HIN will identify the corridors in Culver City with the highest levels of fatal and severe collisions for pedestrians, bicyclists, and motorists.

Next, we will develop a collision landscape analysis and collision profiles to describe collision patterns across the City. Building on the descriptive analysis in Task 3.4, we will develop the collision profiles based on the factors that appear most frequently in the collision landscape analysis, that have been shown to be important in peer cities, and that City staff feel properly address the local collision context in Culver City. We will analyze crashes on the HIN to describe collision patterns across the Culver City, define primary risk factors that lead to collisions, and identify the high-need safety locations. We will define up to five to seven collision profiles that describe the primary factors that lead to fatalities and severe injuries. The crash profiles developed in this task will aid in determining what countermeasures would be most effective to treat the specific collision types at a given intersection or street segment. The project team will help develop countermeasures to match the determined collision profiles later in Task 4.

The HIN will be integrated into a GIS format that will be shared with City staff, allowing them to make future updates to the network as more recent data become available. We will summarize the findings from the High Injury Network analysis in a visual HIN/Vision Zero Fact Sheet with maps and graphics that would be easily understood and publicly shared. The HIN and HIN/Vision Zero Fact Sheet will be visualized in maps that the City can share with key stakeholders, elected officials, and community organizations.

TASK 4.2 CITYWIDE STAKEHOLDER WORKSHOP (VISION ZERO/BASELINE/GOALS)

The team will support the BPAC in its outreach efforts to all interested stakeholders. We will develop the workshop agenda, and prepare meeting materials. Meeting materials will include a presentation with maps, charts, tables, and other relevant visuals to communicate the

existing conditions, results of the collision analysis, and HIN analysis findings. We envision this workshop to be collaborative conversation among the BPAC and stakeholders to reach a consensus on the goals and implementation of Vision Zero in Culver City.

Input from the workshop will be used to help develop incremental goals and prioritize improvements for the City to achieve zero traffic deaths. While the sample scope of work lists this workshop after Task 4.1, we recommend having this meeting between Task 3 and the beginning of Task 4 so that the goal development is informed by the collision analysis and can subsequently guide the HIN development.

TASK 4.3 MOBILITY OPPORTUNITY NETWORK DEVELOPMENT

Using the collision analysis and High Injury Network identified in Tasks 3.4 and 4.1, along with stakeholder input and building off existing facilities, and facilities previously proposed in the City’s Bicycle and Pedestrian Master Plan, the team will develop a high-priority Mobility Opportunity Network. The goals of this effort will be to develop low-stress networks that serve users of varying ages and abilities, while also closing gaps and enhancing the overall quality and connectivity of the local active transportation network. Data like collisions, available right-of-way, corridor volumes and travel speeds, and community preferences and desires will all be taken into consideration through this collaborative process with the project team. The team will produce a fact sheet (detailing collision hot spots, destinations and project opportunities) which can be serve as the basis for funding requests, concept planning, and/or community outreach for three corridors, with the potential for up to seven corridors. A per-unit



cost is provided in the Budget should the need for additional fact sheets be requested.

TASK 4.4 CITYWIDE BICYCLE AND PEDESTRIAN NETWORK DEVELOPMENT

Based on the project goals and objectives, technical analysis, and community input, Alta will prepare maps of the recommended bikeway network and pedestrian improvements containing existing and proposed routes, their classification, and corresponding lengths according to the design standards developed for this project. Recommendations from existing planning documents, such as the ADA Transition Plan will inform the planning process and be included in the final recommendations. Utilizing feedback from City staff and stakeholders, some facilities will be recommended for upgrades to greater protection from motor vehicles, and other, previously unidentified projects may be proposed.

Recommended bicycle facilities will be based on the Caltrans classification system and accompanied by an explanation of why the type of recommended bicycle facility is appropriate for the street in question:

- » Bike Paths (Class I): bicycle or multi-use trails separated from roadways with at-grade or grade-separated crossings

HELP MAKE OUR SCHOOL SAFER & HEALTHIER!

JOIN US FOR A HANDS-ON DISCUSSION TO:

<p>DATE: February 11, 2014</p> <p>TIME: 3:00 pm</p> <p>LOCATION: South Ranchito Elementary School Room 10</p>	<ul style="list-style-type: none"> • Talk about how well streets and sidewalks near South Ranchito Elementary School are working for walking and biking today • Talk about what needs to be changed to make walking and biking safer and more fun • Discuss what events and activities would encourage kids and families to walk and bike more often
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SAFE ROUTES TO SCHOOL

THE GOAL OF THE CITY OF PICO RIVERA'S SAFE ROUTES TO SCHOOL PROGRAM IS TO HELP KIDS WALK AND BIKE TO SCHOOL MORE OFTEN AND MORE SAFELY.

The program will teach kids and parents how to walk and bike to school, improve traffic safety during drop-off and pick-up times, educate drivers about how they can keep kids safe, and improve the health of students by increasing their physical activity.

Alta managed branding development for the Pico Rivera Safe Routes to School project, resulting in an appealing suite of visual materials that are easy for parents and partners to understand and respond to. As part of the project, Alta has created school walk and bike route maps and brochures for each of the 11 schools, along with posters, flyers, and branded incentives.

- » Bike Lanes (Class II): striped bicycle lanes typically located on the right side of roadways
- » Bike Routes (Class III): roadways that provide adequate roadway width and signage but not striping
- » Protected Bike Lanes or Cycle Tracks (Class IV) per AB 1193: provide for exclusive use of bicyclists adjacent to a roadway and protected from vehicle traffic.

A comprehensive bikeways network and inviting pedestrian ways requires complimentary support facilities that provide guidance and are supportive of a diverse population with varying needs. Additional facilities specific to bicycling and pedestrian needs include bicycle detection at traffic signals, enhanced pedestrian crossings, wayfinding signage, bicycle racks, storage and lockers, and integration of bicycle needs throughout downtown Culver City and key regional transit linkages.

TASK 4.5 SAFE ROUTES TO SCHOOL NETWORK DEVELOPMENT

Our team will host one stakeholder meeting with parents and leaders of the Culver City Unified School District (CCUSD) to discuss barriers to walking and biking to school. Using participatory planning methods, the team will solicit detailed information which will be used to inform the planning processes of the action plan, Mobility Opportunity Network, and provide information to the local Safe Routes to School contractor and work with them to identify and designate Walking School Bus routes. The hours and description of this work will be included in Task 2.3.

TASK 4.6 MULTIMODAL FACILITIES DEVELOPMENT

The team will update the 2010 BPMP policies and strategies relating to transit integration, bike share, parking, wayfinding, and first/last mile planning. Utilizing the best practices from the Metro First Last Mile Strategic Plan, the consultant team will conduct spatial analysis of existing bikeways, pedestrian facilities, bicycle parking, wayfinding and other infrastructure that provides access to transit for people on bike and on foot and develop proposals of additional multimodal facilities. Transit hubs will serve as a key element in development of the plan overall, and additional policies will be proposed with the goal of creating safe, convenient access to regional transit hub in line with regional efforts. Our team has helped compile existing conditions data at respective ½-mile and 3-mile walk and bike sheds, which compile information about safety, infrastructure, land-use, and population for the

purposes of station area and first/last mile planning throughout the county as part of the ATSP, including stations in Culver City.

TASK 4.7 NETWORK EVALUATION AND PRIORITIZATION

Combining the focuses of subtasks 4.1 through 4.6, the proposed updated network will be combined to form one overarching network prioritization structure. Each project will be described in text, tables, and maps. Recommended bicycle facilities will be prioritized to comply with Caltrans prioritization requirements and accompanied by an explanation of why the type of recommended facility is appropriate for the street in question. A prioritization methodology will be developed in partnership with City staff that reflects the needs of the community and the future plans for Culver City.

Overall, Tasks 4 and 5 focus on network and program development, respectively. We suggest that several of these elements occur concurrently, so that the Vision Zero Action Plan and other programs developed in Task 5 can coordinate with the improvements from Task 4. In other words, these tasks focus on Education, Enforcement, Education, Engineering, Equity and Evaluation, and it is important to have coordination among the strategies and stakeholders who will be responsible for implementation and monitoring.

TASK 4.8 CITYWIDE STAKEHOLDER WORKSHOP (DRAFT PLAN)

Once the majority of planning work has been completed for the action plan, the team will hold a Citywide Stakeholder Workshop to solicit feedback on the proposed projects, programs and networks. Public feedback will be collected and analyzed, and additional recommendations and modifications will be made to City staff. The consultant team will utilize best participatory planning processes to gain broad participation from people of diverse backgrounds and familiarity with the planning process and provide meaningful engagement with the public.

TASK 4.9 COST-BENEFIT ANALYSIS

After the draft action plan has received comments from the public, and the proposed network has been finalized and approved by City staff, the consultant team will conduct a Cost-Benefit analysis, with planning-level construction cost estimates, using information developed from an 18-month study of the benefits and costs of bikeways funded by the National Cooperative Highway Research Program (NCHRP), and supplemented by recent cost estimates prepared for over 100 miles of new facilities proposed in Southern



Education and encouragement programs foster excitement about walking and bicycling. Alta is the only planning firm with dedicated education and encouragement specialists.

California. Per-mile cost estimates will be developed for Class I off-street shared-use paths, Class IV separated bikeways, Class II striped or buffered bicycle lanes, and Class III signed or sharrowed bicycle routes. This data will be reviewed with City staff to select user-specified costs for input to the NCHRP cost estimating tool. Cost estimates for the Recommended Bikeway Network will be incorporated into the final action plan. Bikeway facilities will be priced on a per-mile basis and will account for varying facility types and construction requirements.

Task 4 Deliverables:

- Hot spot analysis with collision factors, high injury network map, high injury network/Vision Zero fact sheet
- Workshop notices, sign in sheets, meeting notes, input collected
- GIS layer of mobility opportunity network, mobility opportunity network and up to seven corridor fact sheets.
- GIS layer of existing and proposed bicycle & pedestrian facilities
- Report and recommendations, GIS layer of SRTS network

- Updated policies and strategies, GIS layer of existing and proposed facilities
- Report and recommendations, prioritization methodology, prioritized project list
- Workshop notices, sign in sheets, meeting notes, data collected
- Data tables, cost estimates for priority projects and full implementation, calculation of benefits for priority projects and full implementation

Task 5. Program Development

TASK 5.1 VISION ZERO POLICY/ACTION PLAN

We will develop a Draft Vision Zero Policy and Action Plan document based on the findings from our work conducted under Task 1 through Task 4. The Draft Vision Zero Policy and Action Plan will include an assessment of existing safety conditions and a set of implementable actions that the City can take to achieve its goal of zero traffic deaths by a proposed target year.

The team will identify implementable non-engineering safety countermeasures, including policies and

programs dedicated to Vision Zero education, enforcement, evaluation, and emergency services based upon research previously conducted as part of recent Vision Zero efforts in other cities. One of the primary focuses of the non-infrastructure countermeasures will be on policies and programs that promote inter-agency collaboration.

We will also collaborate with City staff to identify implementable engineering actions to include in the Bicycle and Pedestrian Network and Vision Zero Policy and Action Plan, based on our collision data and countermeasure work in the previous tasks. Implementable engineering actions will focus on data collection, data monitoring, and countermeasure application. They will provide a framework for monitoring future progress in safety improvements under these categories. We will identify a lead agency and timeline for each countermeasure action to encourage ownership and execution of the action, as well as the approximate level of funding required.

Moreover, our work in task 4.7 will help to develop a method for the City to determine project prioritization. Through our experience working with San Francisco and Los Angeles on their Vision Zero initiatives, we have learned the importance of developing a framework for project prioritization to facilitate the transition from high-level policies and programs to on-the-ground project implementation.

We will provide guidance on funding sources and recommend a schedule for evaluation and update of the Vision Zero Policy and Action Plan. The draft action plan will also include a preamble in the voice of City leadership explaining why Vision Zero is important to Culver City.

Most importantly, the Draft Vision Zero Policy and Action Plan will identify the unique roles and responsibilities of each city agency and stakeholder group in advancing the Culver City's Vision Zero initiative. The draft action plan will recommend performance measures and measurable targets to hold all parties accountable and see that the goals of the Vision Zero Policy and Action Plan are realized.

TASK 5.2 EDUCATION AND ENCOURAGEMENT PROGRAMS

Becoming a truly bike and walk friendly community requires a multi-faceted approach, including strategies beyond traditional engineering and infrastructure projects. The consultant team will review the 2010 BPMP and existing Education and Encouragement Policies and Strategies and update them to include the latest

technology and best practices. Culver City has the potential to raise awareness and acceptance of walking and bicycling as a normal, healthy, fun part of everyday life. Alta is the only bicycle and pedestrian planning firm with a department dedicated to planning and implementing education and encouragement components of non-motorized programs. Alta will review existing bicycle and pedestrian education, encouragement, outreach and enforcement programs in Culver City. These will include programs initiated by the City, CCPD, Culver CityBus, Metro, and community or advocacy groups. Based on community and stakeholder interests, concerns, needs, and resources for programs as well as best practices for model programs, we will develop a set of 4 E's recommendations to improve bicycle and pedestrian Education, Encouragement, Enforcement, Evaluation, and public outreach efforts. Recommendations will incorporate Safe Routes to School, adult education, and open streets programming, and more. These findings will be included in the Programs and Policies Chapter, which will include an overview of existing programs and develop a custom suite of new program recommendations.

TASK 5.3 ENFORCEMENT PROGRAMS

Similar to Task 5.2 above, the consultant team will review the 2010 BPMP and existing Education and Encouragement Policies and Strategies and update them to include the latest technology and best practices. We will work closely with CCPD to identify challenges and potential solutions that can help improve the safety of people bicycling and walking throughout Culver City. These findings will be included in the Programs and Policies Chapter, which will include an overview of existing enforcement policies and develop a custom suite of new enforcement policies recommendations.

TASK 5.4 EVALUATION AND REPORTING

The team will update the Evaluation and Implementation Chapter to create a new Implementation and Planning Programs Chapter. With the potential creation of Vision Zero policies, Opportunity Corridors, and additional new evaluation criteria, the action plan will identify new benchmarking goals and evaluation techniques. A new matrix will be developed in partnership with City staff, and will be included as a chapter in the final action plan.

Task 5 Deliverables:

- Vision Zero Policy and Action Plan, council resolution
- Updated education and encouragement policies and strategies

- Updated enforcement policies and strategies
- Updated language for plan

Task 6. Opportunity Corridor Development

TASK 6.1 OPPORTUNITY CORRIDOR IDENTIFICATION

Based upon the findings in the data analysis processes in previously discussed tasks, the consultant team will identify and recommend up to three Opportunity Corridors for additional analysis and planning work to recommend comprehensive Complete Street treatments using proven safety countermeasures and best practices. Utilizing the prioritization matrix, community feedback, and mapping techniques, these corridors will likely present themselves naturally, and we will work with the City to verify they meet the needs of the project.

TASK 6.2 EXISTING CONDITIONS ANALYSIS

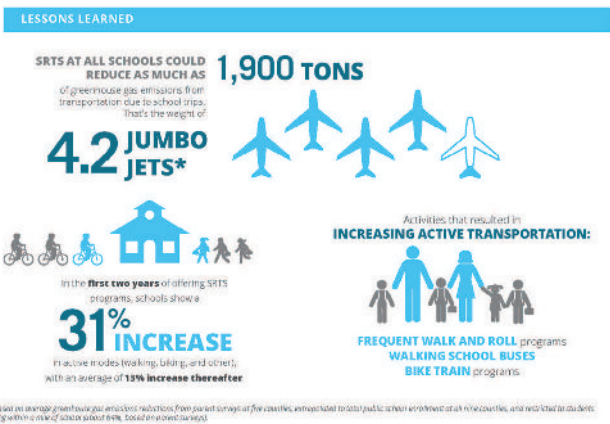
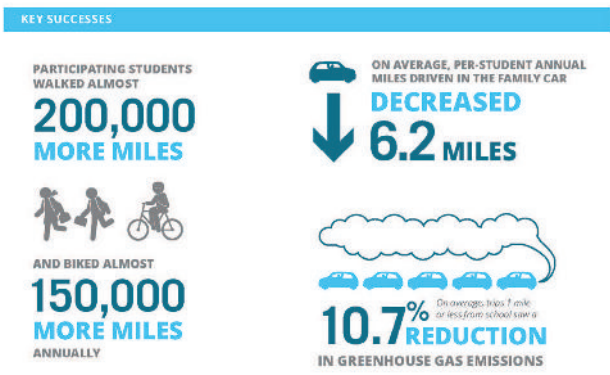
These three Opportunity Corridors will undergo a thorough Existing Conditions Analysis that will collect and analyze additional data to create a safe, convenient street for people to bicycle or walk. These corridors will include additional analysis beyond the existing conditions analysis conducted at the citywide level, and will be the focus of significant outreach and interest from the public. To facilitate the conversation, we will conduct photoshoots to capture the existing conditions and provide detailed cross-sections of segments of these corridors. Up to two photo-simulations or renderings of proposed facilities will also be created for each corridor to inform the public of the proposed changes.

TASK 6.3 STAKEHOLDER WORKSHOP/CHARRETTE

Each of the three corridors will be the subject of a community-focused workshop/charrette, where we will solicit public input and feedback on existing conditions and proposed changes. These events will take place close to the proposed corridor to allow for the widest accessibility from the community and will include participatory planning and engagement tools to allow input from all participants. Feedback from these meetings will be used to refine and finalize concepts and alternatives for designs. Meetings will be iterative, and allow for individuals to provide input on specific challenges they face along the corridor, as well as provide feedback on possible solutions.

TASK 6.4 CONCEPT DEVELOPMENT/ALTERNATIVES ANALYSIS

The consultant team includes Traffic Engineers, who will work with City staff to create at least two (2) and up to three concepts of street designs. Concepts and alternatives will take geometric/right-of-way/intersection constraints into consideration in any proposed design. The team will also conduct a planning-level traffic impact analysis, identifying potential challenges related to traffic flow, motor vehicle speed, and other engineering constraints. Renderings will be refined and modified to reflect the public feedback and plan views and cross-sections will be created, as well. Any renderings that were previously created will be updated to reflect the more finalized decisions.



Alta has extensive experience in quantifying the benefits of investments in bicycle facilities, including economic, environmental, health, convenience, and quality of life.



Alta recently implemented a tactical urbanism demonstration project for the City of Long Beach called “Activate Uptown” as part of SCAG’s Go Human campaign. A separated bikeway, roadway safety improvements, and an open street festival were temporarily built in a full-day event.

TASK 6.5 DEMONSTRATION PROJECTS

As an optional subtask, Alta will identify specific locations along the Opportunity Corridors for a tactical urbanism demonstration to immediately illustrate the benefit of adding active transportation infrastructure along the three Opportunity Corridors. Alta is currently leading the Southern California Association of Governments Go Human initiative, and can integrate many of the proven strategies from that project into this project. Alta will work with the City staff to finalize a site plan and coordinate permitting, with the understanding that each demonstration would be no more than 1-3 blocks in scale, and may possibly only exist in front of one storefront property. Depending on the availability of materials and volunteers, the project may be smaller. For maximum impact, we will work to tie the demonstrations to an existing community event, such as a popular farmers’ markets, art walk, cultural event, or open streets program.

Exact project elements will be determined through collaborative design process with City staff, as well as access to donated or borrowed materials. Project elements may include temporary striping using traffic tape or chalk, creating facilities using donated plants, establishing a green bike lane with washable paint, etc. Materials will need to be affordable, easily replaceable, due to the likelihood of damage or vandalism, which is expected if left in place for the two to four week time-frame described in the RFP.

On-site surveys will be collected for people walking or bicycling with temporary installation of clipboards and a box to collect paper surveys. Temporary signage will also inform passerby of the demonstration projects and solicit information by an easily remembered website address, to allow for drivers and other users passing by the project, but unable to stop.

Most importantly, any temporary designs must meet safety criteria for a temporary street element, and we will work closely with City Engineers to identify ways to protect the safety of all road users and reduce liability for both the city and our team.

TASK 6.6 STAKEHOLDER MEETING

Once project concepts have been narrowed down, the consultant team will present the concepts for each Opportunity Corridor at a BPAC meeting, and seek approval of final project concept. A final report will be created to document a description, narrative of the stakeholder process, support/technical data, cost/benefit analysis, conceptual design plan/profile graphics and maps, and conceptual rendering. This document will meet the needs of descriptions to facilitate Culver City to seek funding for capital grant applications with Caltrans or Metro.

Task 6 Deliverables:

- Recommended corridors
- Data, existing conditions report, graphics
- Workshop notices, sign in Sheets, meeting notes, data collected, workshop materials
- Project concept(s) including plan view, cross-sections, and/or renderings
- Site plan, programming plan, fundraising plan, survey results, implementation of demonstration project
- Meeting notices, sign in sheets, meeting notes, data collected, meeting materials, presentation
- Final report including project description, narrative of the stakeholder process, support/technical data, cost/benefit analysis, conceptual design plan/profile graphics and maps, and conceptual rendering

Task 7. Opportunity Corridor Development

TASK 7.1 PLAN OUTLINE

The consultant team will propose a draft plan outline which will comply with CalTrans guidelines and include the following chapters, at a minimum:

1. Acknowledgements
2. Introduction
3. Stakeholder Engagement
4. Goals, Objectives and Strategies (including Vision Zero)

5. Policy and Planning Context
6. Existing Conditions
7. Proposed Programs, Policies, and Improvements
8. Implementation and Planning Programs (including Opportunity Corridor Studies)
9. Facility Design
10. Resolution of Plan Adoption

TASK 7.2 DRAFT PLAN

Following outline approval from City staff, we will review and compile the content produced throughout the planning process, stakeholder feedback from all of the public meetings and online platforms, and create a Draft Plan. The draft action plan availability will be promoted to the public online, through e-mail, and in partnership with the BPAC, and additional feedback will be collected and compiled to help develop a final action plan, which we will work with City staff to obtain approval by City Council.

Our proposed approach includes three iterations of the bicycle and pedestrian master plan:

1. Administrative Draft Bicycle and Pedestrian Master Plan (for review by agency staff)
2. Draft Bicycle and Pedestrian Master Plan (for review by public at large)
3. Final Bicycle and Pedestrian Master Plan (for adoption by City Council)

During Task 7.2, the Alta team will distribute the administrative draft action plan to Culver City's Project Manager, who will distribute the draft to other key stakeholders as appropriate. Alta will attend one internal meeting with City staff to introduce the draft for their review.

We anticipate receiving and addressing one round of collected staff comments on the administrative draft action plan, then we will develop the draft action plan that can be reviewed by the public stakeholders. We suggest the document be publicized on the City's website, through normal city communication channels, and other outreach methods as described above, including e-mail to all members of the public who have previously attended meetings or provided feedback during the development of the action plan.

TASK 7.3 FINAL PLAN

Alta will collect and respond to the comments provided on the draft action plan from stakeholders in one round of revisions into a Final Bicycle and Pedestrian Action Plan. We will submit one "screencheck" electronic

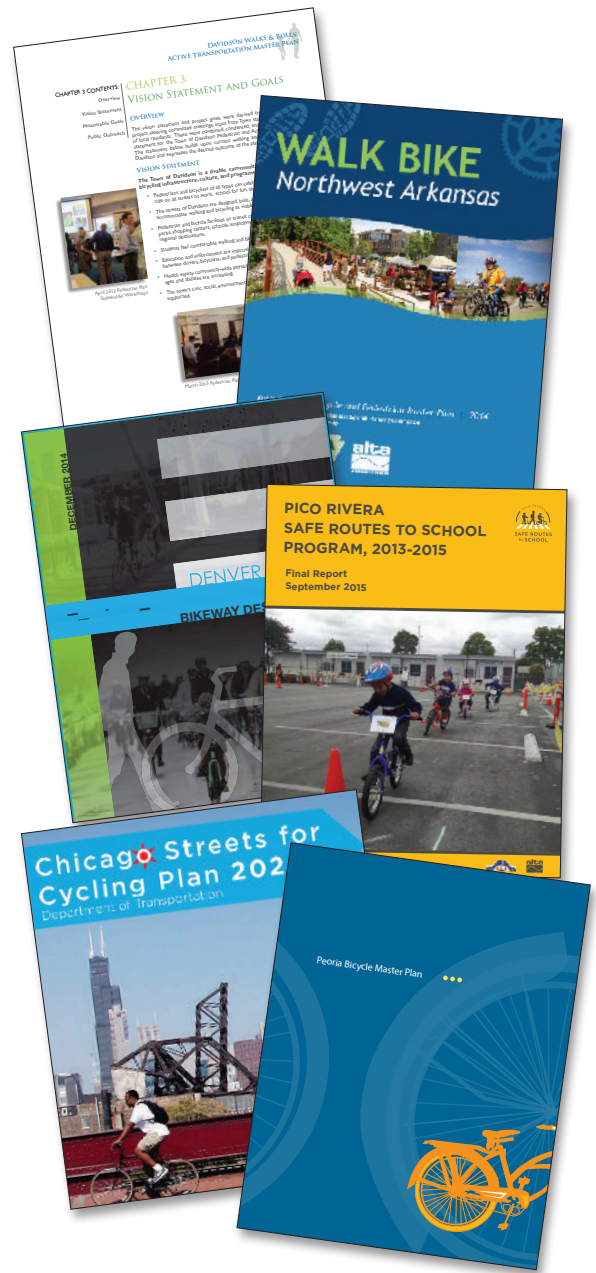
version of the final plan to City staff for review that all comments have been addressed. Upon approval, Alta will produce the Final Bicycle and Pedestrian Action Plan. The document will include photographs of facilities and individuals in Culver City, and will include at least 5 informational graphics and at least a dozen maps. The document will be formatted for easy public reading, and will feature all of the required components described in Tasks 7.1.

TASK 7.4 ADOPTION

Alta will develop the resolution, presentation materials, and attend one City Council Meeting to present the final action plan to City Council, or will assist City staff on the presentation.

Task 7 Deliverables:

- Plan outline
- Draft report, presentation
- Final report, presentation
- Resolution



Alta has developed many graphically communicative transportation planning documents.