

STAFF REPORT



MEETING DATE:	June 27, 2017
SUBJECT:	Authorize Technical Services Agreement for Sustainable Shasta: A Walk and Bike Network for Downtowns to Develop Grant-Ready Non-motorized Projects
AGENDA ITEM:	12
STAFF CONTACT:	Jennifer Pollom, Senior Transportation Planner

SUMMARY:

SRTA circulated a request for proposals (RFP) to complete *Sustainable Shasta: A Walk and Bike Network for Downtowns* to develop grant-ready non-motorized projects. Three proposals were received and evaluated. Staff recommends entering into an agreement with Alta Planning & Design (Alta) for \$447,198. Consensus results are provided for consideration by the board of directors.

STAFF RECOMMENDATION:

It is recommended that the board of directors authorize the executive director to enter into a technical services agreement (TSA) with Alta Planning & Design to carry out *Sustainable Shasta: A Walk and Bike Network for Downtowns*, for a term ending June 30, 2020, not to exceed \$447,198.

DISCUSSION:

Increased usage of alternative travel modes (i.e. bicycling, walking, and transit) is necessary to realize the vision and performance targets found in the adopted 2015 Regional Transportation Plan. A new generation of safe and appealing bikeways and trails connected to common trip destinations and public transit is needed to entice drivers out of their vehicles.

SRTA was successful in obtaining a Caltrans Sustainable Transportation Planning Grant (\$447,890) to bridge the gap between conceptual projects found in the upcoming GoShasta Regional Active Transportation Plan and the detailed designs required to compete for construction grants. Known as *Sustainable Shasta*, the grant-funded project will result in:

- A shelf of biking and walking projects ready for grant applications;
- A procurement program for non-motorized amenities such as bike racks and street furniture; and
- Policy amendments to SRTA's Non-motorized Program for the prioritization of funds.

At the April meeting, the board of directors authorized an RFP for consultant services to complete the project. Three proposals were received and evaluated by a panel of staff and external stakeholders. Consensus results of the evaluation are summarized below:

Lead Consultant	Budget	Consensus Score (out of 100)
Alta Planning & Design	\$447,198	92
TJKM	\$447,890	91
Nelson Nygaard Consulting Associates	\$447,719	79

The proposal submitted by Alta Planning & Design was ranked highest, with the deciding factor being the wealth of demonstrated experience designing advanced active transportation facilities. The proposal scope of work and cost proposal are provided by attachment and will be incorporated into the technical services agreement.

Once the GoShasta Regional Active Transportation Plan has been completed and approved by the board of directors (anticipated for the December 2017 agenda), the consultant will work with partner agencies to develop the highest priority projects. It is anticipated that all deliverables will be completed and presented to the board of directors in early 2019.

ALTERNATIVES:

The board of directors may select another proposer or direct staff to recirculate the RFP.

OTHER AGENCY INVOLVEMENT:

The cities of Anderson, Redding and Shasta Lake; the county; and Caltrans District 2 are project partners. Staff from the city of Redding and Caltrans District 2 participated in the review of consultant proposals. The Technical Advisory Committee (TAC) recommends approval of staff recommendation.

FINANCING:

A total project budget of \$579,717 is included in the fiscal year 2017/18 Overall Work Program under Work Element 703.05 (Sustainable Shasta). It includes consultant costs (up to \$447,198 through the Caltrans Sustainable Transportation Planning Program grant) as well as staff time and direct expenses (up to \$131,827 in regional planning funds).



Daniel S. Little, AICP, Executive Director

Attachment: Alta Planning & Design Scope of Work and Cost Proposal



Work Plan and Schedule

The following work plan has been carefully organized to respond to the request for proposals based on the Alta team's prior experience on similar transformative active transportation design projects. We are flexible in our approach and look forward to refining this based upon your feedback.

Task 1. Project Initiation and Management

1.1 PROJECT MANAGEMENT AND ADMINISTRATION

This project requires coordination and engagement among consultant team members, City staff and project partners, volunteers and other stakeholders, and the importance of strong project management cannot be overemphasized. Alta brings 20 years of experience in managing active transportation projects that involve multiple agency and community-based organizations working together to improve walking and bicycling in diverse places. Alta will coordinate efforts among the consultant team and project partners through efficient scheduling, effective allocation of program resources, consistent messaging and teaching, and robust evaluation.

Key elements of our project management approach include:

- » **Proven team management.** Alta Principal-in-Charge Bryan Jones PE, AICP, LCI, is a Professional Engineer and Planner with extensive experience planning and implementing active transportation solutions in small, rural, and agricultural communities throughout California. Project Manager

Lisa Beyer PLA, ASLA, is a certified Landscape Architect and Planner with experience managing community-based streetscape design, green infrastructure, and multimodal projects.

- » **Effective communication.** Throughout the planning process, Alta's Project Manager will be in regular contact with SRTA staff to keep them apprised of the project effort and to seek their input at key decision points. This may include face-to-face meetings, emails, telephone calls, and written documents. We will produce monthly progress reports that summarize tasks completed and will outline completed tasks over the next 30 days.
- » **Collaborative tools.** We utilize shared online tools to track events in a consistent manner, with an eye toward the final evaluation. At the beginning of the program, we will set up an online form to see that our team members input accurate information about event or activity participation. This will allow SRTA staff to track progress at any time using the document link, and for us to run interim reports for stakeholder outreach or other status meetings.

1.2 QUALITY CONTROL

Alta employs a three-tier quality control system, including review of all materials by the Project Manager, Principal-in-Charge, and a peer reviewer prior to sending to SRTA. Alta will develop and share with SRTA a detailed project schedule identifying all deliverables, staff review time, and other elements of the project. All subconsultant work products, budgets, and schedules will be managed directly by Alta. We

will review and perform a quality control check on all subconsultant products before submission of work products to SRTA to maintain quality and consistency throughout the project. Lines of communication will flow from subconsultants through Alta to SRTA.

1.3 KICK-OFF MEETING

Alta will attend a project kick-off meeting with SRTA staff and others to review the goals of the project, scope of work, and deliverables. At this meeting, we will also review and finalize the project schedule, as well as identify critical issues, and data needs. Invoicing procedures will be discussed and documented.

1.4 MONTHLY COORDINATION MEETINGS

Throughout the project, there will be ongoing coordination between Alta and the SRTA project team. Alta Project Manager Lisa Beyer, PLA, ASLA, will be in regular communication with the SRTA Project Manager via email, phone, and written communications. We propose to hold monthly team calls to see that the project stays on schedule and within budget, and continues to meet expectations. To supplement these meetings, Alta will hold regular coordination

calls with subcontractors to maintain project workflow and manage budget and deliverable development.

Task 1 Deliverables:

- Kick-off meeting, agenda, and notes
- Project management plan
- Updated project timeline
- Monthly invoicing and progress reports

Task 2. Stakeholder, Partner, and Public Outreach

The Sustainable Shasta effort will take its lead from the engagement work underway for GoShasta, building on those relationships and decisions in developing high-quality bike and pedestrian design projects for the Strategic Growth Areas in Shasta County. Alta will coordinate and facilitate ongoing stakeholder engagement meetings with the clients to select a set of projects to move forward into design and will engage the community in deciding which design alternatives will work best.

2.1 COORDINATION WITH GOSHASTA AND STAKEHOLDER COORDINATION

At the outset of the project, the Alta team will focus on coordination with the GoShasta project resulting in a set of potential project corridors that the Sustainable Shasta effort will select from. To facilitate a smooth transition between GoShasta and Sustainable Shasta for stakeholders involved, the coordination will involve several facets:

- Attendance at GoShasta Community Advisory Committee and Redding Active Transportation Advisory Group to introduce and differentiate Sustainable Shasta from the GoShasta project
- Active support for the Affordable Housing and Sustainable Communities grant application being prepared alongside the conclusion of Go Shasta by preparing detailed illustrations and cost estimates to be included in the grant application estimated for October 2017

We propose that the bulk of the meetings be held via teleconference or webinar format, with our local partners available to represent on behalf of the team in-person.



Alta maintains open lines of communication and will provide a strong, experienced project management team to work with the SRTA and community stakeholders.

2.2 PROJECT TEAM AND INTERAGENCY COMMUNICATION

Ongoing coordination and communication will be critical to the success of Sustainable Shasta. Alta will work with SRTA staff and stakeholders identified by SRTA to develop a stakeholder meeting schedule. Throughout the project, the stakeholder group will meet regularly to discuss project progress, coordinate efforts, and share information. Alta will coordinate logistics, including teleconference and/or webconference capabilities, meeting notices and agendas, and produce action item meeting notes. We propose that this interagency stakeholder group meet on a monthly basis. For this



Public workshops are an important part of improving community health and livability. Gathering public input at various stages of a project can help develop projects that draw on and enhance the unique characteristics of each community.

task, we assume that most meetings will be teleconference and/or webconference, with approximately four meetings to be held in person at key junctures.

2.3 PUBLIC OUTREACH

Once the team has selected the corridors leading into destination blocks and streets for further design, Alta will develop a strategy for engaging residents, businesses, and stakeholders in each of the project locations. The strategy will include in-person meetings, online tools such as a surveys, and on-the-ground tools such as walking and biking tours to solicit feedback from a diverse group of Shasta County residents, specifically targeting residents of Strategic Growth Area corridors, blocks, and streets.

The schedule of events will be created by Alta based on collaboration with SRTA staff and project team partners. In our experience, we have found that conducting outreach at existing community events can also be a great way to reach community members without asking them to attend a stand-alone event. Festivals, school fairs, farmers markets, and other events are great opportunities for targeted outreach. Technology can also support outreach, by providing mobile data collection opportunities such as tablet-based surveys at community events, text polling, or other similar uses. Alta will organize attendance at existing community events and assist with planning additional community-based meetings in order to gather input from the community on project design alternatives and other amenities for the active transportation environment in the Strategic Growth Areas. For stand-alone events, Alta will work with SRTA staff to coordinate meeting times and locations and organize facility details, including equipment and insurance, if applicable.

The Alta team will develop initial graphics to show roadway rebalancing ideas, intersection improvement concepts, and streetscape amenities. Designs will consider the context for each street location, adjacent land uses, entryways, trees, access points, driveways, and other physical site conditions that impact the needs of people using the street. These graphics and illustrations will be developed as part of Task 3: Bike and Walk Network. Meeting materials including notices and meeting notifications, eblasts, handouts, sign-in sheets, comment cards, and directional signage will be prepared. Alta will prepare summaries and action

items after each meeting or event to provide thematic analysis of comments, and conclusions for next steps.

Task 2 Deliverables:

- Schedule of outreach meetings and events
- Outreach event logistics support, including preparation checklists
- Content for meeting notices, eblasts, and other promotions in Microsoft Word format
- Materials for outreach events, including presentations, graphic display boards or other illustrations to describe the designs, as well as sign-in sheets and simple project handouts prepared in Microsoft Word to be easily modifiable
- Action items and meeting summaries

Task 3. Bike and Walk Network

Alta is skilled at repurposing road space and working within the existing right-of-way and pavement to create space for safety and mobility enhancements. Starting with the concept ideas of GoShasta and other local planning efforts, the Alta team will prepare corridor, street, and block designs (for up to 20 total corridor, street, and block projects) incorporating design elements such as bike lanes, buffered facilities, raised crosswalks, traffic circles, curb extensions, speed humps, path crossings, flashing beacons, wayfinding signage, pedestrian lighting, landscaping, and streetscape elements. The Alta team will design and identify benefits for pedestrians and bicyclists for each design alternative, specifically identifying where potential conflicts may occur and designing enhancements within the project to improve clarity and safety between motorists, bicyclists, and pedestrians.



Alta is skilled at repurposing road space and working within the existing right-of-way and pavement to create safety and mobility enhancements for roadway users of all abilities.

3.1 SELECT CORRIDORS AND PREPARE ALTERNATIVE DESIGNS

Working with SRTA and the project partners, the Alta team will facilitate a selection of corridors leading into the Strategic Growth Areas using a prioritization process to determine projects that are best suited to achieve ATP funding. Drawing on our experience writing dozens of ATP applications, we will help SRTA develop a set of criteria to help identify the list of projects to move forward into design. Where gaps exist in the network suggested by prior plans, Alta will work with SRTA and project partners to identify corridor connections to include in the network designs. The selection will include at least one project from each of the seven Strategic Growth Areas.

Once the corridors are selected, the team will develop base maps that include aerial and ground level photography, agency GIS parcel information, and agency GIS utility information. We will incorporate any existing mapping or survey data and describe existing conditions. The base maps will be used as the foundation for the corridor designs. Information to be mapped (depending on available data) may include existing land uses, open space, curb lines, pavement markings, sidewalks, driveways, street trees, right-of-way, property boundaries, ownership, topography, and natural resources.

Alta will develop two to three alternative concepts per corridor and present these for review and comment at the project team meetings and public outreach events described in Tasks 2.2 and 2.3. Alta will use the base maps to prepare plans that show the alignments and key dimensions, and will develop sections to show the existing conditions in relationship to the alternatives. Client, stakeholder, and public feedback will be documented and used to refine the corridor alternatives and select a preferred alternative to be developed in Task 3.2.

3.2 CORRIDOR PREFERRED ALTERNATIVES (ILLUSTRATIONS AND COST ESTIMATES)

The Alta team will work with SRTA to define a preferred alternative description and refine design plans and sections to illustrate each project at roughly a 10% level of design. Along with the designs, the Alta team will develop preliminary cost estimates at a level appropriate for an Active Transportation Program or other similar grant application.



Alta has assisted jurisdictions across the country in winning over \$250 million in grant funding, including \$66 million in ATP funds. Recent successes include an \$8.6M Caltrans ATP grant award for the Highway 101 overcrossing in East Palo Alto (above).

3.3 SELECT DESTINATION STREETS AND BLOCKS AND PREPARE ALTERNATIVE DESIGNS

The Alta team will work with SRTA and the project partners to define a list of designated streets and blocks to be designed as part of this project. Base maps will be developed in the same fashion as Task 3.1 and two to three alternatives will be developed to bring for presentation to the public and feedback.

3.4 STREETS AND BLOCKS PREFERRED ALTERNATIVES (ILLUSTRATIONS AND COST ESTIMATES)

The Alta team will work with SRTA to define a preferred alternative description and refine design plans and sections to illustrate each project at roughly a 10% level of design. Along with the designs, the Alta team will develop cost estimates at a level appropriate for an ATP grant application.

3.5 TECHNICAL MEMO ON RECOMMENDED DESIGNS

The preferred alternatives for corridors leading into destination streets and blocks will be summarized in seven technical memorandums, one for each Strategic Growth Area. These memos will include an overview of

the selected corridors, feedback from the public and stakeholders, and the design description and illustrations with costs estimates.

Task 3 Deliverables:

- Up to 20 base maps for each of the corridors and destination streets and blocks
- Geodatabase of information used to create basemaps
- Two (2) to three (3) alternatives for each of the selected corridors, streets, and blocks
- Recommended designs technical memorandums in seven (7) technical memorandums, one for each Strategic Growth Area

Task 4. Regional Policies and Procurement Program

4.1 PROCUREMENT PROGRAM FOR NON-MOTORIZED AMENITIES

The Alta team will begin this process by interviewing Shasta County jurisdictions to discuss and refine a list of amenities for procurement, learn about the existing procedures, including what is working and what is insufficient. Based on these conversations and best



The Alta team will provide design options for corridors using information gathered in the outreach and site visits, as well as our knowledge of industry standards and design criteria. Alta developed the above corridor concept for the City of Pismo Beach.

practice research, the team will recommend procedural improvements per jurisdiction as well as those that could be applied County-wide.

The Alta team will research FHWA and Caltrans policies related to the use of proprietary items. Appropriate justifications will be developed and a model local agency resolution prepared. The model resolution and justifications will assist local agencies in making Proprietary Item Certifications for FHWA sole-source procurement.

In addition, the design team will develop a set of details and specs for those amenities that can be easily incorporated into construction drawings or referenced in bulk purchasing agreements. The Alta team will work with the individual purveyors of the non-motorized amenities, such as bike racks, signage, green paint, flexible delineators, and Rectangular Rapid Flashing Beacons (RRFBs), to determine if there is a potential for savings through setting up a bulk purchasing agreement among the Shasta County community.

4.2 AMEND REGIONAL FUNDING POLICIES

The Alta team will work with the SRTA to review and amend the regional non-motorized funding policies, such as the 2% Non-Motorized Program and Rural BLAST, to ensure that funding is reserved for high-quality facility projects and priorities from the active transportation planning efforts.

4.3 TECHNICAL MEMO ON POLICIES AND PROGRAM

The Alta team will document the recommendations for improved procurement and funding policies into a technical memo, including steps for implementing these new procedures in the County and individual communities. The best practices research and standard details and specifications will also be included.

Task 4 Deliverables:

- Procurement program for non-motorized amenities
- Regional funding policy for procurement of non-motorized amenities
- Procurement policy technical memo

Task 5. Final Report

5.1 TABLE OF CONTENTS

Alta will work with SRTA to develop a structure for the Sustainable Shasta report which showcases the work conducted in an effective and efficient manner, and meets the organizational goals of SRTA. The product of Task 5.1 will be a table of contents for the report, produced through an iterative process of discussion and review between Alta and SRTA to meet project objectives.

5.2 REPORT OUTLINE

Alta will work with SRTA to prepare an outline of the Sustainable Shasta report that follows the approved structure developed in Task 5.1. The outline will specify how the deliverables created through the work on Tasks 2 through 4 will be incorporated into the final report. The draft outline will be prepared by Alta and provided to SRTA for review. Alta will respond to one (1) set of comments from SRTA to finalize the report outline.

5.3 SUSTAINABLE SHASTA REPORT AND PRESENTATIONS

The Sustainable Shasta report will reflect deep agency, partner, and stakeholder outreach throughout the process; accordingly, the review of the draft plan will reflect the same process, building from the core project partners out to the wider community.

Alta will prepare an initial draft report in Microsoft Word format, conforming to the report outline developed under Task 5.2. The initial draft will be provided to SRTA staff and SRTA-identified project partners for an initial review. Alta will receive and respond to one (1) set of consolidated comments from SRTA and project partners to produce a second draft, which will then be sent to SRTA and project partners for review. Alta will respond one (1) set of comments on this second iteration and will produce a third draft of the Sustainable Shasta report, which will then be circulated one step further, to include SRTA, project partners, engaged stakeholders and SRTA's Technical Advisory Committee. One (1) set of consolidated comments will be collected, and Alta will revise the draft to produce a draft final report.

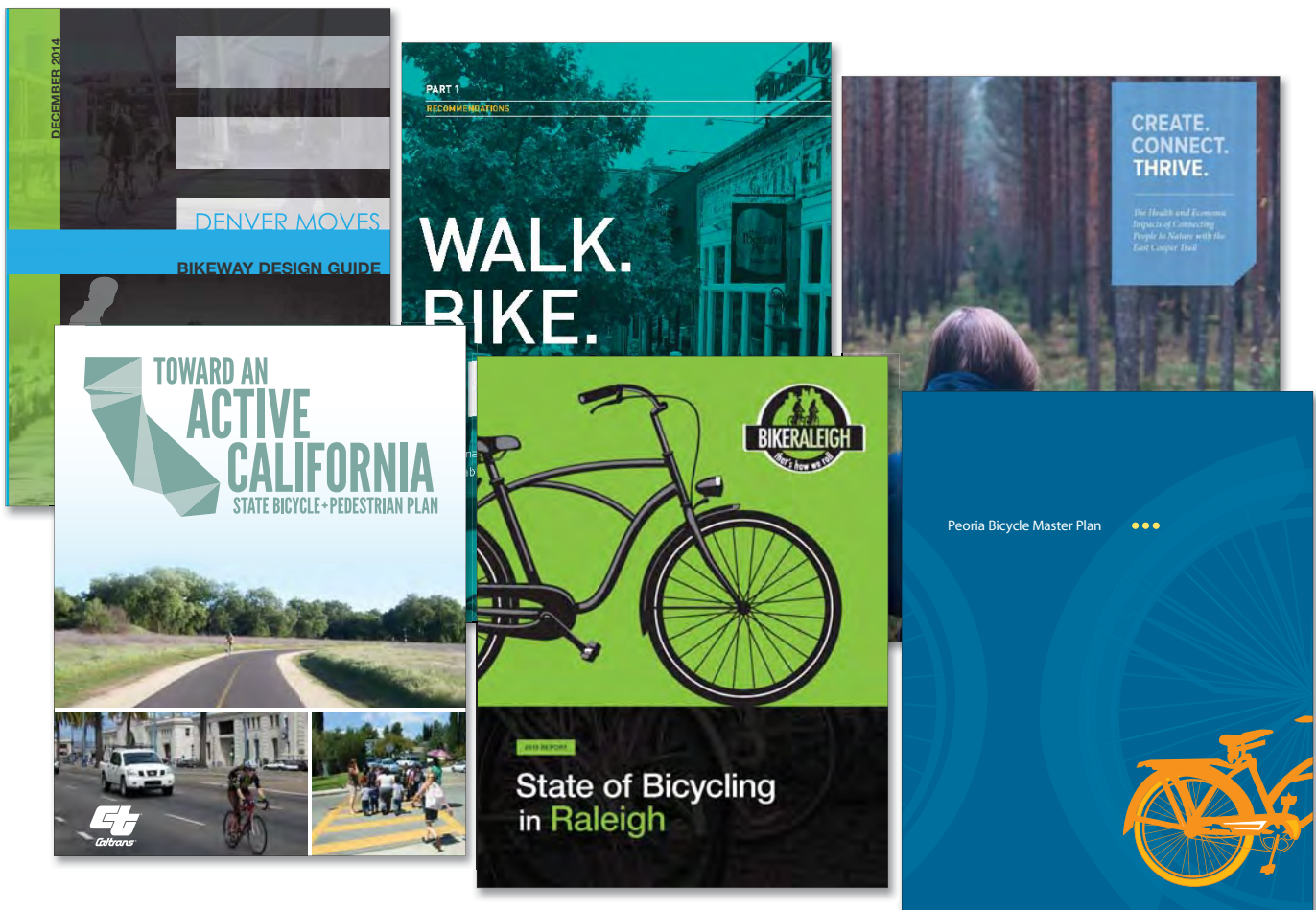
Alta will work with SRTA staff to prepare a presentation and present the report to the SRTA Board of Directors for adoption. In preparation for this presentation, Alta will coordinate with SRTA to invite stakeholder participants to the presentation.

Once the Sustainable Shasta report is adopted, Alta will provide ten (10) color copies of the adopted Sustainable Shasta report, as well as all project deliverables in a well-organized electronic file structure, in an agreed upon format such as Microsoft Word or PDF.

Alta will assist with the development of presentation slides and material content for presentation to project team agencies and other stakeholder groups, such as boards, councils, and Caltrans management.

Task 5 Deliverables:

- Report table of contents - one (1) round of revisions
- Report outline - one (1) round of revisions
- Three (3) drafts of Sustainable Shasta report - one (1) round of revisions per report, totaling three (3) rounds of revisions
- Final draft report for SRTA board review
- Presentation slides and material content for SRTA Board of Directors
- 10 color copies of adopted Sustainable Shasta report
- All project deliverables in well-organized electronic file structure, in agreed upon format such as Microsoft Word or PDF on a flash drive or DVD
- Presentation slides and material content for presentation to project team and stakeholders



Alta has dynamic graphic presentation capabilities. We will prepare a graphically-compelling active transportation plan document that will provide momentum for project implementation and funding.

Cost Proposal

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).