

CITY OF CULVER CITY - RFP 1637

BICYCLE AND PEDESTRIAN ACTION PLAN

March 30, 2017

PREPARED BY:
Alta Planning + Design
IN ASSOCIATION WITH:
Fehr & Peers



This page intentionally blank

TABLE OF CONTENTS

A. Executive Summary	1
B. Questionnaire/Response to Scope of Services	3
Company and General Information	4
Qualifications and Experience of the Firm	5
Qualifications and Experience of Proposed Project Team	21
Questions/Response to Scope of Services	42
Fees	61
References	63
Implementation Schedule	67



This page intentionally blank



EXECUTIVE SUMMARY

Culver City is taking great strides in promoting bicycling and walking as safe and viable transportation options. The existing Bicycle and Pedestrian Master Plan (BPMP), developed by Alta Planning + Design (Alta), engaged the community and gathered support and momentum to improve the City's active transportation network. Since its adoption in 2010, Culver City has continued to develop and build street designs that improve the safety and convenience of bicycling and walking. We applaud the ambitious scope of this proposal that will continue that tradition.

We look forward to working the City to develop an innovative, thoughtful and inspiring Bicycle & Pedestrian Action Plan. Together, with Fehr and Peers Consulting, we will build upon the past plan's success and incorporate innovations in active transportation since its adoption.

Our team combines two of the most well-respected, established firms in the active transportation planning industry. With over 20 years of experience, Alta has developed over 500 active transportation master plans nationwide, including the 2010 Culver City BPMP. With over 30 years of experience, Fehr & Peers has worked on mapping, data analysis, and most recently on multiple Vision Zero Planning efforts throughout Southern California. As a team, we worked on the

Metro Active Transportation Strategic Plan (ATSP), including work in Culver City, which will inform our work on this project.

Our multi-faceted, interactive outreach approach will provide an opportunity to propel Culver City as a leader in safety and active transportation planning. The final action plan will reflect the community's input and recommend a comprehensive active transportation network and safety improvements, as well as establish policies and programs to help implement the plan.

In addition to promoting bicycling and walking as a transportation choice, the action plan will provide multiple co-benefits, including improved health and reduced obesity; access to commercial, recreational, civic, cultural, and open space nodes; and improved safety for both cyclists and pedestrians along city streets. Many of these benefits can be achieved through a diversity of active transportation facilities, including sidewalks, paths, bicycle lanes, protected bike lanes, first/last mile access to transit, as well as key performance measures and specific projects for quick implementation. The action plan will include innovative treatments, such as Class IV protected bike lanes, that can accommodate people of all ages and abilities. Our project team includes engineering staff

who are available to discuss a variety of different treatments with City engineering staff and provide trainings to reach the best localized outcomes.

Both Alta and Fehr & Peers are already familiar with Culver City through our work on the 2010 BPMP and the Metro ATSP. Our team includes individuals who have previously completed bike counts in Culver City, and have spent significant time throughout the city on bike, on foot, and in vehicles. This local knowledge and familiarity, combined with our national expertise, makes our team uniquely qualified to develop a successful plan for Culver City.

We look forward to collaborating with Culver City's staff, residents, and stakeholders to create a healthy, safe environment where walking and bicycling can be the most convenient and comfortable forms of transport. We have assembled a team uniquely qualified to make the Culver City Bicycle & Pedestrian Action Plan a shining success.



Alta and Fehr & Peers are two of the leading firms in active transportation planning, and our local knowledge of Culver City makes us the best team to provide a high-quality plan that meets the unique needs of Culver City.

QUESTIONNAIRE





COMPANY AND GENERAL INFORMATION

1. COMPANY NAME AND ADDRESS:

Alta Planning + Design, Inc.
617 W. 7th Street, Suite 505
Los Angeles, CA 90017

2. LETTER OF TRANSMITTAL:

March 30, 2017

Mr. Eric Bruins
City of Culver City
City Clerk
9770 Culver Blvd.
Culver City, CA 90232

RE: Letter of Transmittal for the City of Culver City RFP 1637 - Bicycle and Pedestrian Action Plan

Dear Mr. Bruins and Members of the Selection Committee,

Alta Planning + Design (Alta) is pleased to submit this proposal in response to the City of Culver City's RFP 1637 - Bicycle and Pedestrian Action Plan. We have read and will comply with all terms and conditions of the RFP.

Sincerely,

Brett Hondorp, Vice President, Alta Planning + Design
Individual Authorized to Bind the Firm

3. GENERAL INFORMATION ABOUT PRIMARY CONTACT:

Primary Contact: Marc Caswell, Project Manager / Senior Planner

E-mail: marccaswell@altaplanning.com

Phone: (213) 437-3543



QUALIFICATIONS AND EXPERIENCE OF FIRM

- » *Describe your firm's history and organizational structure. Include the size of the firm, location of offices, years in business, name(s) of owner(s) and principal parties, and number of staff.*

Alta Planning + Design is North America's leading multi-modal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, park, and trail corridors and systems. 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.

BICYCLE AND PEDESTRIAN TRANSPORTATION PLANNING

Our approach to transportation planning integrates expert planning, design, economics, and land use to create opportunities for people to choose bicycling and walking for recreation and transportation. Our experience includes over 500 bicycle and pedestrian master plans nationwide, ranging from cities to counties and regional governments throughout the United States. Our planning process includes conducting extensive field work on bicycle and on foot, engaging residents and stakeholders through walking and bicycling tours, and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Other key tasks include developing short- and 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 first.

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

to the public, 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 interactive public workshops. We make contact with the community early and build confidence by addressing specific issues with a documented approach.

Year Founded: 1996

Form of Organization: CA Corporation

Office Locations: 32 offices, 200 employees

Atlanta, GA; Arlington, VA; Baltimore, MD; Bentonville, AR; Boise, ID; Bozeman, MT; Cambridge, MA; Champaign-Urbana, IL; Chicago, IL; Dallas, TX; Davidson, NC; Denver, CO; Durham, NC; Greenville, SC; Jupiter, FL; Los Angeles, CA; Memphis, TN; Minneapolis, MN; Oakland, CA; Ottawa, ON; Portland, OR; Sacramento, CA; Salt Lake City, UT; San Diego, CA; San Jose, CA; San Rafael, CA; Saratoga Springs, NY; Seattle, WA; St. Louis, MO; Spokane, WA; Tallahassee, FL; Troy, NY; Vancouver, BC

Names of Owners:

Michael Jones	Steve Durrant	Katie Mangle
George Hudson	Joe Gilpin	Mike Rose
Natalie Lozano	John Cock	Matt Hayes
Brett Hondorp	Carolyn Sullivan	Wade Walker



SUBCONSULTANT FIRM PROFILE

FEHR & PEERS

Fehr & Peers has specialized in providing transportation planning and engineering services to public and private sector clients since 1985. They develop creative, cost-effective, and results-oriented solutions to planning and design problems associated with all modes of transportation. They offer clients the right combination of leading-edge technical skills and extensive knowledge of the communities in which they work to deliver comprehensive solutions and superior client service. They are nationally-recognized experts who routinely publish original research, serve on national committees, and teach courses to others in the industry. They do this while maintaining a commitment to translating those techniques into practical solutions. At Fehr & Peers, staff take a creative, data-driven approach to each of their practice areas:

- » Travel behavior and forecasting
- » Multimodal operations and simulation
- » Transit planning
- » Bicycle and pedestrian planning
- » Sustainable transportation
- » Freight systems and airports
- » Integrated land use and transportation plans
- » Conceptual street and trail design
- » Transportation engineering and ITS design

Fehr & Peers has worked with the cities of San Francisco, Los Angeles, and Sacramento to help them plan and implement their Vision Zero programs. They led a robust, data-driven effort to identify the leading causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. They also facilitated a scenario planning process with multi-agency stakeholders to develop a prioritized list of Vision Zero projects. Please see <http://www.fehrandpeers.com/project/vision-zero/> for more information on our Vision Zero-related work.



PROJECT EXPERIENCE

- » *What is your firm's experience conducting the services requested? Describe comparable projects performed by your firm in the last five years, including the number of projects, scope of services, and status of projects.*

The development of the Culver City Bicycle and Pedestrian Action Plan requires a team that combines bicycle planning and public outreach experience with an understanding of local issues. The projects on the following pages demonstrate the Alta Team's breadth of work in Southern California in the following areas:

- » Bicycle Master Planning
- » Bicycle Facility Recommendations
- » Effective and Inclusive Community Outreach
- » Stakeholder Coordination
- » Innovative Design Experience
- » Local Access and Knowledge
- » Open Street / Demonstration Events
- » Complete Streets Concepts

Garden Grove Bicycle and Pedestrian Master Plan

GARDEN GROVE, CA



Alta is leading this year-long study to identify challenges and opportunities for making Garden Grove a city that encourages walking, bicycling, transit use, and other active, healthy forms of travel. Alta has facilitated extensive community participation, including the region's first day-and-night open streets festival.

Date: 2015 - ongoing

Client: Southern California Association of Governments (SCAG)

Contact: Steve Patchan, (213) 236-1923, patchan@scag.ca.gov

Long Beach Bicycle Master Plan Update

LONG BEACH, CA



Alta is working with the City of Long Beach to update the City's Bicycle Master Plan. The plan will serve as the guiding document that contributes to the transformation of Long Beach into the most bicycle-friendly city in the United States. 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. The plan will be consistent with, and further define, the bicycle policies and facilities identified in the Mobility Element of the Long Beach General Plan.

Date: 2016 - ongoing

Client: City of Long Beach

Contact: Ira Brown, Planner, 2, (562) 570-5972, ira.brown@longbeach.gov

LA Metro Safe Routes to School Pilot Program

LOS ANGELES, CA



Alta is leading this pilot project, which is designed to be a sustainable model for future expansion. Focusing on ten schools located in the City of Los Angeles, this project includes school audits to identify challenges and opportunities to improve walking and bicycling to school and the creation of Pedestrian and Bicycle Travel Plans for each school. Program elements include Walk and Roll to School education, encouragement and Enforcement activities to help increase walking and biking to school.

Date: 2014 - ongoing

Client: Los Angeles County Metropolitan Transportation Authority (LA Metro)

Contact: Alice Tolar, Transportation Planner, (213) 922-2218, tolara@metro.net

SCAG Tactical Urbanism Events

LOS ANGELES COUNTY, CA



Alta is working with SCAG to develop and implement the 2017 Tactical Urbanism component of “Go Human”, a region-wide safety and encouragement campaign. It is comprised of seven events in seven 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 roadways that are designed for people and not just cars.



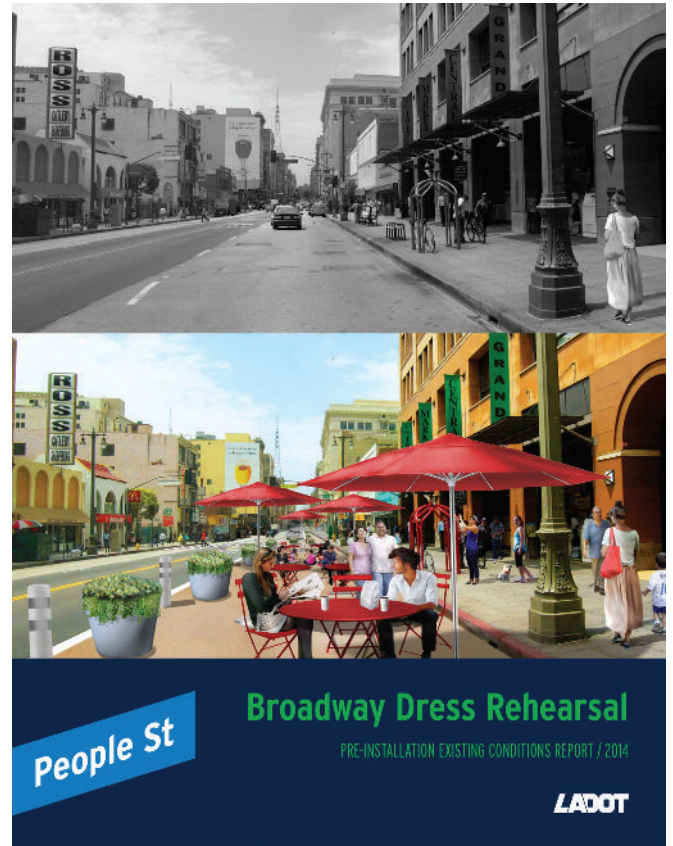
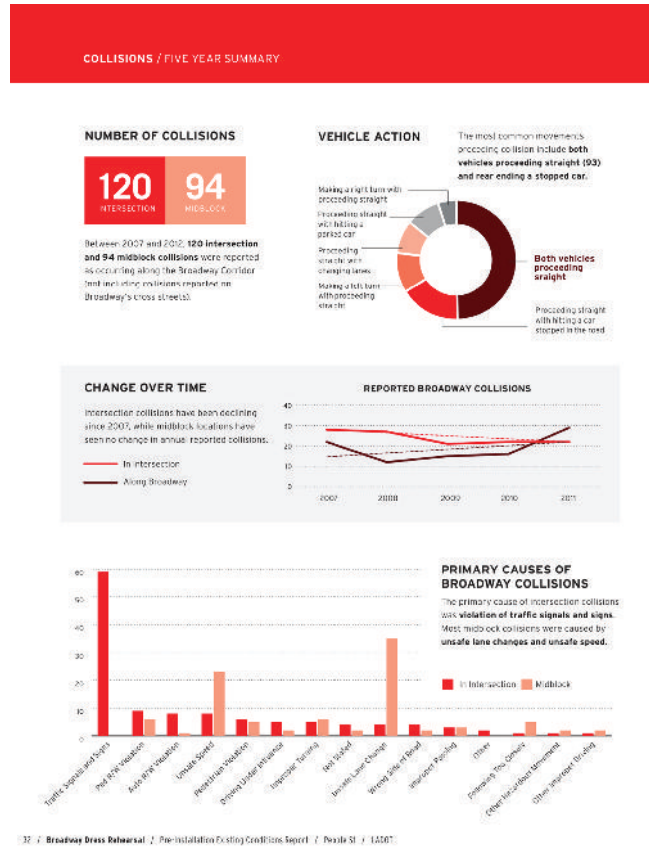
Date: 2016 - ongoing

Client: Southern California Association of Governments (SCAG)

Contact: Steve Patchan, (213) 236-1923, patchan@scag.ca.gov

City of Los Angeles Broadway Dress Rehearsal Evaluation

LOS ANGELES, CA



Broadway's "Dress Rehearsal" is intended as the semi-permanent phase one implementation of the road configuration called for in the Broadway Streetscape Master Plan. The Dress Rehearsal uses cost-efficient and quickly installed materials to create traffic-calming pedestrian enhancements and reconfigure the road while funding is secured to achieve the permanent build-out of the project. Alta was the lead consultant for the collection of traffic and economic activity data before and after installation, and has led the analysis and evaluation of the impact and effectiveness of the Complete Streets treatments. Alta's graphic designers developed inviting, clear graphics to communicate the wealth of data collected through this project.

Date: 2014

Client: Los Angeles Department of Transportation

Contact: Margot Ocañas, margot.ocanas@lacity.org, (213) 928-9707

Santa Monica Beach Path Parking Lot Access Improvements

SANTA MONICA, CA



Alta is working with the City of Santa Monica to improve bicycle and pedestrian access to the Beach Path from Hollister Avenue. The project began by conducting bicycle and pedestrian counts which demonstrated high pedestrian activity and documented conflicts between vehicles, bicycles and pedestrians. 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. Conflict areas have been minimized to predictable, marked intersections. Alta is

now preparing the construction drawings which will include marked bicycle facilities, custom pavement marking stencils for the promenade and bio-swales for stormwater capture.

Date: 2014 - ongoing

Client: City of Santa Monica

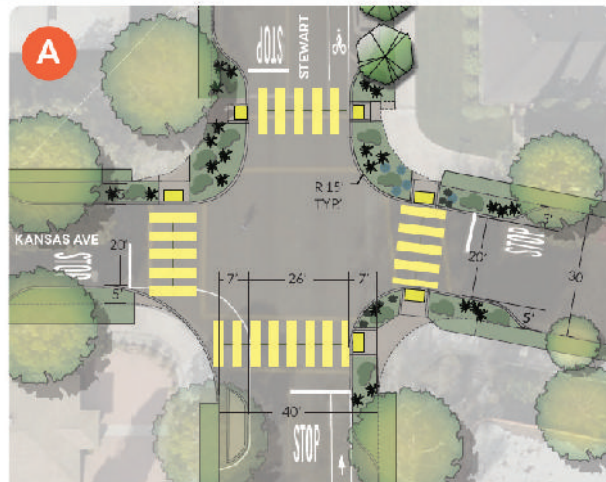
Contact: Judith Meister, Beach Administrator,
Judith.Meister@smgov.net (310) 458-8310

Santa Monica Edison Safe Routes to School

SANTA MONICA, CA



2 KANSAS AVENUE AND STEWART STREET PROPOSED CONCEPTS



GOAL

- Calm intersection and shorten crossing distance through curb extensions

OPTIONS

- Flashed lights to minimize regrading, intersection for control lights
- Street trees
- Decorative pavers / colored concrete

CONCEPT	DESCRIPTION	COST*	PARKING
A	Curbed extensions on 7 (of 8) approaches to narrow crossings. Annular island provides a new down on southwest corner of Stewart to avoid impacts to utility vaults. Landscape and irrigation.	\$143,000 <ul style="list-style-type: none"> • Includes conservative asphalt replacement for regrading • Landscape and irrigation (new meter backflow) 	C lost parking spaces
B	Curbed extensions on 5 (of 8) approaches. Painted curb extensions on 3 approaches including the southwest corner to avoid utility vaults. Landscape and irrigation.	\$127,000 <ul style="list-style-type: none"> • Includes conservative asphalt replacement for regrading • Landscape and irrigation (new meter backflow) • Decorative painted curb extension area 	
C	Not shown above: Painted curb extensions with 8" curb radius to provide markers for large vehicles can navigate over as necessary, or flex posts.	\$36,700 <ul style="list-style-type: none"> • Decorative painted curb extension area • Curb radiuses or flexible delineator posts 	*Estimates includes soft costs such as project control, mobilization, traffic control and 25% contingency.

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 is leading schematic design through construction document preparation. Project improvements involve analysis and design of a traffic diverter, curb extensions and wayfinding signs.

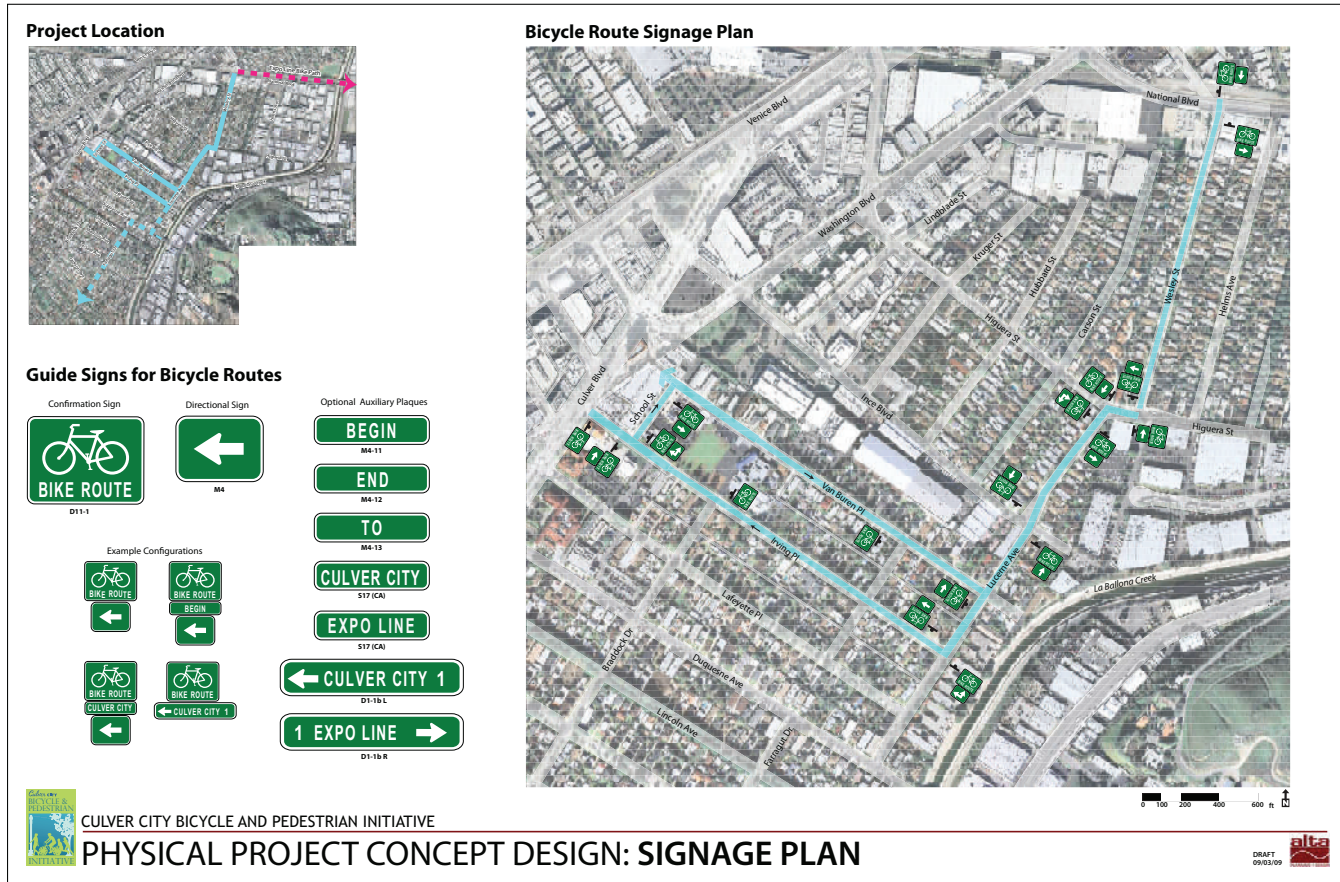
Date: 2016 - ongoing

Client: City of Santa Monica

Contact: Peter Dzewaltowski, Transportation Planning Associate, (310) 458-8292, peter.dzewaltowski@smgov.net

Culver City Bicycle and Pedestrian Initiative

CULVER CITY, CA



Alta led the Culver City Bicycle and Pedestrian Linkages initiative from concept to initial implementation. Some of the key issues included coordination with the development of a light rail station at the City's eastern boundary and the creation of non-motorized connections in a City with an irregular roadway network. Alta also coordinated with the County Flood Control District, the Army Corps of Engineers and local home owners associations to improve access to a bike path along Ballona Creek. The final products of the initiative included the development of a Bicycle

and Pedestrian Master Plan, a bikeway pilot project, and the development and implementation of various education and encouragement programs.

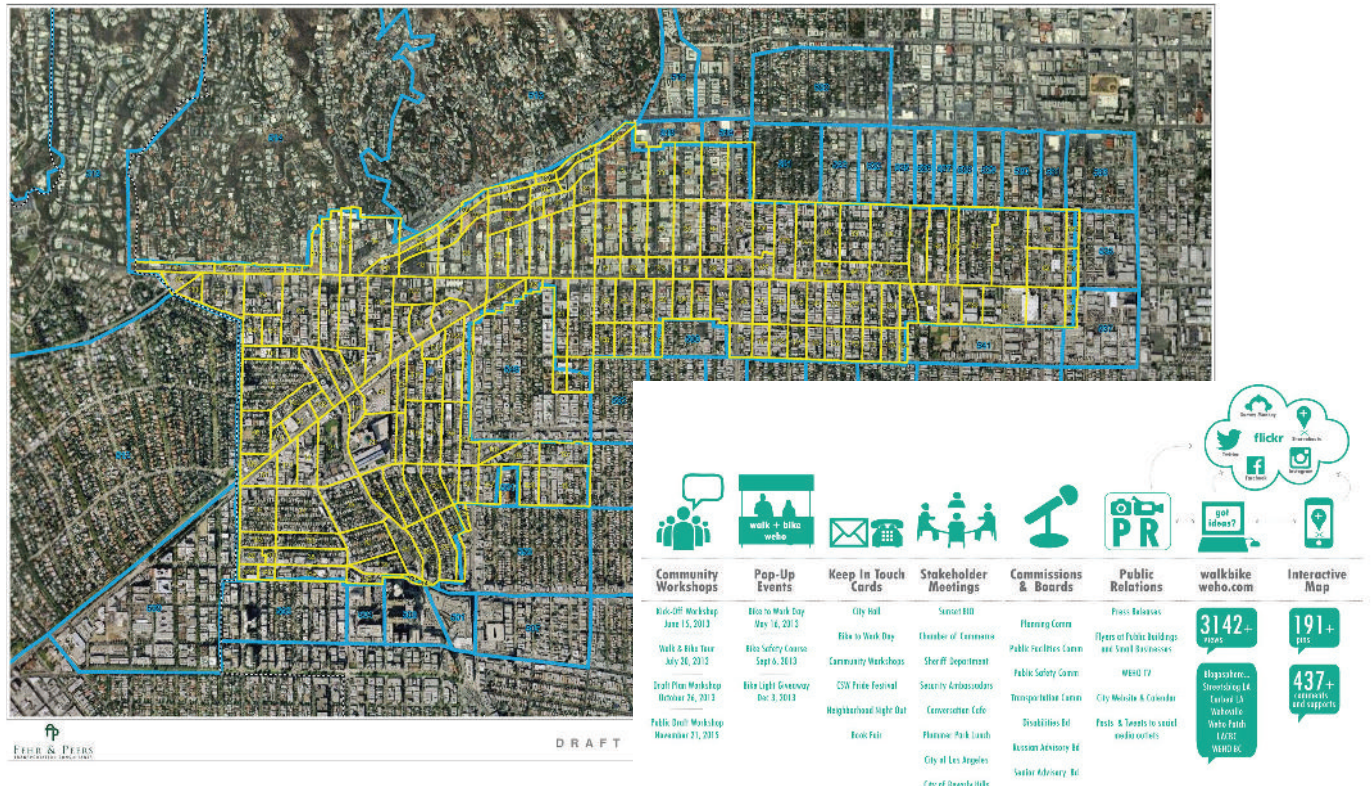
Date: 2008 - 2010

Client: Culver City Public Works Department

Contact: John Rivera, Senior Management Analyst,
(310) 253-5616, john.rivera@culvercity.org

West Hollywood Bicycle and Pedestrian Mobility Plan Update

WEST HOLLYWOOD, CA



In 2013, Fehr & Peers was hired to lead the City of West Hollywood's Bicycle and Pedestrian Mobility Plan, a major update of an earlier plan that was only partially implemented due to the challenges of modifying streets in a dense, built-out urban environment. Fehr & Peers collected multi-modal traffic counts, collision data and observations of existing conditions. This data was used in combination with community input to develop pedestrian and bicycle projects, along with a shorter list of high-impact projects designed to address the most pressing issues. Fehr & Peers performed detailed analysis and concept designs for the high-impact projects to answer questions about how these changes may impact local residents, businesses and visitors, as well as those just passing through.

Since the development of the draft Bicycle and Pedestrian Mobility Plan, Fehr & Peers has been retained by the City to help assess a variety of

transportation-related operations and safety issues and to adapt the plan to an ever-changing political environment. Fehr & Peers is now leading the work to complete the West Hollywood Bicycle and Pedestrian Mobility Plan Update. Major changes to the plan include the development of a "complete network" approach to connectivity, short-term and long-term pedestrian and bicycle improvements, recommendations for pedestrian crossings along Santa Monica Boulevard in light of the City's crosswalk consolidation and signalization studies, and documentation of the recently-approved bike share system.

Date: Draft Plan: 2013 - 2015, Plan Update: 2015 - ongoing

Client: City of West Hollywood

Contact: Bob Cheung, Senior Transportation Planner, (323) 848-6346, BCheung@weho.org

Los Angeles Vision Zero Technical Analysis

LOS ANGELES, CA



Fehr & Peers worked with the City of Los Angeles to implement Vision Zero. They led a robust, data-driven effort to identify the driving causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. They also facilitated meetings with multiple stakeholder groups to determine the City's safety priorities and develop a prioritized list of Vision Zero project locations.

Fehr & Peers' approach to the Vision Zero technical analysis included the following key elements:

- Build the Vision Zero database
- Develop an approach to addressing the "High-Injury Network"

- Analyze descriptive statistics and identify collision profiles
- Match countermeasures to collision profiles
- Establish safety priorities through multi-Stakeholder outreach
- Enhance with enforcement and education campaigns

Date: 2015 - 2017

Client: Los Angeles Department of Transportation

Contact: Valerie Watson, Assistant Pedestrian Coordinator, (213) 928-9706, valerie.watson@lacity.org

Vision Zero Sacramento

SACRAMENTO, CA



Fehr & Peers worked with the City of Sacramento to develop a Vision Zero Action Plan. The goal of the plan is to eliminate traffic fatalities and severe injuries citywide. This robust, data-driven effort identified the driving causes of traffic injuries and matched efficient and cost-effective engineering countermeasures to address the safety challenges. The plan identified a strategic planning framework to prioritize and implement safety enhancements that most effectively improve safety for all users. To assist the City with achieving this aspiration goal, Fehr & Peers performed a collision landscape analysis, developed collision profiles, identified a high injury network of roadways, developed safety countermeasures, and collaborated with the City to identify implementable engineering actions to include in the Vision Zero Action Plan.

Date: 2016 - ongoing

Client: City of Sacramento

Contact: Jennifer Wyant, Project Manager,
(916) 808-7194, jdonlonwyant@cityofsacramento.org



- » *Identify the project manager(s) who will be responsible for providing the services, their primary office location(s), and their qualifications.*



OFFICE LOCATION

Los Angeles

Marc Caswell, LCI

Project Manager / Senior Planner and Program Specialist

Our Project Manager for this effort will be Marc Caswell, a Senior Planner and Program Specialist with over a decade of experience working on transportation planning projects in communities across California. Marc has a graduate degree from the Urban and Regional Planning program at the University of California, Los Angeles, where his research focused on traffic safety with an analysis of collisions across the City of Los Angeles.

Marc brings expertise in project management, coalition-building, and civic engagement to encourage safety and comfort for bicyclists and pedestrians, and is experienced in working collaboratively with city staff and consultant teams to deliver projects on time and budget. He has extensive experience creating safety messages and training curricula for all road users, and has personally trained thousands of Californians on how to safely share the road.

His recent experience includes serving as Assistant Project Manager for the Santa Monica Safe Routes to School Expansion, and as Project Manager for a citywide traffic safety and encouragement campaign for the City of Irvine. Prior to joining Alta, Marc held positions with the San Francisco Bicycle Coalition and the City of Long Beach. He conducted community engagement and outreach to support safety upgrades to Masonic Avenue in San Francisco, and coordinated the survey and installation of bike racks on public property throughout the City of Long Beach, among other projects.

Marc's full resume is included on page 27.



QUALIFICATIONS AND EXPERIENCE OF PROPOSED PROJECT TEAM

- » Describe the qualifications of staff proposed for the assignment (including subcontractors), position(s) in the firm(s), and types and amount of equivalent experience. Include a description of how overall supervision will be provided.

The project will be managed through a collaborative process. **Greg Maher, PLA, ASLA**, will serve as Alta's Principal-in-Charge, with responsibility for consultant services, and directing the team on process and products. **Marc Caswell, LCI**, will serve as Project Manager and will be the main point of contact throughout the duration of the project. He will be responsible for communications, task assignments, and technical direction. **Bryan Jones, PE, AICP**, will serve as Principal Engineer and will direct and provide quality control review for the engineering staff on the project.

Alta will be joined by teaming partners **Fehr & Peers** on this project, who will provide support with data collection and analysis, as well as preparation of the High Injury Network, Mobility Opportunity Network, and Vision Zero Policy/Action Plan. **Matthew Benjamin**,

AICP, will serve as the Principal Planner for Fehr & Peers. He will be supported by Senior Transportation Planner **Chelsea Richer, AICP**, and Transportation Planner **Emily Finkel**.

The Alta team includes additional highly qualified planners, designers, Spanish-speaking staff, and communications professionals who are passionate about improving active transportation networks, awareness, and culture.

An exceptional team has been assembled to best serve the project partners. Key staff roles and experience are described in the org chart below and on the following pages. **Full resumes for team members are included on pages 26-38.**

CITY OF CULVER CITY

ALTA PLANNING + DESIGN

Greg Maher, PLA, ASLA
Principal-in-Charge

Marc Caswell, LCI
Project Manager

Rodrigo García-Resendiz, LCI
Assistant Project Manager

Bryan Jones, PE, AICP
Principal Engineer

Emily Duchon, ASLA
Senior Design Associate

Michael Sampson
Senior Engineer

Mandia Gonzales
Planner

Ryan Taylor-Gratzer
GIS Analyst

Cat Cheng
Senior Graphic Designer

Jung Lee
Web Developer

FEHR & PEERS | Data Collection and Analysis

Matt Benjamin, AICP, Principal

Chelsea Richer, AICP, Senior Transportation Planner

Emily Finkel, Transportation Planner



**GREG MAHER, PLA,
ASLA, PRINCIPAL-IN-
CHARGE**

Greg will provide project leadership and oversight. Greg is a registered landscape architect with 10 years of experience in architecture, landscape architecture, and urban design on Complete Streets and alternative transportation mode projects. He has strong organizational skills and is able to smoothly move projects forward through all phases of implementation.



**MARC CASWELL, LCI,
PROJECT MANAGER**

As Project Manager, Marc will meet day-to-day project needs and collaborate with City staff and project stakeholders. Marc brings expertise in project management, coalition-building, and civic engagement to encourage safety and comfort for bicyclists and pedestrians, and is experienced in working collaboratively with city staff and consultant teams to deliver projects on time and budget.



**RODRIGO GARCIA-
RESENDIZ, LCI,
ASSISTANT
PROJECT MANAGER**

With a Master of Urban and Regional Planning, Rodrigo has research experience in the intersection of health and urban planning, with a focus on active transportation planning, Vision Zero, and social justice. Rodrigo is bilingual with fluency in English and Spanish.



**BRYAN JONES, PE,
AICP, PRINCIPAL
ENGINEER**

Bryan is a results-oriented professional engineer with over 18 years of experience, including 10 years in local government. He has delivered numerous projects to help move and connect people and businesses.



**EMILY DUCHON, ASLA,
LEED AP, SENIOR
DESIGN ASSOCIATE**

Emily's 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.



**MICHAEL SAMPSON,
SENIOR ENGINEER**

Michael has extensive experience in active transportation planning and design, including traffic engineering, land development, community outreach, and grant writing. He is proficient in AutoCAD and Civil3D.



**MANDIA GONZALES,
PLANNER**

Mandia supports both Alta's programs and planning work through Individual Marketing (IM), Transportation Demand Management (TDM), public involvement and outreach, visual communications, and research. She focuses on addressing issues of social equity and creating healthy and happy communities through active transportation.



**RYAN TAYLOR-
GRATZER, GIS
ANALYST**

Ryan specializes in research, design, GIS, and safety analysis. 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.

FEHR & PEERS



CAT CHENG, SENIOR GRAPHIC DESIGNER

Cat is a graphic designer with fifteen years of experience in print and brand identity. She brings fresh concepts and thoughtful typography to print and web for Alta's marketing programs, and has worked on numerous projects involving strategy, concept development, branding, design, layout, and print production/management.



JUNG LEE, WEB DEVELOPER

Jung is a front-end web designer/developer with experience in creating rich interactive web applications and managing websites for transit agencies and for active transportation projects. His work includes animations, promotional and campaign graphics, and professional photography.



MATT BENJAMIN, AICP, PRINCIPAL

Over the past 15 years, Matt has approached active transportation from a variety of perspectives, both as a user and through his work in the public, non-profit and private sectors. Matt has consistently been at the leading edge of his field, offering forward-thinking solutions to that are ahead of their time, but on the cusp of mainstream adoption.



CHELSEA RICHER, AICP, SENIOR TRANSPORTATION PLANNER

Chelsea has five years of experience in transportation planning with expertise in multi-modal data collection, survey design, and active transportation planning. Chelsea effectively communicates complex, data-driven findings to a wide variety of audiences.



EMILY FINKEL, TRANSPORTATION PLANNER

Emily is a Transportation Planner in the Los Angeles office of Fehr & Peers. Emily's project work includes Vision Zero pedestrian safety issues in Sacramento and Los Angeles.



FIRM EXPERTISE

- » Describe in detail the project team's experience with community outreach, including demonstration projects, stakeholder workshops, online engagement tools, etc.
- » Describe in detail the project team's experience with data analysis, including collision analysis, bicycle & pedestrian travel data, etc. Describe any previous work on Vision Zero-related initiatives in other cities.
- » Describe in detail the project team's experience with traffic engineering, including street & bikeway design, feasibility analysis, traffic modeling, cost estimation, etc.

Active Transportation Expertise: Our team's staff have been involved in implementation of more than 8,000 miles of bikeways, walkways, and trails. Our experience includes over 500 active transportation master plans nationwide. Our planning process includes conducting extensive field work on bicycle and on foot; engaging residents and stakeholders through walking and bicycling tours; and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Our team has extensive experience created proposed networks, project prioritization, and concept designs for key corridors.

Community Outreach: Through our straightforward communication style, ability to engage residents, 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 to the public, 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, video-taped interviews, field reviews, GIS mapping, and interactive public workshops. We make contact with the

community early and build confidence by addressing specific issues with a documented approach. Alta's Los Angeles office includes native Spanish speakers with backgrounds in Urban Planning, so we can provide clear and concise descriptions of projects to the roughly 17% of Culver City residents who speak Spanish.

Traffic Engineering: Our traffic engineering skills offer a perspective that goes beyond merely evaluating automobiles—we consider public transit, delivery vehicles, bicycles, and pedestrians. All designs are ADA-compliant. Our backgrounds and experiences are fully rooted in the fundamentals of traditional traffic engineering principles. Alta Planning + Design offers a full range of traffic engineering services, including signal design and timing, safety analyses of intersections or networks, traffic calming studies and designs, traffic impact analyses, development of mitigation measures; parking studies, site plan access and parking layout development, street geometric layouts, striping and signing plans, and construction staging and phasing.

Traffic Modeling: Implementing new bikeways, trails, traffic signals, and pedestrian features can have implications for existing and future traffic operations. Accurately predicting how these changes influence



heavy vehicle turning, queuing at intersections and overall level of service can be challenging to understand. Alta's traffic engineers understand these complex issues surrounding the installation of pedestrian and bicycle facilities. We can accurately model the impacts of new or extended signal phases, new or modified intersection and roadway geometry and the reduction of travel and/or vehicle turning lanes at a variety of intensities of use. Our engineers utilize industry standard modelling and simulation software such as Synchro, AutoTURN, and VISSIM to accurately predict impacts and optimize strategies that balance the needs of all roadway users.

Concept Planning: Alta has prepared pedestrian and bicycle facility plans and designs for cities and counties throughout southern California, enabling these areas to improve non-motorized travel for residents and visitors alike. Alta's planners, designers and landscape architects understand that the success of multimodal projects demands a fully integrated approach that includes bicycle and pedestrian connections that are safe, easy, and convenient; secure bicycle parking that meets latent demand; well-designed way-finding signage; and protected pedestrian and bicycle access through roadway crossings and across bridges. Our firm employs designers who can create compelling, clear images that explain the benefits of proposed designs and facilitate feedback from the public to create the best designs for our clients.

Vision Zero: Fehr & Peers created UC Berkeley's award-winning Pedestrian and Bicycle Safety Assessment programs now in use throughout California; developed the multimodal Vision Zero plans for three of the

largest California cities (San Francisco, Los Angeles, and Sacramento); teach multimodal safety and Complete Streets courses at the regional, state and national level; and wrote ITE's recommended practice on how to safely accommodate bicyclists and pedestrians in freeway interchange areas.

Demonstration Projects: Alta is experienced in producing and carrying out successful Tactical Urbanism projects that engage communities in a multi-faceted, interactive approach that educates the community on opportunities to improve bicycling and walking; gauges the community's commitment level to active transportation facilities; increases awareness and promotes mutual respect between road users; identifies current bicycle and pedestrian network deficiencies and safety issues; and educates the public on the benefits and practical how-to tips that will allow them to develop safe biking and walking habits after the event is complete. These events have the power to both engage the community and gather support and momentum to initiate or improve the safety and economic vitality of streets across Los Angeles. The Los Angeles Alta office is currently working with the SCAG Go Human campaign to implement seven Tactical Urbanism installations across the Southern California region, and has implemented low-cost demonstration projects throughout the region.

- » *Identify and provide the resume(s) of the personnel who will be assigned to this project.*



Greg Maher, PLA, ASLA

Principal-in-Charge



EDUCATION

Certificate in Landscape Architecture, University of California, Los Angeles Extension, 2007

Master of Architecture, Southern California Institute of Architecture (SCI-ARC), 1985

Bachelor of Fine Arts, Design, University of California, Los Angeles, 1981

PROFESSIONAL REGISTRATIONS

Registered Landscape Architect: California (#5670)

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2012-
Troller Mayer Associates, Designer/Project Manager, 2005-2012
The Marion Rosenberg Office, Office Manager, 1984-2005
Frederick Fisher and Partners, Associate, 1985
Frank Gehry and Associates, Special Projects Associate, 1984

Greg is a registered landscape architect with 15 years of experience in architecture, landscape architecture, and urban design on Complete Streets and alternative transportation mode projects. Through his background in design, project management, and construction management, he has developed strong organizational skills to smoothly move projects forward through all phases of implementation. Greg has managed and implemented projects of varying scales and complexity ranging from Urban Trails and Complete Streets to Trail Master Plans and Feasibility Studies. He has been instrumental in keeping his projects on schedule and on budget. Greg's experience in conducting community outreach efforts for projects demonstrate his ability to engage various types of community stakeholders in planning, which is a critical element in the creation of successful projects.

RELEVANT EXPERIENCE

LA METRO RAIL TO RIVER ACTIVE TRANSPORTATION CORRIDOR STUDY

Alta led a feasibility study for the Rail to River Active Transportation Corridor project for LA Metro. The project was a rare opportunity to create an off-street facility and community resource for pedestrians and bicyclists through the heart of South Los Angeles, connecting residential neighborhoods to schools, transit, and other destinations. Greg led preliminary streetscape concept design.

SOUTH GARFIELD TRANSIT VILLAGE SPECIFIC PLAN, MONTEREY PARK

Greg was the designer contributing streetscape design and landscape architecture elements to create a pedestrian- and bicycle-friendly Transportation Village. The study created linkages to important destination areas throughout the City, including a comprehensive plan to connect the nearby East Los Angeles to existing bus stops and the Gold Line station to encourage the use of mass transit. Greg participated in public outreach and contributed recommendations for the changes necessary to make livable streets that encourage pedestrian activity and foster use by bicyclists.

MISSION DRIVE COMPLETE STREETS, SOLVANG

Greg was the senior designer responsible for assisting the City of Solvang with Complete Streets and non-motorized transportation planning for Mission Drive, an important main classified as California State Route 246. Greg led the conceptual design for Complete Streets enhancements.

LA HABRA UNION PACIFIC RAILROAD BIKEWAY

Greg is the project manager for this effort to develop an alignment for the design of a Class I bikeway along an active Union Pacific rail line. Connections will be to the future extension of the Whittier Greenway and the proposed multi-jurisdictional Orange County Bike Loop. The scope of work includes engineering and services in preparation of PS&E for the construction of the bikeway.

AGUA CALIENTE COMPLETE STREETS PLAN

Greg was the project landscape architect for this Master Plan update for the Agua Caliente Band of Cahuilla Indians. The update consisted of a Complete Streets Plan that realized the client's vision of a mixed-use-, transit-, bicycle-, and pedestrian-friendly district. Design concepts provided multi-modal transportation choices; function for bicycles and pedestrians as well as vehicles; high aesthetics; and sustainable low-maintenance landscape.



Marc Caswell, LCI

Project Manager



Marc has over a decade of experience in transportation planning in communities across California including Richmond, San Francisco, and Long Beach. He has extensive experience creating safety messages and training curricula for drivers and bike riders. He has personally trained thousands of Californians how to safely share the road – whether behind the steering wheel or on two wheels. At UCLA, his research focused on traffic safety with an analysis of collisions across the City of Los Angeles. Marc brings his expertise in project management, coalition-building, and civic engagement to encourage safer, more comfortable walking and bicycling.

EDUCATION

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

PROFESSIONAL REGISTRATIONS

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

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

RELEVANT EXPERIENCE

SANTA MONICA SAFE ROUTES TO SCHOOL EXPANSION

Following the successful 2012-2014 Safe Routes to School (SRTS) project led by Alta, Santa Monica has hired Alta to expand the project to an additional five schools. Kidical Mass rides, family biking workshops, and in-school bike safety workshops will be completed are all planned for the coming years. Marc is the Assistant Project Manager for this project, and is managing a team of local sub-consultants.

IRVINE CITYWIDE BICYCLIST, PEDESTRIAN, AND MOTORIST SAFETY PROGRAM

Marc is the Project Manager for a citywide traffic safety and encouragement campaign for the City of Irvine, California. The three-year program includes an integrated encouragement campaign, safety messages for all modes, and bicycle safety workshops. The outreach will work in partnership with city staff, the police department, and schools. The project also funds bike and pedestrian counts to evaluate the success of the campaign. This project is expected to be completed in early 2019.

MY FIGUEROA STREETScape MARKETING AND SAFETY EDUCATION, LOS ANGELES

Alta is developing a marketing and safety education campaign for the Figueroa Corridor Streetscape project. The project was developed to address concerns about vehicular access and an anticipated level of congestion along the corridor once construction begins. At the request of Corridor stakeholders, the City of Los Angeles is conducting a marketing and safety campaign concurrent to the construction of the new bicycle and pedestrian facilities. The objectives of the campaign will be to reduce greater congestion, promote alternative modes of transportation and to increase the safety of vulnerable road users once the protected bicycle lanes are in operation. Marc is a Senior Planner on the project.

BICYCLIST AND PROFESSIONAL DRIVER EDUCATION PROGRAM, SAN FRANCISCO, CA*

Marc created safety training curricula for San Francisco's bicyclists and professional drivers for the San Francisco Municipal Transportation Agency (SFMTA). Marc created a one-hour bicycle safety program focusing on the specific infrastructure and challenges of cycling in San Francisco. He also created and implemented a 45-minute training for all new taxi drivers on how to safely share the road with people on bike and foot. The taxi training has since been expanded to include employee shuttle drivers and TNC companies. Marc also supervised an update to the SFMTA's bus operator bicycle safety training video. Marc has personally trained over 4,000 people on how to safely share the road.



Rodrigo Garcia-Resendiz

Assistant Project Manager / Senior Planner



Rodrigo grew up in Mexico City where public spaces and transportation are key elements of urban life. His passion for bicycle and pedestrian planning comes from the close link between these two elements and their impact on the community. With a Master of Urban and Regional Planning, Rodrigo has research experience in the intersection of health and urban planning, with a focus on active transportation planning, vision zero, and social justice.

EDUCATION

Masters in Regional
and Urban Planning,
University of California,
Los Angeles, 2015

BS, Accounting
and Entrepreneurial
Management,
Universidad
Iberoamericana, 2010

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2015–

Data and GIS Analyst,
UCLA Luskin Center for
Innovation, 2015

Transportation Intern,
Steer Davies Gleave,
2015

Transportation Intern,
Los Angeles Council
District 11, 2014

RELEVANT EXPERIENCE

SCAG TACTICAL URBANISM EVENTS

Alta is working with SCAG to develop and implement the 2017 Tactical Urbanism component of “Go Human”, a region-wide safety and encouragement campaign. It is comprised of seven events in seven 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 roadways that are designed for people and not just cars. Rodrigo is the Project Planner.

BELL BICYCLE MASTER PLAN

Alta is developing the City of Bell's first bicycle master plan. The plan will help fulfill the city's mission to provide a safe, sustainable, and efficient transportation system to enhance health and livability. Rodrigo is contributing to the development of plan goals, needs analysis, infrastructure and programs recommendations, and strategies. He is also leading a task to identify, map, and analyze bicycle and pedestrian collisions within the City. Rodrigo is conducting bicycle audits with city administrators, stakeholders and community members to identify areas of need around the city.

VERNON BICYCLE MASTER PLAN

Alta is developing the City of Vernon's first bicycle master plan. Rodrigo is contributing to the development of plan goals, needs analysis, infrastructure and programs recommendations, and strategies. He is also leading a task to identify, map, and analyze bicycle and pedestrian collisions within the City.

LOS ANGELES METRO SAFE ROUTES TO SCHOOL PILOT PROJECT

Rodrigo was the project manager and Safe Routes to School coordinator for this pilot project designed to be a sustainable model for future expansion. Focusing on 10 schools, this project included school audits to identify challenges and opportunities for walking and bicycling to school and the creation of Pedestrian and Bicycle Travel Plans for each school. Program elements included education, encouragement and enforcement activities to help increase walking and biking to school.

UCLA NORTH CAMPUS PARKING AND ACTIVE TRANSPORTATION PLAN, LOS ANGELES*

Rodrigo researched and completed a report for UCLA Transportation Division containing three different alternatives to accommodate parking and bicycle infrastructure. In addition, he facilitated and attended meetings with the UCLA Transportation Division to discuss the feasibility of the options proposed, and follow up on the presented plan.

**Completed prior to joining Alta*



Bryan Jones, PE, AICP

Principal Engineer



Bryan is a results-oriented transportation planner and professional engineer who seeks to achieve bold and comprehensive community visions backed up by strategic and pragmatic implementation. In his leadership positions for the cities of Carlsbad, Fremont, and Fresno, he delivered numerous pedestrian, bicycle, traffic calming, road diet, and complete and livable streets projects to help move and connect people and businesses so communities can thrive. With over 18 years of experience, including 10 years in local municipal government, he understands firsthand the unique challenges experienced by communities in implementing projects and is able to capitalize on his experience to facilitate great projects for great places.

EDUCATION

Master of Public Administration, Norwich University, 2012

BS, Civil Engineering, University of California at Davis, 1999

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2014–

Public Works Director, City of Fremont, CA, 2014–2014

Deputy Transportation Director/City Traffic Engineer, City of Carlsbad, CA 2011–2014

PROFESSIONAL REGISTRATIONS

Professional Engineer, California # TR2229

American Institute of Certified Planners, #024177

League of American Bicyclists, League Cycling Instructor #3483

Complete Streets Instructor, National Complete Streets Coalition and Association of Pedestrian and Bicycle Professionals

RELEVANT EXPERIENCE

NORTH PARK TO DOWNTOWN BIKEWAY CONNECTOR, SAN DIEGO

Alta was selected by the San Diego Association of Governments to lead preliminary design of a bikeway through Balboa Park along Pershing Drive, providing a crucial commuter connection between the North Park neighborhood and Downtown San Diego. The project includes both bike lanes and separated bikeways (cycletracks). Bryan is the Project Manager, and is providing public outreach, bikeway concept development, and preliminary engineering.

LAKE TAHOE REGIONAL PLANNING AGENCY COMPLETE STREET DESIGN GUIDELINES AND WORKSHOPS

In 2015, Alta updated the Lake Tahoe Bicycle and Pedestrian Plan design guidelines, originally developed by Alta in 2010, into a Regional Complete Street Design, Maintenance, and Implementation Resource Guide. Bryan led local transportation practitioners through visioning charrettes to achieve consensus on the guidelines as well as an Interactive Design Activity focused on five representative Complete Streets concepts.

VILLAGE AND BARRIO MASTER PLAN, CARLSBAD

As part of a project team, Alta worked with the City of Carlsbad to create the Village and Barrio Master Plan. The team utilized an extensive public process, a three-day site visit, and a 10-day onsite design charrette to establish community consensus and guide the formulation of the Plan. Alta participated in the overall process, with a specific focus on evaluating mobility options and assisting with technically-grounded recommendations for alternative modes of travel, such as commuter rail, walking, bicycling, trolleys, and ADA-compliant improvements. Bryan was the senior associate engineer on the project.

FRESNO BICYCLE, PEDESTRIAN, AND TRAILS MASTER PLAN*

While with the City of Fresno, Bryan spearheaded this award-winning and visionary planning document that was heavily focused on community engagement and implementation. As a result of this transformational document, Fresno implemented 30 miles of new bike lanes in 2010. The “I Bike Fresno” campaign was started in partnership with local business leaders and bicycle advocacy groups, including a bike valet program, adopt-a-bike-rack program for locally designed and manufactured bike racks, and a new major regional event. All of this resulted in the city being awarded a Bronze-Level Bicycle Friendly Community designation by the League of American Bicyclists.



Emily Duchon, ASLA, LEED AP

Senior Design Associate



Emily's project experience includes bicycle, pedestrian and trail master plans as well as Complete Streets, 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. Emily's 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.

EDUCATION

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-present

Fehr & Peers 2013-2014

Rios Clementi Hale Studios, Los Angeles, CA, 2008

The Greenway Collaborative, Inc, Ann Arbor, MI, 2006-2008

PROFESSIONAL REGISTRATIONS

American Society of Landscape Architects

LEED Associated Professional

RELEVANT EXPERIENCE

WEST HOLLYWOOD PEDESTRIAN AND BICYCLE MOBILITY PLAN*

Emily led the concept design for five key project corridors in the City of West Hollywood during the development of the City's Pedestrian and Bike Mobility Plan. Concept design included two bicycle boulevards, a road diet on Fountain Avenue, and pedestrian crossing improvements.

PARK TO PLAYA TRAIL FEASIBILITY STUDY AND WAYFINDING PLAN, LOS ANGELES

Emily was the Project Manager for a trail feasibility study and wayfinding plan for the five-mile Park to Playa corridor within Baldwin Hills. The vision to create a seamless trail connecting urban residents with the natural coast will be realized through multiple-agency and jurisdictional coordination with California State Parks, Los Angeles County Parks, Los Angeles City Parks and Baldwin Hills Regional Conservation Area lands.

LONG BEACH BLUE LINE BICYCLE AND PEDESTRIAN ACCESS PLANS

Emily served as lead Designer to develop bicycle/pedestrian access plans for eight Metro Blue Line Stations in the city. Alta developed plans for infrastructure improvements through field audits within a half-mile radius of each station. The plans included infrastructure and streetscape improvements within a half-mile radius of each station. Emily prepared a Highway Safety Improvement Program (HSIP) grant application which led the City to receiving \$1 million for the creation of a parklet through intersection redesign. Winner of SCAG 2011 Compass Blueprint Recognition Award for Achievement in Mobility.

BAYSHORE BIKEWAY BARRIO LOGAN SEGMENT, SAN DIEGO

Emily was the Lead Designer on this project to complete the planning phase for the 2.5-mile Barrio Logan segment of the Bayshore Bikeway from 32nd Street to Park Boulevard and the Bayfront promenade in San Diego. The project identified alignment alternatives and a preliminary preferred alignment based on an opportunities and constraints analysis and community input obtained through a public outreach effort. Alta was responsible for conducting the necessary alternative analysis to establish a preferred project alignment for the preliminary engineering and environmental phase of the project, as well as obtaining stakeholder consensus regarding the project and its proposed alignment. Emily is now the Project Manager for preliminary engineering on the project.

*Completed prior to joining Alta



Michael Sampson

Senior Engineer



Michael has extensive experience in active transportation planning and design, including traffic engineering, land developing, community outreach, and grant writing. He is also knowledgeable in AutoCAD and Civil3D and possesses excellent written and verbal communication skills. Prior to working for Alta, Michael worked for the City of Riverside as an Assistant Traffic Engineer and Bicycle Coordinator.

EDUCATION

BS, Civil Engineering,
California Baptist
University, 2011

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2016-

City of Riverside, Bicycle
Coordinator, 2014-2016

City of Riverside,
Assistant Traffic
Engineer, 2013-2016

Webb and Associates,
Assistant Engineer,
2011-2013

R K Engineering Group
Inc., Engineering
Technician II, 2011

RELEVANT EXPERIENCE

COALINGA ACTIVE TRANSPORTATION PLAN

Alta is currently working with the City of Coalinga to develop an Active Transportation Plan that will include recommendations for walking, biking, Safe Routes to School, and identify opportunities for traffic calming. A key element of this plan is providing conceptual designs for a trail that will loop around Coalinga. Locations where the trail crosses Highways 198 and 33 will require traffic calming and appropriate intersection improvements to make crossings safer. Michael is the Engineer on the project.

EDISON LANGUAGE ACADEMY SR2S PROJECT

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 is leading schematic design through construction document preparation. Project improvements involve analysis and design of a traffic diverter, curb extensions and wayfinding signs. Michael is the Engineer on the project.

DESIGN OF CYCLE TRACKS, UNIVERSITY OF CALIFORNIA, RIVERSIDE*

Michael worked with University of California Riverside to install the first cycle track in Riverside County. He also worked with elected officials and various neighborhood groups to develop and implement various traffic calming measures including traffic circles and pedestrian scrambles.

BROCKTON ROAD DIET AND BIKE IMPROVEMENTS*

Michael designed and implemented a Complete Street project converting an existing 4 lane road into a 3 lane road and added 7' bike lanes with a 2' buffer. After implementation the City saw an increase of cyclists by 100% and a reduction of accidents of 40% due to the new configuration.

BICYCLE SHARE DEVELOPMENT FOR THE CITY OF RIVERSIDE*

Michael obtained grant funding for the City of Riverside to implement the initial pilot project for the City bike share. He worked to develop the Request for Proposal as well as worked with the local universities and Metrolink train stations to plan the first locations as well as the first round of expansions. The City plans to have the grand opening for the bike share in Fall of 2016.

RIVERSIDE CITYWIDE STRIPING IMPROVEMENTS TO PROMOTE COMPLETE STREETS*

Michael was the sole driver of complete street design while at the City of Riverside, and was able to implement many standards regarding striping and street layout that provided 40+ Miles of new Class II Bike lanes in the city during his tenure as the Bicycle Coordinator.

*Completed prior to joining Alta



Mandia Gonzalez

Planner



EDUCATION

Master of Urban and
Regional Planning,
Portland State
University, 2015

Bachelor of Science,
Regional Development,
University of Arizona,
2012

Studied bicycle trans-
portation abroad in
Delft, Utrecht, and
Amsterdam, 2014

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2015–

Graduate Research
Assistant, Oregon
Transportation
Research and Education
Consortium, 2014 – 2015

Mandia graduated from Portland State University with a Master's degree in Urban and Regional Planning. Her experience as an intern for the Living Street Alliance, Portland Bureau of Transportation, and the City of Wilsonville, Oregon influenced her decision to specialize in transportation planning and programs. Mandia supports both Alta's Programs and Planning work, through Individual Marketing (IM), Transportation Demand Management (TDM), public involvement and outreach, visual communications, and research. She believes active transportation can address issues of social equity and create healthy and happy communities for everyone.

RELEVANT EXPERIENCE

SCAG TACTICAL URBANISM EVENTS

Alta is working with SCAG to develop and implement the 2017 Tactical Urbanism component of "Go Human", a region-wide safety and encouragement campaign. It is comprised of seven events in seven 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 roadways that are designed for people and not just cars. Mandia is the Assistant Project Manager.

CALAVERAS BICYCLE AND PEDESTRIAN SAFETY EDUCATION CAMPAIGN, SAN ANDREAS

The Calaveras Council of Governments (CCOG) will implement a campaign targeted at motor vehicle drivers and pedestrians to address unsafe road behaviors, while creating awareness and respect among both road users with a special emphasis on school-aged children. The CCOG has selected the unincorporated town of San Andreas to pilot the "Watch for Us" campaign. Mandia is the assistant project manager for this campaign. This includes the development of the campaign approach, goals, and design, and the marketing plan and communications.

DESTINATION DOWNTOWN EMPLOYER TDM PROGRAM, VANCOUVER, WA

Through branded commute information, trip tracking and rewards, encouraging events, and ongoing messaging, over the past three years Destination Downtown has actively engaged 500 employers and over 800 employees, and participants reduced their drive-alone mode share six percentage points. Mandia conducted outreach at program sponsored events, designed and developed event marketing pieces, assisted in the development of collateral pieces to communicate the benefits of biking, walking, and carpooling, and maintained the program's presence on social media.

THE CITY OF RIDGEFIELD MULTIMODAL TRANSPORTATION PLAN, RIDGEFIELD, WA

The Ridgefield Multimodal plan was intended to guide the development of local transportation projects as a part of a larger multimodal transportation system, enable residents and visitors of all ages and abilities to travel around the city in a safe and convenient manner, and sufficiently accommodate anticipated near-term growth. Mandia contributed to the multimodal transportation plan by providing programs and on-going operations best practices, golf cart zone enhancement legislation and best practices, and led the document design and layout.



Ryan Taylor-Gratzer

GIS Analyst



Ryan specializes in research, design, GIS, and safety analysis. As the program administrator at Portland State University's Initiative for Bicycle and Pedestrian Innovation (IBPI) from 2007-2011, he worked closely with Alta staff on numerous professional development courses and research projects. Before joining Alta in 2017, 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.

EDUCATION

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

RELEVANT EXPERIENCE

PEDESTRIAN AND BIKE COUNT REPORT, LOS ANGELES*

Working with the Los Angeles County Bicycle Coalition, Ryan coordinated the data analysis of the 2015 Los Angeles bicyclist and pedestrian count data. The analysis highlights trends in ridership – such as who rides, and when and where they ride. For the report, Ryan undertook a detailed safety analysis of new bikeways in the City of Los Angeles. When accounting for changes in ridership, he found that crashes decreased by 43% on routes with new bikeways.

BIKE CRASH RISK MODELING, LOS ANGELES*

As a research associate with the Lewis Center for Regional Policy Studies at UCLA, Ryan co-authored the Bike Crash Risk Report. Ryan's GIS analysis involved identifying areas in Los Angeles County with various levels of bicycle-involved crashes, and then using over 20 physical characteristic and census variables to model risk.

CITY OF LONG BEACH BICYCLE MAP*

Ryan managed the development of a user-friendly bicycle map for the City of Long Beach. Ryan coordinated with the departments of Engineering and Planning, and conducted extensive fieldwork, to include all existing and proposed bikeways. In designing the map for all audiences, Ryan used "comfort levels" to delineate different bikeway types, rather than technical class names.

PROFESSIONAL DEVELOPMENT WORKSHOPS, PORTLAND STATE UNIVERSITY, OR*

Ryan worked with Alta staff to create and operate professional development workshops focused on bike and ped planning. Topics included Trail Design, Bike Boulevards, and Bikeway Design. Planners and engineers came from around the country (and Canada) to Portland to experience the City's innovative bike infrastructure. During the workshops, Ryan managed workshop logistics and helped run bike tours.

**Completed prior to joining Alta*



Cat Cheng

Senior Graphic Designer



Cat is a graphic designer with fifteen years of experience in print and brand identity. She brings fresh concepts and thoughtful typography to print and web for Alta's marketing programs, and has worked on numerous projects involving strategy, concept development, branding, design, layout, and print production/management.

Before joining Alta, she developed several campaigns and materials for Safe Routes to School programs, map design and production for the Cities of Portland (OR) and Vancouver (WA), print and signage for SMART (Wilsonville, Oregon's public transportation system), and print and web design for organizations such as the Community Cycling Center, Bicycle Transportation Alliance, and Oregon Walks.

EDUCATION

BA, Architecture and
Visual Communications
Washington University,
St. Louis, MO, 2003

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2013–present
Independent Contractor,
2007–2012
Grapheon Design,
2007–2012
Just Out Newsmagazine,
2005–2007
Arts In Transit/Metro,
2003–2005

RELEVANT EXPERIENCE

COQUITLAM WAYFINDING SYSTEM PLAN, BC

Alta is leading a team to develop a City Wayfinding Plan (CWP) for Coquitlam, BC. The team is assessing signage options for bicycle and pedestrian level wayfinding on public streets, considering aspects such as branding, visual attractiveness, user-friendliness, unique identity, consistency, ease of maintenance and repair, and installation cost. Alta is developing design criteria, prioritizing destinations and signage types, providing unique icons to represent various destinations, and developing a methodology for sign placement. Cat is providing graphic design and branding expertise.

WAYFINDING MASTER PLAN, GOLDSBORO, NC

Alta worked with the City of Goldsboro to create a Wayfinding Master Plan that identifies appropriate signage placement locations and a signage package that reflects local values and encourages travel into and within the Goldsboro region. Cat worked on design concepts for the signage family, including gateway monuments, banners, and vehicular and pedestrian directional signs.

HEADS UP PEDESTRIAN SAFETY EDUCATION AND OUTREACH CAMPAIGN, EUREKA, CA

Alta worked with the City of Eureka to reduce pedestrian crashes through a safety campaign targeted at motorists and pedestrians. Alta designed and implemented the campaign, which included media and ad buys, targeted messaging, and education and outreach efforts. In a citywide online survey conducted following the campaign, nearly two-thirds of respondents agreed that drivers and pedestrians are more aware of each other after the campaign. Cat handled design for this campaign from concept to completion, including print collateral (posters, brochures, ads, banners) and web ads.

PASADENA SAFE SCHOOL ZONES CAMPAIGN, CA

Alta developed a pedestrian safety campaign for the City of Pasadena, focusing on the safety of school-age pedestrians and targeting unsafe parent driving behavior. The campaign includes an overall brand, a memorable slogan, and several targeted safety messages. During Walk to School Month, Alta worked with the City to launch the campaign with outdoor media, school communications, and collateral materials. Cat was responsible for branding of this program and layout and design of collateral ad campaign materials.



Jung Lee

Web Developer



Jung is a front-end web designer/developer with experience in creating rich interactive web applications and managing websites for various businesses and clients. His experience includes developing sites for transit agencies and for active transportation projects. Jung both leads and supports development and maintenance for new and existing web applications and software. He sees that customer's needs are continually being met, and works to ensure applications are error free and function as intended. His work includes animations, promotional and campaign graphics, and professional photography. Jung is skilled at providing technical knowledge and stays current on emerging trends related to web design.

EDUCATION

BA, Communication
Studies, California State
University at Long
Beach, 2013

AA, Social and
Behavioral Science,
Santa Monica College,
2011

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2016–

TriMet, Portland, OR
2015-2016

Los Angeles County
Metropolitan
Transportation
Authority, 2013-2015

County of Los Angeles
Commission on Human
Relations, 2008-2009

RELEVANT EXPERIENCE

FHWA SMALL TOWN AND RURAL MULTIMODAL NETWORK GUIDE

Jung provided website support on the interactive version of this design guide, which will translate existing street design guidance and best practices for bicycle and pedestrian safety and comfort to the rural context. He worked with Alta's in-house designers to develop the site and its contents. He helped select and setup the content management system for the website, developed templates, and helped code an array of functionalities the client wanted implemented on the site. <http://ruraldesignguide.com>

KING COUNTY IN MOTION DATABASE, WA

Alta has supported this community-based social marketing program on numerous campaigns since 2010. The program is designed to reduce drive-alone trips in target King County communities by encouraging residents and employees to explore new travel options. Program participants receive helpful resources and support and earn rewards for recording their trips. Jung fully designed and developed the front-end and back-end of the program's website to accommodate trip logging and provide a secure and reliable user registration/management system.

ALAMEDA COUNTY SAFE ROUTES TO SCHOOL WEBSITE REDESIGN

This program is designed to promote safe walking and biking to school and to reduce traffic congestion in the areas surrounding schools. Since the program began, it has expanded to reach tens of thousands of students. Jung helped simplify and clean up the Alameda Safe Routes to School website design. He added new functionalities for the end user, like the ability to filter and sort through masses of data. <http://alamedacountysr2s.org>

MILLWOOD TRAIL, SPOKANE, WA

Alta is leading the planning, design, and engineering of the Millwood Trail, a proposed shared use path that will extend through the cities of Millwood and Spokane Valley. Working with our in-house graphics and design team, Jung has developed a simple yet highly functional website that provides the residents of Spokane access to the latest project information. In addition to the website, he has also integrated an easy to use public input map application that he developed to allow visitors to publicly share their ideas and suggestions about the project.



Matt Benjamin, AICP

Principal

FEHR & PEERS

EDUCATION

Masters in Urban and
Regional Planning,
University of California,
Los Angeles, 2003

BA, International
Relations, Florida State
University, 1998

PROFESSIONAL REGISTRATIONS

American Institute
of Certified Planners
(0245952)

SELECTED AWARDS

Advocacy Planning
Award: Outreach to
Low-Income Bicyclists
in Los Angeles County,
American Planning
Association, Los Angeles
Chapter (2005)

Achievement in Mobility:
Metro Blue Line
Bicycle and Pedestrian
Access Plan, Southern
California Association
of Governments (SCAG)
Compass Blueprint
Awards (2011)

Over the past 15 years, Matt has approached active transportation from a variety of perspectives, both as a user and through his work in the public, non-profit and private sectors. Matt has consistently been at the leading edge of his field, offering forward-thinking solutions to that are ahead of their time, but on the cusp of main-stream adoption. Since 2007, Matt has led some of the most complex and controversial active transportation planning projects in the greater Los Angeles area. Matt currently leads the bicycle and pedestrian planning practice for Fehr & Peers in Southern California. Matt has the expertise to lead policy, planning and design projects.

RELEVANT EXPERIENCE

WEST HOLLYWOOD BICYCLE AND PEDESTRIAN MOBILITY PLAN UPDATE

Matt served as Principal-in-Charge on this major update of the City of West Hollywood's Bicycle and Pedestrian Mobility Plan. Fehr & Peers collected multi-modal traffic counts, collision data, and observations of existing conditions to develop pedestrian and bicycle projects, along with a short list of high-impact projects to address the most pressing issues. Fehr & Peers is now leading the work to complete the West Hollywood Bicycle and Pedestrian Mobility Plan Update, and Matt is Expert Advisor.

METRO ACTIVE TRANSPORTATION STRATEGIC PLAN

The Active Transportation Strategic Plan was developed by Fehr & Peers to build support and set funding levels for active transportation projects in LA's successful sales tax initiative for transportation (Measure M). The process of understanding the existing conditions included extensive data assembly from multiple stakeholders, data analysis, the creation of visual displays, and an interactive Web mapping system to organize and communicate a complete picture of transportation issues at each of 661 high-ridership Metro transit stops and stations. The team also developed an inventory of the existing and planned regional bikeway network, establishing network development standards, as well as an implementation plan. Matt served as the Associate-in-Charge on this project.

SAN BERNARDINO COUNTYWIDE POINTS OF INTEREST PEDESTRIAN PLAN

Fehr & Peers is leading a team preparing the Countywide Points of Interest Pedestrian Plan (PIPP) for SANBAG. The project aims to assist member agencies with the development of tools and guidelines for identifying, prioritizing, and implementing pedestrian improvements, including GIS identification of pedestrian activity centers. The project is yielding a data-driven yet transparent process and results that can be updated over time as projects are completed and land use changes drive new priorities. Matt is Expert Advisor.

POMONA ACTIVE TRANSPORTATION PLAN

Matt served as Project Manager for the Pomona Active Transportation Plan, recommending over 60 miles of new bikeways, a variety of pedestrian and bicycle support programs, and a tiered implementation plan identifying funding sources and cycles for all near and mid-term projects.



Chelsea Richer, AICP

Senior Transportation Planner

FEHR & PEERS

Chelsea has five years of experience in transportation planning with expertise in multi-modal data collection, survey design, and active transportation planning. Using spatial analysis, statistical analysis, and design software, Chelsea effectively communicates complex, data-driven findings to a wide variety of audiences. She is proficient in ArcGIS, Adobe InDesign, Adobe Illustrator, and SPSS. Chelsea's clients have been so pleased with her work on their Transportation Demand Management (TDM) project that they recommended her to another client.

EDUCATION

Master of Urban & Regional Planning,
University of California,
Los Angeles, 2014
BA, Environmental Studies and Public Policy, University of Chicago, 2008

PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners
(027878)

PROFESSIONAL AFFILIATIONS

American Planning Association (APA)

RELEVANT EXPERIENCE

LADOT VISION ZERO TECHNICAL ANALYSIS

Fehr & Peers is leading a robust data-driven effort for LADOT to identify the leading causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. As part of this process, Fehr & Peers conducted an extensive peer city review, led an effort to identify the driving causes of traffic injuries, and matched efficient and cost-effective engineering countermeasures to address the safety challenges. Chelsea was responsible for developing materials, as well as conducting interviews to guide the process of completing the data analysis for the City of Los Angeles. In addition, Ms. Richer is working with the team to effectively communicate the findings of the data analysis and translate these findings into an actionable strategy for the Department of Transportation.

WEST HOLLYWOOD BICYCLE AND PEDESTRIAN MOBILITY PLAN UPDATE

Chelsea was the lead planner on this major update of the City of West Hollywood's Bicycle and Pedestrian Mobility Plan. Fehr & Peers collected multi-modal traffic counts, collision data, and observations of existing conditions to develop pedestrian and bicycle projects, along with a short list of high-impact projects to address the most pressing issues. Fehr & Peers is now leading the work to complete the West Hollywood Bicycle and Pedestrian Mobility Plan Update.

LA METRO ACTIVE TRANSPORTATION STRATEGIC PLAN

The Active Transportation Strategic Plan was developed by Fehr & Peers to build support and set funding levels for active transportation projects in LA's successful sales tax initiative for transportation (Measure M). Chelsea was involved in the development and execution of the existing conditions analysis, including data selection, analysis method, written communication, and documentation of the processes related to the development of the plan.

GATEWAY CITIES TRANSPORTATION STRATEGIC PLAN PHASE II

As part of a team chosen by Metro, Fehr & Peers completed the Active Transportation Element of the Gateway Cities Council of Governments' Strategic Transportation Plan. Specific recommendations included interagency projects of regional significance, improving access to transit stations and key bicycle and pedestrian facilities, identifying local and state best practices, researching impacts to health and safety, and prioritizing improvement locations throughout the region. Chelsea was the Senior Transportation Planner on the project.



Emily Finkel

Transportation Planner

FEHR & PEERS

Emily is a Transportation Planner whose project work has focuses on Vision Zero pedestrian safety issues in Sacramento and Los Angeles. Emily is skilled in traffic operations analysis, graphic design, and geospatial analysis, using software such as Synchro, SIDRA, and ArcMap on projects ranging from a regional travel demand models to large-scale, mixed-use developments. Emily previously served as a deputy to Los Angeles City Councilman Mike Bonin for the LA Metro Board of Directors and LA City Council Transportation Committee, performing policy analysis and writing briefs on topics related to transit operations and finance, active transportation, and parking.

EDUCATION

Master of Planning,
University of Southern
California, Los Angeles,
CA, 2016

BS, Business
Administration and
Marketing, Northeastern
University, Boston, MA
2009

PROFESSIONAL AFFILIATIONS

American Planning
Association
Association of
Pedestrian and Bicycle
Professionals
WTS

RELEVANT EXPERIENCE

LADOT VISION ZERO TECHNICAL ANALYSIS

Fehr & Peers is leading a robust data-driven effort for LADOT to identify the leading causes of traffic injuries and match efficient and cost-effective engineering countermeasures to address the safety challenges. Emily analyzed collision data, including contributing environmental and behavioral factors. She also conducted an extensive review of pedestrian and bicycle safety treatments to identify the most effective countermeasures to address the types of crashes identified in the collision analysis.

VISION ZERO SACRAMENTO

Fehr & Peers worked with the City of Sacramento to develop a Vision Zero Action Plan. Fehr & Peers performed a collision landscape analysis, developed collision profiles, identified a high injury network of roadways, developed safety countermeasures, and collaborated with the City to identify implementable engineering actions to include in the Vision Zero Action Plan. Emily led the collision data analysis effort for Sacramento Vision Zero. She built a database that integrated collision records with key environmental factors, and then identified and visualized statistical trends to develop profiles of the most frequent and severe collision types occurring in the City.

CITY OF LOS ANGELES MOBILITY PLAN 2035

Despite its car-centric reputation, the City of Los Angeles recently took on several ambitious planning efforts that envision a new way of moving around the City. Recognizing the challenges of achieving complete streets that provide access for all Angelenos, the City of Los Angeles Planning and Transportation departments selected Fehr & Peers to lead the Mobility Element update, branded by the team as "LA2B." Building on a multifaceted public engagement process, including mayoral-level leadership and extensive social media and community outreach, Fehr & Peers and the City pioneered a layered network concept for complete streets. Emily served as a Transportation Planner on this project.

LOS ANGELES GREAT STREETS CORRIDORS BENCHMARKING

To understand opinions and perceptions of Great Streets, Fehr & Peers is completing public life surveys on a sample of the 15 corridors. As part of a robust before and after assessment, Emily analyzed and mapped quantitative and qualitative baseline data, including collisions, vehicle speeding, demographics, observations of street life, economic factors, and surveys on neighborhood perceptions.



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.

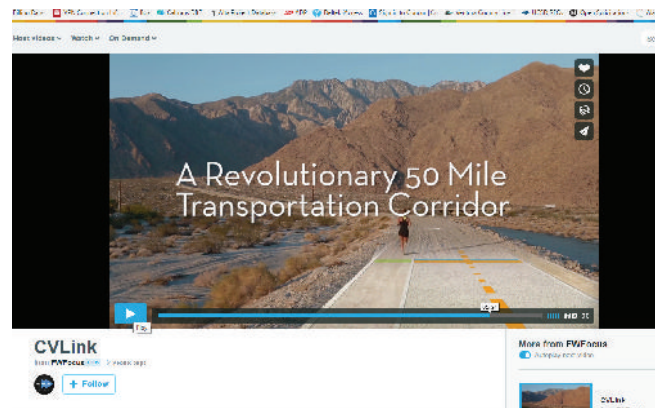
The Alta Team has experience generating excitement around planning projects through the use of creative branding and outreach methodologies. We will create an inventive, yet accessible "brand" for the action plan that will increase local recognition and familiarity with the project. We will develop a 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

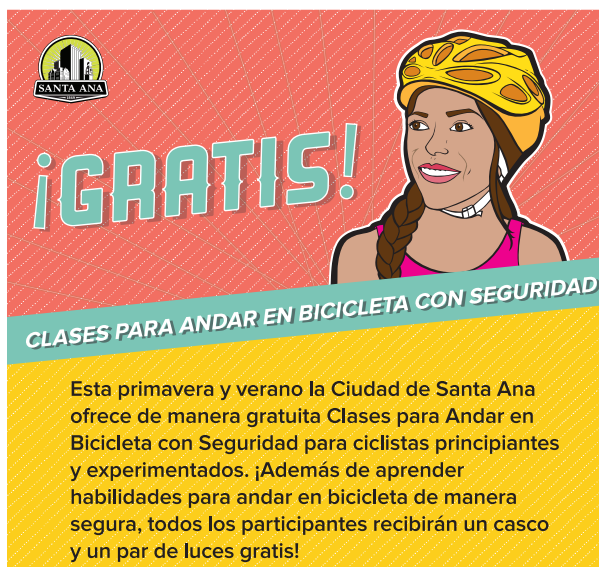
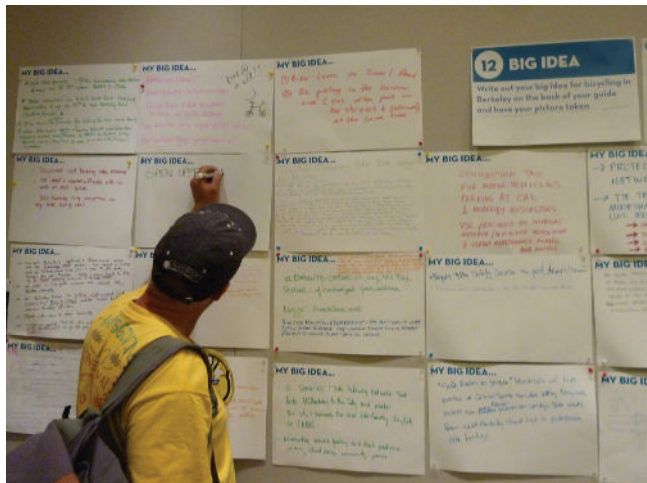
Utilizing the Outreach/Marketing Strategy and branding work, the consultant team will work with the City to conduct Direct Stakeholder Outreach through workshops and events to collect input on the plan. These events will include two citywide meetings, one focused on Safe Routes to School, and up to nine 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

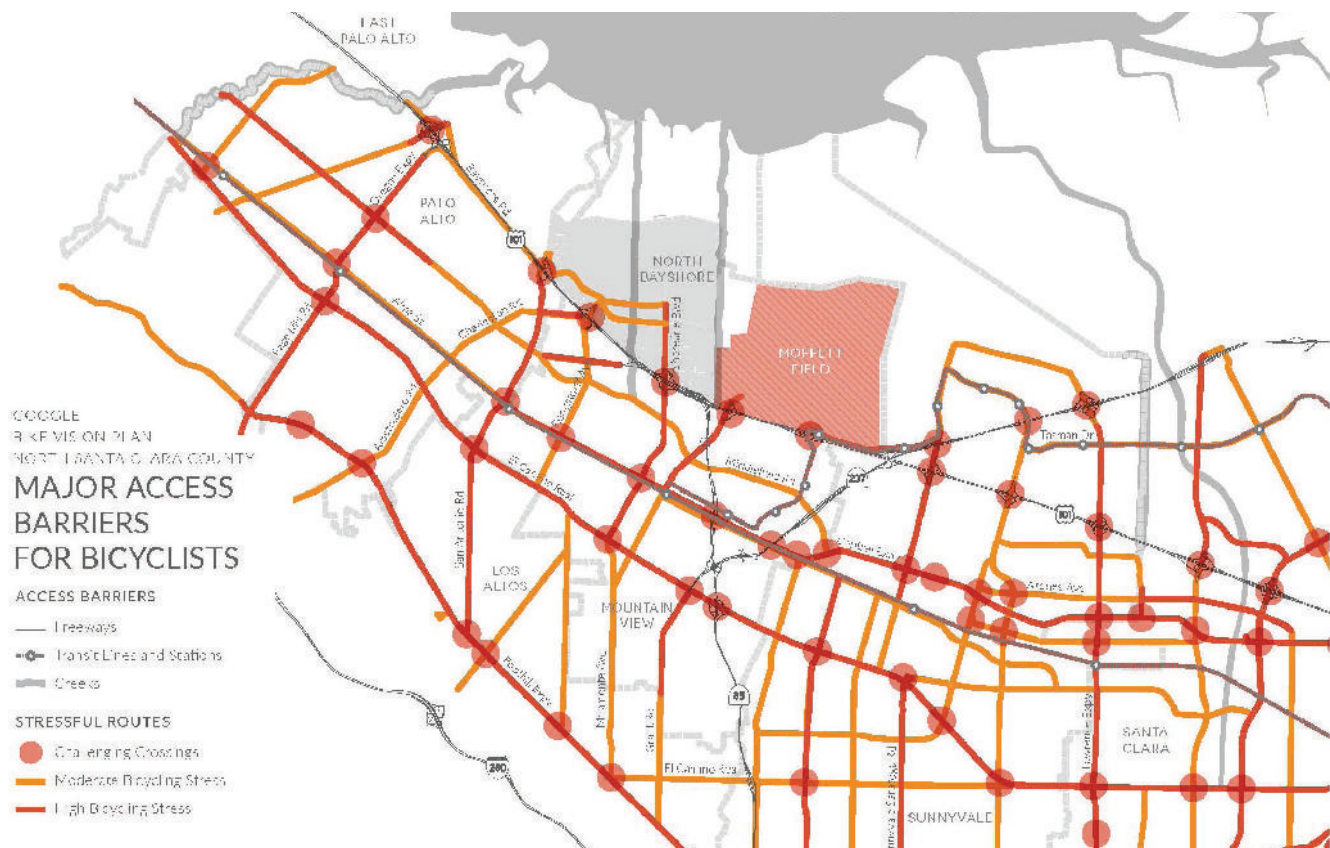
The team will draft a memo regarding the most up-to-date technologies related to Automated Data Collection and work with City staff to see that the materials are relevant to their unique needs. Our team has led the efforts to quantify Active Transportation users across the country, with projects such 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.

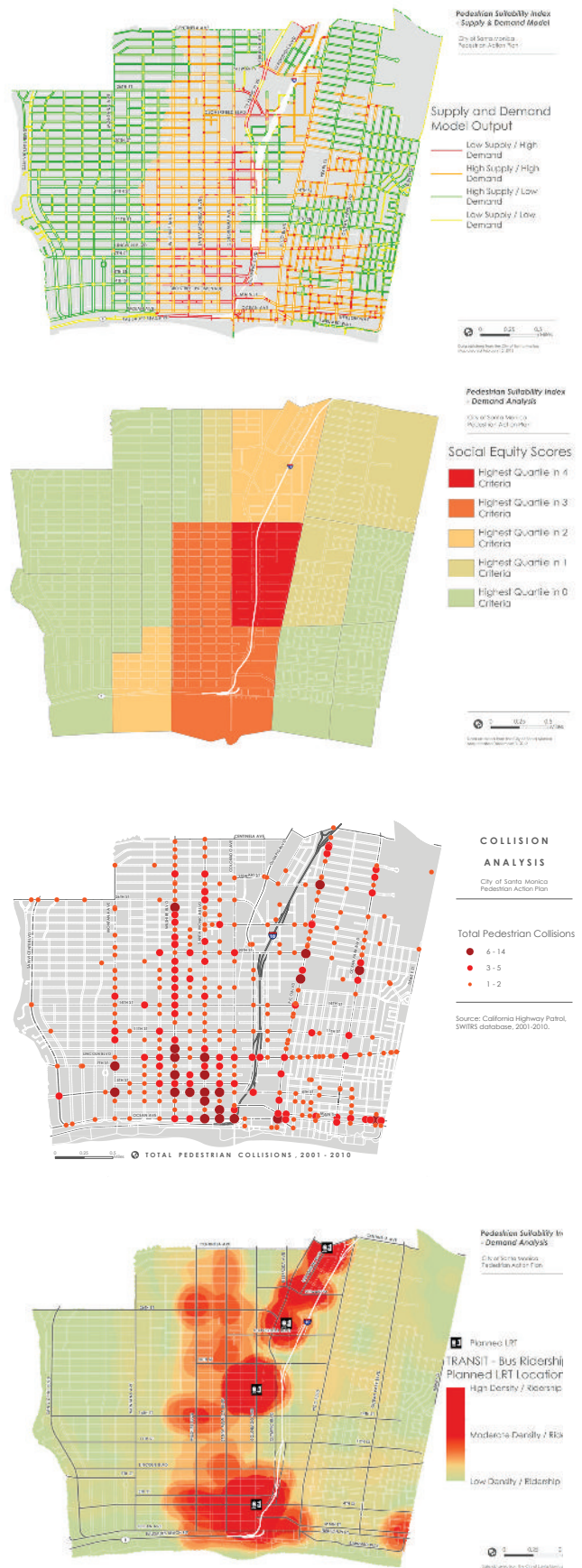
TASK 3.3 BASELINE BICYCLE AND PEDESTRIAN TRAVEL DATA

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

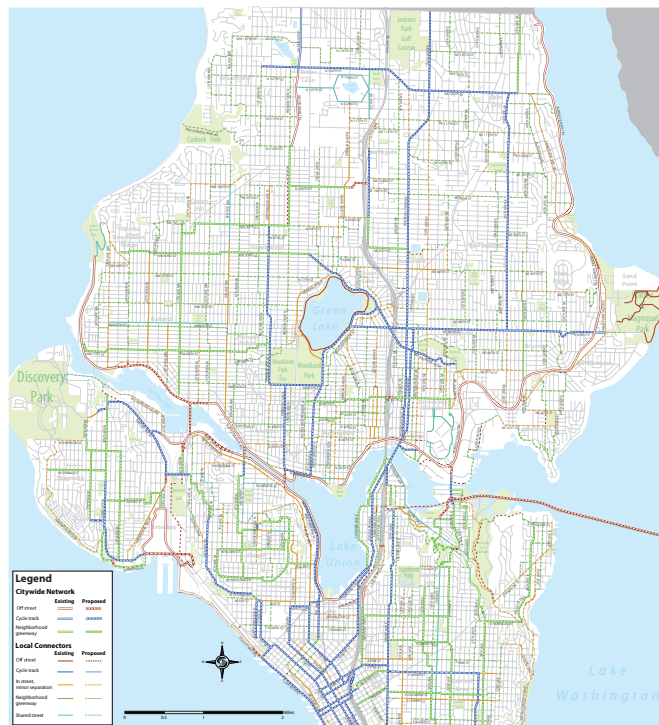
TASK 3.5 LAND USE

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:

DATE:
February 11, 2014

TIME:
3:00 pm

LOCATION:
South Ranchito Elementary School
Room 10

- 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





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:

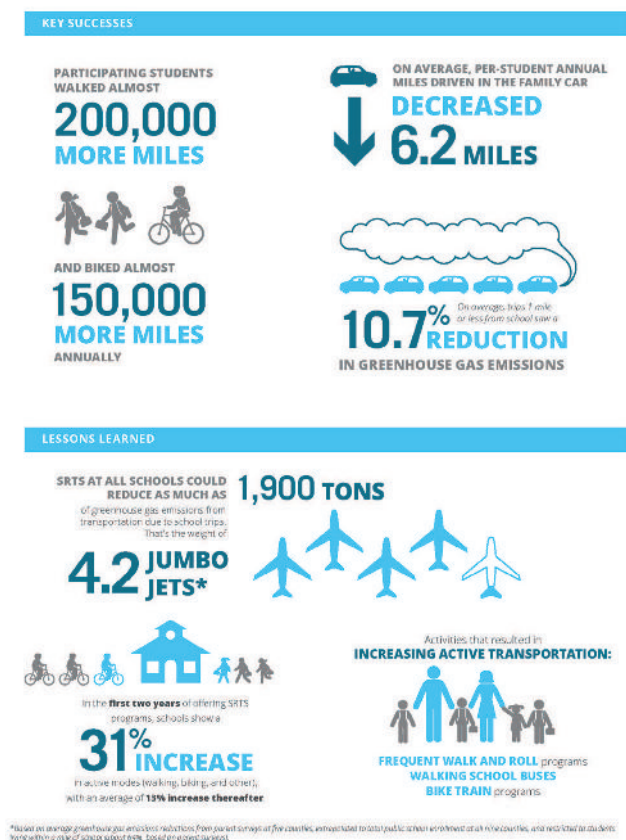
- Vision Zero Policy and Action Plan, council resolution
- Updated education and encouragement policies and strategies

- 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.



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

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 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

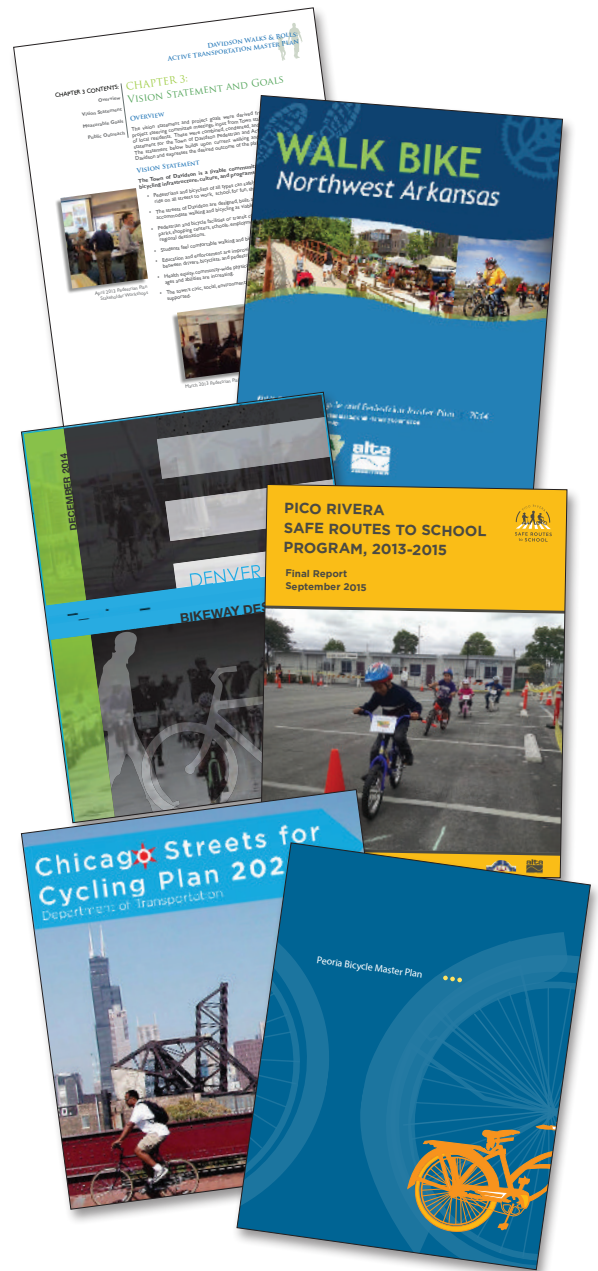
version of the final plan to City staff for review that all comments have been addressed. Upon approval, Alta will produce the Final Bicycle and Pedestrian Action Plan. The document will include photographs of facilities and individuals in Culver City, and will include at least 5 informational graphics 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.

FEES



- » Provide your fees for the proposed services. Fee quotes should be detailed by task. Proposer may choose to provide up to three quotes for scope options.
- » Outline billing and payment expectations, including timing and method of payment.
- » Describe any remaining fees not previously detailed in the above.

TASK	Alta Planning + Design															Fehr & Peers				Task Hours	Total Task Fee
	Principal-In-Charge	Principal	Project Manager	Assistant Project Manager	Planner	GIS	Graphics	Traffic Engineer	Web Developer	Senior Design Associate	Admin & Translation	Principal In Charge	Project Manager	Project Planner	Graphics/Admin						
2017																					
Task 1: Project Management	2	12	76	60	76	4	0	0	0	0	88	8	26	6	2	360	\$42,244				
1.1 Project Kick-off Meeting	2		6		4						4	4	0	0	0	20	\$2,956				
1.2 Monthly Reporting/Invoicing			12								24	2	16	4	0	58	\$6,914				
1.3 Regular Project Team Meetings			36	36	36						36					144	\$15,120				
1.4 BPAC Meetings			8		8											16	\$1,944				
1.5 TAC Meetings			10	24	24						24	2	10	2	2	98	\$10,738				
1.6 Street Design Training		12	4		4	4										24	\$4,572				
Task 2: Stakeholder Engagement	0	0	56	30	115	0	65	10	45	0	65	6	8	4	4	408	\$45,698				
2.1 Outreach/Marketing Strategy			16	20	30		30		5		10					111	\$12,163				
2.2 Online Engagement Platform			10		20				40							70	\$8,480				
2.3 Direct Stakeholder Outreach			30	10	50	0	25	10			45	6	8	4	4	192	\$21,640				
2.4 Stakeholder Engagement Chapter					15		10				10					35	\$3,415				
Task 3: Existing Conditions Analysis	5	0	8	16	73	50	10	6	0	0	0	6	36	68	24	302	\$38,027				
3.1 Document Review	1		2	10	25											38	\$4,151				
3.2 Automated Data Collection Procedures	1		2		2			2				2	6	14	2	31	\$4,542				
3.3 Baseline Bicycle and Pedestrian Travel Data					2			2				2	8	18	2	34	\$4,916				
3.4 Collision Data					2			2				2	18	32	10	66	\$9,396				
3.5 Land Use				2	2								4	4	10	22	\$2,880				
3.6 Existing Bicycle Network and Bicycle Parking	1		2	2	10	20										35	\$3,836				
3.7 Existing Pedestrian Network			2	2	10	20										34	\$3,636				
3.8 Existing Conditions Chapter	2				20	10	10									42	\$4,670				
Task 4: Network Development	1	0	16	32	96	50	10	9	0	0	10	18	52	70	58	422	\$53,775				
4.1 High Injury Network Development	1		1		5			3				8	20	16	50	104	\$15,062				
4.2 Citywide Stakeholder Workshop (Vision Zero/Baseline/Goals)													Included above in Task 4.1				\$0				
4.3 Mobility Opportunity Network Development			1		1			1				4	12	20	4	43	\$6,476				
4.4 Citywide Bicycle and Pedestrian Network Development			10	10	30	30	5									85	\$9,290				
4.5 Safe Routes to School Network Development			2	4	15	10										31	\$3,321				
4.6 Multimodal Facilities Development			1		10							2	8	14	0	35	\$4,828				
4.7 Network Evaluation and Prioritization			1	3	10	10		5				4	12	20	4	69	\$9,318				
4.8 Citywide Stakeholder Workshop (Draft Plan)				5	10		5			10						30	\$2,855				
4.9 Cost-Benefit Analysis				10	15											25	\$2,625				
Task 5: Program Development	1	0	10	5	40	0	0	0	0	0	0	8	20	54	16	154	\$20,815				
5.1 Vision Zero Policy/Action Plan	1		5	5	5							8	20	54	16	114	\$16,450				
5.2 Education and Encouragement Programs			1		10											11	\$1,188				
5.3 Enforcement Programs			3		15											18	\$1,989				

5.4 Evaluation and Reporting																	
Task 6: Opportunity Corridor Development																	
6.1 Opportunity Corridor Identification	0	0	29	29	107	11	25	47	0	24	15	0	0	0	0	287	\$1,188
6.2 Existing Conditions Analysis					2	2		2								6	\$686
6.3 Stakeholder Workshop/Charette					20	9	5	10		15						59	\$7,665
6.4 Concept Development/Alternatives Analysis			9	9	9		5				d					32	\$3,692
6.5 Demonstration Project			3	3	15			20								41	\$4,964
6.6 Stakeholder Meeting			12	12	33		15	12			15					99	\$10,737
6.7 Concept Plan Final Report			3	3	3			3		9						12	\$1,443
Task 7: Plan Adoption	8	0	0	0	82	0	50	0	0	0	0	0	0	0	0	140	\$4,749
7.1 Plan Outline					2											2	\$210
7.2 Draft Plan	3				45		30									78	\$8,685
7.3 Final Plan	5				30		20									55	\$6,390
7.4 Adoption					5											5	\$525
Staff Hours	17	12	195	172	589	115	160	72	45	24	178	46	142	202	104	2,073	\$250,305
Bicycle & Pedestrian Counts (25 Location) (Task 3.3)																	
Demonstration Project Materials (3 Projects)																	
1-Minute Introduction Video																	
Reimbursable Expenses (Printing & Transportation)																	
Project Total	\$3,400	\$3,180	\$26,910	\$18,060	\$61,845	\$12,075	\$17,920	\$9,576	\$5,625	\$4,368	\$12,816	\$11,730	\$22,010	\$27,270	\$13,520	\$284,805	\$10,000

GENERAL NOTES:

* Hours and staff assignments can be adjusted by the consultant as needed to implement the tasks described during the course of the project.

* Hourly rates are for calendar year 2017, and will be adjusted if work is continued into subsequent year(s).

This page intentionally blank



REFERENCES

- » *List the name, address and telephone number of references from at least three (3) recent similar projects. Include a brief description of the work provided for each reference. California municipal or county projects are preferred. You may offer more than three recent similar projects if desired. The references should include the start date of the project and the date of completion for each project.*

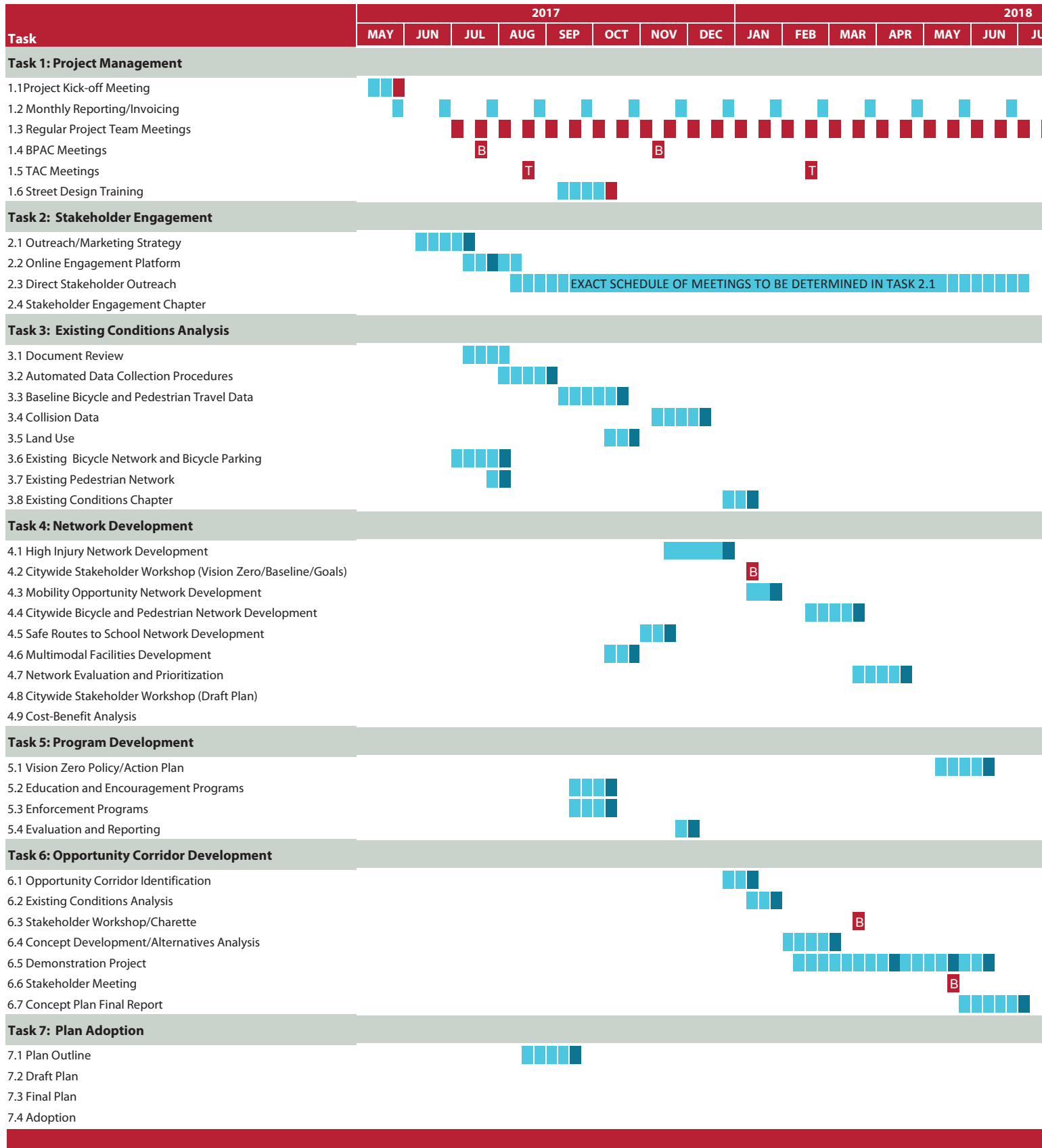
Please refer to the project references included on **pages 8-19** in the “Project Experience” section of this proposal.

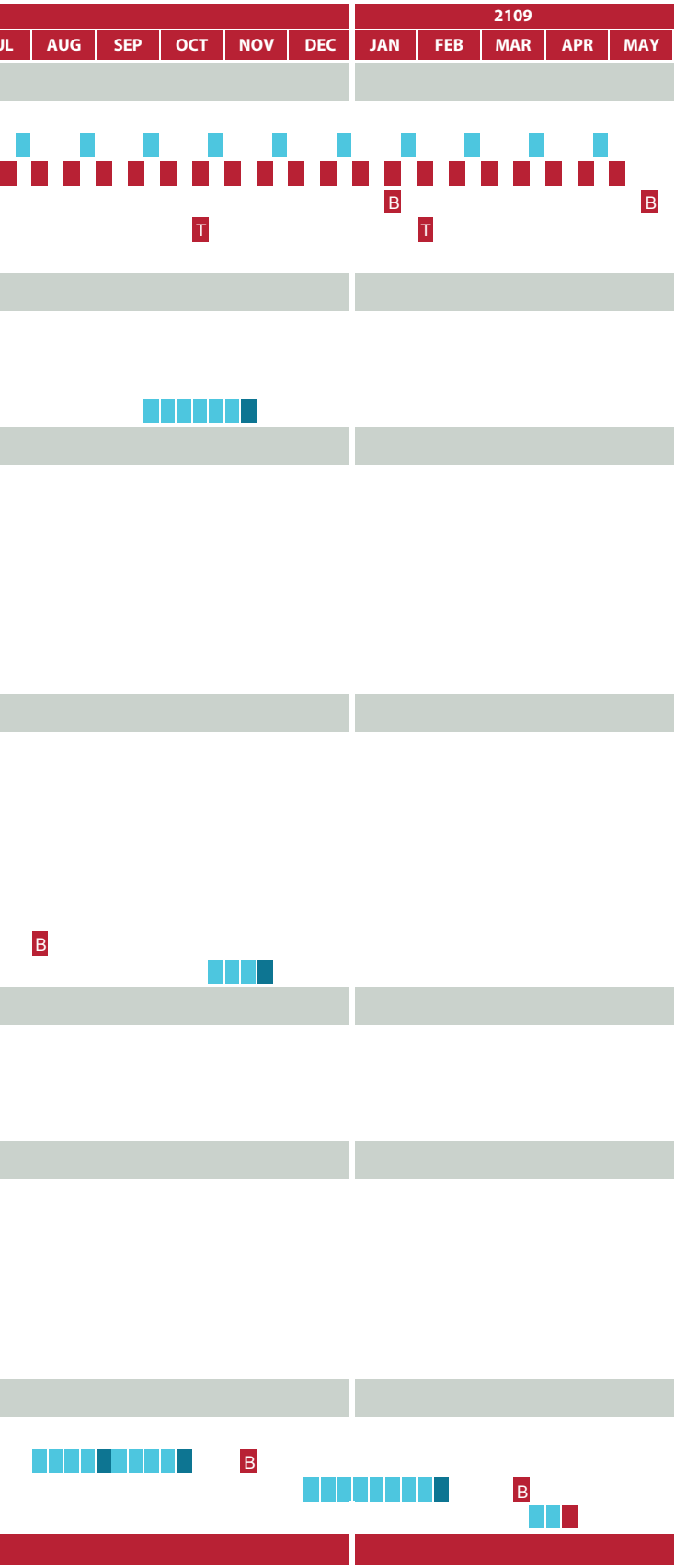
This page intentionally blank

IMPLEMENTATION SCHEDULE



- » Include a detailed implementation schedule with an estimated project start date of June 1, 2017 and note key project milestones and timelines for deliverables. Identify any assumptions used in developing the schedule.





Color Palette:

- Work Continues
- Document Published
- Meeting

