



PROPOSAL FOR THE CITY OF SAN PABLO

BICYCLE AND PEDESTRIAN MASTER PLAN/FEASIBILITY STUDY

May 26, 2016

PREPARED BY:
Alta Planning + Design



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Alta Planning + Design

Alta's mission is to create active communities.

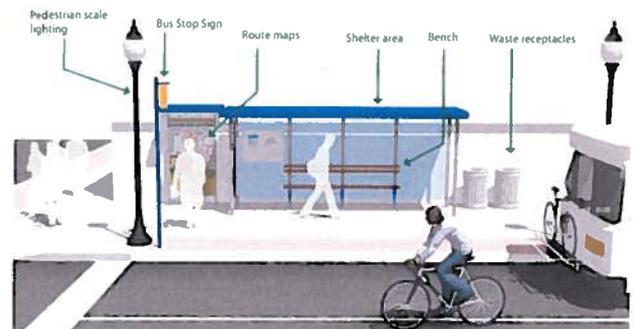
Alta Planning + Design is North America's leading multi-modal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, park, and trail corridors and systems. We are committed to transforming communities, one trip at a time, one step at a time, and one street, intersection, and park at a time.

BICYCLE AND PEDESTRIAN TRANSPORTATION PLANNING

Our approach to transportation planning integrates expert planning, design, economics, and land use to create opportunities for people to choose bicycling and walking for recreation and transportation. Our experience includes more than 800 bicycle and pedestrian master plans nationwide, including Bay Area communities and cities such as Walnut Creek, Lafayette, Orinda, Berkeley, Union City, Fremont, and others. Our planning process includes conducting extensive field work on bicycle and on foot, engaging residents and stakeholders through walking and bicycling tours, and documenting existing conditions and needs through easily-readable maps, photographs, and narrative discussion. Other key tasks include developing short- and long-term project and program recommendations, identifying traditional and innovative funding strategies, preparing development code language to leverage improvements through new development, and developing implementation plans to clearly map investment priorities.

COMMUNITY OUTREACH

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



Philosophy and Experience Providing Consulting Services

Alta Planning + Design has experience managing similar contracts and understands the complexities associated with these types of active transportation projects.

We have worked widely throughout the Bay Area. We are familiar with the geology, natural landscape, and development patterns in San Pablo and will be able to assist the City immediately with the development and completion of the Bicycle and Pedestrian Master Plan project. Our understanding of public spaces, the connections people form to them, and the identity they provide to the community informs our work so that each plan we lead encompasses the unique characteristics of its location. We also draw from our own active involvement in the community and use of public spaces and amenities to see that recommended infrastructure improvements are functional and add to the vibrancy of the community. Finally, our broad knowledge of the technical aspects of the design profession allow us to provide first-rate deliverables, even on aggressive schedules.

Our specific approach to consultant/client relationships involves close client communication, frequent collaboration during project development, and management of efficient delegation of tasks.

ORIGINAL, CREATIVE, AND PRACTICAL DESIGNS

Our work includes all stages of planning, design, engineering, and implementation, and the team leaders bring many years of experience implementing transportation and managing community outreach and environmental concerns. We take special pride in our ability to generate effective and realistic designs that can reflect, motivate, and inspire movement towards a more beautiful, sustainable public realm.

SOUND AND EXPERIENCED APPROACH

Alta's key staff outlined in this proposal have experience with similar environments; years of planning and design experience; and are skilled at understanding each unique planning environment and how to provide improvements while respecting local context.

CAREFUL PROJECT PLANNING

Effective project management requires careful definition of tasks, responsibilities, and products so that each team member has a shared understanding of each piece of the project. We begin with a thorough understanding of the project context and issues, the client's goals and objectives, and each specific task and product. At project initiation, we will refine the scope, schedule and budget into a detailed work plan addressing all tasks to be completed, deliverables, project schedule, and project budget.

AN EFFICIENT, COLLABORATIVE PROCESS

The Alta team will help create and deliver a collaborative effort between City staff and key project stakeholders. We take special pride in our ability to generate effective and informative collaborative relationships with our clients and project partners.

QUALITY MANAGEMENT

Producing a high-quality project that meets the City's needs, schedule and budget requires an understanding of the concerns of the city and other stakeholders. As a result, effective project management requires communication skills that facilitate a common expectation of project outcome. Alta applies quality management using a number of tools to ensure a successful project.

COMMUNICATE EFFECTIVELY WITH STRONG PROJECT MANAGEMENT

- » **Regular Team Calls.** Alta believes in good coordination and communication with our clients. Technology is not a substitute for open and regular communication. Throughout the project, Alta will host weekly, bi-weekly, or monthly coordination calls to keep the project moving on schedule and budget.
- » **Monthly Progress Reports.** We will produce monthly progress reports that summarize tasks completed, and outline tasks to be completed over the next 30 days.
- » **Working Sessions: Actively Collaborate with the City Staff and Project Partners.** Good communication includes great collaboration. Alta will work closely with staff to develop feasible projects on time and on budget.
- » **Meeting Summaries and Action Items.** Alta will produce detailed meeting summaries covering the discussion items and will include

a list of follow-up tasks and the responsible party for each task in a Status of Open Items (SOI) format.

QUALITY ASSURANCE/QUALITY CONTROL

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

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

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

- » Work is performed by qualified personnel.
- » The necessary information is documented, checked, transmitted and reviewed for completeness
- » Documents will be reviewed by staff technical writers for accuracy

- » Products are reviewed by staff not directly involved in the project to provide a fresh perspective and insight

TIME AND BUDGET MANAGEMENT

Alta project managers use Deltek Vision software to manage the complete lifecycle of a project. Our 29 offices across the US and Canada are able to track and manage staff time commitments and project progress with streamlined collaboration and information sharing across a distributed project team.

All time commitments, project costs, and fees are captured in real time for accurate and complete client budgeting and billing. Project cost control can also be attributed to:

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

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



Alta brings innovation to each project to improve communities while being mindful of local, state, and federal requirements. Our transportation planning and design skills offer a perspective that goes beyond the standard - we consider public transit, bicycle, and pedestrian needs in conceptual and design plans. Our experience is fully rooted in the fundamentals of traditional transportation principles.



B. WORK PROGRAM AND PROJECT SCHEDULE

Project Understanding

Alta understands that the City of San Pablo is undertaking development of a Bicycle and Pedestrian Master Plan to help the City identify and leverage funding for investment in bicycling and walking infrastructure. A small city of almost 30,000, entirely surrounded by its larger neighbor Richmond, San Pablo is largely a residential community that also hosts regionally significant institutions like Contra Costa College and the San Pablo-Lytton Casino. Just outside of City limits are numerous draws for active transportation, including Wildcat Canyon Regional Park and Point Pinole Regional Shoreline. As the City's first Bicycle and Pedestrian Master Plan, this plan document will position the City to capture available funding for walking & biking, improving health and quality of life for all of San Pablo's residents.

San Pablo has already conducted numerous planning efforts to improve health, quality of life, and opportunities for walking and biking, including the City's 2012 Climate Action Plan, and complete streets plans for 23rd Street, San Pablo Avenue, Rumrill Blvd, and 13th Street. This upcoming plan will leverage these previous planning efforts, stitching them together with their surrounding residential neighborhoods into a comprehensive vision and plan for a San Pablo that is safe and comfortable to walk and bike in for residents of all ages and abilities.

Alta will provide the City with the expertise needed to complete this project. We have developed more bicycle and pedestrian master plans in California than any other firm. Alta is currently leading the City of Concord Bicycle, Pedestrian, and Safe Routes to Transit Master Plan; other local projects include Bay Trail work in Pinole and Richmond,

the City of Berkeley Bicycle Master Plan, and the El Cerrito Bicycle and Pedestrian Circulation Plan. We provide San Pablo with a team based in the Bay Area, ensuring that we are available to the City and can staff public meetings and other events at a minimum cost.

Alta understands the unique and diverse character of San Pablo. An integral part of this plan process is to hear, understand, and serve the needs of San Pablo's diverse communities. A Bicycle and Pedestrian Master Plan must reflect the needs and desires of the community it is meant to serve. A plan that does not resonate with the community will be challenging to implement. Alta has a strong record of culturally-competent work in communities of all kinds across California, building consensus with communities and building plans that communities embrace as their own.

We recognize that the greatest value we can provide to San Pablo is the help the City leverage regional, state, and federal funding for new investments in bicycle and pedestrian infrastructure that benefit the City's residents. We combine the knowledge of planners, designers, and engineers to ensure that proposed bicycle and pedestrian projects are fundable and feasible. Alta also boasts a strong team of programmatic and Safe Routes to School experts, ensuring that any plan document for San Pablo has a strong focus on safety for school walking and bicycling trips. Alta has helped over a dozen cities successfully apply for Caltrans Active Transportation Program (ATP) grants.

Alta's approach to this plan is to provide a practical, accessible plan that identifies clear opportunities to increase walking and biking in San Pablo. The plan we produce will use clear and simple prose, maps,

and graphics that focus attention on the most important plan elements and decisions. We will start with the City's vision for the final Bicycle and Pedestrian Master Plan and work towards that vision so that plan working papers and other documents are useful and that we make efficient use of the City's resources.

Scope of Work

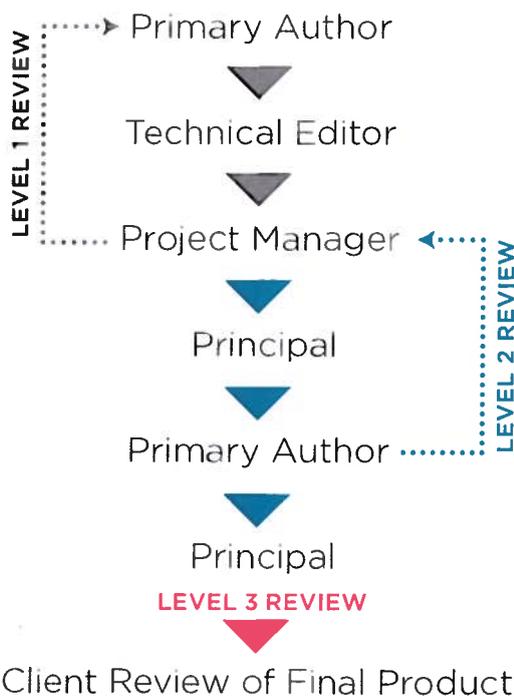
TASK 1. PROJECT MANAGEMENT & PROJECT STRATEGY

Task 1 will kick off the plan and define the strategy for the development of the Bicycle and Pedestrian Master Plan. We anticipate that the City will provide indication of the scope items it definitely wishes to pursue, those it wishes to discuss with stakeholders, and those it does not want to pursue before formally kicking off the project.

Task 1.1. Project Management

Throughout the project, there will be ongoing coordination between Alta's project manager and the City of San Pablo project manager - including email, phone, and written communication to keep the City up-to-date on Plan development.

In addition to the ongoing communication noted above, the Alta project manager will conduct bi-monthly calls to review progress, schedule, budget, and next steps. In addition to the bi-monthly calls, Alta will provide monthly project status reports



The Alta team employs a three-tier quality control system which will facilitate the highest level of QA/QC for the project.

that will include:

- Task deliverable status, budget spent, and budget remaining
- Schedule status
- Deliverables submitted
- Deliverables to be submitted in the next month

Alta will employ a three-tier quality control program including a detailed review of deliverables by the project manager, principal, and a copy editor prior to sending to the City.

Task 1.2. Kick-Off and Strategy Session

Alta will plan and facilitate a project kick-off meeting and stakeholder strategy session to clarify the project scope, background, and priorities. To make the most effective use of stakeholder and City staff time, we propose to conduct several activities prior to the project kick-off and strategy session to make the best use of stakeholder time. Pre-kick-off activities include:

- Development of a refined work plan based on City's feedback proposed tasks.
- Staff and stakeholder survey/data request. We will prepare a short on-line survey for City staff and stakeholder members that includes high level questions about their priorities. The survey will also provide a list of data and information requests to gather from their members. The answers to this survey will help define the agenda for the first meeting. It will also present an opportunity to pre-test questions that may be used for the community survey in Task 3.3.
- Gathering of existing plans, policies, and related documents. Alta will request from the City all plans and documents not already provided and review these documents prior to project kick-off.

The strategy session will involve the Technical Advisory Committee assembled by the City to define project objectives and critical action items for the project. Alta will provide a refined work plan for this meeting, based on City feedback on this scope. The strategy session agenda will include:

- Introductions
- Review of project schedule and milestones
- Facilitated discussion of project objectives
- Definition of action items throughout the project
- Agreement on TAC meeting schedule
- Review of the TAC survey responses and the draft Community Survey

In addition to the strategy session held with the stakeholder group, the Alta Project Manager will conduct a short meeting with the City Project Manager to confirm the scope of services (including

clarifying City decisions on proposed tasks), review communication protocols, review progress reporting and invoicing procedures, and transfer any information from City staff to Alta.

Deliverables:

- Bi-monthly client calls
- Monthly project status updates
- Refined work plan
- Prioritized list of activities and schedule for completion

TASK 2. COLLECT AND REVIEW EXISTING DATA/CONDITIONS

The foundation for a successful plan is an understanding of the extent and condition of the existing system. This task includes reviewing existing information and data on the bicycle and pedestrian transportation system in San Pablo.

Task 2.1. Inventory of Facilities, Data, Regulations and Programs

Alta will review San Pablo’s existing bicycle and pedestrian facilities and supporting infrastructure using data provided by the City. We will develop a data request for the City that includes:

- Pedestrian, bikeway, and trail inventory data provided by the City that covers sidewalks, crosswalks, and bikeways, including Americans with Disabilities Act (ADA) accessibility for pedestrian infrastructure.
- Roadway characteristic data provided by the City, County, or Caltrans staff (including number of travel lanes, roadway/travel lane width, speed limits/speed survey data, and traffic volume data (as available).
- Any detailed residential and commercial building density data available from the City.
- Demographic data (population, employment, and other information) from the Census, including from the American Community Survey.

Selective fieldwork will be conducted to verify critical elements of the City’s existing facilities in person, supported by a review of available aerial photography and/or Google StreetView.

Programs. The City will describe the extent of existing bicycle and pedestrian programs in the City, including the Safe Routes to Schools (SR2S) program, recreational programs and events run by the City, and any other efforts to encourage or educate residents of San Pablo on biking and walking safely.

Safety and Health Analysis. Alta will conduct an analysis of safety issues in San Pablo. The Alta team will screen the City’s roadway network and

intersections using the latest five years of bicycle and pedestrian collisions using the methodology and safety performance measures identified in the Highway Safety Manual (HSM). The Alta team will use the Statewide Integrated Traffic Records System (SWITRS) to investigate:

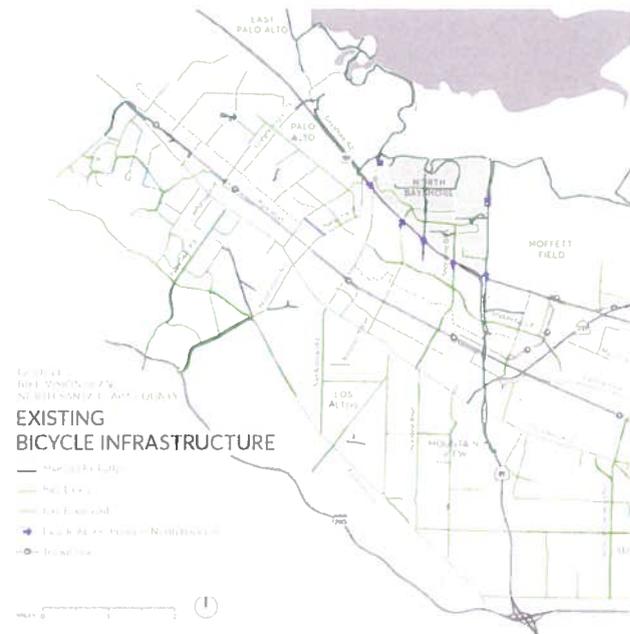
- Collision locations
- Primary collision factor
- Violation category
- Movement before collision
- Time categories (typical peak times, school arrival/dismissal)
- Demographics

Health Analysis. Alta will also examine available health data from the County Health Department and state sources to identify existing health challenges or concerns in San Pablo. These data will help identify opportunities to develop active transportation infrastructure and programs that may help improve health outcomes within San Pablo.

These elements will be summarized into a working paper for review by the City and stakeholder group that describes the current system and captures existing conditions. Alta will summarize needs and system gaps based on the review of existing infrastructure.

Deliverables

- Working Paper #1: Inventory of Facilities, Programs, and Existing Conditions



Alta developed a vision for a network of commuter bikeways throughout the northern part of Silicon Valley, providing access to the North Bayshore area of Mountain View.



As an optional task, Alta will conduct comprehensive review of existing facilities through field work.

Task 2.2. Comprehensive Field Work (Optional)

Optionally, Alta will conduct a more comprehensive review of existing facilities using field work, focused on the City's pedestrian network. This will supplement existing data and identify issues not described in the data. The baseline pedestrian inventory will validate the presence or absence of pedestrian space, describe the typologies of pedestrian space (sidewalk, shoulder, pathway, etc.), confirm ADA accessibility, and rate primary pedestrian infrastructure for walkability. It will not examine local residential streets, but will focus on commercial corridors and community connections. It will also identify pedestrian crossing locations and types.

The field work will quickly confirm the existing bicycle inventory, including bike network typologies (bike lane, bike route, or bike path) and roadway characteristics (speed limit).

Our field work will:

- Confirm existing facilities
- Review challenge areas
- Identify opportunities for improvements

Deliverables

- Supplement/addition to Working Paper #2

TASK 3. PUBLIC OUTREACH

As the City of San Pablo considers modifications to its physical infrastructure, it is critical to involve citizens and stakeholders in the process. Early and sustained involvement helps make a successful project, but drawn out schedules can sap the interest of all but most the serious advocates. In our experience, successful engagement requires:

- Tangible projects, project concepts, or well-defined policy questions that can elicit meaningful input
- Defined, fun exercises that engage the public
- Limited timeframes for participation
- Multiple methods of interaction so participants can stay for as much or little time as they like

Task 3.1. Technical Advisory Committee Meetings

Alta will work with the City's appointed Technical Advisory Committee (TAC) throughout the project. We recognize that TAC members are busy and have multiple competing priorities for their time. It is important to give them clear, concise information and to use their time to address the most important decisions for the plan and its products. To make the most efficient use of the TAC's collective time, we will:

- Pre-survey the committee members to identify their areas of interest and concern.
- A week in advance of each meeting, provide an agenda and a short summary of the questions to be answered or advice provided at the meeting. Review materials will include only the most relevant information, with technical documents provided to participants with more interest.
- Within a week of the meeting, provide minutes to the members that specify decisions made and action items identified.

Alta will conduct TAC meetings using a variety of exercises and techniques to quickly elicit input and engage with groups. These may include small group exercises, map exercises, walking/biking tours, polling, and other methods that are effective at ensuring that everyone participates. We recommend

the following three TAC meetings be conducted as part of the core effort:

- Kick-Off/Strategy Session
 - » Facilitated discussion of priorities for TAC members
- Define Options
 - » Review of Needs Assessment and feedback for development of recommendations
- Review/Endorse Plan
 - » Review and endorsement of the Draft Plan document

We anticipate that the City or TAC members will provide facilities and any refreshments.

Task 3.2. Public Workshops

As with the stakeholder meeting, we believe in the efficient and effective use of public time. We anticipate that public workshops will be used sparingly in the project and focused on tangible products that require public engagement. At a minimum, we anticipate two workshops:

- The first workshops will present initial findings in Tasks 2, 4, and 5. The workshop will focus on setting the context for walking and biking in San Pablo and soliciting comments, feelings, priorities, and community attitudes. The feedback received will help craft the Vision, Goals and Objectives for the Final Plan.
- The second workshop will present draft recommendations for walking and biking infrastructure projects and programs.

Alta will develop materials to advertise each public meeting - flyers, email blast, and notice on project

website. Alta will develop draft agenda, presentation materials, maps, methods to gather input, and summary notes. The City of San Pablo will secure the meeting location and distribute noticing.

We anticipate holding the public workshop as a modified open house to enable easy participation by City residents. Rather than running through a presentation, we recommend a set of stations that present a variety of methods for gathering input, including:

- Tabletop stations with maps and other information that participants can sit at to react to or 'design' the future of bicycle and pedestrian infrastructure in San Pablo
- Surveys (based on the community survey)
- Informal voting exercises that allow participants to quickly react to proposed concepts
- Comment forms for more free-form or open-ended comments

We will work with City staff to determine the venue that best reaches the broadest community, meets the project needs, and project schedule. Public workshops rarely draw significant attendance. We recommend considering other existing events that may draw residents (council meetings, community events, etc.), timing that makes it easy for both City staff (and other organizational representatives) and residents to attend (i.e., spanning the work day), activities for kids to make it easy for families to attend, and a clearly advertised goal that provides the public with a clear understanding of the value of attending.

Key workshop materials will be translated in both Spanish and Tagalog. Spanish and Tagalog



The Alta team recommends using a strategy that makes public participation easy and convenient, and that generates excitement about bicycling and walking.

translators will be on-hand for all public workshops. Alta recommends providing a 'kids station' at the public events that provides an opportunities for school aged children to participate directly in the activities at the open house. This station would be staffed and include coloring and other similar child-focused activities that allow them to contribute directly to the plan development, and provide a better opportunity for parents to interact with the workshop materials. We are not able to provide separate daycare, but will provide food at all public workshops.

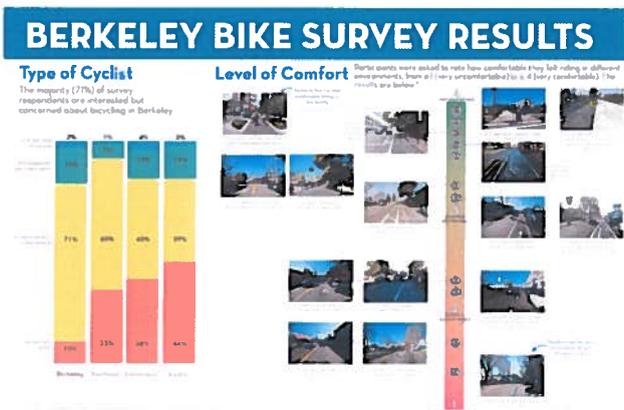
The Alta team will provide four staff members at the workshop, including staff fluent in Spanish and Tagalog.

Deliverables

- Announcement (in English, Spanish, and Tagalog) to be distributed by the City to advertise the public workshop.
- Agenda and plan for public workshop (in English, Spanish, and Tagalog)
- All workshop materials (in English, Spanish, and Tagalog) including exhibits/maps, pens, comment forms, etc.
- Workshop summary

Task 3.3. Community Survey

The City of San Pablo has identified a community survey as an important element to its strategy for a truly representative plan. The City also desires this survey to be compatible with use in elementary schools for Safe Routes to School (SRTS) data collection. As noted above, an initial survey of TAC members will help test the proposed questions and allow us to refine them. Survey questions should address the following topics:



The Alta team will prepare a community survey and meeting materials, including agendas, presentations, maps, and graphics in English, Spanish, and Tagalog. Additionally, Spanish and Tagalog translators will be on-hand for the public workshops.

MEJORES PRÁCTICAS DE VÍAS CICLISTAS

CAMINO COMPARTIDOS
Las caminos separados de la calle y compartidos con espacios peatonales y ciclistas para personas en silla de ruedas, patines, y a pie. Los caminos están físicamente separados de la calificación de vehículos.

VÍAS CICLISTAS SEPARADAS
Las vías de bicicletas separadas físicamente del espacio para andar en bicicleta y convertirse en espacio de ciclistas por un carril de bicicleta o carril de bicicletas. Estas vías de bicicletas están físicamente separadas de la calificación de vehículos y de los vehículos. Según la Asociación Nacional de Funcionarios del Transporte (NACTO), estas vías de bicicletas pueden ser de uno o dos carriles.

CARRILES DE BICICLETA SEGRÉGADOS
Los carriles de bicicletas segregados son carriles compartidos con un espacio designado, que crea una mejor separación entre los peatones en bicicleta y los otros usuarios de la vía.

VÍA CICLISTA
Una vía de ciclistas es un carril marcado exclusivamente para el uso de las personas que andan en bicicleta. Estos carriles pueden estar marcados al lado de la banqueta donde no se usará el espacio de la banqueta para el estacionamiento en la calle y reducir el estacionamiento en el pavimento.

SEÑALES DE CARRILES COMPARTIDOS (SHARROWS)
Una señal de carril compartido, también conocida como "puedes estar aquí", es una señal que indica que los carriles de carril compartido están permitidos para el uso de los carriles de carril compartido. Estas señales se colocan en los carriles de carril compartido para indicar a los conductores que los carriles de carril compartido están permitidos para el uso de los carriles de carril compartido. Estas señales se colocan en los carriles de carril compartido para indicar a los conductores que los carriles de carril compartido están permitidos para el uso de los carriles de carril compartido.

CICLO BULEVARES
Los carriles de bicicletas de "bici-bulevar" son vías de bicicletas que están diseñadas para permitir el uso de la bicicleta. Los carriles de bicicletas de "bici-bulevar" están diseñados para permitir el uso de la bicicleta. Los carriles de bicicletas de "bici-bulevar" están diseñados para permitir el uso de la bicicleta.

INTERSECCIONES AMIGABLES PARA LOS CICLISTAS
Las áreas en cruces de intersecciones indican el espacio designado para personas en bicicleta. Estas áreas se crean en las intersecciones de carril compartido y carril de carril compartido, incluyendo carriles de carril compartido y carril de carril compartido. Estas áreas se crean en las intersecciones de carril compartido y carril de carril compartido, incluyendo carriles de carril compartido y carril de carril compartido.



SAFE ROUTES TO SCHOOL
SantaClaraSR2S.org

Ano ang Ligtas na mga Ruta sa Paaralan (Safe Routes to School)?
Ang programang Ligtas na mga Ruta sa Paaralan ng Santa Clara (Santa Clara Safe Routes to School) ay humihikayat at nagbibigay ng kapangyarihan sa mga estudyante na pumunta sa paaralan sa pamamagitan ng paglalakad, pagbibisikleta, o transportasyon ng iba pang tao.

Paano kayo makikilahok?
Mga "Bus" ng Paglalakad sa Paaralan (Walking School Bus) - Paglahit ng mga magulang sa pangunguna sa "bus" ng mga naglalakad sa paaralan ayon sa isang takdang "ruta".
Mga Train ng Bisikleta (Bicycle Train) - Pagsama ng mga magulang sa mga grupo ng mga bata na pumapaglalakad sa paaralan sa pamamagitan ng pagbibisikleta.
Magbuntaryo sa mga espesyal na pagdiriwang - Paghug sa patuloy sa mga pagdiriwang gaya ng Linggo ng Pandaigdigang Pagbibisikleta at Paglalakad sa Paaralan (International Bike and Walk to School Week) rodon ng bisikleta at pagbibiyaha sa bisikleta.

Mga Pantulong sa Ligtas na Paglalakad at Pagbibisikleta sa Paaralan
Maglalakad sa mga banghata at daanang, lupang mayroon nito. Laramdang kumakabit ang trapiko hanggang walang banghata.
Magbansikleta sa direksiyon ng trapiko.
Tumungun sa magkaron ng kumakabit sa mga nagmamaneho.
Tumawad sa mga mangkang tawiran at tawad, kung mayroon nito.
Bago tumawad sa kalsada, tumungun sa kalawa, kumakabit sa kalawa para sa trapiko.
Bumundad sa mga tanda at awayas ng trapiko.

Upang magbuntaryo o makakuha ng karagdagang impormasyon, bisitahin ang www.SantaClaraSR2S.org

- Frequency of walking and biking trips, sorted by purpose and by season
- Reasons for walking or bicycling – exercise, health, commuting, school trips, recreation, etc.
- Impediments to walking and biking – conflict with cars, availability of infrastructure, safety concerns, physical ability, lighting, etc.
- Primary mode of commute
- Priorities for future investments in walking and biking and support for investments

Alta has developed surveys for dozens of bicycle and pedestrian master plans and we will draw from these examples to help the City develop a useful survey. The survey will be translated into Spanish and Tagalog and hosted online. We assume that the City will circulate the survey with residents at-large and with elementary schools.

Deliverables

- Draft survey questions
- Final survey instrument (in English, Spanish, and Tagalog)
- Summary of survey results

Task 3.4. Additional Public and Stakeholder Events (Optional)

The core scope of work includes two stakeholder meetings and one public meeting. This task provides for additional stakeholder and/or public meetings to be held at the City’s request. Options for those events include those described below.

Additional stakeholder meetings. The Alta team could conduct additional stakeholder meetings to help review additional elements of the plan. Two additional meetings may be useful to support the plan development process.

Pop-up public meetings. While public workshops are a useful method for gathering input, through years of developing multi-modal transportation plans, we have found that the most robust input comes when meeting the public where they are. Simple pop-up events at farmers markets, community and school events, and other events can be a relatively cheap and effective means to gather a variety of input for plans. Pop up events can be staffed by the City, volunteers, or consultant staff, presenting a significant opportunity to gather input at low cost.

A pop-up event would likely be most helpful after the review of existing data and plans has been completed, but before potential projects have been analyzed and completed. An event might be conducted in conjunction with a meeting of the TAC, potentially allowing for additional participation in a walking tour of proposed projects, and allowing



At pop-up events (Optional) the Alta team can interact with members of the public at events or key destinations.

the TAC to see real-time input from City residents on proposed investments in bicycle and pedestrian infrastructure in San Pablo. If the City is interested in pursuing pop-up events as part of this plan, Alta will:

- Work with the TAC to identify a list of pop-up event opportunities
- Define the format of the event including a draw (a game or activity is useful to draw in participants who may not be interested)
- Identify data collection opportunities (e.g., written surveys, map exercises, etc.)
- Provide two staff members for the pop-up event
- Provide a method for transmitting event findings to the consultant team

Deliverables

- Announcement (to be distributed by the City) to advertise the meeting/workshop/event
- Agenda and plan for event
- Event materials including exhibits/maps, pens, comment forms, etc.
- Event summary

TASK 4. ASSEMBLY OF RELEVANT POLICIES, GOALS AND OBJECTIVES FROM CITY AND REGIONAL DOCUMENTS

Task 4.1. Review Policies and Plans

This task will include an efficient, but careful review of existing plans and policies. Alta will review existing bicycle, pedestrian, safe routes to school, and other transportation-related planning documents conducted by the City and County. This includes the San Pablo General Plan, the City's municipal & zoning code, the County Bicycle and Pedestrian Plan, the 2012 Climate Action Plan, the 23rd Street Specific Plan, the San Pablo Avenue Specific Plan, and the Rumrill Blvd/13th Street Complete Streets Study.

Review will focus on goals, objectives, design guidelines, policies, and priorities identified in these other plans. For neighboring plans, we will focus on connectivity issues that may impact San Pablo's future bicycle, pedestrian, or trails network. We will leverage experience in other Contra Costa County jurisdictions to complete this task expediently.

Alta will summarize existing plans and policies in a working paper. As part of that working paper, Alta will identify key potential goals, objectives, and policies for the plan update. We anticipate facilitating a conversation with City staff and the TAC to discuss key themes from the plan review and identify a draft set of goals, objectives, and policies for the plan update.

Deliverables

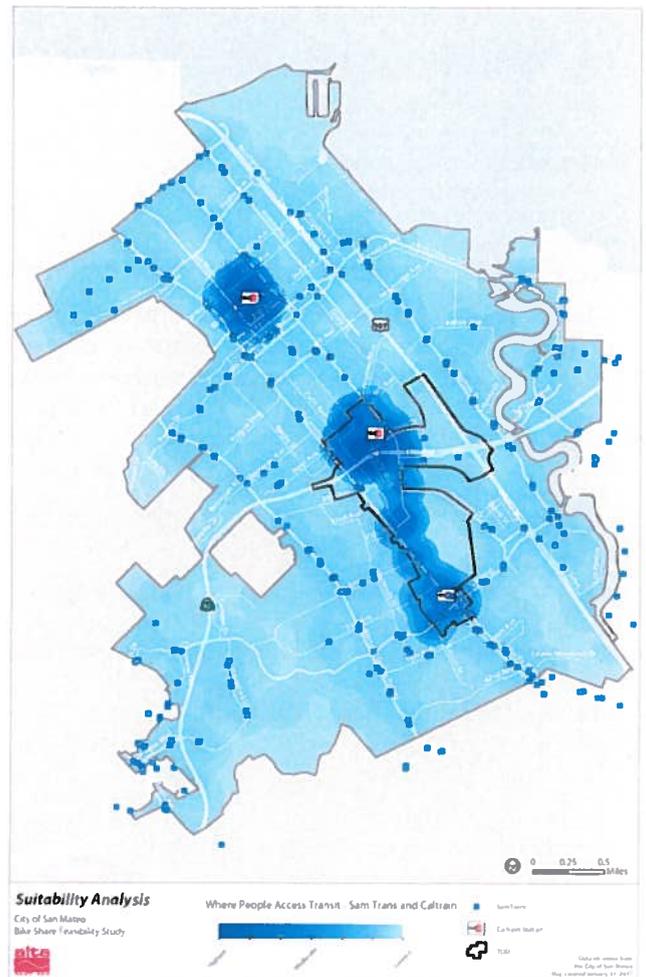
- Working Paper #2: Review of Existing Plans and Policies

TASK 5. NEEDS ASSESSMENT AND INVENTORY OF FACILITIES, PROGRAMS, AND EXISTING CONDITIONS

5.1. Needs Analysis

Bicycle and Pedestrian Suitability Analysis. Alta will use our innovative GIS-based methodology known as the Bicycle and Pedestrian Suitability Index (B/PSI) to evaluate current and future walking and bicycling demand in San Pablo.

This analysis will quantify factors that impact walking and bicycling activity, locate network gaps as potential projects, and identify key pedestrian and bicycling areas based on demand and supply variables. The analysis combines metrics representative of where people live, work, play, shop, and access transit and schools into a composite City-wide profile that identifies areas of high walking and bicycling potential. The result is an overall index



Alta's Bicycle and Pedestrian Suitability Index will evaluate roadway and sidewalk quality and factors that influence bicycle and pedestrian activity.

that is used to inform and prioritize projects. The premise is that the improvements in the areas with greatest walking and bicycling potential will have the largest benefit to the City-wide network.

5.2. Proposed Vision, Goals, Objectives and Policies

Based on a review of existing plans, existing conditions, needs analysis, and community input, Alta will develop a vision statement for the draft plan. The vision will be a broad and inspirational statement that presents the desired future state related to pedestrian and bicycle travel. The goals will be a broad statement of what the City and its residents hope to achieve over time. Objectives and policies will include action-oriented statements and proposed changes to City policies and ordinances to support the implementation of the BPMP.

We will summarize SWITRS analysis, LTS, B/PSI analysis, and input gathered during the community outreach process in Working Paper #3: Draft Needs



Priority project sheets will include photos and design guideline graphics to describe and articulate project intent, and will serve as a tool to ready San Pablo to apply for state and federal grants. Optional conceptual project design can include additional routing alternatives, more detailed engineering analysis and environmental screening, and design visualizations.

Alta will also identify supporting infrastructure needed for a comprehensive bikeways network and inviting pedestrian ways, including wayfinding signage, bicycle racks, storage and lockers, and similar infrastructure.

Funding. As a small City, San Pablo's ability to fund projects depends greatly on its ability to leverage regional, state, and federal funds. Alta has significant experience helping cities throughout California apply for and receive Caltrans Active Transportation Program (ATP) grant funds and we have significant success helping agencies apply for Federal TIGER grant funds for active transportation projects.

Alta will identify possible funding sources, including Contra Costa County's Measure J funds, Caltrans ATP grants, California Strategic Growth Council grants, and others. For the priority projects identified for project sheets and/or conceptual design, Alta will review eligibility for these funding sources and identify time-frames for grant development and application.

Priority Project Sheets. Alta will provide up to two priority project sheets that include the information required for grant applications. These sheets provide a tool to help San Pablo quickly implement projects by readying the City to apply for state and federal grants. Alta will use high quality photos and design guideline graphics to describe and articulate project intent.

This task will take place after projects have been prioritized through the planning process but before completion of the final plan.

Deliverables

- Working Paper #4: Prioritized Projects, includes complete list of project, prioritization criteria, and funding sources
- Priority Project Sheets (2)

Task 6.2. Conceptual Project Design (optional)

Alta understands the importance of assisting the City with taking projects from the Plan to implementation. This task will develop five additional priority project sheets as described above and conceptual designs for three of those projects to be selected by the City.

The conceptual designs will move recommended projects closer to implementation and capitalize on the public outreach efforts. Alta will study additional routing alternatives, conduct more detailed traffic/civil engineering analysis and environmental screening, and develop conceptual designs.

Alta's engineering team will:

- Reviewing existing traffic, parking, and collision data
- Field review and documentation of project area
- Conducting operational analyses (level of service) at project intersections
- Preparation of engineered concept plan(s)
- Preparation of preliminary engineer's opinion of probable cost

Deliverables

- Additional priority project sheets (5)
- Conceptual project designs (3)

TASK 7. DRAFT AND FINAL PLAN/ FEASIBILITY STUDY

Task 7.1. Draft Bicycle and Pedestrian Master Plan Documents

Alta will develop draft plan documents based on the work conducted in prior tasks. The objective of this task is to produce a simple but useful plan that captures existing conditions, a future vision for bicycle and pedestrian accommodation in San Pablo, and the implementation steps needed to get to that vision (including priority and timing). Alta will work with the City to develop an initial outline and format for the plan documents (including separate or combined documents for bicycle and pedestrian infrastructure).

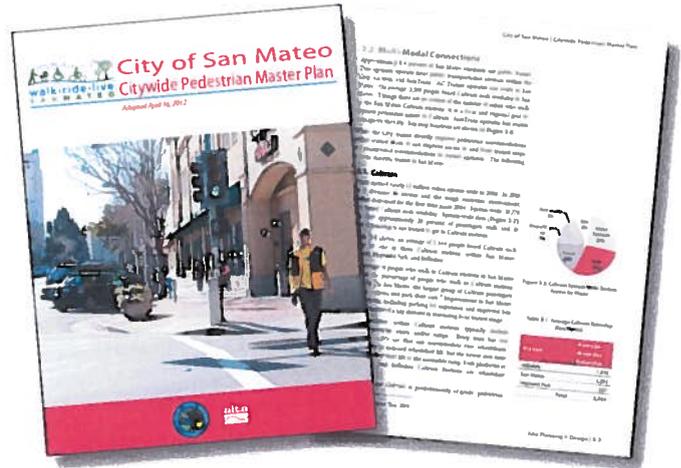
We anticipate that the draft plan will be reviewed using a combination of public events and electronic means. As noted in Task 3, we hope to leverage existing meetings for the public review of the draft plan. We also will prepare a short presentation that illustrates the most important information in a graphical format, and includes a mechanism for gathering input on the plan. We assume the City will host the plan on its website and link to the comment form.

Alta will also present the draft plan to the City Council and City staff, at the request of the City project manager.

This scope of work assumes that any environmental review and clearance will be undertaken by City staff.

Deliverables

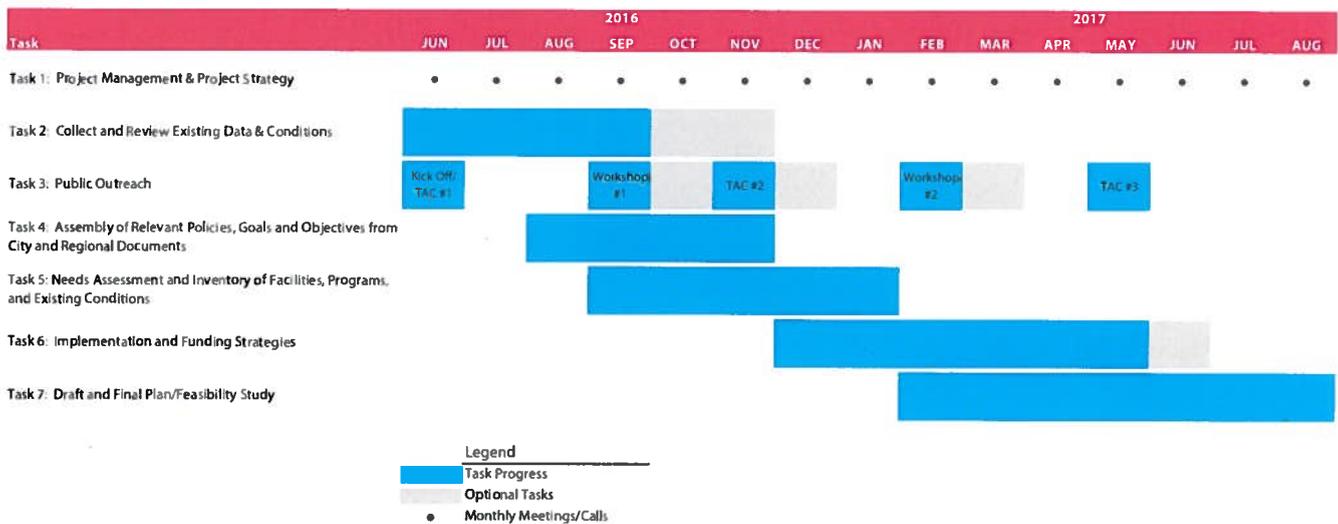
- Draft Bicycle and Pedestrian Plan
- Presentation materials and electronic method to gather input



Alta has dynamic graphic presentation capabilities, and we have recently prepared many graphically compelling planning documents. An example includes the San Mateo Citywide Pedestrian Master Plan, shown above.

Proposed Work Schedule

The schedule has been carefully organized to sequence key tasks, meetings, and deliverables, providing an efficient process and thorough review of all products as they are developed.





The Alta team’s budget and cost breakdown by task is presented below. We are flexible in developing an allocation of work effort and budget that best meets the needs of the City of San Pablo.

TASK DESCRIPTION	Alta Planning + Design						Interpreter	Task Hours	Direct Expenses	Task Budget
	Principal-in-Charge	Project Manager	Associate Engineer	Planner	Spanish Language Outreach	GIS Technician	Tayalog Translation & Outreach			
	Hugh Louch	Christopher Kidd	Laurentiu Dusciuc, PE	Jessica Nguyen	Rodrigo Garcia-Resendiz	Zachary Robinson	Karen Llegas			
2016 Hourly Rate*	\$200	\$130	\$155	\$98	\$90	\$80	\$95			
Task 1: Project Management & Project Strategy								6	\$40	\$5,240
1.1: Project Management	6	24						30		\$4,320
1.1: Kick-Off & Strategy Session	2	4						6	\$40	\$920
Task 2: Collect and Review Existing Data/Conditions								54	\$0	\$5,400
2.1: Inventory of facilities, data, regulations and programs	2	6		30		16		54		\$5,400
Task 3: Public Outreach								195	\$280	\$20,828
3.1: Technical Advisory Committee (assumes 3 meetings)	4	12		20	10			46	\$120	\$5,220
3.2: Public Workshops (assumes 2 workshops)	6	16		35	30	8	20	115	\$80	\$11,950
3.3: Community Survey	2	6		16	8		2	34	\$80	\$3,658
Task 4: Assembly of Relevant Policies, Goals and Objectives from City and Regional Documents								38	\$0	\$4,040
4.1: Review Policies and Plans	2	8		20		8		38		\$4,040
Task 5: Needs Assessment and Inventory of Facilities, Programs, an Existing Conditions								84	\$0	\$9,048
5.1: Needs Assessment	2	12		16		20		50		\$5,128
5.2: Proposed Vision, Goals, Objectives, and Policies	2	12		20				34		\$3,920
Task 6: Implementation and Funding Strategies								132	\$0	\$15,560
6.1: Recommended Network	10	40	12	50		20		132		\$15,560
Task 7: Bicycle/Pedestrian Plan Documents								144	\$50	\$15,120
7.1: Draft Plan Documents	3	18		40	15	8	15	99		\$10,275
7.2: Final Plan Documents	3	8		20	5	4	5	45	\$50	\$4,845
Total Staff Hours	44	166	12	267	68	84	42	653	\$370	\$75,236
Project Base Total	\$8,800	\$21,580	\$1,860	\$26,166	\$6,120	\$6,720	\$3,990			\$75,606

Optional Tasks										
2.2: Comprehensive Field Work (optional)	2	8		32				42		\$4,576
3.4: Additional Public & Stakeholder Events, Each (optional)	1	8		16			8	33	\$80	\$3,648
6.2: Conceptual Project Design (optional)		16	48	32				96		\$12,656

GENERAL NOTES:
 * Hours and staff assignments can be adjusted by the consultant as needed to implement the tasks described during the course of the project.
 * Hourly rates are for calendar year 2016, and will be adjusted if work is continued into subsequent year(s).



D. PUBLIC PARTICIPATION

Please see our Work Program for a detailed discussion of Alta's public outreach plan for this project. Our staff have extensive knowledge of the social and physical geography of San Pablo and excellent working relationships with the local agencies involved.

CONTEXT-SENSITIVE STRATEGY

All of our projects involve collaboration with broad groups of community partners and stakeholders. Unlike some firms, we do not use a "cookie cutter" approach to engagement, running identical meetings and workshops in every community. Instead, we tailor each project's offerings based on input from our client and project working groups. We understand the subtleties of customizing an outreach plan, and based on our experience, this approach is much more likely to lead to local support and ownership of the project in the long run.

ENGAGING MULTILINGUAL COMMUNITIES

We understand the unique needs of multilingual communities, as well as the needs of underserved communities that have a greater dependence on pedestrian and bicycle travel. Alta has worked on innovative trail access projects for California communities and regions as linguistically diverse as South Los Angeles, Oakland, East Palo Alto, and Richmond, in addition to dozens of other efforts around the United States. Our outreach process is inclusive, interactive, and productive, and we can provide translation and interpretation if needed to make sure all members of the community have a voice. Alta's professionals are trained in charrette facilitation and they are experts at listening to the public and conveying technical issues in a clear and exciting manner.

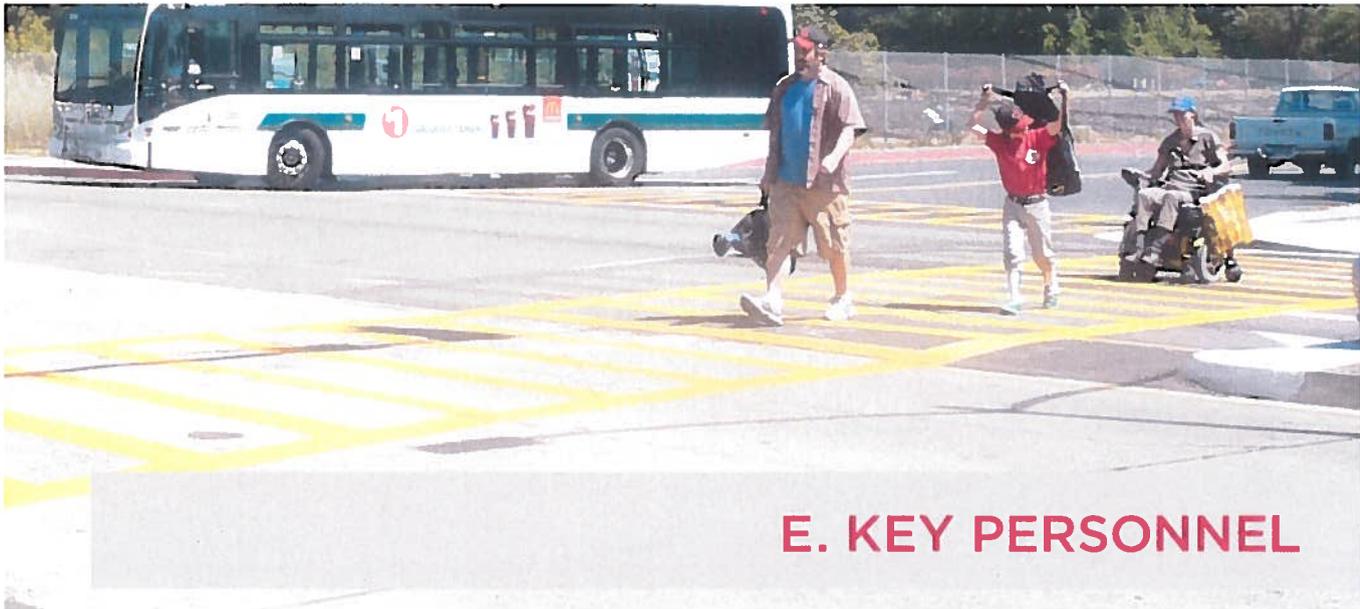
Project Manager Christopher Kidd has managed many community-based planning and design projects. His projects are successful because they capture and reflect authentic local culture and values. Asking the right questions and listening carefully to the responses will lead to the strategy that can take on a life of its own. This is particularly important when discussing partners, roles, and responsibilities for the long-term future of a project.

COMMUNICATION PROTOCOLS

The Alta Team will work with the City to establish a noticing protocol and lists of contacts from neighborhood associations, neighborhood groups, residents, businesses, and stakeholders. Approval procedures for physical and electronic posting of meeting notices and information about pending milestones will be documented. An overall strategy for effectively mixing in-person and virtual workshops, Commission, and Council meetings, and community input will be discussed.

MAXIMIZING REACH

Maximum attendance at community meetings is a crucial part of successful plan development. Importantly, in order to have continued success in implementation, the Master Plan process will refine and support the community's already expressed vision for a connected active transportation network, with land use and design that supports recreation and transportation for all. Building on the key contact list, Alta will work with City staff to bring voice to people who can engage at a variety of levels. It is difficult to gather accurate and worthwhile public opinion, because people are unaware or unavailable to attend policy and planning forums due to transportation or time constraints. Our team has provided options to gather public input through innovative approaches, such as pop-up workshops.



E. KEY PERSONNEL

Team Organization

The Alta team for the San Pablo Bicycle and Pedestrian Master Plan will be led with strong direction from Alta Principal-in-Charge, Hugh Louch, who has extensive experience leading multi-modal transportation plans and projects - most recently for the California State Bicycle and Pedestrian Plan as well as projects for the Cities of South San Francisco, Palo Alto, and Sunnyvale.

Project Manager Christopher Kidd will manage day-to-day project needs and work directly with City staff. Chris has spearheaded recent bicycle and pedestrian master plans for jurisdictions throughout the greater Bay Area of a similar size and culture to San Pablo. He has full authority to administer Alta's services for this contract.

The Alta team also includes efficient professional support in preparation of the GIS and report documents, through Alta's staff of engineers, landscape architects, planners, GIS technicians, and production and administrative staff.

Key staff resumes for the Alta team are on the following pages.



Hugh Louch

Principal-in-Charge, 12% Project Effort



Hugh has 15 years of experience in multi-modal transportation planning and project management. Hugh has successfully managed dozens of multi-modal transportation planning projects at local, regional, and state levels, and has led research to identify best practices in transportation planning. Hugh has significant expertise in strategic planning and performance management, helping his clients focus their limited resources on the projects and programs that best reflect agency goals and objectives and provide cost effective and efficient solutions. Hugh has led workshops across the US on performance-based planning, working closely with government agency participants to define actions they can take to improve their planning processes.

EDUCATION

MA, Sociology,
Princeton University,
1998

BA, Sociology with
Honors, University
of California at Santa
Barbara, 1995

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2015-

Principal, Cambridge
Systematics, 2001-2015

Research Associate,
Public Policy
Institute of California,
2000-2001

PROFESSIONAL ORGANIZATIONS

Vice Chair,
Transportation
Research Board
Performance
Measurement
Committee

PUBLICATIONS

Transportation
Network Performance
Measurement,
NCHRP Report
664, Transportation
Research Board,
National Academy
Press, Washington,
D.C., 2010.

RELEVANT EXPERIENCE

CALIFORNIA STATE BICYCLE AND PEDESTRIAN PLAN, 2015 - PRESENT

Alta is developing California's first statewide bicycle and pedestrian plan. The plan will help fulfill Caltrans' mission to "provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability." Hugh is leading the day to day management of the plan, developing goals, objectives, performance measures, and strategies that will form the core elements of the plan.

SOUTH SAN FRANCISCO BICYCLE AND PEDESTRIAN DATABASE, 2015 - PRESENT

Alta is helping the City of South San Francisco more rigorously document the condition and performance of its bicycle and pedestrian networks. Hugh is the project manager, helping design and implement a system of bicycle and pedestrian counts, safety data analysis, and network implementation review.

BRISBANE BICYCLE AND PEDESTRIAN MASTER PLAN, 2016

Hugh is the project manager for a master plan for the City of Brisbane, a community of 4,500 people directly south of San Francisco. Hugh is helping the City identify bicycle and pedestrian improvements to complete the city's network of bicycle lanes, pedestrian paths, and trails.

DALY CITY SUSTAINABLE TRANSPORTATION PLANNING GRANT APPLICATION, 2015

Hugh led Alta's services for Daly City to prepare analysis and outline project components in support of a grant application to secure funding for a Bicycle Master Plan. Hugh worked with City staff to define the specific objective for the proposed Bicycle Master Plan, identified and collected relevant data to support the grant application, and led analysis of collision and safety data to support the need for a Plan. Alta reviewed and helped Daly City staff refine a scope of work and project timeline to prepare a Bicycle Master Plan.

FHWA NOTEWORTHY PRACTICES FOR DEVELOPING SAFE AND COMPLETE BICYCLE AND PEDESTRIAN NETWORKS, 2015 - PRESENT

Hugh is the Principal Investigator for this FHWA research project to help identify local and state policies that complement infrastructure investments and education and encouragement programs. Hugh is leading a team in the review of recent research and the development of more than 30 case studies of noteworthy practices from across the United States.



Christopher Kidd

Project Manager, 29% Project Effort



Christopher's seven years of experience ranges from active transportation planning, to transportation demand management, to community outreach, coupled with a strong base in the use of social media and online community facilitation. His past work ranges across Northern California, with both municipalities and advocate organizations. Christopher has a strong passion for active transportation planning as a nexus of improvements in land use, public health, economic development, community vitality, and safety. He enjoys creating a broad base of public facilitation and involvement in the planning process through special attention to community needs and the creation of

EDUCATION

Masters in Urban Planning, University of Southern California

BA, History, Tufts University

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2011-

Media and Communications Intern, East Bay Bicycle Coalition, 2011

Assistant Bicycle Coordinator, LADOT Bike Program 2009-2011

PROFESSIONAL ORGANIZATIONS

San Francisco Planning + Urban Research Association

Association of Pedestrian and Bicycle Professionals

Board of Directors (Secretary), California Bicycle Coalition

Chair, Oakland Bicycle and Pedestrian Advisory Commission

Board of Directors, Transport Oakland

RELEVANT EXPERIENCE

GOOGLE BIKE VISION PLAN, NORTHERN SANTA CLARA COUNTY, 2013-2015

Christopher was the Project Manager for the Google Bike Vision Plan. He developed a vision for a network of commuter bikeways throughout the northern part of Silicon Valley, providing access to the North Bayshore area of Mountain View. The Bike Vision Plan was coordinated with neighboring cities, the Santa Clara Valley Transportation Authority, and the Metropolitan Transportation Commission. Ultimately, the Vision Plan and the process of developing it will foster inter-agency collaboration. Alta completed a wide range of investigative, policy, programs, planning, design, and engineering services related to the Bike Vision Plan, with the ultimate goal of increasing the number of employees who choose to walk or bike to work.

CUPERTINO BICYCLE TRANSPORTATION PLAN UPDATE, 2015-2016

Christopher is the Project Manager for the City of Cupertino Bicycle Transportation Plan. The project is an update to the city's 2011 Bicycle Transportation Plan. Using the Bike Network Stress Test created for the Google Bike Vision Plan, Chris is identifying gaps in the city's network that preclude residents from taking bicycling trips.

MARIN COUNTY SIR FRANCIS DRAKE BOULEVARD CORRIDOR IMPROVEMENT STUDY, 2015

Chris was a part of the project team to comprehensively evaluate the Sir Francis Drake Boulevard corridor for improvements to vehicle flow, transit operations, and pedestrian and bicyclist circulation along and across this important arterial. As Senior Planner, Chris facilitated field observations and intercept surveys of residents walking and bicycling through the project study area to provide a detailed understanding of local needs and opportunities.

ALAMEDA COUNTY SAFE ROUTES TO SCHOOLS PROGRAM, 2011-2015

Christopher was a Senior Planner for the Alameda County Safe Routes to School program from 2012 to 2014. Ongoing since 2006, the program is designed to promote safe walking and biking to school and to reduce traffic congestion in the areas surrounding schools. Since the program began, it has expanded to reach tens of thousands of students. Christopher has helped manage a team of nonprofit organizations in delivering education program elements at schools throughout the county, and has developed infrastructure improvement plans for elementary and middle schools.



Laurentiu Dusciuc, PE
Transportation Engineer, 2% Project Effort



Laurentiu is a licensed civil engineer and has more than eight years of experience in roadway streetscape projects, pedestrian and bicycle facilities design, and highway design. He has served as project and design engineer on various projects including state and local roadway and intersection improvements. He has diverse background experience in geometric design, drainage design, utility coordination, traffic control and the preparation of plans and estimates. He is passionate about every opportunity to make streets and sidewalks more enjoyable for bicyclists and pedestrians.

EDUCATION

BS, Civil Engineering,
 California State
 University, Long Beach,
 2006

**PROFESSIONAL
 HIGHLIGHTS**

Alta Planning + Design,
 2014–
 Mark Thomas &
 Company, Senior
 Design Engineer,
 2007–2014
 JMC2, Design Engineer,
 2006–2007

**PROFESSIONAL
 REGISTRATIONS**

Professional Engineer,
 Civil, State of California
 (#C80491)

RELEVANT EXPERIENCE

**BERKELEY 9TH STREET BICYCLE BOULEVARD EXTENSION PATHWAY
 PHASE II, 2015**

Alta was contracted by the City of Berkeley to design and prepare construction documents for a multi-use pathway that connects the 9th Street Bicycle Boulevard in Berkeley to the Emeryville Greenway at the south city limit. The project required designing within a constrained ROW while providing stormwater treatment and native plantings, lighting, site furnishings and wayfinding. In addition to developing preliminary engineering for the multi-use pathway, Laurentiu designed bicycle intersection improvements and mid-block crossings on city streets.

MORGAN HILL MONTEREY ROAD COMPLETE STREETS, 2014-2015

Laurentiu is providing design services for a six-month Complete Streets pilot project in Morgan Hill, CA. This includes striping seven-foot-wide bicycle lanes with three- to four-foot-wide marked buffers along Monterey Road between Main Avenue and Dunne Avenue. In addition, the project team is exploring removing existing speed cushions, implementing concurrent pedestrian signal phasing, and coordinating wayfinding signage to direct through motor vehicle traffic to parallel facilities. The project team is evaluating the impacts of the re-configuration at three and six months after installation.

**PALO ALTO BICYCLE BOULEVARDS FEASIBILITY AND DESIGN,
 2014-2016**

Laurentiu is providing civil and geometric design services for nine bicycle boulevard corridors in Palo Alto. These projects include consideration of various treatments including green bicycle lanes, cycletracks, intersection treatments, and traffic calming. This project will quickly build the city's bicycle network by linking schools, parks, and job centers and by establishing high-quality facilities to attract additional ridership within the community. Feasibility assessment tools include Bicycle/Pedestrian Quality of Service measurements and public outreach activities, including numerous community ridealongs, evening workshops, farmer's market booths, and an online mapping tool.

**SAN ANTONIO CALTRAIN STATION BICYCLE IMPROVEMENT PROJECT,
 MOUNTAIN VIEW, 2014-2016**

The Improvement Project is a set of bicycle and pedestrian projects that improve access from the San Antonio Caltrain Station to the Google North Bayshore Campus. These improvements will help connect neighborhoods and business parks to regional trails and bicycle boulevards, as well as provide bicyclists and pedestrians enhanced connectivity and safety measures to cross major roadway barriers in Mountain View. As project engineer, Laurentiu is responsible for geometric design, grading, utility and drainage, erosion control, signing and striping, plan preparation and cost estimating.



Jessica Nguyen

Planner, 35% Project Effort



Jessica has worked for Alta as a planner for one full year and is experienced in pedestrian planning, transportation safety, and public health. She is particularly knowledgeable about the relationship between active transportation and health, especially walking and its potential benefits for physical activity, air quality, and social cohesion. Prior to joining Alta, she worked in the non-profit and public sectors, where she was involved with projects including stakeholder engagement for Complete Streets projects, analysis of traffic collisions, and program planning and evaluation for public health interventions. Jessica is skilled in qualitative and quantitative data analysis, research, community engagement, and program evaluation.

EDUCATION

Master of City Planning,
University of California,
Berkeley, 2015

Master of Public Health,
University of California,
Berkeley, 2015

BA, Community,
Environment &
Planning, University of
Washington, 2009

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design,
2015–

Graduate Student
Researcher, SafeTREC,
2014–2015

Program Evaluation
Intern, San Francisco
Department of Public
Health, 2014

Complete Streets
Intern, City of Oakland,
2013–2014

PROFESSIONAL REGISTRATIONS

American Planning
Association (#286945)

RELEVANT EXPERIENCE

ALAMEDA COUNTY SAFE ROUTES TO SCHOOL PROGRAM, 2016

Ongoing since 2006, the Alameda County Safe Routes to School program is designed to promote safe walking and biking to school and to reduce traffic congestion in the areas surrounding schools. Since the program began, it has expanded to reach tens of thousands of students at 150 schools in the County. Jessica contributes to program evaluation and strategic planning, web content population and communications, walk audit map development, database management, data collection, research, and project coordination support.

CALIFORNIA STATEWIDE BICYCLE AND PEDESTRIAN PLAN, 2016

Alta is developing California's first statewide bicycle and pedestrian plan. The plan will help fulfill Caltrans' mission to "provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability." Jessica is contributing to the development of plan goals, objectives, performance measures, and strategies. She is also leading a task to identify, map, and analyze bicycle and pedestrian collisions on Caltrans facilities.

SYSTEMIC ANALYSIS OF PEDESTRIAN COLLISIONS ON CALIFORNIA HIGHWAYS*

While working at the Safe Transportation Research and Education Center (SafeTREC), Jessica assisted with a systemic analysis of pedestrian collisions that occur on California's state highway system. This approach involved analyzing combinations of risk factors and roadway characteristics that are correlated with high crash frequencies, and researching countermeasures that could be applied system-wide to achieve better economic efficiency and safety. This method is intended to complement the hotspot approach.

TELEGRAPH AVENUE COMPLETE STREETS PLAN, OAKLAND*

Jessica was involved with stakeholder interviews and a public survey to inform the initial stages of the City of Oakland's Complete Streets plan for Telegraph Avenue. She also engaged with merchants, shoppers, employees, and residents along the corridor to analyze potential impacts on travel behavior and economic activity in the neighborhood.

SAN FRANCISCO DEPARTMENT OF PUBLIC HEALTH PEDESTRIAN SAFETY RESEARCH*

Jessica conducted a literature review and interviews with community leaders in San Francisco to identify strategies for integrating traffic safety and crime prevention efforts in order to address barriers to walking.

*Completed prior to joining Alta



Rodrigo Garcia-Resendiz

Planner/Spanish Outreach, 8% Project Effort



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

EDUCATION

Master of Urban and Regional Planning, University of California, Los Angeles, 2015

BS, Accounting and Entrepreneurial Management, Universidad Iberoamericana, 2010

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2015-

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

Transportation Intern, Steer Davies Gleave, 2015

Transportation Intern, Los Angeles Council District 11, 2014

RELEVANT EXPERIENCE

LIVERMORE ACTIVE TRANSPORTATION PLAN, 2016

Rodrigo provided Spanish-language outreach for the Bicycle, Pedestrian, and Trails Active Transportation Plan for the City of Livermore. The project will include an extensive public engagement process, and assessment of bicycle and pedestrian demand, a Level of Traffic Stress (LTS) analysis, and a healthy community and equity analysis. The final plan will set forth an implementation process to implement and install the updated list of recommendations, which will build on the city's existing and well-used network of trails, sidewalks and bicycling facilities.

LOS ANGELES METRO SAFE ROUTES TO SCHOOL PILOT PROJECT, 2016

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

BELL BICYCLE MASTER PLAN, 2016

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

VERNON BICYCLE MASTER PLAN, 2016

Alta is developing the City of Vernon first bicycle master plan. The plan will help fulfill the city's mission to provide a safe, sustainable, and efficient transportation system to enhance economic development. Rodrigo is contributing to the development of plan goals, need analysis, infrastructure and programs recommendations, and strategies. He is also leading a task to identify, map, and analyze bicycle and pedestrian collisions within the City.



Zachary Robinson

GIS Analyst, 9% Project Effort



Zachary is an avid urban geographer with two years of directly relevant experience who specializes in analyzing and visualizing geographic data. He recently graduated from the University of California, Los Angeles (UCLA) with a bachelor's degree in Geography and Geospatial Information Systems (GIS). Zachary worked for the City of Santa Monica as a temporary GIS Analyst, where he regularly prepared maps and reports for city employees and residents. He is passionate about cartography and this is evident in the recent maps he has designed for various projects at Alta. Zachary is skilled in spatial analysis methods, data research and design, cartography, and web-mapping.

EDUCATION

BA, Geography and Geospatial information Systems, UCLA, 2015

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2015-

City of Santa Monica, GIS Intern, 2014-2015

PROFESSIONAL REGISTRATIONS

Association of American Geographers

RELEVANT EXPERIENCE

BERKELEY BICYCLE PLAN UPDATE, 2015-2016

Alta is currently working with the City of Berkeley to update their existing bicycle plan. Zachary's tasks include analyzing public comments on existing bicycle facility conditions in Berkeley and producing maps that visualize common areas of public concern. As Alta's work continues, he will be responsible for producing maps that show Alta's proposed recommendations.

CAPITAL BIKESHARE PROGRAM, WASHINGTON, DC, 2015

For the past five years, Alta has worked in conjunction with various public and private entities to develop a successful and sustainable bikeshare program in the Washington, DC metro area. Recently, Zachary was tasked with creating a series of maps that visualized system usage trends for the program's quarterly report.

COALINGA ACTIVE TRANSPORTATION PLAN, 2016

Alta is currently leading efforts to develop a comprehensive active transportation plan for the City of Coalinga, located in California's Central Valley. Zachary assisted in preparing maps that analyze existing bicycle facilities and pedestrian/bicycle related collisions in Coalinga.

DALY CITY SUSTAINABLE TRANSPORTATION PLAN, 2015

In preparation for Alta's involvement in Daly City's transportation plan, Zachary collected and visualized trends in pedestrian and bicycle collisions.

MARYSVILLE BICYCLE AND PEDESTRIAN MASTER PLAN, 2015

Alta is currently working with the City of Marysville to design and implement a comprehensive bike and pedestrian master plan. Zachary produced a series of maps for this project that show existing and proposed facilities and areas in the city that require additional planning and research.

Karen Llagas

Tagalog Translation, 5% Project Effort

EDUCATION

Master of Fine Arts
in Creative Writing,
Warren Wilson College,
NC, 2007

BA, Economics, Minor
in French Studies,
Ateneo de Manila,
Philippines, 1999

PROFESSIONAL SKILLS

Localization and
Translation Software:
SDL Trados, SmartLing,
Wordfast, WorldServer

Analytical software:
SPSS, Econometric
Views, Excel and
Access

Foreign languages:
Filipino/Tagalog (native
speaker), Spanish
(intermediate), French
& Italian (scholastic)

PROFESSIONAL MEMBERSHIPS

Board Member,
Philippine American
Writers & Artists

Karen Llagas is a highly trained Tagalog translator, interpreter, and linguist with over 18 years of professional experience. She has served as the lead Tagalog specialist for LinkedIn and Pinterest localization; is a provisionally certified CA Court Interpreter; and translates, localizes and proofreads documents, subtitled films, interviews and videos for business, legal, biotech, medical and tech industries.

RELEVANT EXPERIENCE

CERTIFIED TAGALOG INTERPRETER, TRANSLATOR & LINGUIST, 2004 - PRESENT

Lead Tagalog specialist for LinkedIn and Pinterest localization; a highly trained and provisionally certified CA Court Interpreter, provides consecutive and simultaneous interpretation in healthcare settings, legal & administrative proceedings, court trials, depositions & QMEs ; translates, localizes and proofreads documents, subtitled films, interviews and videos for business, legal, biotech, medical and tech industries

TAGALOG INSTRUCTOR & LECTURER (WWW.TAGALOGCLASSES.COM), 2007 - PRESENT

Lectures at UC Berkeley's Filipino classes ; teaches Tagalog privately and in group classes at the Bayanihan Community Center and ABC Language Exchange in San Francisco; manages and implements all aspects of the SF classes, from curriculum development to instruction and student assessment. Clients include teens and children, Filipino-American professionals, soon-to-be US expatriates and executives with travel and business plans in the Philippines.

TAGALOG LOCALIZATION SPECIALIST, LINKEDIN, 2012-2013

Lead linguist for the Tagalog version of the LinkedIn site that launched in June 2013; at pre-launch: translated the LinkedIn main site, Help Center, marketing, press, and legal materials; maintained and updated style guide and glossary; after the site launch: tested and verified the Tagalog versions of new site features and products, as well as filed and resolved bugs using the JIRA software; recruited, trained and managed a team of back-up translators based locally and in the Philippines

TAGALOG LANGUAGE EXPERT & OPI/LTI CERTIFIED TESTER, 2009-2012

Locates, captures, transcribes, translates and rates (using the Interagency Language Roundtable (ILR) scale) authentic oral and written passages in Tagalog to be used to develop listening and reading comprehension tests for Tagalog learners; conducts and second rates Oral Proficiency Interviews (OPI) for Language Testing International (LTI) at the American Council for Teaching of Foreign Languages (ACTFL)



Karen Llagas, Tagalog Translation

Alta has partnered with certified Tagalog interpreter, translator, and linguist Karen Llagas for assistance with translation into Tagalog for printed materials and public meetings. Our dynamic and culturally-sensitive outreach plan will effectively engage the residents of San Pablo. Karen's resume outlining her experience and qualifications is provided on page 24. Her translation efforts will occur in project tasks three, Public Outreach, and seven, Bicycle/Pedestrian Plan Documents.

G. NUMBER AND TYPE OF PRODUCTS

Please see our Work Program for a detailed discussion of our team's approach to providing services to the City of San Pablo. A list of project deliverables by task is provided below.

Task 1. Project Management & Project Strategy

Deliverables

- Bi-monthly client calls
- Monthly project status updates
- Refined work plan
- Prioritized list of activities and schedule for completion

Task 2. Collect and Review Existing Data/Conditions

Deliverables

- Working Paper #1: Inventory of Facilities, Programs, and Existing Conditions

Task 3. Public Outreach Deliverables

- Announcement (in English, Spanish, and Tagalog) to be distributed by the City to advertise the public workshop
- Agenda and plan for public workshop (in English, Spanish, and Tagalog)
- All workshop materials (in English, Spanish, and Tagalog) including exhibits/maps, pens, comment forms, etc.
- Workshop summary

- Draft survey questions
- Final survey instrument (in English, Spanish, and Tagalog)
- Summary of survey results

Task 4. Assembly of Relevant Policies, Goals and Objectives from City and Regional Documents

Deliverables

- Working Paper #2: Review of Existing Plans and Policies

Task 5. Needs Assessment and Inventory of Facilities, Programs, and Existing Conditions

Deliverables

- Working Paper #3: Needs Assessment

Task 6. Implementation and Funding Strategies

Deliverables

- Working Paper #4: Prioritized Projects, includes complete list of project, prioritization criteria and funding sources
- Priority Project Sheets (2)

Task 7. Draft and Final Plan/Feasibility Study

Deliverables

- Draft Bicycle and Pedestrian Plan
- Presentation materials and electronic method to gather input



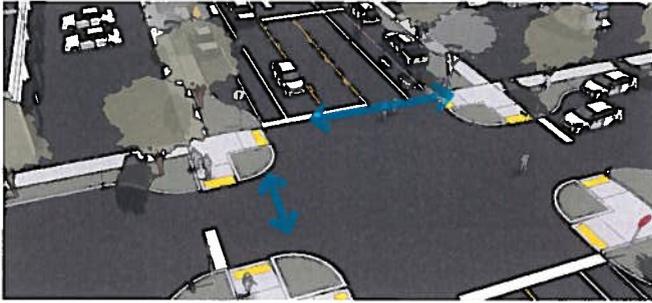
The development of the San Pablo Bicycle and Pedestrian Master Plan requires a team that combines pedestrian, bicycle, and safe routes to school planning and design experience with an understanding of local issues. The projects on the following pages demonstrate the Alta team's breadth of work in:

- Bicycle and Pedestrian Master Plans
- Bicycle and Pedestrian Facility Design
- Safe Routes to School Planning and Programs
- Caltrans Active Transportation Program Compliance
- Mapping and GIS Expertise
- Community Engagement
- Local Access and Knowledge



Alta has completed a vast number of bicycle and pedestrian projects throughout the greater Bay Area. We bring context-sensitive approaches based on our extensive experience with the legal, policy, and practical issues at work in the region.

Curb Extensions



Pedestrian Signal Head



CONCORD BICYCLE, PEDESTRIAN, AND SAFE ROUTES TO TRANSIT PLAN

Date: 2014 - ongoing

Contract: \$202,637

Client: City of Concord, Andrew Mogensen, Principal Planner, Community & Economic Development Department, (925) 671-3332, andrew.mogensen@cityofconcord.org

Alta is leading Concord's first Bicycle, Pedestrian and Safe Routes to Transit Plan. The project includes extensive outreach, capacity building and collaboration with technical and project advisory committees. Outreach to date included a walking tour, bicycling tour, a needs workshop, and a policy development workshop where attendees worked with facilitators to develop plan goals, objectives and policies. The outcomes of this project will include a comprehensive set of recommendations with grant supporting elements to ready the city to seek funding and implement projects.



CALIFORNIA STATE BIKE & PED PLAN



What is the California State Bicycle and Pedestrian Plan?

The process is underway to develop the first-ever California State Bicycle and Pedestrian Plan, which will be a visionary and comprehensive policy plan to support active modes of transportation and to increase safe bicycling and walking in California. The plan will guide the State in developing an integrated, multi-modal transportation network for all users, including bicycle and pedestrian accommodation on the State Highway System where appropriate, connections to intercity rail and public transportation, and support for local government efforts to develop safe active transportation networks.



Why is the California State Bicycle and Pedestrian Plan important?

California has set a target to triple bicycling and double walking by 2020 by improving these options for all Californians. Bicycle, bicycle and pedestrian facilities that safely connect people with where they need to go will also promote healthy and active lifestyles and improve the environment by reducing automobile use and greenhouse gas emissions. Millions of us reap from the plan will guide Caltrans' decisions about future bicycle and pedestrian investments in safe facilities and programs that encourage walking and bicycling.

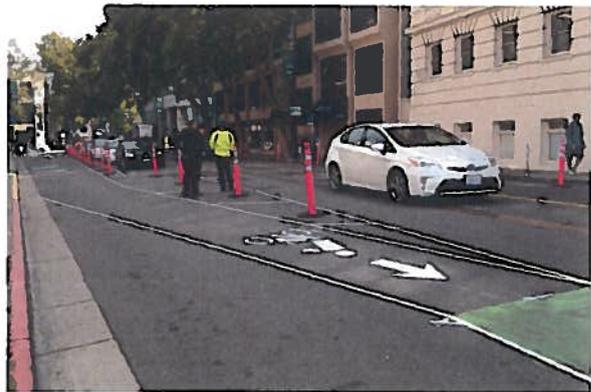
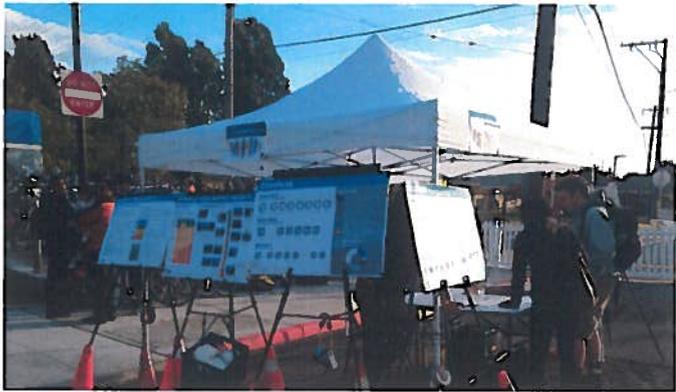
Date: 2015 - ongoing

Client: California Department of Transportation

Reference: Scott Forsythe, Division of Transportation Planning, Office of System Planning, (916) 653-3635, scott.forsythe@dot.ca.gov

CALIFORNIA STATE BICYCLE AND PEDESTRIAN PLAN

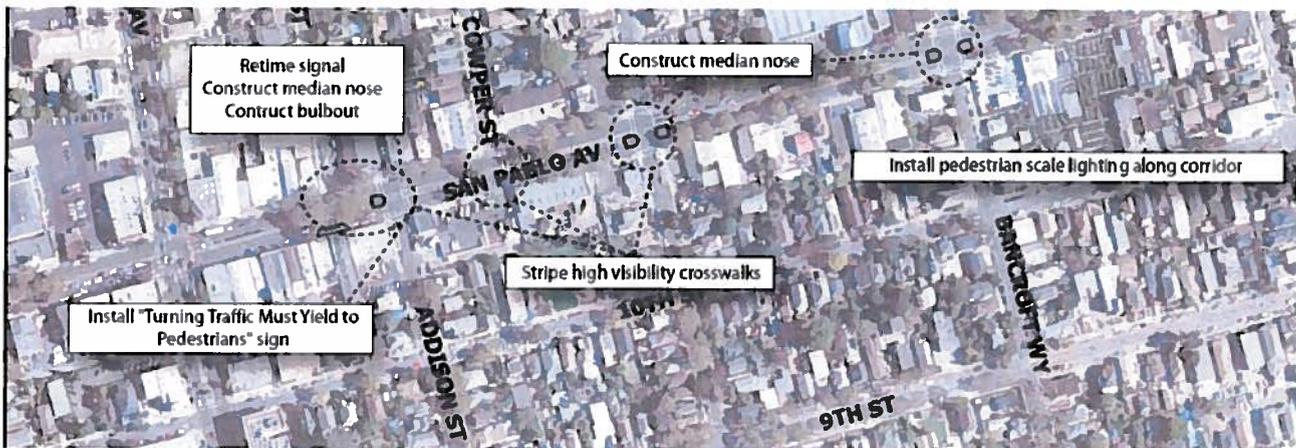
Alta is developing California's first statewide bicycle and pedestrian plan. The plan will help fulfill Caltrans' mission to "provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability." Alta is leading the development of plan goals, objectives, performance measures; and strategies. Alta is also identifying the existing and needed data to support performance measures and ongoing bicycle and pedestrian counts.



BERKELEY BICYCLE MASTER PLAN UPDATE

Alta is leading the update to the City of Berkeley's Bicycle Plan. Alta completed a bikeway network inventory to update the City's bikeway maps using the Alameda CTC bikeway sub-classifications scheme. We worked with a survey subconsultant to conduct a representative and statistically valid survey of residents. Recommendations will include bicycling goals, policies and metrics, ordinance language, programs, infrastructure projects, and a bikeway design guide. Implementation guidelines, a prioritization evaluation, and a phasing plan for the recommendations will provide the City with the next steps for implementation. This Plan has a strong emphasis on public engagement; the first workshop attracted 150 attendees and outreach efforts have been widely praised by local organizations.

Date: 2014 - ongoing
 Contract: \$300,000
 Client: City of Berkeley, Eric Anderson, Associate Planner - Bicycle and Pedestrian Program, Dept. of Public Works, eanderson@ci.berkeley.ca.us, (510) 981-7062



BERKELEY PEDESTRIAN MASTER PLAN UPDATE

The City of Berkeley hired Alta to develop the city's first Pedestrian Master Plan. Alta used a variety of tools to inventory and prioritize the existing and proposed pedestrian infrastructure, including video inventory of sidewalks, street trees, signs, curb ramps, and traffic calming devices, a GIS-based system to prioritize and select projects, and Space Syntax to estimate existing pedestrian volumes across the city. Public outreach for the plan included two well-attended public meetings, a project website, and collaboration with the city's citizen-based Pedestrian Subcommittee. The final plan includes conceptual plans for thirty high-priority projects, provides tables listing the location and cost for constructing and repairing curb ramps, sidewalks, signage, striping and other infrastructure improvements, and recommends education, encouragement and enforcement programs.

Date: 2009
 Contract: \$91,000
 Client: City of Berkeley, Eric Anderson, Associate Planner - Bicycle and Pedestrian Program, Dept. of Public Works, eanderson@ci.berkeley.ca.us, (510) 981-7062



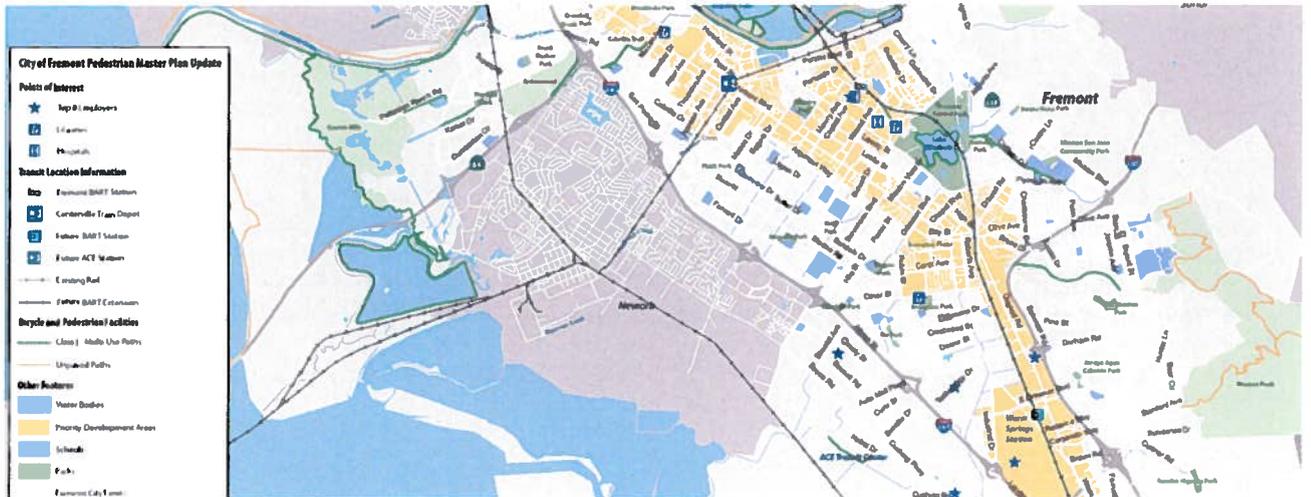
EMERYVILLE PEDESTRIAN AND BICYCLE PLAN

Date: 2010-2012

Contract \$212,000

Client: City of Emeryville, Deborah Diamond, (510) 596-4303, ddiamond@ci.emeryville.ca.us, 1333 Park Avenue Emeryville, CA 94608, 1333 Park Avenue, Emeryville, CA 94608

Alta managed this update of the City of Emeryville’s Pedestrian and Bicycle Master Plan. Alta worked closely with city staff and the Bicycle and Pedestrian Advisory Committee (BPAC) to develop a plan that met the community’s needs. Public outreach for the plan included monthly meetings with the city’s BPAC, two public workshops, biking and walking tours, a community survey, and a project website. Alta developed several innovative solutions to vexing problems, including providing comfortable bicycle and pedestrian access over Interstate 80 and Amtrak tracks, and accommodating bicyclists along transit routes. Alta researched bicycle boulevard best practices and recommended policies and metrics for the city’s bicycle boulevards, which are among the most progressive in the nation.



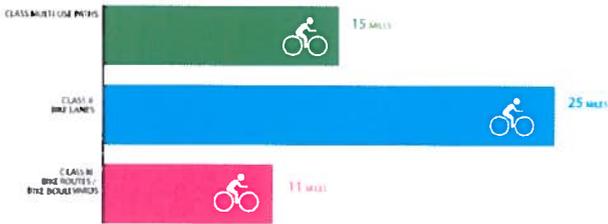
FREMONT BICYCLE AND PEDESTRIAN MASTER PLANS

Date: 2005/2007/2012/2014 - ongoing

Contract: \$258,000

Client: City of Fremont, Rene Dalton, Associate Transportation Engineer, (510) 494-4535, rdalton@fremont.gov

Alta is leading an update to Fremont’s Pedestrian Master Plan, which was originally prepared by Alta in 2007 and included an Americans with Disabilities Act Transition Plan component. The infrastructure-focused plan update will provide a safe and comfortable walking environment for this vibrant city of over 220,000 residents. Tasks include extensive data collection and application of innovative GIS-based level of service tools. Alta also recently managed the Fremont Bicycle Master Plan Update. The updated Plan provides a community-wide bicycle network, prioritized projects for implementation, and facility design standards. Outreach included a community survey as well as engagement at community meetings.



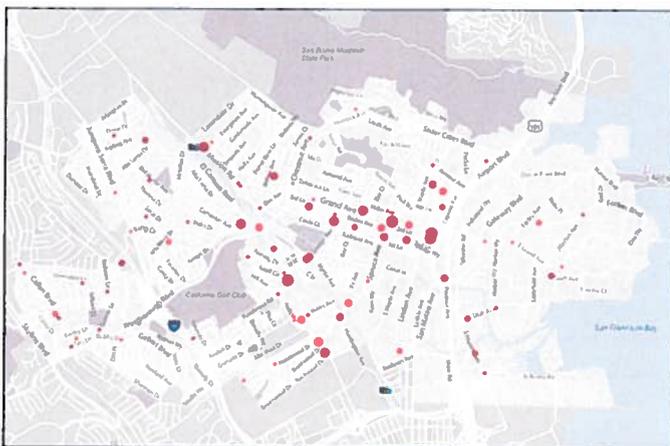
MOUNTAIN VIEW BICYCLE TRANSPORTATION PLAN UPDATE

Alta is leading the Bicycle Transportation Plan Update for the City of Mountain View. Tasks include developing a detailed plan for a network of low-stress on-street bicycle facilities; identifying bikeway connections and amenities such as bicycle parking that promote bicycle travel to community centers, schools, employment centers and adjacent communities; and establishing goals and performance measures to track the progress of the plan in the years to come. \$3.5 million has been programmed into the City's capital improvement planning process to improve the bicycle and pedestrian environment.

Date: 2014 - 2016

Contract: \$150,000

Client: Helen Kim, City of Mountain View, Public Works Department, helen.kim@mountainview.gov, (650) 903-6010



Reported Pedestrian and Bicycle Collisions, 2009 - 2013
 Source: City of South San Francisco, Alta Planning + Design, SWTRIS



BICYCLE AND PEDESTRIAN DATABASE, SOUTH SAN FRANCISCO

Building on Alta's previous work for the City in developing a bicycle master plan, Alta is developing a database that will include network implementation progress, collision data, public perceptions, and bicycle and pedestrian activity levels. The aim of the project is to establish a database and annual "report card" document for evaluating progress towards the goals of the master plan. This data will also help gauge the impact of implementing specific projects. Alta has developed a data collection plan for manual and automatic bicycle and pedestrian counts as well as intercept and online surveys. The next phase of the project will include implementing the counts and analyzing the first year of volume data.

Dates: 2015

Contract: \$52,000

Client: City of South San Francisco, Patrick Caylao, Associate Civil Engineer, (650) 829-6667, patrick.caylao@ssf.net, 400 Grand Avenue, South San Francisco, CA 94080

Consider the Future of Transportation

Healthy Kids, Safer Streets, Stronger Communities

International Walk & Roll to School Day | Wednesday, Oct. 8



Alameda County's Safe Routes to Schools Program

- Getting more kids walking and biking safely to school
- Making the streets around our schools safer for students and neighborhoods

Interested in Safe Routes to Schools? [learn more](#) →



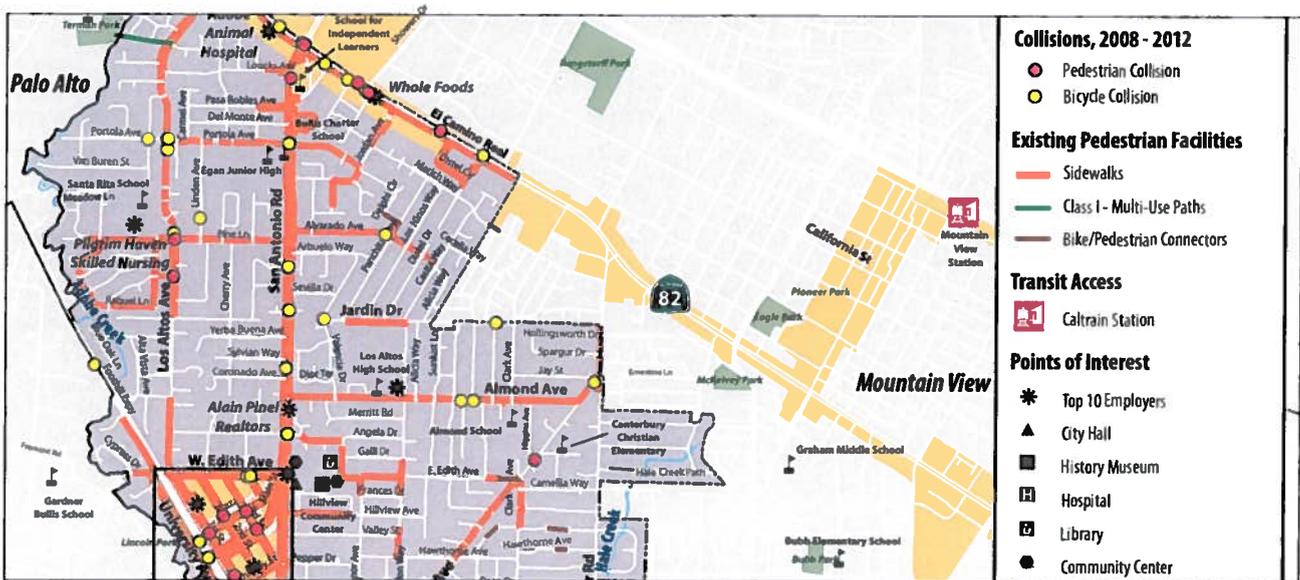
ALAMEDA COUNTY SAFE ROUTES TO SCHOOL PROGRAM

Since 2006, the Alameda County Safe Routes to School program has promoted safe walking and biking to school and a reduction in traffic congestion in the areas surrounding schools. The program currently reaches students at 150 schools throughout the County. Alta is providing program-wide project management, student walk and bike to school tallies, parent surveys, program outreach and publicity, oversight of in-classroom education program delivery, and program evaluation. Alta prepares an annual year-end report for the program that analyzes mode shift, program equity, and participation.

Date: 2011 - ongoing

Contract: \$5 Million

Client: Alameda County Transportation Commission, Laurel Poeton, Assistant Transportation Planner/Communications Specialist, (510) 208-7415, lpoeton@alamedactc.org, 1111 Broadway, Suite 800, Oakland, CA 94607



LOS ALTOS PEDESTRIAN PLAN

Alta led the City of Los Altos' first Pedestrian Master Plan. Planning tasks involved working closely with the Bicycle and Pedestrian Advisory Commission, the Parks and Recreation Commission, the Senior Commission, as well as the City Council. As a part of the project, Alta developed a white paper on pedestrian walkway design for rural and semi-rural areas, addressing the community's concern about aesthetic issues related to sidewalks. The plan was closely coordinated with the city's Climate Action Plan.

Date: 2013 - 2015

Contract: \$119,928

Client: City of Los Altos, Cedric Novenario, PE, Transportation Services Manager, City of Los Altos, (650)-947-2626, cnovenario@losaltosca.gov