



CITY OF MARTINEZ

**CITY COUNCIL AGENDA
October 3, 2007**

TO: Mayor and City Council

FROM: Anjana Mepani, Assistant Planner
Richard Pearson, Transportation Projects Manger

SUBJECT: Authorizing a contract with Wilbur Smith Associates

DATE: September 19, 2007

RECOMMENDATION:

Adopt resolution authorizing City Manager to execute a professional services contract with Wilbur Smith Associates in an amount not to exceed \$60,000 to prepare a Community-Based Transportation Plan for Downtown Martinez.

BACKGROUND:

MTC (the Metropolitan Transportation Commission) has made grant funds, in the amount of \$60,000, available to the City of Martinez to develop a Community-Based Transportation Plan (CBTP) for the downtown area. The planning process may also possibly include other City areas and unincorporated areas near downtown.

Preparing this Plan will make the City eligible for additional transportation funding sources through MTC, including transportation grants for seniors, grants for Safe Routes to School, expanded bus service, and similar programs.

The purpose of a CBTP is to identify short- term transportation improvements for the community. The Plan process will be collaborative, involving the City and the County, the County Connection and other transit operators, the Transportation Authority, community-based organizations and MTC. The purpose of this collaboration is to solicit comment from community stakeholders, review preliminary findings, and utilize their perspective in identifying potential strategies and solutions for addressing service gaps. The County Connection (CCCTA), the primary provider of bus service in Martinez, will participate in the process. Representatives from the Contra Costa County Community Development Department and Employment & Human Services have expressed interest in participating as community stakeholders. There will be a significant community outreach component to encourage the direct participation of residents.

The completed Plan will include a list of locally-identified transportation needs, as well as solutions to address them. Solutions may include expanding bus service, senior shuttle services, pedestrian/bicycle improvements, automobile-oriented solutions, or other measures, such as bus stops, benches, shelters, sidewalks or other amenities. The Plan will include an action plan to implement the solutions, including funding strategies. The Plan will be forwarded to applicable agencies for consideration in future planning, funding, and implementation discussions.

The Plan will build on other recent planning efforts that have been conducted in Martinez, including the new Downtown Specific Plan and any relevant plans by CCCTA that pertain to service in Martinez. The CBTP will use these previous efforts as background and as a springboard for further work in the community, rather than duplicating these efforts.

The Plan process is expected to take one year. The CBTP process is structured so that the consultant performs most of the work. The recommended consultant has completed several of these Plans, so the City's commitment of staff time will be minimized. This project will involve several meetings with a community stakeholders group, and two general public meetings, one of which likely will be in a workshop format and one in a presentation format. In addition, other public participation efforts may be involved.

The selection of the consultant was recommended by an oral board of planners involved in other CBTP's, and MTC on August 1st, 2007. The three firms that responded to the RFP were evaluated for their understanding of the CBTP process, expertise, experience, approach, and resource allocation. The proposal from Wilbur Smith Associates was recommended due to their expertise in public outreach, consensus building, and transportation planning. City staff also checked references; those for Wilbur Smith were excellent.

FISCAL IMPACT:

MTC funds will be used for this project on a reimbursement basis. Funds in the amount of \$60,000 will need to be included in the Capital Improvement Program budget for this project.

ACTION:

Adopt resolution.

ATTACHMENTS:

1. Request for Proposals
2. Wilbur Smith RFP response
3. Draft Resolution
4. Draft Contract

APPROVED BY:



City Manager

APPROVED BY:



Assistant City Manager Community & Economic Development Director

(City letterhead)

June 15, 2007

TO: Interested Consulting Firms

SUBJECT: Request for Proposals: Community-Based Transportation Plan for Martinez

Attached is a request for proposals (RFP) for consulting services to assist the City in developing a Community-Based Transportation Plan for downtown Martinez. Community participation will be a key feature of the planning effort. This project is funded through a grant from the Metropolitan Transportation Commission.

The RFP provides details about the project, the type of expertise required, the geographic area to be covered by the project, submittal details and other relevant information.

Also attached is the list of consulting firms to whom this RFP has been sent.

Proposals are due by 5 p.m. on Friday, July 6, 2007. Three copies should be submitted to Richard Pearson, Transportation Projects Manager, at the address shown above.

June 6, 2007

Interested Consultants:

REQUEST FOR PROPOSALS & PRE-BID CONFERENCE

COMMUNITY BASED TRANSPORTATION PLAN

CITY OF MARTINEZ

The City of Martinez invites proposals for preparation of a Community Based Transportation Plan, funded by MTC, for downtown Martinez.

The RFP will be posted on the City's website (www.cityofmartinez.org) by Friday, June 8, under <http://www.cityofmartinez.org/services/rfps.asp>

A pre-bid conference will be held at 3 p.m. on Thursday June 14 at City Hall, at the address above. If you have any questions about the RFP, please come to the pre-bid conference, or email them to rpearson@cityofmartinez.org prior to that date. We will collate all the questions and send a response by email to those who have indicated that they will be preparing a proposal. After that date, we will not respond to any questions. If you will be preparing a proposal, please email me by that date.

Thank you for your interest.

Sincerely,

Richard Pearson
Transportation Projects Manager

**City of Martinez Request for Proposals:
A Community-Based Transportation Plan for Martinez**

Funded by a grant from the Metropolitan Transportation Commission

Lead agency

City of Martinez

Areas of expertise needed:

Public outreach (including Spanish language capability).

Consensus building

Transportation planning

Contract amount:

\$60,000 Maximum

Project completion deadline:

June 30, 2008

Proposals due:

5 p.m. on Friday, July 6, 2007

Evaluation of Proposals:

Proposals will be evaluated based on consultant's prior experience with CBTP's, completeness of included information, references, and conciseness. Please provide references for similar work done by the firm's principals proposed to work on this plan.

Send proposals (three copies) to:

Richard Pearson, Transportation Projects Manager
City of Martinez
525 Henrietta Street
Martinez, CA 94553

Phone (925) 372-3525
Fax (925) 372-0257
rpearson@cityofmartinez.org

Community-Based Transportation Plan for Martinez

General Background

The goal of the Metropolitan Transportation Commission's Community-Based Planning Program is to assist in the planning of transportation improvements in low-income communities around the Bay Area. The Martinez area is one of 25 such areas identified by MTC in its Community-Based Planning Program guidelines. MTC has made grant funds available to City of Martinez to assist in developing a Community-Based Transportation Plan for this area.

The Community-Based Planning Program stemmed from two reports that MTC completed for its 2001 Regional Transportation Plan update. The Lifeline Transportation Network Report identified public-transit needs in economically disadvantaged communities throughout the San Francisco Bay Area, and recommended community-based transportation planning as a first step in setting priorities and evaluating options for filling the transportation gaps at the local level. Likewise, MTC's Environmental Justice Report in 2001 also identified the need for MTC to support local planning efforts in low-income communities throughout the region. MTC launched a pilot program in five counties that was completed in 2004. Based on the positive results of the pilot program, MTC continues to finance community-based transportation planning in the remaining communities identified in the program guidelines, including Martinez.

MTC describes the program as a collaborative process involving residents, community-based organizations that provide services within these communities, local government, public-transit operators, county congestion management agencies, and MTC. The participants will vary depending upon their level of interest and the individual communities involved.

Each planning process involves a significant community outreach component to engage the direct participation of residents. The outcome of the planning process is a community-based transportation plan that includes locally identified transportation needs, as well as solutions to address them. Solutions may include expanding bus service, shuttle services, pedestrian/bicycle improvements, automobile-oriented solutions, or other kinds of measures as determined through the planning process. In some cases, new capital improvements such as bus stops, benches, shelters, sidewalks or other amenities may be identified. Funding opportunities are explored to support the solutions, and an outline for an action plan to implement them is developed. Following the completion of the plans, results are forwarded to applicable agencies for consideration in future planning, funding and implementation discussions.

The Martinez Community-Based Transportation Plan

Although the project area was defined by MTC in 2001 as downtown Martinez, this planning process may also possibly include other City areas, and unincorporated areas, near downtown Martinez.

The lead agency for this effort will be the City of Martinez.

County Connection (CCCTA) is the primary provider of bus service in Martinez. CCCTA will be a participant in the process and will contribute valuable information on transit services and needs.

Care must be taken not to duplicate - but to build upon -- other community-based planning efforts that have been conducted in Martinez over the past few years. These include the new Downtown Specific Plan and any relevant plans by CCCTA that pertain to service in Martinez.

The Community-Based Transportation Plan will use these previous efforts as background and as a springboard for further work in the community, rather than duplicating these efforts. One of the consultant's tasks in this project is to survey the planning efforts referenced above and compile an inventory of all of the recommendations from these plans that apply to downtown Martinez.

Scope of Services

This project is expected to involve four or five meetings with a community stakeholders group, and two general public meetings, one of which likely will be in a workshop format and one in a presentation format. In addition, other public participation efforts will be involved, as described in the Scope of Services that starts on the next page.

The Scope of Services is considered preliminary, subject to revision based on discussions with the selected consultant. Proposals may include suggestions for changes to the scope if the proposing firm believes improvements can be made.

Submittal of Deliverables

The Scope of Services includes a number of deliverables to be delivered by the Consultant throughout the process. Deliverables should be submitted in the following manner.

Memoranda and reports:

One camera-ready hard copy and an e-mail transmittal

Draft and final plans:

CD(s) containing the document in both MS Word 2000 and Adobe Acrobat PDF with chapters and graphics linked from the Index and with a return to the Index on each page, using fonts compatible with City fonts or as specified by the City staff Project Manager; and

Ten hard copies each of the Draft and Final Community Based Transportation Plan

Standard Contract for Professional Services

Following the Scope of Services is a copy of City of Martinez's standard contract for professional services.

We strongly suggest that interested consultants review this contract before deciding whether to submit a proposal. No changes will be made to the standard contract, so consultants who submit proposals must be willing to work under the terms of this contract.

Additional Attachments

Maps showing the project area, as preliminarily determined by MTC

MTC flier describing the Community-Based Transportation Planning Program

List of consulting firms to whom this RFP has been sent.

Further Information

For more information on this RFP, please contact the staff project manager, prior to June 14.

Richard Pearson
Transportation Projects Manager
City of Martinez
525 Henrietta Street
Martinez, CA 94553

Phone (925) 372-3525

Fax (925) 372-0257

E-mail: rpearson@cityofmartinez.org

CONSULTANT SCOPE OF SERVICES FOR THE COMMUNITY-BASED TRANSPORTATION PLAN FOR MARTINEZ

Note: dates shown after deliverables are preliminary, and will be adjusted based on Task 1.

Task 1: Develop Project Schedule and Task-by-Task Budget

Based on this RFP and subsequent consultation with City staff, develop a final schedule and budget for the project, showing costs and deadlines for each task. The schedule and budget must be approved both by City staff and by the Metropolitan Transportation Commission.

Deliverable 1, due *September 1, 2007*: Project schedule and budget

Task 2: Provide background report with a descriptive overview of Martinez and summary of transit-service gaps and other transportation needs

Prepare a background report with two components - a description of planning area demographics, and a summary of transportation gaps or needs in Martinez.

For the demographic description of Martinez, analyze data from the 2000 Census, the City of Martinez Community Development Department, Association of Bay Area Governments, Metropolitan Transportation Commission, and other relevant sources. Highlight the following characteristics: age, employment levels, income levels, ethnicity, languages spoken, automobile ownership, and other relevant factors.

For the summary of transportation gaps in Martinez, review findings from the following transportation plans, studies and reports that have been developed in recent years: 1) MTC's Lifeline Transportation Network Report (2001) findings for the City of Martinez; 2) any transportation needs assessments for Martinez that have been compiled by CCCTA.

Based on these plans and studies, summarize transportation gaps for Martinez. In conjunction with a group of community stakeholders, confirm these gaps, identify any additional gaps consistent with MTC's Lifeline criteria, as well as other transportation-related gaps, such as the need to improve pedestrian or bicycle safety, school transportation needs, transportation access to healthcare and job-related destinations, or other transportation needs of concern to the stakeholders. (Note: City of Martinez staff will identify the community stakeholders. The Consultant will not be responsible for this task.) Stakeholders may be representatives of community groups, non-profits that provide services to local residents, other groups with an interest in transportation issues such as school officials, representatives of transportation agencies who can help identify solutions to transportation needs, or other interested or affected parties. In consultation with stakeholders, determine which outreach methods should be bi-lingual.

Meetings/presentations: One meeting with stakeholders group.

Deliverable 2, due *October 15, 2007*: Background report on community demographics and transportation needs that are identified in previous studies or by the stakeholder group.

Task 3: Establish community outreach strategy

Based on the transportation gaps identified in Task 2, meet with stakeholders to confirm outreach objectives and determine appropriate outreach strategies to effectively obtain input from community members. Proposed strategies to be undertaken may include, but are not limited to, those listed below. Note that any or all of these outreach methods may require translation into Spanish, as determined during consultation with stakeholders (and community groups in Task 2).

- **Website** - This would enable Martinez residents to complete an on-line survey and e-mail comments about the project. Public-use computers would be inventoried, such as at libraries, schools or other public facilities.
- **Surveys** - These would solicit information from residents about transportation barriers, needs, key destinations and possible solutions. The survey could be distributed through the website, in person at public locations such as bus stops, the Martinez Amtrak Station, and other sites, at a public workshop (described below), at community events, and through the forums or meetings of community-based organizations in the planning area.
- **Public Workshop** - One workshop will be held to prioritize transportation needs and solicit input from the community. The transportation gaps under consideration will include those identified in Task 2 as well as any highlighted by the community. Smaller groups will be formed from the larger group of workshop attendees. A facilitator will work with each group so that participants have a greater opportunity to express their opinions than if participating in the larger-group format. Spanish language translators and interpreters should be available, as well as translators/interpreters in other languages if the background report in Task 2 indicates other languages are prevalent.

Review the outreach strategy as proposed above, and any other ideas suggested by stakeholders, and reach consensus on the final outreach plan. Develop schedule to execute the outreach plan.

Consultant(s) will be encouraged to look for opportunities to work with community-based organizations as local partners, both for developing and conducting the outreach program.

Meetings/presentations: One meeting with stakeholders group.

Deliverable 3, due *November 15, 2007*: Memorandum detailing:

- any additional community organizations to be consulted during the outreach process who were not previously identified;
- outreach strategies and measures to determine participation (i.e. number of meetings held, number of attendees, number of returned surveys, number of calls to the hotline, number of website visits, etc.); and
- timeline for outreach execution and completion.

Task 4: Conduct community outreach to prioritize transportation needs. Propose solutions.

Carry out community outreach campaign using strategies approved in Task 3. Facilitate consensus to prioritize the transportation gaps identified in Task 2 and any additional transportation gaps identified by the community. Gather input from community members on solutions.

Meetings/presentations: To be determined, per the community outreach process.

Deliverable 4, due *February 1, 2007*: Report on:

- outreach process that was conducted (techniques, level of participation, etc.);
- list of prioritized transportation needs; and
- proposed solutions.

Task 5: Evaluate feasibility of implementing proposed solutions and recommend implementation strategies

Establish criteria for evaluating the feasibility of proposed solutions (i.e. cost and cost effectiveness, potential funding availability, ease or reasonableness of implementation schedule, length of time needed to implement, relationship to other Martinez plans, etc.). Facilitate consensus among stakeholders and transportation providers on evaluation criteria. Evaluate the feasibility of proposed solutions using the agreed-upon criteria. Assess the operational, institutional and funding constraints (both public and private resources) that need to be addressed for successful implementation. Identify alternative solutions if proposed solutions are infeasible.

Meetings/presentations: One or two meetings of stakeholders group.

Deliverable 5, due *March 1, 2008*: Report summarizing the feasibility of each proposed solution based on agreed-upon criteria. Recommend implementation strategies based on these criteria.

Task 6: Prepare Draft and Final Community-Based Transportation Plans

Prepare Draft Community-Based Transportation Plan. Present draft to a public workshop, and to a meeting of project stakeholders. Relay public workshop input to project stakeholders so consensus on the plan can be reached. Develop Final Community-Based Transportation Plan.

Meetings/presentations: One stakeholders' meeting, one public workshop.

Deliverable 6a, due April 1, 2008: Draft Community-Based Transportation Plan containing the following:

- Planning area map, description and demographics
- Summary of the community outreach process and results (i.e. number/type of events, attendance, number of returned surveys, etc.)
- List of community-prioritized transportation gaps
- List of recommended solutions
- Assessment of operational, institutional and funding constraints for the solutions
- Cost estimates for each proposed solution
- Implementation plan, including agency responsibilities
- List of potential public and private funding sources to support implementation.
- Steps to monitor implementation of the plan and evaluate its success.

Deliverable 6b, due May 15, 2008: Final Community Based Transportation Plan.

Task 7: Present Final Community-Based Transportation Plan (May - June, 2008)

Present the final plan to transportation agencies, local government, stakeholder groups or other entities to be determined by project stakeholders. There will be a maximum of six presentations, one of which will be to the City of Martinez.

Meetings/presentations: Up to six.

Proposal for

Downtown Martinez Community-Based Transportation Plan



prepared for
City of Martinez
by **Wilbur Smith Associates**

July 6, 2007



WilburSmith
ASSOCIATES



July 6, 2007

Mr. Richard Pearson
Transportation Projects Manager
City of Martinez
525 Henrietta Street
Martinez, CA 94553

Re: **Proposal for Martinez Community-Based Transportation Plan**

Dear Mr. Pearson:

Wilbur Smith Associates is pleased to submit this proposal in response to the City of Martinez's RFP for assistance with the Community-Based Transportation Plan for Martinez. WSA provides a full range of transportation planning services, with significant experience specifically in the preparation of community-based transportation plans. This expertise will facilitate a successful product for Martinez.

WSA is recognized nationally and internationally as a leading transportation consulting firm, employing a technical and support staff of over 900 in 50 offices in the United States and abroad. WSA is comprised of multidisciplinary, highly-experienced professionals in the field of transportation including multimodal, bus transit, pedestrian and bicycle planning. WSA's skills in community outreach, project definition, funding issues and in-house bilingual English-Spanish speakers allows the staff to respond efficiently and comprehensively to the full range of this project's challenges. This proposal includes discussion of similar work in San Rafael, Marin City, Oakland, Fresno, and the San Francisco Bay Area.

The team will be led by Carol Levine, Project Manager. Located in the San Francisco office, Ms. Levine has led many transportation planning projects throughout the Bay Area and California including community-based transportation plans in San Rafael, Bay Point and Marin City. In addition to this experience, her expertise in multimodal transportation planning with a strong background in bicycle and pedestrian travel and access to transit will be a valuable asset to this project for the City of Martinez.

As Vice President of WSA, I am duly authorized to commit the resources of this firm to assist Martinez with services related to this RFP. If we can provide further information or assistance in your decision-making process, please do not hesitate to call me or Carol at (415) 495-6201 or by email at whurrell@wilbursmith.com or clevine@wilbursmith.com.

Very truly yours,

A handwritten signature in blue ink, appearing to read "W. Hurrell", is written over the closing text.

William Hurrell, P.E.
Regional Vice President

PROJECT UNDERSTANDING

The community-based transportation planning program was instituted by the Metropolitan Transportation Commission to assist in the planning of transportation improvements for low-income communities in the Bay Area. The City of Martinez, particularly in the downtown area, is identified as one of these communities.

These communities are often overlooked by other city or regional planning efforts. The populations are largely transit-dependant and have limited access to cars for their daily trips. While transit may be a convenient option for those commuting to the employments centers, such as downtown San Francisco, Oakland or Walnut Creek, other workplace destinations are not as well served. In addition, commuting does not cover the full spectrum of our daily travel needs. We all have the need to get our children to school, visit the doctor, visit friends and family, and shop for groceries, clothing and the other essentials and luxuries of daily life. These trips should be convenient; the whole community will benefit if its members can take advantage of the services, activities, and businesses available to them. For example, school busses are often provided for the children who do not live in close proximity to the school. Although this solution of gets children to school, it does not provide access for parents wishing to attend parent-teachers conferences, school events or volunteer their time in the classroom.

The goal of these efforts and the Martinez Community-Based Transportation Plan is to work with the community to develop a list of transportation solutions important to them; projects that can be implemented to fill their specific transportation needs. While the studies put a lot of attention on transit, and deservedly so, other alternative modes such as walking and bicycling are also important components of the transportation network in these communities. Last, but not least, is the automobile; although driving is currently being blamed for everything from increasing rates of obesity among our children to a leading cause of global warming, the private automobile remains as an essential part of urban transportation. Consequently, access to a car is an important component of these studies as well.

The bottom line for this and other similar projects is getting the real story from the community. What is it that they need and what projects or programs will work best for them? The plan is important for what it tells us. The list of recommended solutions will provide direction to the community leaders, public agencies and elected officials who have the responsibility of watching out for these communities. And it gives the community something to point to in the future and say, "Hey where is that new bus shelter or that car share program? It was in the Community-Based Transportation Plan."

We have learned some important lessons from our previous community-based planning efforts that we feel will greatly complement our transportation planning expertise in the performance of the Martinez Community-Based Transportation Plan. We have learned that:

1. It is important to build on previous efforts – there isn't time and budget to recreate the wheel.
2. We will need to find the right approach to get the input from the community. The Stakeholder Committee will provide that insight because we fully understand that we are here to listen, not lecture.
3. To be successful, a project needs a champion. The community-based transportation plan will help identify or create a champion from the community.
4. The Plan will provide the opportunity to link solutions with a variety of potential funding sources. For example, the San Rafael Canal Neighborhood Community-Based Transportation Plan called for a neighborhood safety and streetscape improvement project to provide a safer pedestrian and bicycle environment. Subsequent to approval of the plan, the county has decided to open a health and wellness center within the community to provide much needed health services. While the center is located in the community, there are still issues for visitors walking or taking transit. Because of the findings of the Plan, the county was able to make a case for the center to be included in the Marin County Nonmotorized Pilot Program funded by SAFETEA-LU. Consequently, pedestrian and transit access improvements to the center will be funded.

In the following sections we provide our technical approach (Section B) to the project including the requirements of the RFP as well as modifications based upon our experience. In Section C, we include the qualifications of Wilbur Smith Associates and description of our relevant project experience including participating staff and project references. Our project team with discussion of each individual's relevant experience for this project and their expected role is included in Section D. Finally, in Section E, we have provided a preliminary project schedule and budget. The sections are:

- ◆ Section B: Technical Approach
- ◆ Section C: Firm Profile
- ◆ Section D: Project Team
- ◆ Section E: Schedule and Budget

TECHNICAL APPROACH

The RFP clearly outlined the expected tasks and deliverables for this project. This section describes our proposed work scope including the requirements of the RFP and additional items we have found effective from our previous experience with the CBTP process.



TASK 1: PROJECT INITIATION AND MANAGEMENT

Project Schedule and Budget – After receiving Notice to Proceed and with input from the city staff, WSA will develop a draft schedule and task-by-task budget. Our preliminary schedule and budget is included in Section E of this proposal. Please note that both these documents may require additional revision based upon the methodology developed for community outreach in Task 3. The budget includes participation by one or more community-based organizations for developing and implementing the Outreach Plan.

Stakeholder Committee – WSA will assist the city staff in identifying the members of the Stakeholder Committee and will develop a memorandum outlining the responsibilities of committee members for use by the city in their recruiting efforts. As this is a committee formed for a city-sponsored project, we feel that invitations for membership and subsequent communications should come from the city staff. The committee should be composed of residents and business owners, public agency staff providing transportation and other community services, faith-based organizations, school officials and community organizations and may include representatives from:

- ◆ Neighborhood residents
- ◆ Martinez Unified School District
- ◆ Family and Senior Public Housing such as Alhambra Terrace and Hacienda
- ◆ Homeowner's Associations
- ◆ Business owners
- ◆ Martinez Area Chamber of Commerce
- ◆ Main Street Martinez
- ◆ Martinez City Council
- ◆ County Connection
- ◆ Tri Delta Transit
- ◆ WestCAT
- ◆ East Bay Bicycle Coalition
- ◆ Contra Costa County Health & Human Services
- ◆ Housing Authority of the County of Contra Costa
- ◆ Contra Costa Child Care Council
- ◆ United Council of Spanish Speaking Organizations
- ◆ Contra Costa Interfaith Supporting Community Organization
- ◆ Second Baptist Church
- ◆ Polish Community Center & Church
- ◆ St. Catherine's Catholic Church
- ◆ Blessed Sacrament Church
- ◆ California Association of Community Organizations for Reform Now

Identify CBOs – An important component of the public outreach for this project is participation by a non-profit community-based organization(s). The CBOs will provide insight into the project issues and an important link to the community. The degree of involvement of the CBO and their specific work tasks will depend upon (1) the

capabilities of the CBO and (2) the needs of the outreach program. The CBOs will be considered a part of the project team and will be compensated accordingly. Budget for CBO participation is included in the preliminary budget found in Section E. WSA will work with the city staff to identify potential CBO participants. Possible work tasks for the CBO include:

- ◆ Develop and maintain community contact list
- ◆ Assist in development of the Outreach Plan
- ◆ Participate in community workshops
- ◆ Distribute the community survey
- ◆ Make project presentations to community groups
- ◆ Provide translation services if needed

Refine Study Area – The study area as defined in the RFP is contained within census tract 3160. There was discussion at the pre-bid about adjusting the study area to include additional public housing developments or other areas near downtown Martinez. WSA will confirm the boundaries of the study area before proceeding with Task 2.

Meeting: Kick-off meeting

Deliverables: Final Schedule
Final Budget
Memo #1: Responsibilities of Stakeholder Committee

TASK 2: BACKGROUND REPORT

WSA will prepare a background report focused on:

1. Description of planning area demographics including the characteristics outlined in the RFP as well as journey to work information. Data from Census 2000, City of Martinez, ABAG, MTC and other relevant sources will be considered to determine where and how the community travels now, where they would like to travel in the future and the difficulties they have in making their trips.
2. Summary of transportation gaps or needs in downtown Martinez derived from review of relevant plans and previous community outreach efforts. The intent of this document review is to build on previous planning efforts and not redo work already completed. A preliminary list of documents to be reviewed include:
 - ◆ MTC Lifeline Transportation Network Report (2001)
 - ◆ CCCTA Short Range Transportation Plan (2006)
 - ◆ Tri Delta Transit Short Range Transportation Plan (2006)



- ◆ Transportation needs assessments by CCCTA, Tri Delta Transit, and WestCAT related to the study area
- ◆ Martinez Downtown Specific Plan and background studies
- ◆ City of Martinez General Plan
- ◆ Contra Costa County General Plan
- ◆ Contra Costa County Bicycle Plan
- ◆ Transportation Equity and Community Health (TEACH) in Contra Costa County (Transportation and Land Use Coalition)
- ◆ Can't Get There From Here, The Declining Independent Mobility of California's Children and Youth (A Joint Project of: Surface Transportation Policy Project, Transportation and Land Use Coalition and Latino Issues Forum)
- ◆ Cleaning the Air, Growing Smarter, Transportation and Land Use Changes to Improve Public Health in Contra Costa County (Transportation and Land Use Coalition)
- ◆ Contra Costa County Low-Income Transportation Action Plan (Employment and Human Services Department, 2006)
- ◆ Healthy Communities and Street Smarts Campaign (County Health Services Department)

Meeting: Stakeholder Committee Meeting #1 to review Background Report and expand on transportation gaps and needs

Deliverable: Memo #2: Background Report on community demographics and transportation gaps and needs identified in previous planning or outreach efforts.



TASK 3: DEVELOP COMMUNITY OUTREACH STRATEGY

Input from the community is the most vital aspect of the community-based planning process. The outreach strategy should be designed to fully involve residents, workers, businesses, public agencies, disabled, seniors, and youth in the discussion of transportation needs, gaps and potential solutions for the downtown Martinez transportation network. A variety of methods have been used in previous CBTP planning efforts to make this connection with the community. The goal of this task is to identify and design those strategies which will work best for downtown Martinez. When selecting specific outreach strategies, it is important to keep in mind that some methods, such as workshops and community meetings, require participants to come to us. Others, such as surveys and presentations to community organizations, are successful because we go to them. In addition, it should be remembered when developing the timeline, that from late November through December is not an effective time for outreach. Many organizations do not have meetings during that time period and potential participants are often too busy with personal activities to have the time to participate.

The Outreach Plan will be prepared with assistance from the city staff and the project CBOs. CBO participation will be essential for designing and implementing the

outreach strategy. The decision on the need for translation of outreach materials into Spanish or other languages will be made during this task.

Various outreach methods were listed in the RFP. These and others presented for consideration are discussed below. How or if these methodologies will be used will be determined during this task.

Stakeholder Committee – As previously discussed, the Stakeholder Committee will provide an important link to the community composed of residents and business owners, public agency staff, faith-based organizations, school officials and representatives from community organizations representing homeowners, seniors and youth. The committee will guide the planning process and work with their neighbors, the organizations they represent and other interested people to learn about transportation issues, identify and evaluate possible solutions, and recommend a list of improvements that will make it safer and more convenient for people to walk, bike, drive, and use a bus in downtown Martinez. The committee will meet approximately five times during the planning process to oversee the preparation of the community-based transportation plan.

Project Website – A project website will be developed and maintained by Wilbur Smith Associates providing project status updates. Visitors to the website will be able to download project reports, find project contacts for additional information, join the project mailing list and complete the community survey. WSA recently developed the website for the Marin City Community-Based Transportation Plan at www.MarinCityCBTP.com.

Community Survey – A community survey can be used to solicit input from the community (residents and workers) regarding their travel patterns, difficulties and needs. To get good participation in the survey, particularly by those who typically may not be involved in downtown Martinez activities (i.e. youth, ‘shut-ins’) will require some creative thinking. Distribution strategies may include:

- ◆ Hard copy distribution by mail, at community events, by community organizations/service agencies;
- ◆ Employee survey by employers;
- ◆ Phone survey;
- ◆ Web survey; and
- ◆ Intercept survey at community locations and events such as Martinez Farmers’ Market, Fridays on the Main Car and Bike Show or Peddlers Faire.

The survey should include questions to identify the travel difficulties respondents are currently experiencing as well as to gather their feedback and priorities on suggested potential solutions. The design of the survey itself (i.e. what questions are asked and how they are asked) is critical to getting the information desired. It is very important to pinpoint what answers are desired and tailor the questions to get those responses. Questions would focus on:

- ◆ How respondents and their families currently travel to work, school, errands and recreation;

- ◆ What transportation options are most commonly used;
- ◆ What events or activities they would participate in but are not able to because of the lack of adequate transportation;
- ◆ What services and facilities they and their families would like that are not currently available in or in close proximity to the neighborhood;
- ◆ Which potential solutions would most benefit them; and
- ◆ What other solutions they would recommend.

Public Workshop(s) are a good way to reach the community if, and only if, the community is responsive to this type of outreach. Public workshops were used effectively for the San Rafael Canal Neighborhood Community-Based Transportation Plan. The first workshop was held early in the schedule to identify transportation gaps and potential solutions. At the second workshop, the proposed solutions were presented for community feedback. Both workshops were conducted in an open house format to allow participants some flexibility as to when and how long to attend. We felt that the open house format would be a better fit with attendees' busy schedules and would allow a more personal and interactive approach to collecting community opinion. Display materials were prepared in English, Spanish and Vietnamese to accommodate the predominant languages spoken within the community. In addition, bi-lingual workshop facilitators were on hand, gathered from staff of the City, County, Transportation Authority of Marin, Wilbur Smith Associates and Marin County Grassroots Leadership Network (CBO). About 60 participants attended the first workshop and almost 100 people joined us for the second workshop. Refreshments were served and child-friendly activities were provided to give parents the freedom to focus on the presentations.

Outreach to Community Organizations can provide an important method of contact with the community giving the opportunity to circulate regular downtown Martinez CBTP updates, meet informally with community members, and to solicit participation in the Community Survey and other CBTP events. Input from the community organizations will contribute to the identification of transportation gaps and potential solutions.

Meeting: Stakeholder Committee Meeting #2 to review Outreach Plan

Deliverable: Memo #3: Outreach Plan including list of community organizations to be included in outreach, outreach strategies and performance measures, and timeline for execution of the outreach



TASK 4: CONDUCT COMMUNITY OUTREACH

WSA, with support from the project CBOs and the city staff, will implement the outreach strategy developed in Task 3. At this time it is difficult to know what specific steps this task will entail. In fact, Task 4 may continue well into the schedule of subsequent tasks. We have found that there are issues to keep in mind when developing and implementing the outreach process, such as:

1. As previously mentioned, avoid the holiday season (late November through December) for outreach activities;
2. The first public workshop/meeting should be held early in the process to get community input on transportation gaps and potential solutions. The second workshop/meeting should provide the public an opportunity to comment on selected projects and priorities;
3. Surveys are often used to collect information from the public. Although this method can be effective, it is important to use the survey with caution. For instance, survey questions must be specific and centered on the information that is desired. If questions are too general, the answers will be ambiguous and not provide the guidance that is needed. Also, there is often a tendency to ask too many questions; this can overload the recipient and either the questionnaire will not be filled out or the answers will be incomplete. Surveys can be expensive to distribute and analyze the results so we want to make sure that the survey questions, method of distribution and target audience will work together to get the information that is needed;
4. Presentations to organizations can be an effective way to get a message to the target audience(s). These can be short presentations on the CBTP process at a regularly scheduled meeting of the organization or a special meeting devoted to the CBTP process. Either way, community members are generally more likely to come to a meeting at their organization rather than a large public meeting.

Meetings: Public Workshop/Meeting #1 and others to be determined by the Outreach Plan

Deliverables: Memo #4.1: Summary of Outreach Methodologies including description of how outreach was conducted and the level of participation.

Memo #4.2: Findings of the Outreach Process describing the list of prioritized transportation needs and proposed solutions

TASK 5: FEASIBILITY ANALYSIS OF PROPOSED SOLUTIONS

Evaluation criteria for determining the feasibility of proposed solutions recommended through the outreach process will be developed. These criteria will consider:

- ◆ Community – Does this solution have community support? Will this solution impact the population with the greatest need? Does this solution benefit a large portion of the community?
- ◆ Funding and Cost – Is this solution cost effective? Can funding sources be identified? Is this a low-cost solution?
- ◆ Implementation – Will this solution be relatively easy to implement? Is there potential for a project champion? Is this solution compatible with existing plans? Are there operational, institutional or funding constraints to this solution?
- ◆ Transportation – Does this solution solve multiple transportation gaps? Does this solution have benefits beyond the downtown Martinez community? Is this solution easy to use?



These evaluation criteria will be presented to and reviewed by the Stakeholder Committee. Proposed solutions will be evaluated against the final criteria and a fact sheet for each solution will be prepared summarizing the project purpose, estimated cost, lead agency, potential funding sources and timeframe for implementation.

Meetings: Stakeholder Committee Meeting #3 to review proposed evaluation criteria
Stakeholder Committee Meeting #4 to review the feasibility analysis of each proposed solution

Deliverables: Memo #5.1: Report on Evaluation Criteria developed for the feasibility analysis
Memo #5.2: Feasibility Study summarizing the feasibility of proposed solutions and recommended implementation strategies



TASK 6: DRAFT PLAN

Meetings: Public Workshop #2 to present and gather input on proposed solutions

Stakeholder Committee Meeting #5 to discuss public workshop input on the proposed solutions and receive stakeholder support for the Plan



Deliverable: Draft Community-Based Transportation Plan including:

- ◆ Study area description and demographics;
- ◆ Summary of the outreach process and results;
- ◆ List of community-prioritized transportation gaps;
- ◆ List of recommended solutions including constraints and implementation strategy, cost estimates, and funding sources; and
- ◆ Measures to monitor implementation of the plan

TASK 7: FINAL PLAN

Meetings: Up to six meetings on the final plan possibly presentations to City of Martinez, CCCTA, Stakeholder Committee and other stakeholders identified during the process or by the city staff

Deliverable: Final Community-Based Transportation Plan incorporating comments received during Task 6



FIRM PROFILE



Wilbur Smith Associates (WSA) is an employee-owned professional consulting firm that specializes in traffic and multimodal transportation planning and engineering. The firm is locally and internationally known for its technical expertise, project orientation and client responsiveness. WSA was founded in 1952 and currently has over 40 domestic offices, including San Francisco, and five overseas regional offices.

Our staff includes highly experienced transportation planners and engineers who have the skills necessary for a successful outcome to the Martinez Community-Based Transportation Plan. In fact, we have completed CBTPs for the Canal Neighborhood in San Rafael and the Bay Point Community in east Contra Costa County and recently began the CBTP for Marin City. In addition to this experience, we have been involved in a wide variety of projects utilizing public meetings, workshops, surveys and stakeholder group meetings to inform the public of the nature of the project, solicit community input on the project and to reach consensus on the project impacts and benefits. Our expertise in transit, pedestrian and bicycle planning will be an asset to this project. We have selected the following six projects as the most relevant to the Martinez Community-Based Transportation Plan. These projects illustrate our skill in downtown transportation planning, community outreach through surveys and workshops, multi-modal and transit planning, and bi-lingual (Spanish) capabilities. Each project is described including client references and staff participation. Please take the time to contact one or more of these references. The projects include:

- ◆ Community-Based Transportation Plan for the Canal Neighborhood of San Rafael
- ◆ Marin City Community-Based Transportation Plan
- ◆ Bay Point Community-Based Transportation Plan
- ◆ Fresno Downtown Transportation & Infrastructure Study
- ◆ MTC Regional Transit Connectivity Plan
- ◆ Oakland Bicycle Master Plan Update and Programmatic EIR

**Community Based Transportation Plan (CBTP)
for the Canal Neighborhood of San Rafael**

*Transportation Authority of Marin
P.O. Box 4186, San Rafael, CA 94913
Carey Lando, (415) 499-5078*

*City of San Rafael
P.O. Box 151560
San Rafael, CA 94915-1560
Linda Jackson, (415) 485-3067*

WSA Staff: Carol Levine (Project Manager);
Peter Martin, Elizabeth Cruz



The San Rafael Canal Neighborhood Community-Based Transportation Plan (completed September 2006) was part of an on-going endeavor by the Metropolitan Transportation Commission (MTC) to identify mobility barriers and work to overcome them. Using a grassroots approach, the Community-Based Transportation Plan effort has created a collaborative planning process that involves residents in minority and low-income Bay Area communities, community and faith-based organizations that serve them, transit operators, county congestion management agencies and MTC.

The Canal Neighborhood is located in the City of San Rafael but is physically isolated by the Canal waterway and Highways 101 and 580. Canal residents make up 20 percent of San Rafael's population, are predominately immigrants, and typically speak a home language other than English, primarily Spanish and Vietnamese. Economic, language and physical barriers found in the neighborhood pose significant challenges to the mobility of its residents.

The planning process for the Canal CBTP was designed to engage direct participation by the community. A stakeholder committee was formed to guide and review the process and products of the study and included recent and long-time residents, business owners, local professionals, school representatives and students. Two public workshops were held to first identify and prioritize mobility constraints within and outside the neighborhood and second to present potential solutions. Project staff during the process included members of WSA, Transportation Authority of Marin (TAM), City of San Rafael and a community-based organization located in the neighborhood, Marin Grassroots Leadership Network, employed to assist in community outreach and language translation efforts.

The outcome of the planning process is a community-based transportation plan that includes locally identified transportation needs, as well as solutions to address them. Solutions focused on improvements for transit, bicycling, walking and driving including transit service improvements, capital improvements such as bus stops, bike lanes, traffic calming or bicycle/pedestrian crossings, and community programs focused on traffic safety and alternative transportation options. Funding opportunities and responsibilities for implementation were identified. This plan can be downloaded from the MTC website at <http://www.mtc.ca.gov/planning/cbtp/index.htm>.

Marin City Community-Based Transportation Plan

Transportation Authority of Marin
P.O. Box 4186, San Rafael, CA 94913
Carey Lando, (415) 499-5078

WSA Staff: Carol Levine (Project Manager), Elizabeth Cruz, Robert Betts

In May 2007, WSA began work on the Marin City Community-Based Transportation Plan. For this 12 month effort, WSA will be collaborating closely with the Transportation Authority of Marin and the Marin City Community Services District, the local government for this unincorporated area of Marin County. In addition, two community-based organizations (CBOs), Marin City Community Development Corporation and ISOJI will provide the important access to the community leaders and residents.

The project will be guided by a Technical Advisory Committee (TAC), made up of public agency representatives and a Stakeholder Committee of community representatives appointed by Marin County Supervisor Charles McGlashan. The Stakeholders represent residents of public housing, homeowner organizations, seniors, bicycle/pedestrian advocates, the business community, schools and youth, health organizations, the disabled community and faith-based organizations.

Preliminary meetings with the TAC and Stakeholders, indicated that the community would likely not be responsive to large public community meetings. Consequently, the preliminary Outreach Plan was designed to bring the discussion to the community rather than expecting the community to come to the process. The outreach process will include the Stakeholder Committee, presentations to community organizations, a community survey distributed by members of the community organized by the CBOs, a 'think tank' of community leaders and a project website. This website, hosted and maintained by WSA can be viewed at www.MarinCityCBTP.com

Bay Point Community-Based Transportation Plan

Contra Costa County
651 Pine Street, 4th Floor - North Wing, Martinez, CA 94553
John Greitzer, (925) 335-1201

WSA Staff: Carol Levine (Project Manager), Elizabeth Cruz

WSA served as a subconsultant to Moore Iacofano Goltsman (MIG) on this project. Our primary tasks were to prepare the funding plan, assist with the feasibility evaluation of potential solutions and provide cost estimates for project implementation. In addition, WSA provided internal review of the draft plan and attended the Stakeholder Committee meeting review of the plan, and oversaw preparation of the final plan. The funding plan included federal, state, regional and local sources. This plan can be downloaded from the MTC website at <http://www.mtc.ca.gov/planning/cbtp/index.htm>.

Fresno Downtown Transportation & Infrastructure Study

Fresno Area Express
2222 "G" Street, Fresno, CA 93706
John Downs; (559) 498-1393

WSA Staff: Peter Martin (Project Manager), Carol Levine

The Downtown Transportation & Infrastructure Study (DTIS) addresses a wide range of issues including: access and circulation demands, one way versus two way circulation, the Fulton Mall (pedestrian mall), integration of bus and other forms of transit, pedestrian, bicycle and traffic calming, the supply location and policies for parking, wayfinding, railroad and freeway barriers, and integration of high speed rail. The Downtown Transportation & Infrastructure Plan must support desired economic and livability visions for Downtown. The DTIS addresses near-term (2010), long-term (2030), and a vision (2050) planning horizons.

The intent of the DTIS is to build on prior planning efforts, particularly the 1989 Central Area Community Plan. DTIS's objective is to integrate and coordinate the findings and goals of these plans and outline a strategy to implement transportation improvements. WSA envisions this task to be a "fresh look" at recent studies, rather than a summary of prior work. From a holistic Downtown viewpoint, how do all the current recommendations fit and how do they relate to the comprehensive vision for Downtown and the region? As appropriate, new measures will be defined by the DTIS to update new issues and to complement other planned improvements.

MTC Regional Transit Connectivity Plan

Metropolitan Transportation Commission
101 Eighth St., Oakland, CA 94607-4700
Doug Kimsey; (510) 817-5700

WSA Staff: Carol Levine, Peter Martin, Elizabeth Cruz

While the San Francisco Bay Area has one of the best developed transit systems in the world, it is also one of the most complex involving more than 20 transit operators providing a variety of service types. Each agency has its own unique policies, procedures and operating practices best suited for their immediate service areas and not always appropriate for regional travel and transit connectivity. The transit rider generally has one purpose in mind - getting from their starting point to their end point with the greatest ease and convenience and at the lowest cost possible. The customer's ease of transferring from one transit system to another is "connectivity." Good connectivity will offer a multi-operator trip that is nearly as easy as a single operator trip; good connectivity can attract new transit riders — and retain existing riders. The Transit Connectivity Plan, prepared by WSA, details a comprehensive strategy for easing passengers' movement from one transit system to another by providing more reliable connections, making it easier to pay fares, improving way-finding signage and



reducing overall travel times. The plan highlights connectivity improvements at 21 regional transit hubs around the Bay Area, and identifies six specific focus areas:

- ◆ Way-finding signage;
- ◆ Transit information;
- ◆ Real-time technology;
- ◆ Schedule coordination;
- ◆ Fare coordination; and
- ◆ Last-mile connecting services.

Since the adoption of the Transit Connectivity Plan by the Metropolitan Transportation Commission (MTC), WSA has assisted this agency in the review and identification of connectivity deficiencies and recommended corrective actions at the 24 regional transit hubs. This effort included evaluation of wayfinding signage, transit information and real-time displays. This plan can be downloaded from the MTC website at <http://www.mtc.ca.gov/planning/connectivity/index.htm>.

Oakland Bicycle Master Plan Update and Programmatic EIR

City of Oakland
250 Frank H. Ogawa Plaza, Suite 3315,
Oakland, CA 94612-2033
Jason Patton, (510) 238-3941

WSA Staff: Carol Levine (Project Manager)



The City of Oakland Bicycle Master Plan Update and Programmatic EIR is composed of two distinct components. For the Bicycle Master Plan Update, the WSA Team reviewed the existing 1999 Plan and provided input for the Plan update based upon extensive field review, current collision data, identification of bicycle projects implemented since 1999, and current City goals and policies related to bicycle travel. Components necessary for funding eligibility, particularly the requirements of the California Bicycle Transportation Account (BTA), were included. Public outreach was an important element of this process. A Citizen's Advisory Committee (CAC) was formed with representatives from each City Council District and other key stakeholders to review the elements of the Plan and provide insight into the needs and concerns of their constituents. WSA provided members of the CAC with the presentation outline and materials to deliver informative talks on the Bicycle Plan Update to local neighborhood groups.

The Programmatic EIR reviewed potential environmental impacts of the proposed bicycle network. The Broadway Corridor from Highway 24 to 14th Street in Downtown Oakland was selected for project-level analysis to assess impacts specific to removal of travel lanes, narrowing of lanes, removal of parking and conflicts with transit. The public review draft of this plan can be downloaded from the City's website at <http://www.oaklandpw.com/Page123.aspx>.

PROJECT TEAM

WSA has assigned individuals with a range of expertise and experience in leading projects of this nature. Our team, whose individual resumes can be found in the Appendix of this proposal, offers all of the factors critical to success, including technical expertise, local knowledge, and experience with the objectives and issues facing Martinez.

Project Manager: Carol R. Levine

Ms. Levine is a senior transportation planner with over 15 years of transportation planning experience with a focus on multi-modal and alternative transportation issues. She has participated in various transportation planning efforts from the standpoint of bicycle and pedestrian access, connectivity between transit modes, and management of parking. Because of this unique perspective, Ms. Levine has been instrumental on several community-based studies focusing on transportation alternatives and safety.

Currently, she serves as Project Manger for the Marin City Community-Based Transportation Plan begun in May 2007. This process, similar to other community-based transportation plans will involve a stakeholder committee of community residents, businesses, youth, senior, bicycle and pedestrian advocates. Community outreach will be a major component of this study, as well.

In 2006, she completed, as project manager, the San Rafael Canal Neighborhood Community-Based Transportation Plan. Using a grassroots approach, the WSA Team spearheaded a collaborative planning process that involved local residents and business owners, transit operators, City of San Rafael and Transportation Authority of Marin and delivered solutions right to the community. Ms. Levine developed solutions for improved mobility by transit, bicycling, walking and driving in addition to capital improvements such as bus stops, bike lanes, traffic calming, bicycle/pedestrian crossings and community program improvements that focused on traffic safety and alternative transportation options. Funding opportunities and responsibilities for implementation were also identified. Also in 2006, she participated in the Bay Point Community-Based Transportation Plan with WSA as subconsultant to Moore Iacofano Goltsman providing her expertise in funding strategies and project definition.

Ms. Levine will serve as Project Manager and lead planner for this project.

Peter C. Martin, PE, *Multi-modal Transportation Specialist*

Mr. Martin is a senior transportation engineer and planner with over 35 years of transit and traffic engineering experience with WSA. During his career, Mr. Martin has directed or served in a principal role on more than 200 transportation planning and engineering studies which typically involved complex transportation and land use interrelationships. His experience in transit planning, traffic engineering, parking studies and design, and pedestrian planning give him the insight to effectively deal with and balance all disciplines related to transit coordination and multi-modal transportation in downtown settings. Experience encompasses projects in 20 states and 10 foreign countries. Mr. Martin currently is a review panelist for the Transportation Research

Board study establishing guidelines for Transit Vehicles and Facilities on Street and Highways.

Mr. Martin will serve as Project Director and Technical Advisor on issues related to transit and development of potential solutions.

Elizabeth Cruz, *Transportation Planner*

Ms. Cruz's background includes a wide range of transportation planning activities. She is experienced in the areas of parking demand and supply analysis, transportation impact studies, and community development activities. She is particularly active in the area of community involvement and has assisted in facilitating citizen involvement in planning activities. Her skills as a bilingual (English-Spanish) translator have proven essential in various community outreach efforts, helping to engage key parties in the project planning process.

For the San Rafael Canal Neighborhood Community-Based Transportation Plan, Ms. Cruz was involved in the community outreach process as a bilingual-translator (English-Spanish) at the Stakeholder Committee meeting and community workshops. She assisted with the translation of informational materials and facilitated discussions with the Spanish-speaking community during the two open houses. The community outreach component of the project was significant and provided a grass-roots opportunity to identify barriers to mobility in the Canal Neighborhood and develop solutions to overcome them. In addition, Ms. Cruz assisted with the development of the funding plan for the Bay Point Community-Based Transportation Plan.

Ms. Cruz will assist Ms. Levine throughout the project focusing specifically on implementation of community outreach, review of funding sources and project definition.

Robert Betts, *Transportation Planner*

Mr. Betts is a transportation planner with experience in transportation and land use planning, with a focus in transit planning. He recently completed a Joint Master's Degree program at California Polytechnic State University in San Luis Obispo studying Civil Engineering and City and Regional Planning. Along with his firm understanding of the transportation and land use connection, Mr. Betts is well equipped with computer-based analytical planning tools such as GIS (Geographic Information Systems) and a variety of micro-simulation transportation modeling applications.

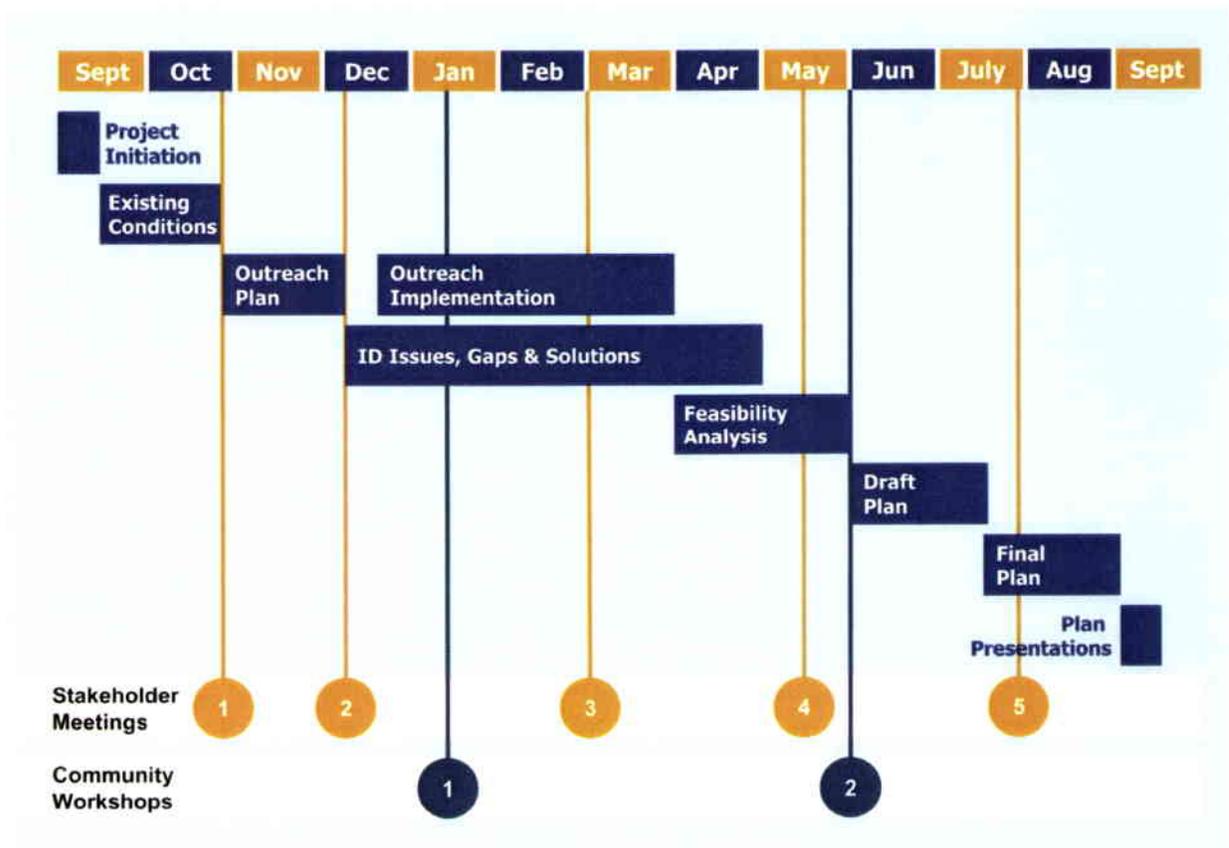
Mr. Betts has worked with Bay Area communities in identifying transportation solutions that target the various demographics and the ever-changing populations in the region. Recent projects have identified transportation solutions for rural communities, elderly populations, and campus settings that tend to have specific needs that differ from the traditional commuting population. As part of these projects, Mr. Betts facilitated and participated in a number of community outreach efforts including focus groups, public open houses, intercept surveys, and online surveys.

Mr. Betts will assist with the community outreach effort and definition of projects affecting seniors and transit services.

SCHEDULE

The project schedule illustrated below includes a 12-month timeframe for completion. This schedule is preliminary; adjustments may be necessary once the outreach methodology has been determined. We expect to review this schedule with City Staff during Task 1: Project Initiation.

FIGURE 1: PRELIMINARY PROJECT SCHEDULE



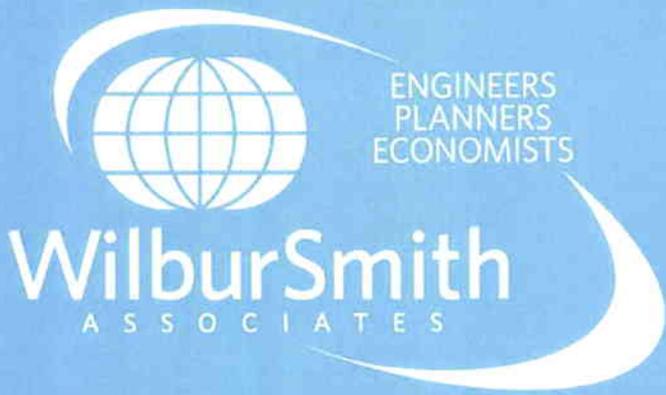
BUDGET

Based upon the technical approach in Section B and our previous experience with preparing community-based transportation plans, we have prepared a preliminary project budget by task and staff, included below in Table 1. The costs per task may change depending upon the final outreach strategy and participation by the community-based organizations but we feel confident that this project can be completed within the \$60,000 contract maximum specified in the RFP.

TABLE 1: PRELIMINARY PROJECT BUDGET

Project Scope	Martin	Levine	Betts	Cruz	Graphics	Admin	Total Hours	Labor Cost	Direct Costs	Community Based Organizations	Total Cost
Hourly Rate:	\$180	\$95	\$95	\$80	\$75	\$65					
Task 1 – Project Initiation and Management	8	18	0	0	0	12	38	\$ 3,930	\$ 100	\$ -	\$ 4,030
Task 2 – Background Report	4	16	16	32	16	12	96	\$ 8,300	\$ 150	\$ 1,000	\$ 9,450
Task 3 – Develop Community Outreach Strategy	4	24	4	12	0	8	52	\$ 4,860	\$ 150	\$ 2,000	\$ 7,010
Task 4 – Conduct Community Outreach	4	32	12	32	8	0	88	\$ 8,060	\$ 2,000	\$ 4,000	\$ 14,060
Task 5 – Feasibility Analysis of Proposed Solutions	4	32	16	16	0	12	80	\$ 7,340	\$ 200	\$ 1,000	\$ 8,540
Task 6 – Draft Plan	4	24	8	32	24	24	116	\$ 9,680	\$ 250	\$ 2,000	\$ 11,930
Task 7 - Final Plan	0	16	8	16	8	8	56	\$ 4,680	\$ 250	\$ -	\$ 4,930
TOTAL	28	162	64	140	56	76	526	\$ 46,850	\$ 3,100	\$ 10,000	\$ 59,950

7
16
12
23
14
20
8
100



Appendix: Resumes





Carol R. Levine

Transportation Planner

Education

M.L.A., Landscape Architecture, University of California at Berkeley, 1978

A.B., Design, University of California at Los Angeles, 1974

Registrations

California State Board of Landscape Architects

Years of Experience

Total Years: 16

Wilbur Smith Associates
San Francisco, California

Areas of Specialization

Transportation Planning and Traffic Impact Analysis with special expertise in Bicycle Planning, Geographic Information System (GIS) development for the analysis of transit and transportation systems, Microsoft Access database design with interactive graphic user interface (GUI)

Professional Affiliations

Association of Pedestrian and Bicycle Professionals
Oakland Bicycle and Pedestrian Advisory Committee
San Francisco Bay Area Bicycle Coalition, board member and webmaster

Presentations

How Steep, Narrow, and Busy? A Feasibility Analysis for Proposed Bikeway Networks, co-presented at Pro-Walk/Pro-Bike Conference, Madison, Wisconsin, September 2006.

Busting Down the Barriers Between Communities and

Ms. Levine is a transportation planner with over 15 years of transportation planning experience with a focus on bicycle and pedestrian issues. Her involvement in bicycle planning began in the late 1970's when she completed her Masters thesis, *The Bicycle as an Alternative Form of Transportation: Berkeley, California - A Case Study*. More recently, Carol has prepared many city and county bicycle plans throughout the San Francisco Bay Area and California. In addition to these contributions, Ms. Levine has participated in various transportation and transit planning efforts from the standpoint of bicycle and pedestrian access, transit coordination between BART and feeder transit service, and parking supply and demand. Because of her unique perspective on bicycle and pedestrian issues, Carol has been instrumental on several community-based mobility studies focusing on transportation alternatives, safety and parking management. She has been responsible for work on the following projects:

San Rafael Canal Neighborhood Community-Based Transportation Plan, (2006) – Project manager for this effort as part of the Metropolitan Transportation Commission's Community-Based Transportation Planning Program. The Canal Neighborhood of San Rafael is a low income multi-ethnic community which is physically isolated from the remainder of San Rafael and Marin County by Highway 101, I-580 and the San Rafael Canal. The community-based transportation planning process is a collaborative effort involving residents, local businesses, community and faith-based organizations, and public agencies. The community outreach component of the project was significant and provided a grass-roots opportunity to identify barriers to mobility in the Canal Neighborhood and develop solutions to overcome them. Solutions included transit service improvements, better bicycle and pedestrian connections, and capital improvements such as bus shelters, bus benches, street lighting, and improved pedestrian crossings and pathways.

Marin City Community-Based Transportation Plan, (Ongoing) – Project manager for this effort as part of the Metropolitan Transportation Commission's Community-Based Transportation Planning Program. Marin City is located in unincorporated Marin County just north of the City of Sausalito. It is a low-income multi-ethnic community governed by the Marin City Community Services District. Access is physically limited by Marin City's location at the intersection of Highway 101, Route 1 and Bridgeway. Community outreach to residents, local businesses, community and faith-based organizations was a key component in addressing transportation improvements for the community related to travel by transit, car, bicycle and walking.

Bay Point Community-Based Transportation Plan, (2006) – Project manager for this effort as part of the Metropolitan Transportation Commission's Community-Based Transportation Planning Program. This community is located in Contra Costa County adjacent to the Pittsburg/Bay Point BART Station (terminus of the Pittsburg/Bay Point-Daly City Line). Assisted the prime consultant in preparation of project evaluation criteria, project prioritization and funding strategies.

Rail Transit, presented at Pro Walk/Pro Bike Conference, Victoria, British Columbia, September 2004.

Managing Your Bikeway Program, presented at Nevada State Bicycle and Pedestrian Conference, Las Vegas, Nevada, March 2004.

Prioritizing Bicycle Improvements for a Transit System, presented at Walk/Bike California, Oakland, California, October 2003.

Building a Better Bikeways Map, presented at the Nevada State Bicycle and Pedestrian Conference, Las Vegas, Nevada, March 2003 and Walk/Bike California, Oakland, California, October 2003.

Bicycle Traffic Engineering - What Every Traffic Engineer Should Know, (co-author) presented at 64th ITE Annual Meeting, Dallas, Texas, October 1994.

The Bicycle as an Alternative Form of Transportation: Berkeley, California - A Case Study, 1978, Master's Thesis.

Fresno Downtown Transportation Study, (Ongoing) – Principal planner responsible for developing recommendations for bicycle and pedestrian circulation in the downtown core. This included development of land use coordination policies, traffic calming measures and recommendations for bicycle and pedestrian system design. The Fulton pedestrian mall was a key focus of the study.

Regional Transit Connectivity Plan, Metropolitan Transportation Commission (2006) - Organized transit hub site review visits at 5 selected prototype regional transit hubs including San Rafael Transit Center, Dublin/Pleasanton BART, El Cerrito del Norte BART, San Jose Diridon Station, and San Francisco Ferry Terminal/Embarcadero Station. This effort included assembling an advisory committee for each transit hub to participate in the site review, serving as the WSA contact for scheduling and structuring of the site visits and compiling the results of site reviews related to wayfinding signage, transit connectivity, transit hub amenities and 'last mile' opportunities. The advisory committees were composed of representatives from transit operators, local government and other stakeholders.

Regional Transit Hub Review, Metropolitan Transportation Commission (2007) – Project manager for this evaluation of the 21 regional transit hubs and 3 international airports in the Bay Area. As a follow-up to the Transit Connectivity Study, this effort focused on wayfinding, customer information and real-time signage. A hub task review force was assembled for each hub to participate in the site review. A summary was prepared for each hub identifying the connectivity deficiencies and recommended improvements. The hub task forces were composed of representatives from transit operators, local government and other stakeholders.

City of Oakland Bicycle Plan Update and EIR, (Ongoing) – Task manager for the update of the 1999 Bicycle Plan involving close collaboration with City staff. WSA responsibilities include review and update of existing documents, assessment of proposed network, and categorizing of bikeway segments to identify prototypical bikeway treatments. These prototypes will be used for more detailed environmental review to determine impacts/benefits of bikeway implementation.

Marin County Health and Wellness Clinic, (2007) – Assisted the County of Marin in preparation of the grant application to fund bicycle and pedestrian improvements for the new Health and Wellness Clinic being constructed in the Canal Neighborhood of San Rafael. As a result of this application, this project was selected to participate in the Federal Nonmotorized Transportation Pilot Program.



Education

M.S., Civil Engineering,
Georgia Institute of
Technology, Atlanta, Georgia

B.S., Civil Engineering,
University of Connecticut,
Storrs, Connecticut

Registrations

Professional Engineer:
California

Years of Experience

Total Years: 36

Wilbur Smith Associates
San Francisco, California

Areas of Specialization

Transportation planning,
modal interface planning,
transit operations and facilities
planning, traffic engineering.

Directed or served a principal
role on a variety of
transportation planning and
engineering studies which
typically involved complex
transportation and land use
interrelationships. These
projects have encompassed:
rail transit, water transit,
pedestrian and bicycle modes
as well as conventional
highway and bus transit
modes.

Professional Affiliations

Institute of Transportation
Engineers (Fellow) –
Transportation Planning and
Transit Councils

Peter C. Martin, PE

Multimodal Transportation Specialist

Mr. Martin is a senior transportation engineer and planner with over 35 years of transit and traffic engineering experience with WSA. During his career, Mr. Martin has directed or served in a principal role on more than 200 transportation planning and engineering studies which typically involved complex transportation and land use interrelationships. His experience in transit planning, traffic engineering, parking studies and design, and pedestrian planning give him the insight to effectively deal with and balance all disciplines related to transit integration into highway facilities and also to multi-modal downtown settings. Experience encompasses projects in 20 states and 10 foreign countries.

Mr. Martin currently is a review panelist for the Transportation Research Board study establishing guidelines for Transit Vehicles and Facilities on Street and Highways.

San Rafael Canal Neighborhood Community Based Transportation Plan, (2006) – Project Planner assisted with development of a multimodal transportation improvement plan for an economically disadvantage area of Marin County.

Fresno Downtown Transportation Study, (Ongoing) – Project Manager responsible for developing recommendations for traffic circulation, parking, goods and service vehicles loading, transit services and facilities, high speed rail station siting, pedestrian and bicycle systems and land use coordination policies. The Fulton pedestrian mall was a key focus of the study.

South of Market Street Strategic Plan, San Francisco, CA – Project Director for this study which identified the transportation implications associated with 90 private development projects that are in the pipeline over the next ten-year period totaling 7.2 million square feet of office, 2.2 million square feet of retail, approximately 2,000 hotel rooms, over 6,000 residential units, the new downtown ballpark for the Giants, the Metreon Entertainment complex and the expansion of the convention center. These demands were compared with planned transportation projects including parking supply. The latter included the seismic retrofit of the Bay Bridge western approach.

Regional Transit Connectivity Plan, Metropolitan Transportation Commission (2006) – Principal Transit Planner responsible for assessing regional connectivity amongst 20 transit service providers including BART, Caltrain and ACE rail systems and MUNI, AC Transit and VTA bus services. Planning considered service, facility, wayfinding and ITS features. Focused analyses of five prototypical stations led to the development of a toolbox of station area improvements.

Diablo Valley College Transit Center, Pleasant Hill CA – Principal Transit Planner responsible for coordinating programming for planned upgrades to existing facility. Traffic circulation was a key issue.

Salt Lake City Downtown Transportation Plan, (2006) – Transit Planner responsible for assisted with the definition of the master plan for rail transit service within the downtown area. This included potential concepts for a streetcar system as well as future streets and service concepts for an expanded

light rail service.

San Francisco Countywide Transportation Plan, (2000) – Project Planner involved in all aspects of this landmark project. Efforts included sorting projects for model evaluation and identification of promising transportation improvement projects. Participated in the expert panel discussion of issues and visions.

Pacific Grove, CA Historic Downtown Plan, (2002) – Principal Transportation Planner on multi-disciplinary team developing plans to enhance the pedestrian, transit, parking, truck loading, and traffic circulation features of this premier town located on the Monterey Peninsula.

East Yosemite Valley Transportation Plan Implementation, (2003) – Project Planner leading the shuttle bus element and supporting traffic, parking pedestrian and loading dock elements.



Elizabeth Cruz
Transportation Planner

Education

B.A. Interdisciplinary Studies:
Urban Studies, Minor City and
Regional Planning, University
of California, Berkeley, 2005

Years of Experience

Total Years: 2
WSA: 2

2005 – present
Wilbur Smith Associates
San Francisco, California

Technical Training

University Avenue Corridor
Recommendations, Studio
Course, BERKELEY, CA:
Performed land use and
demographics survey, revised
development standards,
created streetscape plan,
suggested catalyst project, and
made policy
recommendations. Chosen for
best overall visioning and
recommendations.

Ms. Cruz's background includes a wide range of transportation planning activities. She is experienced in the areas of parking demand and supply analysis, transportation impact and studies. She is particularly active in the area of community involvement and has assisted in facilitating community participation in planning practices. Her professional experience is as follows:

Regional Transit Hub Review, Metropolitan Transportation Commission

(2007) – Transportation Planner responsible for the evaluation of the 21 regional transit hubs and 3 international airports in the Bay Area. As a follow-up to the Transit Connectivity Study, this effort focused on wayfinding, customer information and real-time signage. A hub task review force was assembled for each hub to participate in the site review. A summary was prepared for each hub identifying the connectivity deficiencies and recommended improvements. The hub task forces were composed of representatives from transit operators, local government and other stakeholders.

San Rafael Canal Neighborhood Community-Based Transportation Plan,

(2006) – The Canal Neighborhood of San Rafael is a low income multi-ethnic community which is physically isolated from the remainder of San Rafael and Marin County by Highway 101, I-580 and the San Rafael Canal. The community-based transportation planning process is a collaborative effort involving residents, local businesses, community and faith-based organizations, and public agencies. Ms. Cruz was involved in the community outreach process as a bilingual-translator (English-Spanish) at the Stakeholder Committee meeting and community workshops. She assisted with the translation of informational materials and facilitated discussions with the Spanish-speaking community during the two open houses. The community outreach component of the project was significant and provided a grass-roots opportunity to identify barriers to mobility in the Canal Neighborhood and develop solutions to overcome them.

Bay Point Community-Based Transportation Plan, (2006) – Transportation

analyst for this effort as part of the Metropolitan Transportation Commission's Community-Based Transportation Planning Program. This community is located in Contra Costa County adjacent to the Pittsburg/Bay Point BART Station (terminus of the Pittsburg/Bay Point-Daly City Line). Assisted the prime consultant in preparation of project evaluation criteria, project prioritization and funding strategies.

UC Berkeley Traffic Engineering, (2006) – Lead transportation planner for

this project. Ms. Cruz assisted in conducting a traffic engineering review of the proposed Central Campus Traffic Flow Re-design project on the University of California Berkeley campus. The review focused on assuring that the proposed improvements would accomplish the goals of reducing vehicular pedestrian conflicts and improving overall traffic flow safety. Conformance of improvements to state and federal regulations for traffic control devices were also re-evaluated. The review included portions of South Drive and the access road between South Drive and University Drive that were included in the Central Campus Traffic Flow Re-design report dated July 7, 2005.

California Pacific Medical Center Four-Campus Master Plan EIR, (Ongoing) – Lead transportation planner part of a multidisciplinary team to perform transportation planning and traffic engineering studies to support the environmental evaluation of three existing and one proposed CPMC hospital and medical office campuses in San Francisco. The centerpiece of the analyses is the evaluation of a new 600-bed hospital and 460,000 sq. ft. medical office building in downtown San Francisco adjacent to a State owned highway. Given the new project's magnitude and location, the evaluation requires extensive coordination with various City agencies and departments, the San Francisco Municipal Railway (MUNI), State of California Department of Transportation (Caltrans) and the San Francisco County Transportation Authority.

Santa Cruz SRTP –Transportation Planner for completing a Short Range Transit Plan, (Ongoing) - Transportation planner responsible for preparing and conducting on-board surveys and alternate non-user survey methods. The final plan will provide short and long range recommendations for transit services operated by Santa Cruz METRO. The service area for METRO covers the County of Santa Cruz, and also includes providing services to students of UC Santa Cruz, in coordination with TAPS, the University Transportation and Parking Program. Study components include an origin and destination on board survey, identification of new markets, and public involvement activities in addition to the service and demographic analysis and development of recommendations. Other study components include a financial analysis of their capital and operating program and the development of a performance measurement and evaluation program.

41 Tehama Street Transportation Study, (2005) – Transportation planner for this project. Managed and prepared a transportation study on a proposed residential development located within the Rincon Hill Plan and Transbay Redevelopment Project Area Plan areas. Evaluated various transportation impact analyses including existing and a future year 2020 Cumulative conditions scenarios based on the SFCTA model. Analysis included additional processing steps based on the SFCTA Model (as described under the Rincon Hill Plan) due to the redistribution of traffic patterns from the new I-80 on- and off-ramp configurations and the closure of Beale Street under the bridge.

55 Laguna Transportation Study, (2006) – Transportation planner for this project. Wilbur Smith Associates conducted a transportation study of the residential, community-serving, and retail use project at 55 Laguna Street in San Francisco. The proposed project include the construction of 424 residential units, 10,000 square feet of community-serving space, and 3,200 square feet of retail space; the retention of the existing dental clinic, classrooms, and 25 parking spaces. As part of the project, 281 parking spaces would be developed for a total of 314 parking spaces.



Robert Betts

Transportation Planner/Engineer

Education

M.S., Civil Engineering,
M.C.R.P., City and
Regional Planning,
California Polytechnic State
University, San Luis
Obispo, CA, 2006

Thesis Topic: Maglev In Southern California:

Opportunities and
Constraints Associated with
a "Seamless" Airport
Decentralization System
and Regional Commuter
Rail System

B.S., Industrial Engineering,
University of Iowa, Iowa
City, Iowa, 2003

Years of Experience

Total Years: 2
WSA: 1

2007 – present
Wilbur Smith Associates
San Francisco, California

Areas of Specialization

Transportation: VISSIM,
HCS, Synchro, Sim Traffic,
CORSIM, TRAFVU
Other: AutoCAD, ArcView
GIS, SketchUp, Adobe
(Illustrator, InDesign,
Photoshop), SAS, SPSS,
Microsoft (Excel, Word,
Visio, Powerpoint, Visual
Basic, Outlook)

Mr. Betts is a transportation planner with experience in transportation and land use planning, with a focus in transit planning. He recently completed a Joint Master's Degree program at California Polytechnic State University in San Luis Obispo studying Civil Engineering and City and Regional Planning. Along with his firm understanding of the transportation and land use connection, Mr. Betts is well equipped with computer-based analytical planning tools such as GIS (Geographic Information Systems) and a variety of micro-simulation transportation modeling applications.

Mr. Betts has worked with Bay Area communities in identifying transportation solutions that target the various demographics and the ever-changing populations in the region. Recent projects have identified transportation solutions for rural communities, elderly populations, and campus settings that tend to have specific needs that differ from the traditional commuting population. As part of these projects, Mr. Betts facilitated and participated in a number of community outreach efforts including focus groups, public open houses, intercept surveys, and online surveys.

Santa Cruz SRTP, (Ongoing) – Mr. Betts is working with the Santa Cruz METRO to develop a short range transit plan that will provide recommendations for future transit services in Santa Cruz County. Mr. Betts is currently coordinating the initial tasks of the project including the origin and destination on board survey, non-user survey, and public involvement activities as well as the service and demographic analysis and current performance analysis. Future study components include a financial analysis of their capital and operating program and the development of a performance measurement and evaluation program.

Monterey BRT, (Ongoing) – The Monterey Salinas Transit (MST) in Monterey, CA has selected Wilbur Smith Associates to perform a Monterey Bay Bus Rapid Transit (BRT) Study. This study will advance the implementation of BRT principles in the Monterey Bay area by establishing a preliminary vision for a regional plan for BRT service. WSA will provide a conceptual regional perspective regarding the potential inclusion of Bus Rapid Transit (BRT) planning into the various alternative transportation services under consideration by the regional and state agencies. Mr. Betts has been working with the client to identify the preferred corridor for BRT service in both Monterey and Santa Cruz and then evaluating different attributes of the system that are most appropriate for service within these corridors. The final product will allow these communities to apply for federal Very Small Starts funding for implementation of BRT.

West Berkeley Circulation Master Plan, (Ongoing) – Mr. Betts is working with the City of Berkeley to develop a circulation master plan to address the continuously changing land use patterns in the western portion of the city. Mr. Betts is the deputy project manager on the project that will provide the City with a complete multimodal assessment of current and future conditions.

WORK EXPERIENCE – IBI Group

Northern Napa Valley Transportation Study, Napa County, CA -- Mr. Betts analyzed the demographic trends in Northern Napa Valley to assess the future transit needs for this portion of the County. The existing and predicted travel patterns for the area allowed feasible solutions to be developed that will provide quality service for a dispersed, low density population.

City of Berkeley Downtown Area Plan, Berkeley, CA -- Mr. Betts provided planning and engineering services for the transportation element of the Downtown Area Specific Plan EIR in the City of Berkeley. The project looked at a rather diverse set of transportation options for an urban area of its size. Aside from the vehicular analysis, the multi-modal formula for Berkeley included Heavy Rail, Bus Rapid Transit, local fixed route, campus shuttle, bike, and pedestrian elements all within the downtown area. Innovative Transportation Demand Measures (TDM) and parking policies were also highlighted in the analysis.

Taxi Use for Paratransit Services in the Tri-Valley, Alameda County, CA -- Mr. Betts worked on this study for LAVTA's Tri-Valley service area examining the potential involvement of the local taxi industry in the accommodation and potential management of future demand. Mr. Betts's primary tasks included working on the future demand forecasting and GIS mapping.

North Coast Transit Plan, San Luis Obispo County, CA -- Mr. Betts worked on a series of transit plans for the communities of Los Osos, Cambria, Morro Bay, and Cayucos along the North Coast of San Luis Obispo County. The plans developed and updated these community's short range transit plans (SRTP) in an effort to strengthen the efficiency of the regional transit provider's service. Mr. Betts worked primarily on the GIS mapping, the existing conditions write-up, and the final recommendations piece of the plan.

Omnitrans Comprehensive Operations Analysis and Short Range Transit Plan, San Bernardino County, CA -- Mr. Betts worked on a team that analyzed fixed route and paratransit operations for Omnitrans in San Bernardino County. Mr. Betts's role on the team focused on updating the SRTP to reflect the suggested service changes and other performance measures since the development of the previous plan. He also played an active role in the community outreach effort that allowed the general public to express their questions and concerns through a series of public meetings.

MAGLEV System Design, Los Angeles/Riverside/San Bernardino County, CA -- Mr. Betts participated in the initial phase of the Systems Design project analyzing the use of magnetic levitation rail to decentralize airport operations in the Los Angeles area. This project builds off previous studies the IBI Group has completed for the Southern California Association of Governments (SCAG) as part of the Maglev Deployment Program. Mr. Betts's work has focused primarily on estimating ridership projections from historic air and rail data for Southern California.



RESOLUTION NO. -07

AUTHORIZING THE CITY MANAGER TO EXECUTE A PROFESSIONAL SERVICES CONTRACT WITH WILBUR SMITH ASSOCIATES IN AN AMOUNT NOT TO EXCEED \$60,000 TO PREPARE A COMMUNITY-BASED TRANSPORTATION PLAN FOR DOWNTOWN MARTINEZ

WHEREAS, the Metropolitan Transportation Commission has made grant funds available to the City of Martinez to develop a Community-Based Transportation Plan to assist in the planning of transportation improvements; and

WHEREAS, the outcome of the Community-Based Transportation Plan is to identify transportation needs, evaluate options for filling transportation gaps, and identifying solutions to address the needs; and

WHEREAS, staff issued a Request for Proposals and received three responses from eligible firms; and

WHEREAS, staff has recommended that the City select the proposal from Wilbur Smith Associates, based on its expertise in public outreach, consensus buildings, and transportation planning.

NOW, THEREFORE, BE IT RESOLVED that the City Council of the City of Martinez authorizes the City Manager to:

1. Enter into a professional services agreement with Wilbur Smith Associates in an amount not to exceed \$60,000; and
2. Sign a funding agreement with the Metropolitan Transportation Commission; and
3. Amend the City's Capital Improvement Program budget to include the expenditure of \$60,000 for this project.

* * * * *

I HEREBY CERTIFY that the foregoing is a true and correct copy of a resolution duly adopted by the City Council of the City of Martinez at a Regular Meeting of said Council held on the 3rd day of October, 2007, by the following vote:

AYES:
NOES:
ABSENT:

RICHARD G. HERNANDEZ, CITY CLERK
CITY OF MARTINEZ

AGREEMENT FOR CONSULTANT SERVICES

THIS AGREEMENT, made and entered into this 5th day of September, 2007, by and between the CITY OF MARTINEZ, hereinafter referred to as CITY, and WILBUR SMITH ASSOCIATES, hereinafter referred to as CONSULTANT whose address is 201 Mission Street, Suite 1450 San Francisco, CA 94105. CITY and CONSULTANT hereby agree as follows:

SPECIFIC PROVISIONS

1. DESCRIPTION OF PROJECT

This Project consists of: Preparation of a Community-Based Transportation Plan for Downtown Martinez.

2. SCOPE OF SERVICES BY CONSULTANT

The CONSULTANT will work under the supervision of the Deputy Community Development Director in preparing and presenting a community-based transportation plan for downtown Martinez. Specifically the CONSULTANT will provide the following:

- a. Task 1: Project Initiation and Management
- b. Task 2: Background Report
- c. Task 3: Develop Community Outreach Strategy
- d. Task 4: Conduct Community Outreach
- e. Task 5: Feasibility Analysis of Proposed Solutions
- f. Task 6: Draft Plan
- g. Task 7: Final Plan

as stated in the proposal dated July 6, 2007, incorporated herein by reference and attached as Exhibit "F".

3. SCOPE OF SERVICES TO BE PROVIDED BY CITY

- a. Review and approval of schedule and budget.
- b. Assist in identifying community stakeholders.
- c. Provision of past studies, reports, and documents.
- d. Staff technical and logistic support for community meetings.
- e. Access to Geographic Information Systems data.
- f. Project oversight and review of all written reports and deliverables.

4. PAYMENT

a. Compensation

The total cost for services provided by CONSULTANT shall not exceed

\$ 59,950.00 .

City agrees to pay CONSULTANT for the services specified in paragraph 2 as follows:

b. Time of Payment

Provided CONSULTANT is not otherwise in default under this Agreement, CONSULTANT shall be compensated monthly in arrears based upon the time spent during the previous month for which an itemized invoice shall be submitted. CITY agrees to pay CONSULTANT within thirty (30) days of receipt of monthly invoices.

5. TIME OF COMPLETION

- a. The CONSULTANT shall commence work upon receipt of written direction to proceed from the CITY.
- b. The CONSULTANT shall perform the work described in paragraph 2 in accordance with the following schedule:

Service	Completion Date
<u>Community-Based Transportation Plan</u>	<u>1 year from commencement</u>

6. CONSULTANT and the CITY agree the schedule in Paragraph 5 above represents their best estimates with respect to completion dates and both CONSULTANT and CITY acknowledge that departures from the schedule may occur. Therefore, both CONSULTANT and CITY will use reasonable efforts to notify one another of changes to the schedule.

7. CONSULTANT shall not be responsible for performance delays caused by others, or delays beyond CONSULTANT's control, and such delays shall extend the times for performance of the work by CONSULTANT.

* * *

GENERAL PROVISIONS

1. The status of CONSULTANT is that of independent contractor operating having control of his work and the manner in which it is performed. CONSULTANT is not considered to be an officer, an employee, or an agent of CITY. CONSULTANT is not an agent of the CITY, and the CITY retains all rights of approval and discretion with respect to the undertakings contemplated by this Agreement.

2. The CONSULTANT agrees that he/she/it has not employed or retained any company or person, other than a bona fide employee working solely for the CONSULTANT, to solicit or secure this Agreement, and that he/she/it has not paid or agreed to pay any company or person, other than a bona fide employee working solely for the CONSULTANT, any fee, commission, percentage, brokerage fee, gifts, or any other considerations, contingent upon or resulting from the award or making of this Agreement. For breach or violation of this warranty, the CITY shall have the right to annul and cancel this Agreement without liability of any sort and/or, in its discretion, to deduct from the contract price or consideration, or otherwise recover the full amount of such fee, commission, percentage, brokerage fee, gift, or contingent fee.

3. All reports, drawings, calculations, plans, specifications, and other documents prepared or obtained pursuant to the terms of this Agreement shall be endorsed by CONSULTANT and delivered to and become the property of and/or all rights assigned to the CITY. In addition, data prepared or obtained under this Contract shall be made available, upon request, to the CITY. CONSULTANT shall prepare check prints as needed. The foregoing notwithstanding, said documents, plans, etc., are site specific for the subject project and shall not be used for any other work without the consent of CONSULTANT.

4. CONSULTANT shall provide properly skilled professional and technical personnel to perform all services under this contract. The CONSULTANT shall not engage the services of any person or persons now employed by the CITY, except with the written permission of the CITY. Except as otherwise herein provided, the CONSULTANT shall not assign or sublet any portion of the services to be performed under this Agreement without the prior written consent of the CITY. In the event that the CITY, in writing, approves any assignment or subletting of this Agreement or the retention of subconsultants by CONSULTANT, the CONSULTANT shall provide to the CITY copies of each and every subconsultant contract prior to the execution thereof by the CONSULTANT and subconsultant.

5. In the event CONSULTANT will perform inspection services, CITY or authorized representatives of the CITY shall have the right to inspect the work of such services whenever such representatives may deem such inspection to be desirable or necessary. Inspections by the CITY do not in any way relieve or minimize the responsibility of CONSULTANT to conduct the inspections CONSULTANT has expressly agreed to perform pursuant to this agreement. CONSULTANT shall be solely liable for said inspections performed by CONSULTANT. CONSULTANT shall certify in writing to the CITY as to the completeness

and acceptability of each inspection of improvement or construction which CONSULTANT agrees to inspect hereunder.

6. CONSULTANT shall function as technical representative of CITY, and all of his/her/its activities under this Agreement shall be performed to the full satisfaction and approval of the CITY Engineer. CONSULTANT and his sub-consultants shall keep and maintain full and complete documentation and accounting records, including all records, employees' time sheets, and correspondence pertaining to the Project, and make such documents and records available for review and/or audit evaluation by representative of CITY at all reasonable times during the contract period and for at least four (4) years from the date of final payment hereunder and upon request (copies of pertinent reports and correspondence shall be furnished for the files of CITY).

7. CONSULTANT and CONSULTANT'S work and work product shall comply with all Federal, State and Local laws, statutes, ordinances, rules and regulations, and the orders and decrees of any courts or administrative bodies or tribunals in any manner affecting the performance of this Agreement, including without limitation laws requiring licensing and non-discrimination in employment because of race, creed, color, sex, age, marital status, physical or mental disability, national origin or other prohibited bases.

8. All changes and/or extra work shall be performed and paid for in accordance with the following:

a. Only the CITY Community Development Director or CITY Council may authorize extra and/or changed work. CONSULTANT expressly recognizes that other CITY personnel are without authorization to either order extra and/or changed work or waive contract requirements. Failure of CONSULTANT to secure the Council's or CITY Community Development Director 's authorization for such extra and/or changed work shall constitute a waiver of any and all right to adjustment in contract price due to such unauthorized work and CONSULTANT thereafter shall be entitled to no compensation whatsoever for performance of such work.

b. If the CONSULTANT is of the opinion that any work s/he has been directed to perform is beyond the scope of this Agreement and constitutes extra work, s/he shall promptly notify the CITY of the fact. The CITY shall make a determination as to whether or not such work is, in fact, beyond the scope of this Agreement and constitutes extra work. In the event that the CITY determines that such work does constitute extra work, it shall provide extra compensation to the CONSULTANT on a fair and equitable basis. A Supplemental Agreement providing for such compensation for extra work shall be negotiated between the CITY and the CONSULTANT. Such Supplemental Agreement shall be executed by the CONSULTANT and be approved by the CITY Manager or CITY Community Development Director.

c. In the event CITY determines that such work does not constitute extra work, CONSULTANT shall not be paid extra compensation above that provided herein and if such determination is made by CITY staff, said determination may be appealed to the CITY Council as long as a written appeal is submitted to the CITY Manager within

five (5) days after the staff's determination is received by the CONSULTANT. Said written appeal shall include a description of each and every ground upon which CONSULTANT challenges the staff's determination. The CITY Council's decision shall be final.

9. CITY has relied upon the professional ability and training of CONSULTANT as a material inducement to enter into this Agreement. CONSULTANT shall perform in accordance with generally accepted professional practices and standards as well as the requirements of applicable federal, state and local laws, it being understood that acceptance of CONSULTANT'S work by CITY shall not operate as a waiver or release. CONSULTANT represents and warrants to CITY that (a) it has all licenses, permits, qualifications, insurance and approvals of whatever nature which are legally required for CONSULTANT to practice its profession, and (b) it shall, at its sole cost, keep in effect or obtain at all times during the term of this Agreement any licenses, permits, insurance and approvals which are legally required for CONSULTANT to practice its profession. CONSULTANT shall indemnify and hold harmless the CITY from and against any and all claims or expenses caused or occasioned directly or indirectly by CONSULTANT'S failure to so perform.

10. CONSULTANT assumes all responsibility for damages of property or injury or death to persons caused by negligent performance, errors or omissions of CONSULTANT, his agents or employees, or any equipment furnished under the Agreement or used by CONSULTANT, his/her agents and employees. To the extent permitted by law, CONSULTANT shall indemnify, hold harmless, release and defend CITY, its officers, employees and agents from and against any and all actions, claims, demands, damages, disability, losses, failure to comply with any current or prospective laws, and expenses including attorney's fees and other defense costs or liabilities of any nature that may be asserted by any person or entity including CONSULTANT arising out of, pertaining to or relating to, directly or indirectly, in whole or in part, the negligence, recklessness or willful misconduct of CONSULTANT, any subconsultant, anyone directly or indirectly employed by them, or anyone that they control. CITY agrees to provide CONSULTANT with reasonable notification of legal claims and/or lawsuits which CITY may receive and which CITY will request indemnification in under this paragraph.

This indemnification obligation is not limited in any way by any limitation on the amount or type of damages or compensation payable by or for CONSULTANT under Workers' compensation, disability or other employee benefit acts, acceptance of insurance certificates required under this Agreement, or the terms, applicability or limitations of any insurance held by CONSULTANT.

11. Without limiting CONSULTANT'S indemnification provided hereunder, CONSULTANT shall take out and maintain at all times during the life of this contract, up to the date of acceptance of the work by the CITY, the following policies of insurance with insurers with a Best rating of no less than A:X111:

a. Workers' Compensation insurance to cover its employees, and the CONSULTANT shall require all subconsultants similarly to provide Workers'

Compensation insurance as required by the Labor Code of the State of California for all of the subconsultant's employees. All Workers' Compensation policies shall be endorsed with the provision that it will not be canceled without first giving thirty (30) days prior notice to the CITY.

In the event any class of employees engaged in hazardous work under this Contract is not protected under Workers' Compensation Statutes, the CONSULTANT shall provide, and shall cause all subconsultants to provide, adequate and suitable insurance for the protection of its employees not otherwise protected. Such policy must be acceptable to CITY and shall provide that it will not be canceled without first giving thirty (30) days notice to CITY.

CONSULTANT'S Worker's Compensation insurance shall include the following language: "All rights of subrogation are hereby waived against the CITY, its officers and employees when acting within the scope of their appointment or employment."

b. Commercial general liability insurance including personal injury and property damage insurance for all activities of the CONSULTANT and its subconsultants arising out of or in connection with this contract, written on a commercial general liability form including, but not limited to, Broad Form Property Damage, blanket contractual, completed operations, cross liability, X, C, U hazards, subcontractors named as additional insureds (inapplicable if no subcontractors or subconsultants), vehicle coverage, products liability and employers non-ownership liability coverage in an amount no less than \$1 million dollars combined, single limit personal injury and property damage for each occurrence. The completed operations and product liability insurance shall continue for not less than 365 days following acceptance of the work by CITY. Each such policy shall be endorsed with the following language:

(1) The CITY OF MARTINEZ is named as an additional insured for all liability arising out of the operations by or on behalf of the named insured, and this policy protects the additional insured, its officers, agents and employees against liability for personal and bodily injuries, deaths or property damage or destruction arising in any respect, directly or indirectly, in the performance of the contract.

(2) The inclusion of more than one insured shall not operate to impair the rights of one insured against another insured, and the coverages afforded shall apply as though separate policies had been issued to each insured.

(3) The insurance provided herein is primary and no insurance held or owned by the CITY of MARTINEZ shall be called upon to contribute to a loss.

(4) The coverage provided by this policy shall not be canceled without thirty (30) days prior written notice given to the CITY of MARTINEZ.

(5) This policy does not exclude explosion, collapse, underground excavation hazards or removal of lateral support.

c. Professional liability, errors and omissions insurance in an amount not less than \$1 million dollars. The professional liability insurance policy shall be endorsed with a provision stating that it may not be canceled without first giving thirty (30) days prior written notice to the CITY. The professional liability policy shall be written on an occurrence policy basis to cover any professional liability, errors or omissions made during the term of the policy. In the event CONSULTANT'S policy is a "claims made" policy only covering those claims made during the policy period, then CONSULTANT agrees to maintain the professional liability insurance required hereunder and with respect to this project in effect for at least three (3) years after acceptance of the work.

(1) SUB-CONSULTANTS providing professional services under this agreement shall be added to CONSULTANT'S policy as additional insured, or shall provide evidence of their own professional liability insurance which is acceptable to the CITY Attorney.

d. CONSULTANT shall submit to CITY documentation evidencing its required insurance signed by the insurance agent and companies named on the CITY OF MARTINEZ form, copies of which are attached as Exhibit "A", "B", "C", "D", and "E". Any deductible or self-insured retentions must be declared to and approved by CITY. At the option of CITY insurer shall reduce or eliminate such deductible or self-insured retention as respects CITY, its officers and employees or CONSULTANT shall procure a bond guaranteeing payment of losses and related investigation, claims, administration and defense expenses.

12. The CITY shall furnish the CONSULTANT, to the extent that they are available, CITY standards, details, specifications, and regulations applying to the Project and other such information which may be helpful to the CONSULTANT in performance of its service. Any and all additional data necessary for design work shall be the responsibility of the CONSULTANT.

13. The CITY may, in its sole and unfettered discretion and without cause, terminate this Agreement at any time prior to completion by CONSULTANT of the services required. Notice of termination of this Agreement shall be given in writing to CONSULTANT, and shall be sufficient and complete when same is deposited in the United States mail postage prepaid and certified, addressed as set forth in paragraph 18 of this Agreement. The Agreement shall be terminated upon receipt of the Notice of Termination by CONSULTANT. If CITY should terminate this Agreement, the CONSULTANT shall be compensated for all work satisfactorily performed prior to time of receipt of termination notice, and shall be compensated for materials ordered by the CONSULTANT or his employees, or services of others ordered by the CONSULTANT or his employees prior to receipt of notice of termination whether or not such materials or final instruments of services of others have actually been delivered, provided that the CONSULTANT or its employees are not able to cancel such orders for materials or services of others. Compensation for the CONSULTANT in the event of termination shall be determined by the CITY Community Development Director in accordance with the percentage of project

completed and agreed to by the CONSULTANT. In the event that this Agreement is terminated pursuant to this Paragraph, CONSULTANT shall not be entitled to any additional compensation over that provided herein; nor shall CONSULTANT be entitled to payment for any alleged damages or injuries (including lost opportunity damages) purportedly caused by the termination of this Agreement by the CITY pursuant hereto. CONSULTANT may terminate this Agreement upon thirty (30) days written notice to the CITY only for good cause. CONSULTANT's written notice of termination shall contain a full explanation of the facts and circumstances constituting good cause. In the event of termination, all notes, sketches, computations, drawings and specifications, or other data, whether complete or not, produced through the time of the CITY's last payment shall be relinquished to the CITY. The CITY may, at its own expense, make copies or extract information from any such notes, sketches, computations, drawings, and specifications, or other data whether complete or not.

14. Should the CONSULTANT fail to perform any of its obligations hereunder, within the time and in the manner provided or otherwise violate any of the terms of this Agreement, the CITY may terminate this Agreement by giving written notice of such termination, stating the reasons for such termination in such event. CONSULTANT shall be compensated as above, provided, however, there shall be deducted from such amount the amount of damage if any, sustained by CITY by virtue of the CONSULTANT'S breach of this Agreement.

15. This Agreement shall inure to the benefit of, and be binding upon, the successors in interest, legal representatives, trustees, and permitted assigns of either party.

16. This writing is intended both as the final expression of the Agreement between the parties hereto with respect to included terms and a complete and exclusive statement of the terms of the Agreement, pursuant to Code of Civil Procedure, section 1856. No modification hereof shall be effective unless and until such modification is evidenced by a writing signed by all parties to this Agreement.

17. Each party to this Agreement undertakes the obligation that the other's expectation of receiving due performance will not be impaired. When reasonable grounds for insecurity arise with respect to the performance of either party, the other may in writing demand adequate assurance of due performance and until such assurance is received may, if commercially reasonable, suspend any performance for which the agreed return has not been received. After receipt of a demand for assurance, either party's failure to provide within a reasonable time but not exceeding thirty (30) days, such assurance of due performance as is adequate under the circumstances is a repudiation of this Agreement by that party. Acceptance of any improper delivery of service or payment does not prejudice the aggrieved party's right to demand adequate assurance of future performance.

18. All notices permitted or required hereunder shall be addressed as follows:

If to the CITY:

Community Development Director

City of Martinez
525 Henrietta Street
Martinez CA 94553

If to the CONSULTANT:

Wilbur Smith Associates
201 Mission Street, Suite 1450
San Francisco, CA 94105
(415) 495-6201

19. This Agreement shall be construed in accordance with the law of the State of California. Venue shall be in the County of Contra Costa.

20. CONSULTANT shall provide assistance as necessary to resolve any questions on conflicts between plans and specifications prepared by CONSULTANT pursuant to this Agreement that may arise during the period of advertising for bids and shall issue any necessary addenda to the plans and specifications as requested. In the event CONSULTANT is of the opinion that CITY'S requests for addenda and assistance is outside the scope of normal services, the parties shall proceed in accordance with the provision of section 8 hereof.

21. In the event either party to this Agreement brings an action to enforce or interpret this Agreement, the prevailing party in such action shall be entitled to attorney's and witness fees as well as other costs.

22. In the event any portion of the consideration to be paid to the CONSULTANT is derived from federal sources, the following provisions shall apply:

a. The CONSULTANT will comply with the regulations of the Department of Transportation relative to nondiscrimination in Federally-assisted programs of the Department of Transportation (Title 49 Code of Federal Regulations, Part 21, hereinafter referred to as the Regulations), which are herein incorporated by reference and made a part of this Contract.

b. The CONSULTANT with regard to the work performed by him after award and prior to completion of the contract work, will not discriminate on the grounds of race, color, sex, or national origin in the selection and retention of subconsultants, including procurements of materials and leases of equipment. The CONSULTANT will not participate either directly or indirectly in the discrimination prohibited by Section 21.5 of the Regulations including employment practices when the contract covers a program set forth in Appendix B of the Regulations.

c. In all solicitations either by competitive bidding or negotiation made by the CONSULTANT for work to be performed under a subcontract, including procurement of materials or equipment, each potential subconsultant or supplier shall be

notified by the CONSULTANT of the CONSULTANT'S obligations under this Contract and the Regulations relative to nondiscrimination on the grounds of race, color, sex, or national origin.

d. The CONSULTANT will provide all information and reports required by the Regulations or orders, and instructions issued pursuant thereto, and will permit access to its books, records, accounts, other sources of information, and its facilities as may be determined by the CITY to be pertinent to ascertain compliance with such Regulations, orders, and instructions. Where any information required of the CONSULTANT is in the exclusive possession of another who fails or refuses to furnish this information, the CONSULTANT shall so certify to the CITY as appropriate, and shall set forth what efforts he has made to obtain the information.

e. In the event of the CONSULTANT'S noncompliance with the nondiscrimination provisions of this contract, the CITY shall impose such contract sanctions as it or the Federal Highway Administration may determine to be appropriate, including but not limited to:

(1) Withholding of payments to the CONSULTANT under the contract until the CONSULTANT complies;

(2) Cancellation, termination, or suspension of the contract, in whole or in part.

f. The CONSULTANT will include the provisions of paragraph "a" through "e" in every subcontract, including procurements of materials and leases of equipment, unless exempt by Regulations, order, or instructions issued pursuant thereto. The CONSULTANT will take such action with respect to any Regulations, order, or instructions issued pursuant thereto. The CONSULTANT will take such action with respect to any subcontract or procurement as the CITY or its representative may direct as a means of enforcing such provisions, including sanctions for non-compliance. Provided, however, that in the event CONSULTANT becomes involved in, or is threatened with, litigation with a subconsultant or supplier as a result of such direction, the CONSULTANT may request the CITY to enter such litigation to protect the interest of the CITY, and, in addition, the CONSULTANT may request the United States to enter into such litigation to protect the interests of the United States.

Provisions of Subparagraph "f" shall not apply if CONSULTANT completed all the work covered by this contract without any subcontractor or subconsultant.

23. Time is of the essence in the completion of the work tasks assigned to CONSULTANT in each Task Order.

* * *

IN WITNESS WHEREOF, the parties hereby have executed this Agreement on the day first above written in the CITY of MARTINEZ, California.

CITY OF MARTINEZ
A Municipal Corporation

By: _____
City Manager Date

By: _____
Wilbur Smith Associates Date

APPROVED AS TO FORM:

By:
CITY ATTORNEY

Attach: Exhibits "A-F"