

MASTER AGREEMENT FOR CONSULTANT SERVICES

This Master Agreement for Consultant Services (the "Agreement") is made and entered into this 23rd day of July, 2018, by and between THE CITY OF PACIFICA, a municipal corporation (hereinafter referred to as "CITY") and Alta Planning + Design (hereinafter referred to as "CONSULTANT"). CITY and CONSULTANT may be referred to individually as "Party" and collectively as the "Parties."

RECITALS

WHEREAS, CITY requires planning services in connection with the Bicycle & Pedestrian Master Plan;

WHEREAS, CONSULTANT is qualified to perform such services; and

WHEREAS, CONSULTANT has agreed to provide CITY with such services on the terms and conditions set forth herein.

NOW, THEREFORE, for the considerations hereinafter set forth, CONSULTANT and CITY agree as follows:

ARTICLE 1 - SCOPE OF SERVICES

- 1.1. **Scope of Services.** CONSULTANT agrees to furnish services pursuant to a Task Order in the form set forth in Exhibit A, Task Order, which is attached hereto and incorporated herein (the "Services").
- 1.2. **Compliance with Law.** The Services shall be performed in accordance with all applicable federal, state and local laws, ordinances, rules, regulations and orders.
- 1.3. **Time is of the Essence.** CONSULTANT agrees to diligently prosecute the Services. In the performance of this Agreement, time is of the essence.
- 1.4. **Professional Competence.** CONSULTANT represents that it has the professional skills necessary to perform the Services and that it will perform the Services in a skillful and professional manner. CONSULTANT represents that it has all the necessary licenses to perform the Services and shall maintain them throughout the term of this Agreement. CONSULTANT agrees that the Services shall be performed consistent with the professional skill and care ordinarily provided by engineers and planners practicing in the same or similar locality under the same or similar circumstances. CITY and CONSULTANT agree that CONSULTANT is in responsible charge of the Services. Acceptance by CITY of the Services does not operate as a release of CONSULTANT from professional responsibility for the Services performed.
- 1.5. **Independent Contractor.** CONSULTANT is an independent contractor and not an employee of CITY. CONSULTANT expressly warrants that it will not represent that it is an employee of CITY.

- 1.6. **Confidentiality.** CONSULTANT agrees to maintain in confidence and not disclose to any person, firm, governmental entity, or corporation, without CITY's prior written consent, any trade secret or confidential information, knowledge or data relating to the products, process, or operation of CITY. CONSULTANT further agrees to maintain in confidence and not to disclose to any person, firm, governmental entity, or corporation any data, information, technology, or material developed or obtained by CONSULTANT during the performance of the Services. The covenants contained in this Section 1.6 shall survive the termination of this Agreement for whatever cause.
- 1.7. **Ownership of Material.** Any reports and other material prepared by or on behalf of CONSULTANT under this Agreement (collectively, the "Documents") shall be and remain the property of CITY. All Documents not already provided to CITY shall be delivered to CITY on the date of termination of this Agreement for any reason. The Documents may be used by CITY and its agents, employees, representatives, and assigns, in whole or in part, or in modified form, for all purposes CITY may deem appropriate without further employment of or payment of any compensation to CONSULTANT.
- 1.8. **Documentation.** CONSULTANT shall keep and maintain full and complete documentation and accounting records, employee time sheets, and correspondence pertaining to the performance of the Services, and CONSULTANT shall make such documents available for review and/or audit by CITY and CITY's representatives at all reasonable times for at least four years after the termination of this Agreement or completion of the Services.
- 1.9. **Testimony.** CONSULTANT agrees to testify at CITY's request if litigation is brought against CITY in connection with the Services. Unless the action is brought by CONSULTANT or is based upon CONSULTANT's negligence, CITY will compensate CONSULTANT for the preparation and the testimony at CONSULTANT's standard hourly rates.

ARTICLE 2 - COMPENSATION

- 2.1. **Compensation.** Compensation for the Services shall be in accordance with the rate and schedules specified in a Task Order. However, in no event shall the amount the CITY pays to CONSULTANT for work done under a Task Order exceed the total compensation specified in the Task Order ("Cost Ceiling").
- 2.2. **Invoices.** CONSULTANT shall submit monthly invoices in a form satisfactory to CITY on or before the tenth day of each month for Services provided during the preceding month. CONSULTANT shall submit time and cost records as necessary to substantiate performance of the Services. Within 35 days after receipt of each such invoice, CITY shall verify the accuracy of the invoice, correct the charges where appropriate and as discussed and mutually agreed with CONSULTANT, and make payment to CONSULTANT in an amount equal to the amount of such invoice, as verified or corrected by CITY. No payment hereunder shall be construed as evidence of acceptance of any of CONSULTANT's work. CITY reserves the right to withhold payment from CONSULTANT on account of Services not performed satisfactorily, delays in

CONSULTANT's performance of Services, or other defaults hereunder. Withheld payment shall be promptly paid to CONSULTANT once Services are satisfactorily performed. CONSULTANT shall not stop or delay performance of the Services under this Agreement on account of payment disputes with CITY.

- 2.3. **Status Reports.** Together with each monthly invoice, CONSULTANT shall submit a status report detailing the amount expended on the Services to that date and the remaining amount to be expended before the Cost Ceiling is reached. CONSULTANT shall notify CITY in writing when payments have reached 90 percent of the Cost Ceiling.
- 2.4. **Withholding.** In lieu of holding retention, CITY shall withhold CONSULTANT's final payment under a Task Order until the Services provided under that Task Order are complete and CITY has received all Documents. CONSULTANT shall diligently continue and complete performance of the Services if the Services are not complete at the time CONSULTANT has performed services up to the Cost Ceiling.

ARTICLE 3 - TIME OF PERFORMANCE

- 3.1. **Effective Date.** This Agreement shall become effective upon execution of the second signature and shall remain in full force and effect until October 2019 (the "Term"). Notwithstanding the foregoing, this Agreement may be extended for successive one-year term(s) upon mutual, written approval by the City Manager or his/her designee and CONSULTANT. Work authorized by a Task Order shall be performed in accordance with the schedule set forth in the Task Order.
- 3.2. **Termination.** This Agreement may be terminated at any time by CITY upon written notice to CONSULTANT.
- 3.3. **Final Payment.** CONSULTANT shall be entitled to compensation for Services performed up to the time of such termination, it being understood that any payments are full compensation for the Services rendered under this Agreement.
- 3.4. **Other Remedies.** Nothing in this Article 3 shall be deemed to limit the respective rights of the parties to terminate this Agreement for cause or otherwise to exercise any rights or pursue any remedies which may accrue to them.

ARTICLE 4 - DESIGNATED CONTACTS

- 4.1. **CITY Contact.** CITY designates _____, its _____, as its contact who shall be responsible for administering and interpreting the terms and conditions of this Agreement, for matters relating to CONSULTANT's performance under this Agreement, and for liaison and coordination between CITY and CONSULTANT. In the event CITY wishes to make a change in CITY 's representative, CITY will notify CONSULTANT of the change in writing.
- 4.2. **CONSULTANT Contact.** CONSULTANT designates _____ as its contact, who shall have immediate responsibility for the performance of the Services and for all

matters relating to performance under this Agreement. Any change in CONSULTANT's designated contact shall be subject to written approval by CITY.

ARTICLE 5 - INDEMNIFICATION AND INSURANCE

- 5.1. **Indemnification.** CONSULTANT shall, to the fullest extent allowed by law, with respect to claims, liability, loss, damage, costs, or expenses, including reasonable attorney's and expert witness fees, awards, fines, penalties, or judgments, arising out of or relating to the Services (collectively "Claims") that arise out of, pertain to, or relate to the negligence, recklessness, or willful misconduct of CONSULTANT, defend, indemnify, and hold harmless CITY, its Officials, officers, employees and agents (the "CITY Parties"), except to the extent the Claims are attributable to CITY Parties' gross negligence or willful misconduct. CONSULTANT shall defend the CITY Parties as required by California Civil Code Section 2778, and with counsel reasonably acceptable to those parties. CONSULTANT shall have no right to seek reimbursement from the CITY Parties for the costs of defense. The obligations contained in this Section 5.1 shall survive the termination of this Agreement for whatever cause for the full period of time allowed by law and shall not in any way be limited by the insurance requirements of this Agreement.
- 5.2. **Health and Safety.** CONSULTANT may perform part of the Services at sites which contain unknown working conditions and contaminated materials. CONSULTANT shall be solely responsible for the health and safety of CONSULTANT's employees during the performance of the Services.
- 5.3. **Insurance.** CONSULTANT and all of CONSULTANTS employees, subcontractors, consultants and other agency shall procure, provide and maintain at all times during the performance of this Agreement, and for such additional periods as described herein, the insurance listed below with insurers licensed to do business in the State of California and with a Best's rating of no less than A:VII.
- A. Commercial Automobile Liability Insurance. Commercial Automobile Liability Insurance providing bodily injury liability and property damage, to protect against all liability arising out of the use of any owned, leased, passenger or commercial automobile at a minimum amount of \$1,000,000 combined single limit and \$2,000,000 aggregate. Coverage shall apply to hired and non-owned autos.
- B. Commercial General Liability Insurance. Commercial General Liability Insurance, with limits providing a minimum amount of \$1,000,000 combined single limit coverage for each occurrence, \$2,000,000 general aggregate and \$2,000,000 products/completed operations aggregate. The insurance shall cover all operations including but not limited to the following: (1) premises, operations and mobile equipment liability; (2) completed operations and products liability; (3) contractual liability insuring the obligations assumed by CONSULTANT in

this Agreement; (4) broad form property damage liability; (5) personal injury liability endorsement, including death; and (6) automobile bodily injury and property damage insurance, including all owned, hired and non-owned equipment.

- C. Professional Liability Insurance. Professional Liability Insurance protecting against liabilities caused by the negligent acts, errors, or omissions of CONSULTANT and all of CONSULTANTS employees, in connection with this Agreement, at a minimum amount of \$1,000,000 combined single limit coverage and \$1,000,000 aggregate, on a "claims made basis" with a continuation of coverage extension for liabilities for two years from the date the Services are substantially complete. Such professional liability policies shall include coverage for liability assumed by the CONSULTANT under this Agreement. Consultant shall require its subcontractors and subconsultants providing professional services to maintain equivalent levels of professional liability insurance.
- D. Workers Compensation Insurance. Workers Compensation insurance, occupational disease insurance and employer's liability insurance shall be required with minimum limits as required by law, covering all workplaces involved in this Agreement.
- E. Policy Terms. Concurrently with execution of this Agreement, CONSULTANT shall provide CITY with Certificates of Insurance evidencing that CONSULTANT has obtained or maintains the insurance required by this Section 5.3. The Certificates shall be on forms acceptable to CITY. CONSULTANT shall also furnish CITY with original endorsements with the following documentation:
- Precluding cancellation or reduction in coverage until thirty (30) days after written notification from the insurer to the City;
 - Providing that CONSULTANT's insurance shall apply separately to each insured against whom claim is made or suit is brought, and include a "separation of insureds" or "severability" clause which treats each insured separately, except with respect to the limits of the insurer's liability (cross-liability endorsement);
 - For (A) Commercial Automobile Liability Insurance and (B) Commercial General Liability Insurance, naming CITY, its City Council, boards, commissions, committees, officers, employees and agents as additional insureds ("Additional Insureds"); and
 - Providing that for any claims relating to CONSULTANT's services hereunder, CONSULTANT's insurance coverage shall be primary insurance with respect to CITY, its City Council, boards, commissions, committees, officers, employees and agents, and that any insurance or self-insurance maintained by CITY for itself, its City Council, boards, commissions, committees, officers, employees and agents shall be in excess of CONSULTANT's insurance and shall not be contributory with it.
 - It shall be a requirement under this Agreement that any available insurance proceeds broader than or in excess of the specified minimum insurance coverages requirements and/or limits shall be available to the Additional

Insured, including but not limited to any umbrella or excess insurance. Furthermore, the requirements for coverage and limits shall be the greater of: (a) the minimum coverage and limits specified in this Agreement; or (b) the broader coverage and maximum limits of coverage of any insurance policy or proceeds available to the named insured.

- F. Material Breach. If CONSULTANT fails to maintain insurance coverage or provided insurance documentation which is required pursuant to this Agreement, it shall be deemed a material breach of this Agreement. CITY, at its sole option, may terminate this Agreement and obtain damages from CONSULTANT resulting from said breach. Alternatively, CITY may purchase the required insurance coverage, and without further notice to CONSULTANT, may deduct from sums due to CONSULTANT any premium costs advanced by CITY for such insurance. These remedies shall be in addition to any other remedies available to CITY.

ARTICLE 6 - NOTICES

All notices or other communications required or permitted hereunder shall be in writing, and shall be personally delivered or sent by facsimile or reputable overnight courier and shall be deemed received upon the earlier of: (1) if personally delivered, the date of delivery to the address of the person to receive such notice; (2) if delivered by Federal Express or other overnight courier for next business day delivery, the next business day; (3) if sent by facsimile, with the original sent on the same day by overnight courier, the date on which the facsimile is received, provided it is before 5:00 P.M. Pacific Time; or (4) if sent electronically, the date of delivery on the confirmed read receipt. Notice of change of address shall be given by written notice in the manner described in this Article 6. Rejection or other refusal to accept or the inability to deliver because of a change in address of which no notice was given shall be deemed to constitute receipt of the notice or communication sent. Unless changed in accordance herewith, the addresses for notices given pursuant to this Agreement shall be as follows:

If to CITY: City Manager
 170 Santa Maria Avenue
 Pacifica, CA 94404
 Phone: (650) 738-7409
 Facsimile: (650) 359-6038
 Email: ltinfow@ci.pacifica.ca.us

If to CONSULTANT: _____

 Phone: _____
 Facsimile: _____

ARTICLE 7 - MISCELLANEOUS

- 7.1. **Entire Agreement.** This Agreement represents the entire understanding of CITY and CONSULTANT as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder. This Agreement may only be modified by an amendment in writing signed by each party.
- 7.2. **No Assignment.** The Services are deemed unique and neither party shall assign, transfer, subcontract or otherwise substitute its interest in this Agreement or any of its obligations hereunder without the prior written consent of the other party. As limited by this Section 7.2, this Agreement is to be binding on the successors and assigns of the parties hereto.
- 7.3. **Severability.** If any part of this Agreement is determined to be unconstitutional, invalid or beyond the authority of either party, such decision shall not affect the validity of the remainder of this Agreement, which shall continue in full force and effect, provided that the remainder of this Agreement can be interpreted to give effect to the intentions of the parties.
- 7.4. **Counterparts.** This Agreement may be signed in counterparts and, when fully signed, such counterparts shall have the same effect as if signed in one document.
- 7.5. **Choice of Law.** This Agreement and all matters relating to it shall be governed by the laws of the State of California without reference to its choice of laws principles and venue shall be in the appropriate court in San Mateo County, California.
- 7.6. **Waiver.** No failure on the part of either Party to exercise any right or remedy hereunder shall operate as a waiver of any other right or remedy that party may have hereunder. A waiver by either CITY or CONSULTANT of any breach of this Agreement shall not be binding upon the waiving party unless such waiver is in writing. In the event of a written waiver, such a waiver shall not affect the waiving party's rights with respect to any other further breach.
- 7.7. **Mediation.** In the event the parties are unable to resolve a dispute arising under this Agreement through good faith negotiations, the parties agree to submit the matter to mediation with a mutually agreeable mediator. Prior to the mediation, the parties shall exchange any documents reasonably necessary to resolve the matter to be mediated.
- 7.8. **Attorney's Fees.** If any action at law or in equity, including an action for declaratory relief, is brought to enforce or interpret the provisions of this Agreement, the prevailing party shall be entitled to reasonable attorneys' fees, which may be set by the court in the same action or in a separate action brought for that purpose, in addition to any other relief to which that party may be entitled.
- 7.9. **Interpretation.** In the event this Agreement is ever construed in any dispute between the parties, it and each of its provisions shall be construed without regard to the party or parties responsible for its preparation and shall be deemed to have been prepared jointly

by the parties. The rule of construction to the effect that ambiguities are to be resolved against the drafting party shall not be employed in interpreting this Agreement.

- 7.10. **Authority.** Each individual executing this Agreement on behalf of one of the parties represents that he or she is duly authorized to sign and deliver the Agreement on behalf of such party and that this Agreement is binding on such party in accordance with its terms.
- 7.11. **Third Parties.** Nothing contained in this Agreement shall create a contractual relationship with, or cause of action in favor of, a third party against either the CITY or CONSULTANT. CONSULTANT's Services hereunder are being performed solely for the benefit of CITY.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date set forth above.

CITY OF PACIFICA

By: _____
Kevin Woodhouse, City Manager

Date _____

Approved As To Form

By: _____
Michelle Marchetta Kenyon, City Attorney

CONSULTANT

By: _____

Date _____

By: _____

Date _____

EXHIBIT A
TASK ORDER

TASK ORDER NO. _____

CITY OF PACIFICA

AND

ALTA PLANNING + DESIGN

SECTION 1 – PURPOSE

The purpose of this Task Order is to authorize and direct ALTA PLANNING + DESIGN to proceed with the work specified in SECTION 2 below, in accordance with the provisions of the Master Agreement for Consultant Services between the City of Pacifica (“CITY”) and ALTA PLANNING + DESIGN (“CONSULTANT”) hereto dated July 23, 2018 (“MASTER AGREEMENT”)

SECTION 2 – SCOPE OF WORK

The items authorized by this Task Order are presented in Attachment “A” – Scope of Services, which is attached hereto and incorporated by this reference.

SECTION 3 – COMPENSATION AND PAYMENT

Compensation shall be as provided in the MASTER AGREEMENT. Compensation for services as set forth in SECTION 2 shall be as set forth in Attachment “B” – Compensation, which is attached hereto and incorporated by this reference. Total compensation for all services provided under this Task Order shall not exceed one hundred and nine thousand and six hundred and sixty six dollars (\$109,660) (“Cost Ceiling”).

SECTION 4 – TIME OF PERFORMANCE

The services described in SECTION 2 of this Task Order shall be completed by September 2018 or as extended in writing by the City Manager.

SECTION 5 – ITEMS AND CONDITIONS

All terms and conditions contained in the MASTER AGREEMENT are incorporated by reference and remain in full force and effect.

Approved this _____ day of _____, _____.

[Signatures on Next Page]

CITY OF PACIFICA

By: _____
Kevin Woodhouse, City Manager

Date _____

Approved As To Form

By: _____
Michelle Marchetta Kenyon, City Attorney

CONSULTANT

By: _____

Date _____

By: _____

Date _____

ATTACHMENT “A”
SCOPE OF SERVICES



Proposal Overview and Summary

Overview

Alta understands the unique character of Pacifica as a smaller community in the Bay Area with close access to regionally significant trails and coastline. Alta is currently completing a Bicycle and Pedestrian Master Plan for the City of Half Moon Bay that deals with many of the same issues and challenges facing Pacifica. For example, home-based work trips in Half Moon Bay are typically not feasible by walking or bicycling due to terrain and distance, however non-work trips offer a substantial opportunity for converting automobile trips to active modes. Trips that start and end in Pacifica account for 58 percent of non-work trips tied to recreation, shopping and errands, social visits, and school-related trips. The Bicycle and Pedestrian Master Plan will work to identify the strategic investments in infrastructure and programs needed to make non-motorized transportation options safer and more convenient for residents and visitors.

The Bicycle and Pedestrian Master Plan will take its guidance from the goals of the 2025 General Plan. Adopted in 2014 through a rigorous public involvement process, the General Plan guides the City's long-range development and requires city actions, specific plans, and master plans be consistent with its policies. Guiding and Implementing policies that can be advanced through a carefully developed Bicycle and Pedestrian Master Plan include:

- Creating a comprehensive transportation system with a continuous network of sidewalks and bicycle routes (CI-G-1)
- Planning transportation improvements to support safe and convenient access for all users (CI-G-2)

- Minimizing pedestrian crossing distances (CI-I-2)
- Improving safety by providing lighting and traffic calming devices for residential streets (CI-I-2)
- Identify roadway retrofits to create Complete Streets (CI-I-4)
- Expanding the trail system (OC-G-7)

To align with the General Plan, Alta will create a document that takes direction and further refines these policies. For instance, the General Plan identifies five priority pedestrian zones in Pacifica where high volumes of pedestrian traffic are encouraged. As part of our work, Alta will evaluate sidewalk width, wayfinding, street amenities, lighting, mid-block and intersection crossings among other streetscape elements to identify opportunities to enhance these priority areas in addition to streets that are part of Pacifica's proposed trail system improvements, streets adjacent to schools, and locations with a history of vehicle-pedestrian collisions.

To better accommodate all roadway users and implement the policy of creating "Complete Streets," the General Plan began the process of identifying roadway retrofits such as on Linda Mar Boulevard, Terra Mar Boulevard, Palmetto Avenue, Crespi Drive, and others. Through the Bicycle and Pedestrian Master Plan process, Alta will evaluate these retrofit opportunities to widen sidewalks, improve crossing conditions, upgrade existing bikeways, and fill in gaps in the bikeway network. The General Plan did not include buffered bicycle lanes or newly approved Class IV Separated Bikeways as part of its Proposed Bicycle Network Map, however these Caltrans approved and

emerging best practices adhere General Plan policies by providing a safer, more comfortable experience for all ages and bicycling abilities. Alta will look for opportunities to include these enhanced bikeway designs in the context of the larger transportation system. Linda Mar Boulevard will receive focused analysis to understand traffic speeds, volumes, land uses and parking needs (through a parking occupancy study). Alta will present retrofit concepts to the community to help assess the active transportation benefits and potential trade-offs (such as parking loss or traffic delay) before making a final recommendation.

Alta will also evaluate opportunities for upgrades and new crossing over Highway 1, steps to complete the Coastal Trail and North-South Bikeway, connections to open spaces, trailheads and community destinations (such as school and commercial areas), and locations for more end-of-trip facilities such as short-term and long-term bicycle parking and shower facilities. Education, encouragement, enforcement, and evaluation programs ideas will also be developed and matched to the City's capacity and resources needed to deliver these programs effectively.

Funding and Implementation

Alta recognizes that the greatest value our firm can provide to Pacifica is to 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 see that proposed bicycle and pedestrian projects are fundable and feasible. Alta also boasts a strong team of programmatic and Safe Routes to School experts, seeing that any plan document for Pacifica has a strong focus on safety for getting children and parents to walk and bike safely to school. Alta has helped over a dozen cities successfully apply for Caltrans ATP grants. As part of our approach, Alta will develop a funding section to tailor each project recommendation to suitable funding sources and provide the City with priority project sheets that can help for the basis for future funding requests.

Scope of Work

Task 1. Project Management & Project Strategy

Alta will kick-off the plan and define the strategy for the development of the Bicycle and Pedestrian Master Plan. The kick-off meeting will include City staff and stakeholders for a strategy session to clarify scope, background, and project goals and priorities. The Alta Project Manager will also establish work and communication protocols with the City of Pacifica Project Manager.

TASK 1.1. PROJECT MANAGEMENT

Throughout the project, there will be ongoing coordination between Alta's Project Manager, Jeff Knowles, and the City of Pacifica 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, Jeff will conduct bi-monthly calls to review progress, schedule, budget, and next steps. Alta will provide monthly project status reports that will include:

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

Task 1.1 Deliverables:

- Monthly project status reports

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 to clarify the project scope, background, and priorities. To make the most effective use of City staff time, we propose to conduct several activities prior to the project kick-off. Pre-kick-off activities include:

- » Development of a refined work plan based on City's feedback on proposed tasks.
- » Gathering of existing plans, policies, and related documents and data. Alta will request from the

City all plans, data and documents not already provided and review these documents prior to project kick-off.

The strategy session will involve key City staff 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

In addition to the strategy session, 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.

Task 1.2 Deliverables:

- Bi-monthly client calls, agendas to be provided before the call
- Monthly project status updates
- Refined work plan
- Prioritized list of activities and schedule for completion

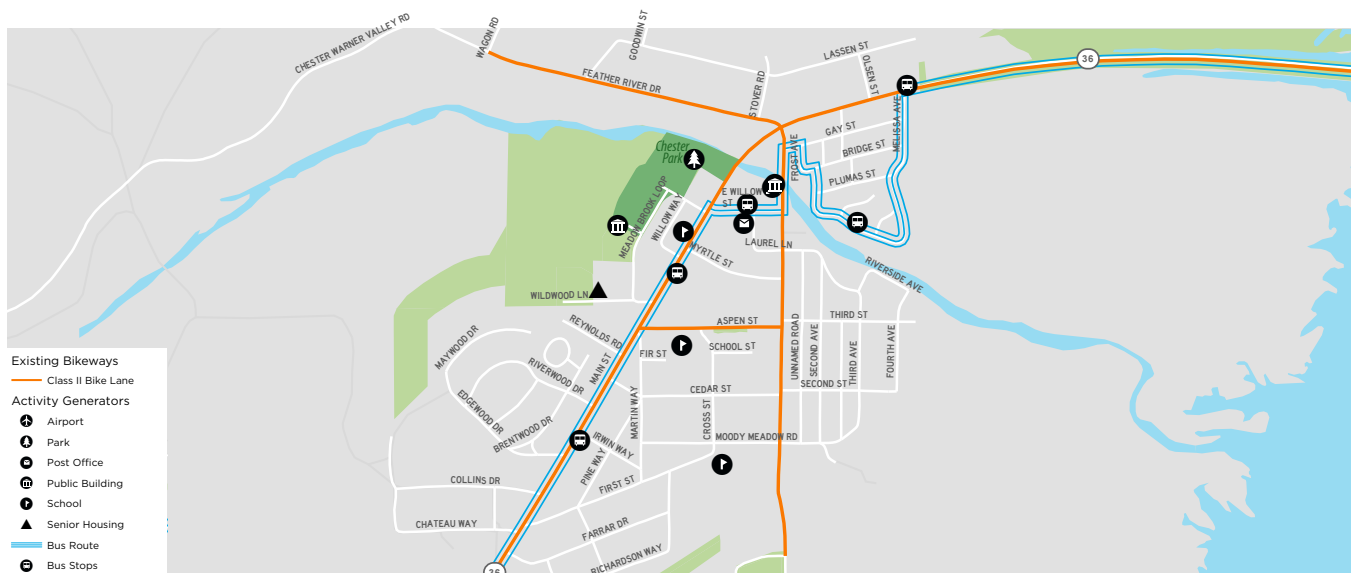
Task 2. Collect and Review Existing Data/Conditions

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 Pacifica including the review of the existing Bicycle Plan from 2001.

TASK 2.1. INVENTORY OF FACILITIES, DATA, REGULATIONS, AND PROGRAMS

Alta will submit a data request memo to the City, ensuring we have all available relevant data, plans, policies, and regulations. Alta will review Pacifica's existing bicycle and pedestrian facilities and supporting infrastructure using data provided by the City. This 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.



Alta is assisting the Plumas County Transportation Commission in developing a county-wide Non-Motorized Transportation Plan to identify a network and set recommendations that are supportive of the vibrant community while addressing safety and security.

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.

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

Task 2.1 Deliverables

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

Task 3. Public Outreach

TASK 3.1 PUBLIC OUTREACH AND ENGAGEMENT STRATEGY

Alta will develop a detailed Public Outreach and Engagement Strategy that will include description of events, schedule of events, and key considerations for planning the events. The strategy will include timing of outreach activities. Alta will provide a draft for the City's Bicycle and Pedestrian Advisory Committee (BPAC) or ad-hoc subcommittee and City staff for discussion and feedback before it is finalized. We recommend the following four BPAC meetings be conducted as part of the core effort:

- Kick-Off/Strategy Session: Facilitated discussion of priorities with BPAC members
- Define Options: Review Needs Assessment and collect project and program ideas
- Review Alternatives: Share draft recommendations and receive feedback
- Review/Endorse Plan: Review and endorsement of the Draft Plan document.

Task 3.1 Deliverables:

- Public Outreach and Engagement Strategy Memo
- Up to four (4) BPAC or ad-hoc subcommittee meetings



Community workshops provide an opportunity for the public to participate meaningfully during the process. Alta designs these workshops to be educational, interactive, and comprehensive. We have the flexibility to lead traditional, standalone workshops but also suggest collecting input as part of existing regional events.

TASK 3.2 COMMUNITY OUTREACH

In order to make sure the community is aware of the planning process and the key engagement opportunities, Alta will draft at least two informational articles for publication in the City's regularly distributed "Connect with Pacifica" e-newsletter. Alta will work with City staff to determine the timing and content of these articles. Alta will update draft articles based on consolidated feedback from the City.

Alta will also provide graphic and informational content for the City website and social media.

Task 3.2 Deliverables

- At least two informational articles for publication in the City's regularly distributed "Connect with Pacifica" e-newsletter
- Graphic and informational content for the City website and social media

TASK 3.3 PUBLIC WORKSHOPS

We anticipate that public workshops will be focused on tangible products that require public engagement. At a minimum, we anticipate two workshops:

- The first workshops will present initial findings from Tasks 2, 4 and 5. The workshop will focus on setting the context for walking and biking in Pacifica and soliciting feedback on existing conditions related to walking and biking in Pacifica. 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 Pacifica 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. Alta will provide a brief overview presentation to set the context and to set objectives for the meeting followed by an open house with 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 Pacifica
- 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.

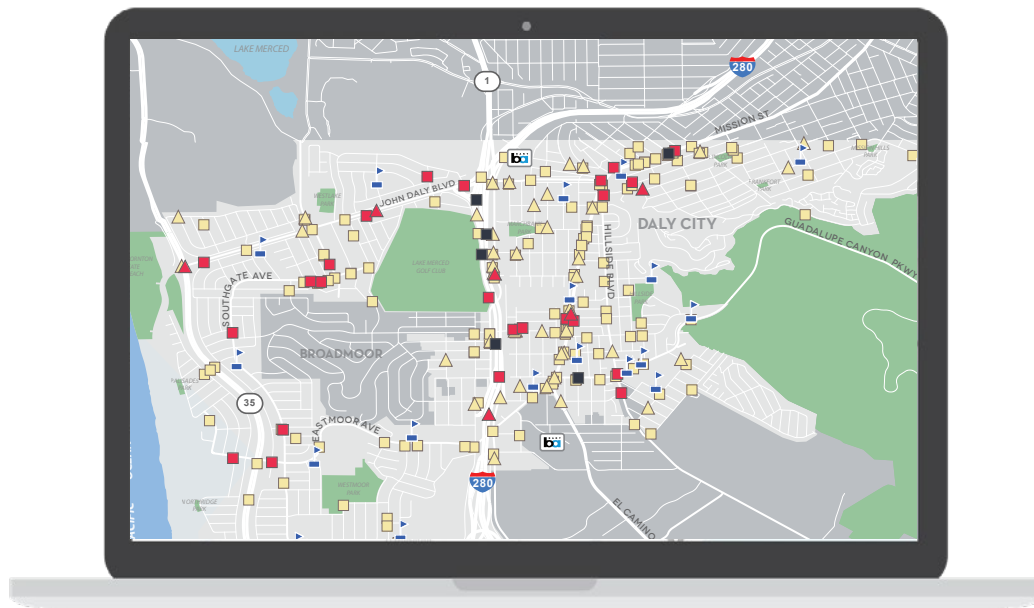
Task 3.3 Deliverables

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

TASK 3.4 COMMUNITY INPUT MAP

The City is interested in web-based platforms to capture community input. Alta will develop an interactive online Community Input map for gathering data from residents.

Alta will develop an interactive map of Pacifica that will allow the public to drop a pin on a specific site within the city limits and attach a comment. The online map will collect data on bicycle and pedestrian existing behavior, perceptions, and needs. The survey will help create a profile of how and where people currently bicycle and walk, provide insight into what location-specific barriers and issues are preventing them from bicycling and walking more, and identify how different facility types may help overcome those barriers and issues. Our in-house team has created numerous online surveys with clean, compelling, easy to use interfaces. The software provides back-end data collection features that can convert data into clean graphs or allow it to be downloaded into Excel for further analysis.



We can develop an interactive map of Pacifica that will allow the community to make comments and suggestions to help the project team identify existing needs and prioritize improvements. Alta will present sample platforms to determine a suitable design approach.

We assume that the City will circulate the map with residents at-large and community groups.

Task 3.4 Deliverables

- Draft online community input map
- Final community input map (in English and Spanish if needed)
- Summary of community input map comments

TASK 3.5 ADDITIONAL PUBLIC AND STAKEHOLDER EVENTS (OPTIONAL)

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

Alta could add additional pop-up events at farmers markets, community and school events, and other events to gather a broader range of input for the plan. Pop up events can be staffed by the City, volunteers, or consultant staff, presenting a significant opportunity to gather input at low cost.

Task 3.5 Deliverables

- 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 Pacifica Bicycle Plan (2001), existing Complete Streets policy, Pacifica 2035 General Plan, the City's municipal and zoning code, and the County Comprehensive Bicycle and Pedestrian Plan (2011). 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.

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 Pacifica's future bicycle, pedestrian, or trails network. We will leverage experience in other San Mateo 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 Commission to discuss key themes from the plan review. This will directly inform the development of draft vision, goals, objectives, and policies. In addition, this will inform whether any General Plan goals or policies amendments are warranted.

Task 4 Deliverables

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

Task 5: Needs Assessment

Identifying needs is a critical step in any bicycle and pedestrian master plan process. Needs are identified through a combination of public outreach, a review of land use patterns, network connectivity, and existing or potential safety issues.

5.1. BICYCLE AND PEDESTRIAN COLLISION ANALYSIS

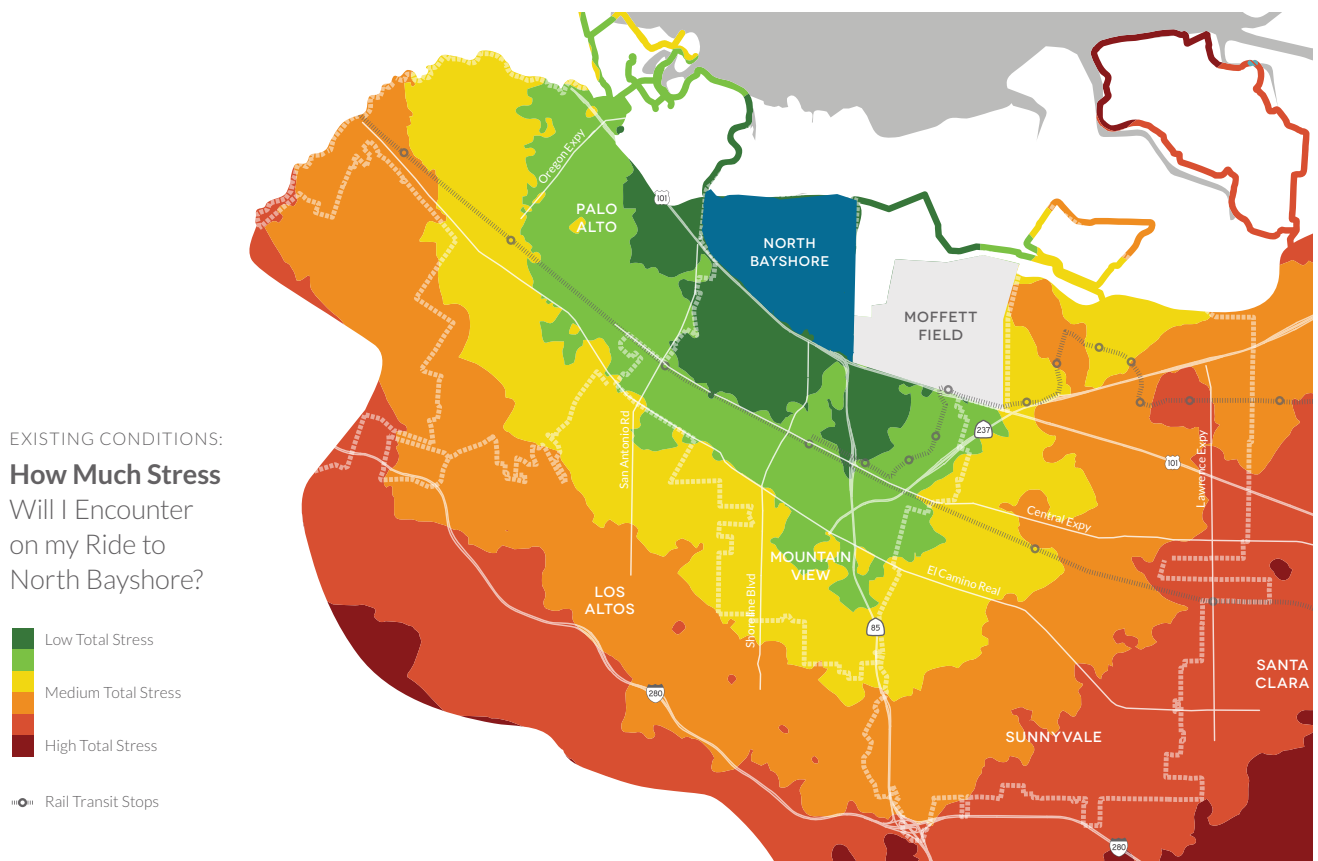
Concern about safety is one of the most common reasons for not bicycling or walking. Alta will perform a detailed analysis of the most recently available five (5) years of collision data from the Pacifica Police Department (if available) or from the California Highway Patrol's Statewide Integrated Traffic Records System (SWITRS). Alta will produce a map of bicycle and pedestrian-involved collisions, along with a summary of collision trends and contributing factors.

5.1 Deliverables

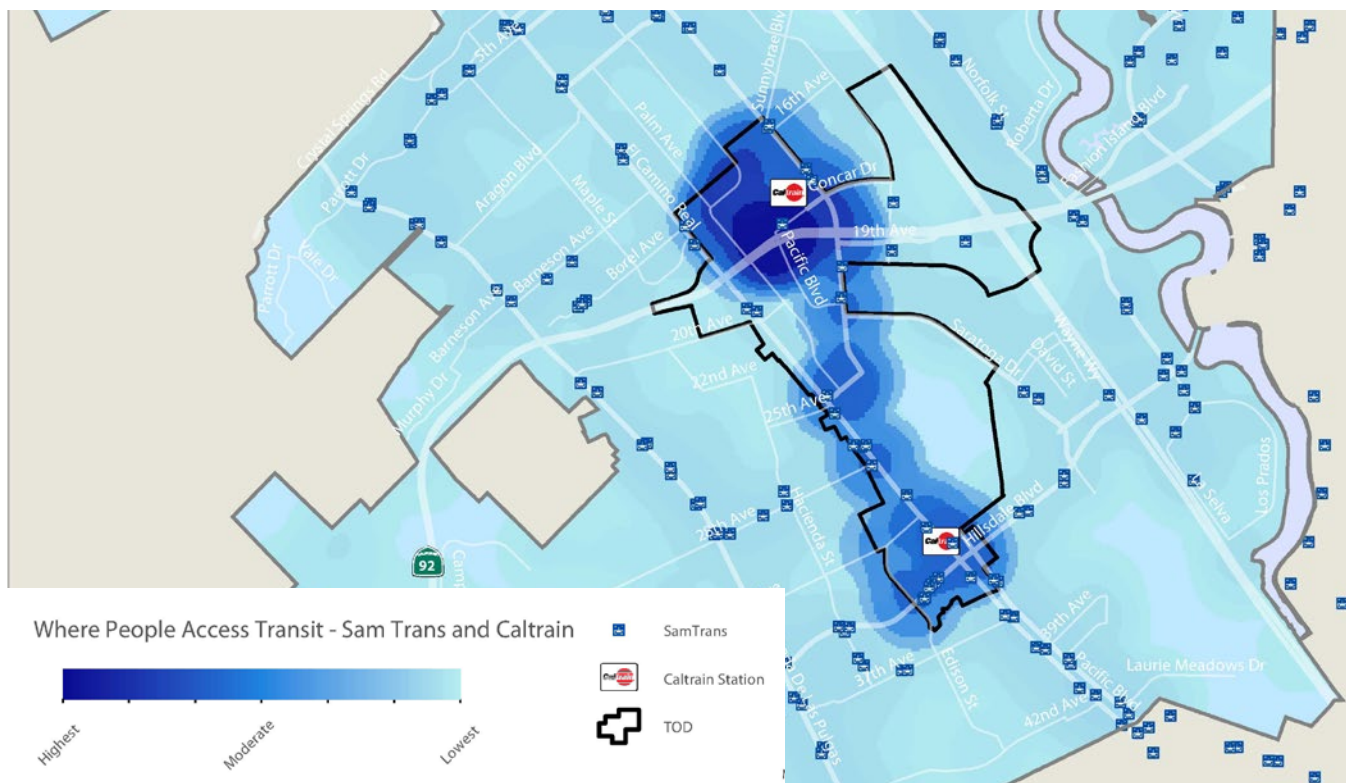
- Collision analysis maps

5.2 DEMAND AND 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 Pacifica.



Alta can use a route preference model to analyze probable route choices and route stress of bicyclists. Alta performed this analysis on bikeways in the northern Santa Clara County "bikeshed" of the Google campus in Mountain View.



Alta's Bicycle and Pedestrian Suitability Index evaluates roadway and sidewalk quality and factors that influence bicycle and pedestrian activity near schools.

This analysis will quantify factors that impact walking and bicycling activity, identify gaps in existing bicycle and pedestrian networks, and identify key pedestrian and bicycling areas based on demand and supply variables. The analysis combines metrics representative of key destinations (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.

Alta has developed a Level of Traffic Stress (LTS) analysis to identify 'stress zones' such as areas in need to enhanced safety and accessibility, or high traveled areas. The LTS analysis is based on the method created by the Mineta Transportation Institute (MTI). This analysis incorporates data about bicycle infrastructure and roadway, intersection, and traffic characteristics to rate each street segment in a network across four levels. Each block-length segment of the street network available to bicyclists will be assigned a stress level based on available data. Data inputs could include the number of traffic lanes, bicycle facilities, parking facilities, posted speed limit, and intersection treatments. This allows Alta to identify weak links in the City's bikeway network. The classified roadways will be delivered as a data product and also mapped and summarized in the needs analysis technical memorandum.

The LTS will be combined with the demand analysis and the safety analysis to present a comprehensive suitability analysis for the overall network.

Task 5.2 Deliverable

- Working Paper #3: Needs Assessment

Task 6. Recommendations & Implementation Strategy

TASK 6.1. RECOMMENDED NETWORK

Alta will work collaboratively with the City and BPAC members to develop and review a recommended network that includes:

- » Bikeway, pedestrian and trail network improvements
- » Spot improvements
- » Future studies (signal timing, over/under crossings, trails, projects that will require further study)
- » Future projects (suggested routes to school maps, streetscape corridor plans, etc.)
- » Recommended programs that address education, encouragement, enforcement and evaluation

The projects will be gathered from the analysis of existing conditions, the community input map, and any additional input gathered through the process. The

projects will be organized by Plan goals and objectives, and will include information to support prioritization, including:

- » Demonstrated need (collisions, community identified priorities, stress zones)
- » Roadway type (arterial, collector, local)
- » Connectivity (connection to key activity centers)
- » Overcomes barriers

Based on our evaluation and public and stakeholder input, Alta will develop a recommended network that includes both bicycle and pedestrian facilities. We will make sure that the network includes top community priorities, while providing a connected network.

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.

6.1 Deliverables

- Recommended Bicycle and Pedestrian Network map and project list, including cost estimates

TASK 6.2 PROJECT EVALUATION AND PRIORITIZATION

The proposed projects will be evaluated using a qualitative process developed by the consultant team, with input from the BPAC and the public.

Typical project evaluation criteria include:

- **Public Support:** The public meetings and stakeholder engagement will be designed to best understand public priorities for investments in active transportation in Pacifica.
- **Safety:** The project addresses safety concerns such as reported collisions.
- **Community Identified Improvement:** The project is at a community identified challenge area.
- **Connectivity:** The project improves or provides a connection to a key destination.
- **Transit Coordination:** The project connects to transit.
- **Feasibility/Cost Effectiveness:** The project can be implemented within a one- to five-year time frame. Projects that require outside agency approval or significant funding will receive lower scores.

6.2 Deliverables

- Prioritized Projects, includes complete list of projects, prioritization criteria

TASK 6.3 FUNDING

As a small City, Pacifica'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 ATP and Highway Safety Improvement Program (HSIP) grant funds and we have significant success helping agencies apply for Federal BUILD (formerly TIGER) grant funds for active transportation projects.

Alta will identify possible funding sources, including San Mateo County funding programs, Caltrans ATP and HSIP 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.

6.3 Deliverables:

- Funding options

6.4 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 Pacifica 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.

6.4 Deliverables:

- Priority Project Sheets (2)

TASK 6.5 RECOMMENDED PROGRAMS

Becoming a truly bicycle- and pedestrian-friendly community requires a multi-faceted approach, including strategies beyond traditional engineering and infrastructure projects. By working directly with the public through education and encouragement/marketing programs, the City has the potential to raise awareness and acceptance of bicycling and walking as normal, healthy, fun parts of everyday life.

Building off the needs assessment and community feedback, Alta will recommend appropriate programs including education and safety campaigns. Alta will focus on recommendations that will increase the appeal of walking and biking.

Task 6.5 Deliverables

- Draft and final program recommendations

Task 7. Draft and Final Plan Documents

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 Pacifica, and the implementation steps needed to get to that vision (including priority and timing). 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 (Notice of Exemption) will be undertaken by City staff.

Alta will provide guidance and recommendations to ensure the City and draft plan address the California Streets and Highways Code section 89 1.2 bicycle transportation plan elements and Caltrans' ATP Active Transportation Plan components.

We anticipate that the draft plan will be reviewed using a combination of public events and electronic means. We assume the City will host the plan on its website and link to the comment form. We will present the draft plan to the BPAC and City Council in a formal hearing.

This scope of work assumes that any environmental review and clearance will be not be undertaken by Alta.

7.1 Deliverables

- Administrative Draft Bicycle and Pedestrian Master Plan
- Public Draft Bicycle and Pedestrian Master Plan

TASK 7.2 FINAL DRAFT PLAN

The Alta team will develop a Final Draft Plan that addresses all comments received on the Public Draft Plan. The Alta team will present the Final Bicycle and Pedestrian Master Plan at the City Council meeting, resolve any critical issues, such that the City Council will adopt the final Bicycle and Pedestrian Master Plan.

7.2 Deliverables

- Final Draft Bicycle and Pedestrian Master Plan
- City Council approved Bicycle and Pedestrian Master Plan

Task 8. Focused Study

TASK 8.1. LINDA MAR BOULEVARD FOCUSED STUDY

Alta understands that the City of Pacifica would like to study the potential for adding bicycle lanes to improve connectivity along Linda Mar Boulevard between Adobe Road and Highway 1. Alta will conduct a focused alternatives analysis, providing conceptual cross sections as well identifying potential impacts to parking and traffic for the proposed alternatives.

8.1 Deliverables

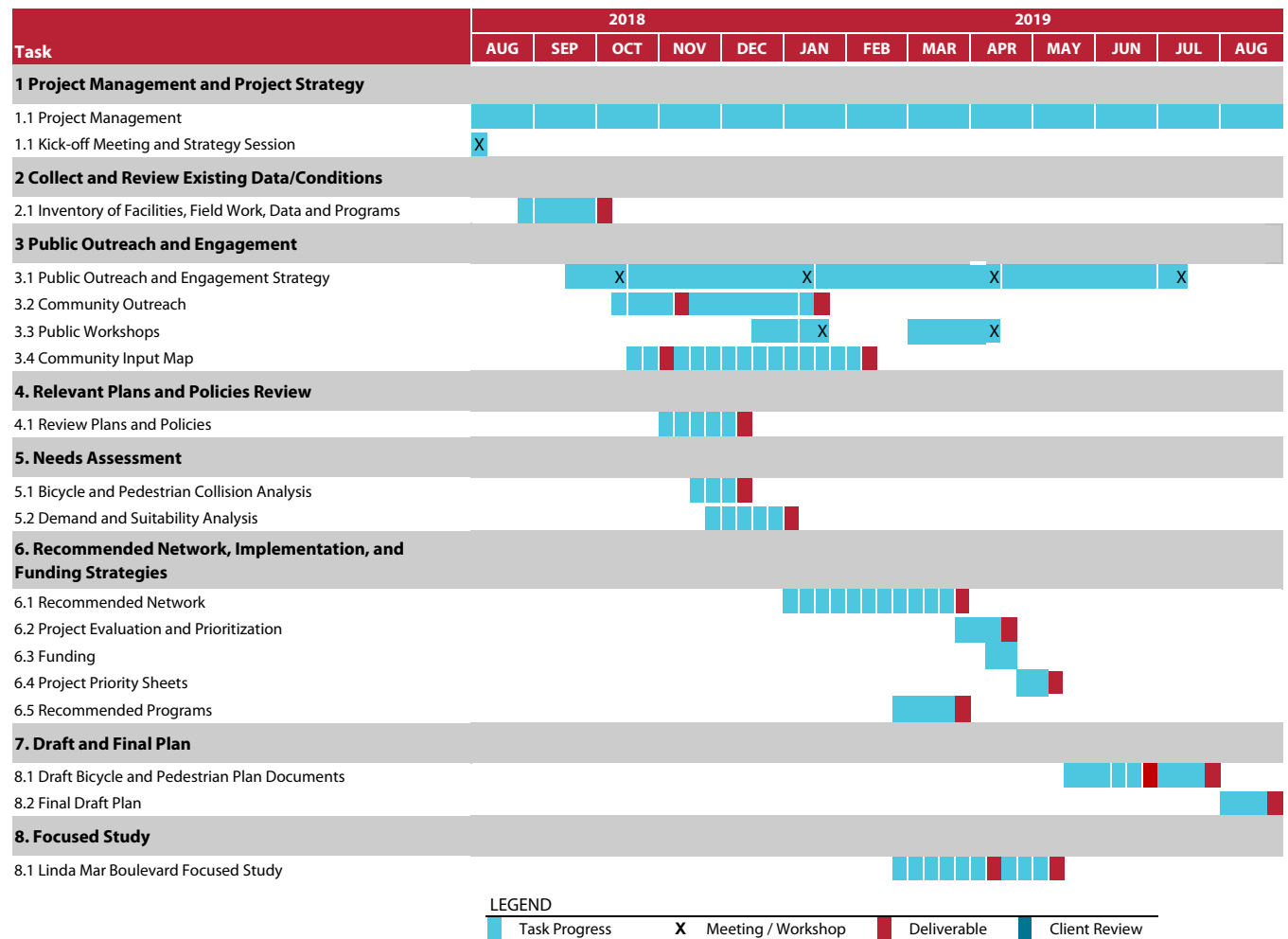
- Conceptual cross sections
- Working Paper #3 – Focused Study and Analysis



Alta brings innovation to each project to improve communities while being mindful of local, state, and federal requirements. Our document provide clear examples of how to interpret and apply design flexibility to improve bicycling and walking conditions.

Project Schedule

The schedule below 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.



ATTACHMENT “B”
COMPENSATION

Cost Proposal

TASK	Alta Planning + Design								Task Hours	Total Task Fee
	Principal-in-Charge	Project Manager	Assistant Project Manager	Senior Engineer	Designer	Planner	GIS	Graphics/Web		
	Hugh Louch	Jeff Knowles	Eric Tuvel	Carlos Valadao	Brian Burchfield	Lola Torney	Kim Voros	Ethan Kurtz		
2018 Hourly Rate*	\$272	\$175	\$129	\$170	\$137	\$106	\$129	\$129		
1 Project Management and Project Strategy	6	28	26	0	0	0	0	0	60	\$9,886
1.1 Project Management	2	24	16						42	\$6,808
1.2 Kick-Off and Strategy Session	4	4	10						18	\$3,078
2 Collect and Review Existing Data/Conditions	2	4	2	0	0	24	16	0	48	\$6,110
2.1 Inventory of Facilities, Field Work, Data, Regulations, and Programs	2	4	2			24	16		48	\$6,110
3 Public Outreach and Engagement	12	28	60	0	0	50	2	16	168	\$23,526
3.1 Public Outreach and Engagement Strategy	4	12	24			6			46	\$6,920
3.2 Community Outreach	2	2	10			10			24	\$3,244
3.3 Public Workshops	6	12	20			24			62	\$8,856
3.4 Community Input Map		2	6			10	2	16	36	\$4,506
4. Relevant Plans and Policies Review	2	4	6	0	0	20	0	0	32	\$4,138
4.1 Review Plans and Policies	2	4	6			20			32	\$4,138
5. Needs Assessment	4	6	14	0	0	20	34	0	78	\$10,450
5.1 Bicycle and Pedestrian Collision Analysis	2	2	4			8	10		26	\$3,548
5.2 Demand and Suitability Analysis	2	4	10			12	24		52	\$6,902
6. Recommended Network, Implementation, and Funding Strategies	10	24	40	16	16	56	18	0	180	\$25,250
6.1 Recommended Network	4	10	14	4	4	24	18		78	\$10,738
6.2 Project Evaluation and Prioritization	2	4	10			16			32	\$4,230
6.3 Funding	1	4	6			8			19	\$2,594
6.4 Project Priority Sheets	1	2	4	12	12				31	\$4,822
6.5 Recommended Programs	2	4	6			8			20	\$2,866
7. Draft and Final Plan	8	20	32	0	0	36	22	0	118	\$16,458
8.1 Draft Bicycle and Pedestrian Plan Documents	4	12	20			24	14		74	\$10,118
8.2 Final Draft Plan	4	8	12			12	8		44	\$6,340
8. Focused Study	4	8	14	20	16	4	8	0	74	\$11,342
8.1 Linda Mar Boulevard Focused Study	4	8	14	20	16	4	8	0	74	\$11,342
Staff Hours	48	122	194	36	32	210	100	16	758	\$107,160
Reimbursable Expenses & Travel										\$2,500
Project Total	\$13,056	\$21,350	\$25,026	\$6,120	\$4,384	\$22,260	\$12,900	\$2,064		\$109,660
Optional Tasks										
3.5 Additional Public and Stakeholder Events									Cost per event	\$4,000

* 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 2018, and will be adjusted if work is continued into subsequent year(s).