ITEM NO. 8

STAFF REPORT

CITY OF OCEANSIDE

DATE: July 16, 2008

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **ACCEPTANCE OF GRANT FUNDS IN THE AMOUNT OF $130,000 FROM SANDAG FOR THE PEDESTRIAN MASTER PLAN; APPROVAL TO APPROPRIATE THE FUNDS TO THE PROJECT ACCOUNT; AND APPROVAL OF A PROFESSIONAL SERVICES AGREEMENT TO UPDATE THE PEDESTRIAN MASTER PLAN**

SYNOPSIS

Staff recommends that the City Council accept grant funds in the amount of $130,000 from the San Diego Association of Governments (SANDAG) to update the City's Pedestrian Master Plan; approve the appropriation of the funds to the project account; approve a professional services agreement with IBI Group of San Diego in the amount of $124,849 to update the Pedestrian Master Plan; and authorize the City Manager to execute the agreement.

BACKGROUND

In March of 2005, staff applied for grant funds through the San Diego Association of Governments (SANDAG), Transportation Development Act/TransNet Bicycle and Pedestrian Projects program (Exhibit A). SANDAG approved a grant of $130,000 to the City of Oceanside to update the Pedestrian Master Plan; a sub-element of the Circulation Element. IBI Group submitted a scope of work and schedule (Exhibit B) which was reviewed and approved by staff.

The IBI Group was chosen as the consultant best suited to complete the Pedestrian Master Plan update as they are also in the process of updating both Bicycle Master Plan and Circulation Element. The IBI Group would integrate the master plans as part of their current effort to update the Circulation Element.

ANALYSIS

Staff is currently in the process of updating the Circulation Element and Bicycle Master Plan. The Pedestrian Master Plan grant money is timely and will supplement the Circulation Element update. Between the year 2000 and 2001, the City of Oceanside had a 40 percent increase in pedestrian-related accidents.

In a report published in August 2001 by the Surface Transportation Policy Project, a nonprofit organization, the City of Oceanside was identified as having the fourth highest pedestrian accident rate per capita among California cities with a population above 100,000 based on year 2001 accident data. However, the State Office of Traffic Safety (OTS) ranks Oceanside 34th out of 45 cities in the 100,000 to 250,000 population group for the year 2000.

The City of Oceanside was recognized in 2004 by Walk San Diego for pedestrian improvement projects that included neighborhood traffic-calming and the Pier View Way Pedestrian Undercrossing. The objective of the Pedestrian Master Plan update would be to facilitate pedestrian planning efforts, improve and update pedestrian safety design standards, and to give the public an opportunity to provide input on needed improvements.

FISCAL IMPACT

The Pedestrian Master Plan Update is funded through the $130,000 SANDAG grant. The grant funds will be deposited into the Pedestrian Master Plan project (212.2120.4160) and appropriated to account (212.724003.5241). The SANDAG grant funds will be sufficient to complete the $124,849 study conducted by IBI Group.

INSURANCE REQUIREMENTS

The City's standard insurance will be met.

COMMISSION OR COMMITTEE REPORT

Does not apply.

CITY ATTORNEY'S ANALYSIS

The referenced documents have been reviewed by the City Attorney and approved as to form.

RECOMMENDATION

Staff recommends that the City Council accept grant funds in the amount of $130,000 from the San Diego Association of Governments (SANDAG) to update the City's Pedestrian Master Plan; approve the appropriation of the funds to the project account; approve a professional services agreement with IBI Group of San Diego in the amount of $124,849 to update the Pedestrian Master Plan; and authorize the City Manager to execute the agreement.

PREPARED BY:

John Amberson
Transportation Planner

SUBMITTED BY:

Peter A. Weiss
City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

Lauren Wasserman, Interim Development Services Director

Scott O. Smith, City Engineer

Teri Ferro, Financial Services Director

Attachments
Exhibit A
Exhibit B

[Pedestrian Master Plan Update – 212.757794]

CITY OF OCEANSIDE

PROFESSIONAL SERVICES AGREEMENT

THIS AGREEMENT is made and entered into this 16th day of July, 2008, by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and IBI Group, hereinafter designated as "CONSULTANT".

RECITALS

A. CITY desires to obtain professional engineering services from an independent contractor for the above named project.

B. CONSULTANT has submitted a proposal to provide engineering services for the CITY in accordance with the terms set forth in this Agreement.

C. CITY desires to contract with CONSULTANT as an independent contractor and CONSULTANT desires to provide services to CITY as an independent contractor.

D. CONSULTANT has demonstrated its competence and professional qualifications necessary for the satisfactory performance of the services designated herein by virtue of its experience, training, education and expertise.

NOW, THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:

1.0 **SCOPE OF WORK.** The project is more particularly described as follows: Prepare Pedestrian Master Plan update which will provide for needed citywide pedestrian safety enhancements and will be included as a sub-element to the Circulation Element. Pedestrian safety standards and guidelines will be updated to establish proper design features, installation and maintenance of sidewalks, crosswalks, trails and access points aimed at enhancing pedestrian mobility within the City of Oceanside.

1.1 **PROFESSIONAL SERVICES PROVIDED BY CONSULTANT.** The professional services to be performed by CONSULTANT shall consist of but not be limited to the following:

1.1.1 Work closely with the City Engineer in performing work in accordance with this Agreement in order to receive clarification as to the result which the CITY expects to be accomplished by CONSULTANT. The City Engineer, under the authority of

the City Manager, shall be the CITY'S authorized representative in the interpretation and enforcement of all work performed in connection with this Agreement. The City Engineer may delegate authority in connection with this Agreement to the City Engineer's designees. For the purposes of directing the CONSULTANT'S performance in accordance with this Agreement, the City Engineer delegates authority to John Amberson, Transportation Planner.

1.1.2 In compliance with Government Code section 7550, the CONSULTANT shall include a separate section in the proposal prepared pursuant to this Agreement, which contains a list of all the subcontractors and dollar amounts of all contracts and subcontracts required for the preparation of work described in this Agreement.

1.1.3 Visit and carefully examine the location of the project as often as necessary to become acquainted with all conditions which are visible or could reasonably be discovered, and which might have an impact upon the construction of the project.

1.1.4 Design, prepare and submit to the City Engineer, a Pedestrian Master Plan update for the project as described in the Scope of Work, and in the time and manner set forth in this Agreement.

1.1.5 Prepare and submit to the City Engineer, concurrently with the Pedestrian Master Plan update, the following:

a. A written budget estimate of probable costs.

1.2 **SERVICES PROVIDED BY CITY.** The CITY shall perform the following services:

1.2.1 Provide access to all public improvement plans and records and furnish one copy of drawings and reports requested.

1.2.2 Upon request, verify the location of existing CITY owned utilities.

1.2.3 Provide all legal advertising mailings and postings required.

1.2.4 Provide overall project management.

2.0 **TIMING REQUIREMENTS**

2.1 Time is of the essence in the performance of work under this Agreement and the following timing requirements shall be strictly adhered to unless otherwise modified in writing as set forth in Section 2.6. Failure by CONSULTANT to strictly adhere to these timing requirements may result in termination of this Agreement by the CITY and the assessment of damages against the CONSULTANT for delays.

2.2 Phase I. CONSULTANT shall prepare and deliver a copy of the technical studies and mapping to the City Engineer within 185 calendar days of the execution of this agreement. No work shall be performed by CONSULTANT beyond the Phase I stage until the City Engineer has given written approval of the technical studies and mapping and authorization to perform Phase II.

2.3 Phase II. CONSULTANT shall prepare and deliver a copy of the draft Pedestrian Master Plan update to the City Engineer 215 calendar days of the execution of this Agreement. No work shall be performed by CONSULTANT beyond the Phase II stage until the City Engineer has given authorization to perform Phase III.

2.4 Phase III. CONSULTANT shall prepare and deliver the final Pedestrian Master Plan update to the City Engineer within 245 calendar days of the City Engineer's written authorization to perform Phase III.

2.5 CONSULTANT shall submit all requests for extensions of time for performance in writing to the City engineer no later than ten (10) calendar days after the start of the condition which purportedly caused the delay, and not later than the date on which performance is due. The City Engineer shall review all such requests and may grant reasonable time extensions for unforeseeable delays which are beyond CONSULTANT'S control.

2.6 For all time periods not specifically set forth herein, the CONSULTANT shall respond in the most expedient and appropriate manner under the circumstances, by either telephone, fax hand delivery or mail.

3.0 **DESIGN CRITERIA AND STANDARDS.** All work shall be performed in accordance with applicable CITY, state and federal codes and criteria. In the performance of its professional services, CONSULTANT shall use the degree of care and skill ordinarily exercised by CONSULTANT under similar conditions.

All plans shall be ink drawn on standard mylar sheets available from the CITY at

no cost to CONSULTANT. Contract specifications shall conform to the CITY'S specification procedures and the format of the CITY'S standard form Contract Documents for Public Works Construction.

4.0 **INDEPENDENT CONTRACTOR.** CONSULTANT'S relationship to the CITY shall be that of an independent contractor. CONSULTANT shall have no authority, express or implied, to act on behalf of the CITY as an agent, or to bind the CITY to any obligation whatsoever, unless specifically authorized in writing by the City Engineer. The CONSULTANT shall not be authorized to communicate directly with, nor in any way direct the actions of, any bidder or the construction contractor for this project without the prior written authorization by the City Engineer. CONSULTANT shall be sole responsible for the performance of any of its employees, agents or subcontractors under this agreement.

CONSULTANT shall report to the CITY any and all employees, agents and consultants performing work in connection with this project, and all shall be subject to the approval of the CITY.

5.0 **CITY BUSINESS LICENSE.** Prior to the commencement of any work under this agreement, the CONSULTANT shall obtain and present a copy of an Oceanside City Business License to the City Engineer.

6.0 **WORKERS' COMPENSATION.** Pursuant to Labor Code section 1861, the CONSULTANT hereby certifies that the CONSULTANT is aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Workers' Compensation or to undertake self-insurance in accordance with the provisions of that Code, and the CONSULTANT will comply with such provisions and provide certification of such compliance as a part of these Award Documents. The certification shall be in accordance with Subsections 7.3 through 7.8 of this Agreement.

7.0 **LIABILITY INSURANCE.**

7.1 CONSULTANT shall, throughout the duration of this Agreement, maintain comprehensive general liability and property damage insurance, or commercial general liability insurance, covering all operations of CONSULTANT, its agents and employees, performed in connection with this Agreement including, but not limited to, premises and automobile.

7.2.1 CONSULTANT shall maintain liability insurance in the following minimum limits:

Comprehensive General Liability Insurance (bodily injury and property damage)	
Combined Single Limit Per Occurrence	$ 1,000,000
General Aggregate	$ 2,000,000*
Commercial General Liability Insurance (bodily injury and property damage)	
General limit per occurrence	$ 1,000,000
General limit project specific	$ 2,000,000
Automobile Liability Insurance	$ 1,000,000

*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

7.2.2 If coverage is provided through a Commercial General Liability Insurance policy, a minimum of 50% of each of the aggregate limits shall remain available at all times. If over 50% of any aggregate limit has been paid or reserved, the CITY may require additional coverage to be purchases by the CONSULTANT to restore the required limits. The CONSULTANT shall also notify the CITY'S Project Manager promptly of all losses or claims over $25,000 resulting from work performed under this contract, or any loss or claim against the CONSULTANT resulting from any of the CONSULTANT'S work.

7.3 All insurance companies affording coverage to the CONSULTANT for the purposes of this Section shall add the City of Oceanside as "additional insured" under the designated insurance policy for all work performed under this Agreement. Insurance coverage provided to the CITY as an additional insured shall be primary insurance and other insurance maintained by the CITY, its officers, agents and employees shall be excess only and not contributing with insurance provided pursuant to this Section.

7.4 All insurance companies affording coverage to the CONSULTANT pursuant to this Agreement shall be insurance organizations authorized by the Insurance Commissioner of the State of California to transact business of insurance in the state or be rated as A-X or higher by A.M. Best.

7.5 All insurance companies affording coverage shall provide thirty (30) days written

notice to the CITY should the policy be cancelled before the expiration date. For the purposes of this notice requirement, any material change in the policy prior to the expiration shall be considered a cancellation.

7.6 CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.

7.7 CONSULTANT shall provide a substitute Certificate of Insurance no later than thirty (30) days prior to the policy expiration date. Failure by the CONSULTANT to provide such a substitution and extend the policy expiration date shall be considered a default by CONSULTANT and may subject the CONSULTANT to a suspension or termination of work under the Agreement.

7.8 Maintenance of insurance by the CONSULTANT as specified in this Agreement shall in no way be interpreted as relieving the CONSULTANT of any responsibility whatsoever and the CONSULTANT may carry, at its own expense, such additional insurance as it deems necessary.

8.0 **PROFESSIONAL ERRORS AND OMISSIONS INSURANCE.** Throughout the duration of this agreement and four (4) years thereafter, the CONSULTANT shall maintain professional errors and omissions insurance for work performed in connection with this Agreement in the minimum amount of One Million dollars ($1,000,000).

CONSULTANT shall provide evidence of compliance with these insurance requirements by providing a Certificate of Insurance.

9.0 **CONSULTANT'S INDEMNIFICATION OF CITY.** CONSULTANT shall indemnify and hold harmless the CITY and its officers, agents and employees against all claims or lawsuits for damages to persons or property arising out of the negligent acts, errors, omissions or wrongful acts or conduct of the CONSULTANT or its employees, agents, subcontractors or others in connection with the execution of the work covered by this Agreement, except for those claims arising from the willful misconduct, sole negligence or active negligence of the CITY, its officers, agents or employees. CONSULTANT'S indemnification shall include any and all costs, expenses, expert fees, attorneys' fees and liability assessed against or incurred by the CITY, its officers, agents or employees in defending against such claims or lawsuits, whether the same proceed to judgment or not. Further, CONSULTANT, at its own expense, shall, upon written request

by the CITY, defend any such suit or action brought against the CITY, its officers, agents or employees resulting or arising from the tortious acts or omissions of the CONSULTANT.

CONSULTANT'S indemnification of CITY shall not be limited by any prior or subsequent declaration by the CONSULTANT.

10.0 **ERRORS AND OMISSIONS.** In the event that the City Engineer determines that the CONSULTANT'S negligence, misconduct, errors or omissions in the performance of work under this Agreement has resulted in expense to CITY greater than would have resulted if there were no such negligence, errors or omissions in the plans or contract specifications, CONSULTANT shall reimburse CITY for the additional expenses incurred by the CITY, including engineering, construction and/or restoration expense. Nothing herein is intended to limit CITY'S rights under Sections 7, 8 or 9.

11.0 **NO CONFLICT OF INTEREST.** The CONSULTANT shall not be financially interested in any other CITY contract for this project. For the limited purposes of interpreting this section, the CONSULTANT shall be deemed a "City officer or employee", and this Section shall be interpreted in accordance with Government Code section 1090. In the event that the CONSULTANT becomes financially interested in any other CITY contract for this project, that other contract shall be void. The CONSULTANT shall indemnify and hold harmless the CITY, under Section 9 above, for any claims for damages resulting from the CONSULTANT'S violation of this Section.

12.0 **OWNERSHIP OF DOCUMENTS.** All environmental reports, plans and specifications, including details, computations and other documents, prepared or provided by the CONSULTANT under this Agreement shall be the property of the CITY. The CITY agrees to hold the CONSULTANT free and harmless from any claim arising from any use, other than the purpose intended, of the environmental reports, plans and specifications and all preliminary sketches, schematics, preliminary plans, architectural perspective renderings, working drawings, including details, computation and other documents, prepared or provided by the CONSULTANT. CONSULTANT may retain a copy of all material produced under this Agreement for the purpose of documenting their participation in this project.

13.0 **COMPENSATION.**

13.1 For work performed by CONSULTANT in accordance with this Agreement,

CITY shall pay CONSULTANT in accordance with the schedule of billing rates set forth in Exhibit "A", attached hereto and incorporated herein by reference. No rate changes shall be made during the term of this Agreement without prior written approval of the City Engineer. CONSULTANT'S compensation for all work performed in accordance with this Agreement shall not exceed the total contract price of $ 124,849.

No work shall be performed by CONSULTANT in excess of the total contract price without prior written approval of the City Engineer. CONSULTANT shall obtain approval by the City Engineer prior to performing any work which results in incidental expenses to CITY as set forth in Section 13.2.2.

13.2 CONSULTANT shall maintain accounting records including the following information:

13.2.1 Names and titles of employees or agents, types of work performed and times and dates of all work performed in connection with this Agreement which is billed on an hourly basis.

13.2.2 All incidental expenses including reproductions, computer printing, postage, mileage and subsistence.

13.3 CONSULTANT'S accounting records shall be made available to the City Engineer for verification of billings, within a reasonable time of the City Engineer's request for inspection.

13.4 CONSULTANT shall submit monthly invoices to CITY. CITY shall make partial payments to CONSULTANT not to exceed the total contract price within thirty (30) days of receipt of invoice, subject to the approval of the City engineer, and based upon the following partial payment schedule:

13.4.1 Prior to submittal of preliminary technical studies and mapping, partial payments shall not exceed $92,076.

13.4.2 Prior to CITY approval of the draft Pedestrian Master Plan, partial payments shall not exceed $ 117,116.

13.4.3 Final payment shall be made to CONSULTANT upon CONSULTANT's preparation of the final Pedestrian Master Plan and budget level estimate to the satisfaction of the City Engineer.

14.0 **TERMINATION OF AGREEMENT.** Either party may terminate this Agreement by providing thirty (30) days written notice to the other party.

If any portion of the work is terminated or abandoned by the CITY, then the CITY shall pay CONSULTANT for any work completed up to and including the date of termination or abandonment of this Agreement, in accordance with Section 13. The CITY shall be required to compensate CONSULTANT only for work performed in accordance with the Agreement up to and including the date of termination.

15.0 **ASSIGNMENT AND DELEGATION.** This Agreement and any portion thereof shall not be assigned or transferred, nor shall any of the CONSULTANT'S duties be delegated, without the express written consent of the CITY. Any attempt to assign or delegate this Agreement without the express written consent of the CITY shall be void and of no force or effect. A consent by the CITY to one assignment shall not be deemed to be a consent to any subsequent assignment.

This Agreement shall inure to the benefit of and be binding upon the parties hereto and their respective successors and assigns.

16.0 **ENTIRE AGREEMENT.** This Agreement comprises the entire integrated understanding between CITY and CONSULTANT concerning the work to be performed for this project and supersedes all prior negotiations, representations or agreements.

17.0 **INTERPRETATION OF THE AGREEMENT.** The interpretation, validity and enforcement of the Agreement shall be governed by and construed under the laws of the State of California. The Agreement does not limit any other rights or remedies available to CITY.

The CONSULTANT shall be responsible for complying with all local, state and federal laws whether or not said laws are expressly stated or referred to herein.

Should any provision herein be found or deemed to be invalid, the Agreement shall be construed as not containing such provision and all other provisions, which are otherwise lawful, shall remain in full force and effect, and to this end the provisions of this Agreement are severable.

18.0 **AGREEMENT MODIFICATION.** This Agreement may not be modified orally or in any manner other than by an Agreement in writing, signed by the parties hereto.

19.0 **DISPUTE RESOLUTION.**

a. Any controversy or claim arising out of or relating to this Agreement, or concerning the breach or interpretation thereof, shall be first submitted to mediation, the cost of which shall be borne equally by the parties.

b. No suit shall be brought on this contract unless all statutory claims filing requirements have been met.

20. **NOTICES.** All notices, demands, requests, consents or other communications which this Agreement contemplates or authorizes, or requires or permits either party to give to the other, shall be in writing and shall be personally delivered or mailed to the respective party as follows:

TO CITY:	**TO CONSULTANT:**
City of Oceanside City Engineer 300 North Coast Highway Oceanside, CA 92054	IBI Group Don Murphy AICP, Project Manager 701 B Street, Suite 1170 San Diego, CA 92101

Either party may change its address by notice to the other party as provided herein.

Communications shall be deemed to have been given and received on the first to occur:

a. Actual receipt at the offices of the party to whom the communication is to be sent, as designated above, or

b. Three (3) working days following the deposit in the United States mail of registered or certified mail, postage prepaid, return receipt requested, addressed to the offices of the party to whom the communication is to be sent, as designated above.

21.0 **SIGNATURES.** The individuals executing this Agreement represent and warrant that they have the right, power, legal capacity and authority to enter into and to execute this Agreement on behalf of the respective legal entities of the CONSULTANT and the CITY.

IN WITNESS WHEREOF the parties hereto for themselves, their heirs, executors, administrators, successors and assigns do hereby agree to the full performance of the covenants herein contained and have caused this Professional Services Agreement to be executed by setting hereunto their signatures:

IBI Group

By: _____
David Thom, Managing Director

By: _____
David Chow, Director

95-326-8721
Employer ID No.

CITY OF OCEANSIDE

By: _____
Peter Weiss, City Manager

APPROVED AS TO FORM:

_____
City Attorney

NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California
County of Orange

On 6-27-08 (Date) before me, Dee Ann Jackson (Here Insert Name and Title of the Officer),

personally appeared David Chow, DAVID THOM (Name(s) of Signer(s)),

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

DEE ANN JACKSON
Commission # 1673132
Notary Public - California
Orange County
My Comm. Expires Jul 5, 2010

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Dee Ann Jackson (Signature of Notary Public)

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: City of Oceanside / Pedestrian Master Plan Contract

Document Date: _____ Number of Pages: 11

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer(s)

Signer's Name: David Chow
- ☐ Individual
- ☐ Corporate Officer — Title(s): _____
- ☑ Partner — ☐ Limited ☐ General
- ☐ Attorney in Fact
- ☐ Trustee
- ☐ Guardian or Conservator
- ☐ Other: _____

Signer Is Representing: IBI Group

RIGHT THUMBPRINT OF SIGNER
Top of thumb here

Signer's Name: David Thom
- ☐ Individual
- ☐ Corporate Officer — Title(s): _____
- ☑ Partner — ☐ Limited ☐ General
- ☐ Attorney in Fact
- ☐ Trustee
- ☐ Guardian or Conservator
- ☐ Other: _____

Signer Is Representing: IBI Group

RIGHT THUMBPRINT OF SIGNER
Top of thumb here

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EXHIBIT A

Annual Grant Application
Transportation Development Act/*TransNet* Bicycle and Pedestrian Projects

Applicant (Agency): City of Oceanside

Project Name: Pedestrian Master Plan

Project Limits: City of Oceanside

Contact Person: Frank Watanabe

Title: Transportation Manager

Address 300 N. Coast Highway

Oceanside, CA 92054

Phone: 76 0-435 - 5082 Fax: 760-435-5105

E-mail: fwatanabe@ci.oceanside.ca.us

Person Authorized to Submit Application:
I certify that I have reviewed the Bicycle and Pedestrian Claims Guidelines and the information submitted in this application is accurate and in accordance with these guidelines.

Frank Watanabe, Transportation Manager
Name Title

3/30/05
Signature Date

Project Funding:

Total Estimated Project Cost (Please attach a detailed project estimate based on best available engineering) $ 130,000

Revenues (Source and Amount):
Matching Funds (Category 9 of Project Selection Criteria)

Revenue Source	Amount
TDA	$ 130,000
	$
Total	$ 130,000

TDA/*TransNet* (Application Amount as shown in Category 10 of Project Selection Criteria) $

Total Revenues $ 130,000

Supporting Materials

A. Community Support/Consistency with Community Plan (Category 1) – The council or governing board of the applicant must authorize this grant application. Please attach a copy of the resolution or minute order documenting that action. Or, if the project is part of an approved Bicycle Plan, please attach a copy of the section that includes the project. N/A (Master Plan)

B. Minimum Design Standards (Category 2) – Typical cross-sections and photographs (if applicable) that indicate project conditions and any significant features that affect feasibility and/or cost. N/A

C. Project Readiness (Category 3) N/A

Phase	Begin	Complete
Feasibility Study		
Preliminary Engineering		
Environmental Document/Certification		
Final Design		
Advertise for Construction		
Begin Construction		
Project Completion		

D. Geographic Factors/GIS Analysis (Category 4) – SANDAG will perform a GIS analysis as described in the Bicycle and Pedestrian Claims Guidelines based upon a project map provided by the applicant. Briefly describe project limits and provide a location map clearly showing the project alignment. In addition, clearly show and label the following elements:

a. major traffic generators within the project area (within ½-mile for pedestrian projects and within 1-mile for bicycle projects)
b. linkage or connections to existing bicycle or pedestrian facilities
c. linkage to any regional bikeway or public transit stop

E. Geographic Factors/GIS Analysis (Category 4) – List and briefly describe major traffic generators served by the project. N/A

F. Completes Connection/Linkage in Existing Bicycle/Pedestrian Network (Category 5) – List and briefly describe the linkages or connections to existing facilities. N/A

G. Safety Improvements (Category 6) – Describe the safety issues addressed by the project. If applicable, please attach support documentation for safety and accident history Master Plan

H. Innovation and Design (Category 7) – Describe any design innovations for bicycle/pedestrian priority measures that are included within the project limits. Master Plan

I. Connect to Regional Transportation Corridor or Transit Linkage or Regional Bikeway Map (Category 8) – Please list the project's linkages to any regional bikeway (for bicycle projects) or public transit.

Is this project in your agency's adopted capital improvement program (Y/N) Y – City's Circulation Element update

If the project is part of a larger capital improvement project, briefly discuss how the bicycle or pedestrian project costs were identified and a description of the other sources of funds for the overall project.

Briefly describe any other aspects of the project that is relevant to its evaluation.

The Pedestrian Master Plan will be included as a section of the City's Circulation Element update. The City is in the process of selecting a consultant for the Circulation Element.

Bicycle Master Plans, Pedestrian Master Plans, Education/Safety Programs and Bicycle Parking

Bicycle Master Plans, Education/Safety Programs and Bicycle Parking projects will each be considered in a separate category. These types of projects are encouraged and will be evaluated by SANDAG staff.

Basic Guidelines

Bicycle Master Plans – Cities with population up to 75,000 will be eligible for a maximum of $75,000. Cities with population greater than 75,000 will be eligible for a maximum of $150,000. Beginning with the 2007 project application cycle, all cities will need to have a SANDAG-approved Bicycle Plan to be eligible for TDA/*TransNet* funds for individual projects.

- Pedestrian Master Plans – An agency may submit an application for a pedestrian master plan no more frequently than once every five years. Jurisdictions with a population over 150,000 may submit applications for up to $150,000, and jurisdictions with a population under 150,000 may submit applications up to $100,000. In either case, the amount of the application must be substantiated by providing a scope of work and project budget to SANDAG.

- Education/Safety Programs – An agency must submit a scope of work and a proposed schedule to be evaluated by SANDAG staff.

- Bicycle Parking – Projects that conform to SANDAG's Bicycle Parking Guidelines and have a projected cost up to $50,000 will be eligible.

EXHIBIT B

IBI GROUP

May 21, 2008

Mr. John Amberson
Transportation
City of Oceanside
300 North Coast Highway
Oceanside, CA 92054

Dear Mr. Amberson:

Scope and Budget Estimate for the Pedestrian Master Plan, a Sub-element of the Circulation Element

At the City of Oceanside's request, IBI Group, in cooperation with KTU+A, has developed the attached scope and budget to develop a Pedestrian Master Plan as a sub-element to the overall City Circulation Element Update. Findings of the Pedestrian Master Plan will be summarized in the wider Circulation Element, with a separate Master Plan document serving to provide supporting information. This work will be coordinated by IBI Group in conjunction with the on-going Circulation Element and Bicycle Master Plan Update efforts. The following attachments are included with this letter:

- **Attachment A** – Draft Scope of Work for your review and comment.
- **Attachment B** – Budget and Hours Estimate by task with the breakdown of work efforts between IBI Group and KTU+A.

We can commence the Pedestrian Master Plan as soon as the City provides a Notice to Proceed. The overall project schedule would be up to eight months with six months from NTP to the draft Pedestrian Master Plan. The detailed schedule would be set as part of Task 1 with consideration given to possible acceleration or adjustments as needed to match the latest anticipated schedules milestones for the overall Circulation Element. The total estimated budget for this effort is $124,849

Please feel free to contact me if you have any questions or concerns.

IBI Group

Don D. Murphy

Suite 1170, 701 B Street, San Diego, CA 92101, U.S.A. (619) 234-4110, FAX (619) 234-4109
IBI is a group of companies providing professional services.

ATTACHMENT A – SCOPE OF WORK
City of Oceanside – Pedestrian Master Plan: Sub-element of the Circulation Element

1. Project Meeting and Coordination

Project management and coordination efforts will be concentrated between Michael Singleton as the Principal-in-Charge at KTU+A, John Holloway as the project manager and Don Murphy, Circulation Element Project Manager at IBI. The project managers will be responsible for all of the coordination of meetings, action item notes from these meetings, scheduling of resources, and will be responsible for directing the individual tasks for each respective phase. All three key management team members have a history in Oceanside and understand the local environment well.

Value Added Tasks:
The team offers a higher than normal level of commitment of senior key personnel. This commitment includes those from the subconsultant team as well. When safety is considered and creative approaches as well as time-tested countermeasures are being considered, you will want this level of experience.

Deliverables:
Schedule of Work
Detailed Project Outline

2. Data Collection and Stakeholder Identification

This phase includes data collection of existing conditions as well as stakeholder identification. An effort will be made to identify any special interest group, advocate group, safety or educational group with interests in pedestrian walkability, smart growth or safety. The School District will be contacted along with major local health care organizations, and youth organizations. Local business improvement districts, redevelopment agencies, and other major community group representatives will be identified. Other stakeholders will be identified through e-mail blasts using City of Oceanside contact lists. Each subsequent flyer, stakeholder contact, questionnaire and meeting will result in an increase in the number of stakeholders identified.

Value Added Tasks:
KTU+A and IBI already possess substantial existing data and mapping in GIS format as a by-product of their efforts on the Circulation Element and the Bikeway Facility Master Plan. KTU+A also keeps up to date on the latest GIS shape files from SANDAG and other local organizations.

Deliverables:
Stakeholder List of Contacts

3. Public Outreach Plan

The team will develop a public involvement and adoption process. Elements of the Outreach Plan should include the following: Working Group Input, Public Workshops, Project Mailing List, Project Website, On-Line Survey, Media Relations, special training sessions for staff, organizations, and elected officials to assist in walking tours.

A rough framework of the Public Outreach Plan will be produced and then revised based on staff and working group input. A schedule will be prepared of major public input opportunities. A questionnaire/survey will be developed as well as potential agendas for the workshops.

This phase will include the development of materials for the first public workshop. A presentation will be developed that will represent a snapshot of the existing pedestrian conditions in Oceanside. This presentation will form the basis of the first community workshop. A major part of the public workshop will be spent on describing the issues that affect pedestrians, the conditions that were found, and the prioritization of goals and objectives. The first workshop should be conducted as both a presentation of findings as well as a workstation open forum to review maps, boards and tables. The public will be requested to provide language for goals and objectives and to rank issues of concern (safety, access, connectivity, walkability and neighborhood quality). Larger aerial and land use maps will be made available for individuals to provide input on missing walkway facilities or areas of safety concern. The workshop will include a questionnaire that will capture walking patterns, frequency and priorities of the individual.

The KTU+A team will distribute a public input survey to walking clubs, public workshop participants, libraries, senior centers, community planning committees and community centers as well as to key stakeholders. The survey would also be available on the KTU+A web site for participants to fill in. The survey will ask questions about walking trip purpose, distance and constraints. The information on walking constraints will help the KTU+A team identify and prioritize proposed pedestrian corridors and routes in the community. The respondents also will be given the opportunity to check a box titled "Yes, add my name to the mailing list!" A mailing list then will be generated to help notify interested parties of upcoming public workshops.

The team will assist the City in providing alternative formats for the surveys and workshops. These formats may include Braille, large print, electronic text for computer audible translations and audio on cassettes or CDs. A web site that is ADA compliant and an accessible meeting room facility for the public meetings is also required. The team will assist the City with all these compliance issues.

Value Added Tasks:
KTU+A has a reputation of being able to communicate complex issues through informative graphics. Previous experience in pedestrian studies as well as local experience on the Circulation Element and the Bikeway Master Plan, allow for these materials to be used for the purposes of this study. This will allow the team to spend time on the specifics of this scope instead of preparing materials for general communication. This includes presentation materials and mapping as well as tables and charts that explain the issues and solutions related to pedestrian facilities.

Deliverables:
Public Outreach Plan
Public Outreach Schedule

An Existing Pedestrian Facilities Report will be developed through meetings with stakeholder groups and collected data. Meetings will occur with up to 4 major stakeholder groups to solicit their input on pedestrian issues and priorities. Up to 6 meetings will be conducted with major schools or school district representatives. A review of planning documents and other relevant reports, policies and goals will be summarized. Mapping done in Task 4 will help assist where major routes may exist. A quick summary of barriers will also be produced including major topographical barriers, pedestrian restricted zones such as freeways, railroad tracks and major barriers associated with large private land holdings. These barriers will be combined with the activity areas and street network to identify major pedestrian routes found in the community. In conjunction with the workshops and walk / roll audits, the mapping of neighborhoods and districts will be identified and shown on the maps. Initial mapping efforts will be refined based on the walk audits and workshops.

Value Added Tasks:
Having this report as an official submittal is suggested since it will identify if the project team is on the right course, if the mapping is accurate and if the input received from the stakeholders is consistent with adopted policies and goals of the city. This submittal will also include mapping of the major features and issues identified in the mapping analysis, fieldwork and survey input.

Deliverables:
Existing Condition Report
Meeting Minute Summaries of Stakeholder Meetings

6. Goals and Policies

Building on the goals and objectives from the Circulation Element, the team will develop consistent overall goals and objectives for the Plan. These goals will be checked against existing city documents as well. Proposed projects and other capital improvement projects that may affect walking facilities will be reviewed at this time. A proposed walkway system should connect and service major traffic generators and destinations, some of which may still be in the planning stages. These projects may have a major impact on walkway use levels and must be thoroughly addressed. The team's approach includes the identification, with the help of City staff, of any on-going studies of potential pedestrian traffic generators or destinations. These studies will be carefully reviewed so that the impacts and opportunities of the proposed facilities can be taken into account for this master plan.

The team feels that there should be limited decision making in other phases until there is alignment on the overall goals, policies and actions of the plan. Pedestrian policies should reflect the current values held by the collective community in the City of Oceanside and existing policies should be made to match the changing philosophical climate pertaining to travel by foot. The KTU+A team will analyze existing pedestrian goals, policies and actions in the City, describe pedestrian policies in other jurisdictions and recommend additional pedestrian-related goals, policies and actions needed to bring the city's policies up to date with these goals and objectives.

Value Added Tasks:

The team will focus on providing the compelling reasons why the goals and objectives of the project need to be made a priority in the broader community. We've long known that the health of communities is linked to the design of communities. We are now recognizing that walkability and the policies and practices that affect it, are public health, safety and welfare issues. This provides a compelling argument and rationale for supporting efforts to make communities more walkable.

Deliverables:
Summarized Goal and Policy Statements

7. Issues and Opportunities

The fieldwork, public workshop, questionnaire and existing conditions report will already have provided a full spectrum of the issues that exist that need to be addressed. The effort at this point would be on prioritizing the issues so that the team can focus on solutions. Solutions should be centered on those items that have a good chance of being changed, given other priorities and available budgets and grant sources. Staff input on the Existing Pedestrian Facilities Report and subsequent staff meetings will be used to help provide the direction on priorities and realities. Though the plan will focus on what is within reach of being implementable, it will also include recommendations that are potentially resolvable or implementable, though it may take a while to find the funding.

This task will also include the incorporation of all future plans (recently constructed, under construction, permitted, or in process review) to see what affect they may have on the requirements or opportunities for increased connectivity throughout the community. An analysis of recreation facilities (destinations and trails) will also be included to see how these facilities can add to the connectivity of the pedestrian system. Roadway projects that may extend into areas with missing pedestrian facilities will also be mapped to see how future connections may be possible.

Value Added Tasks:
KTU+A's extensive mapping capabilities and ownership of much of the data that covers Oceanside, will allow the team to look comprehensively at connectivity issues. In our efforts under the Oceanside Bikeway Master Plan, a working knowledge of land development patterns, private ownership and roadway infrastructure has been attained that will help the efforts of this project as well. The team's experience in issues and opportunities is very broad and will benefit the team by a clear knowledge of funding options and priorities that are supported at the SANDAG level as well as at the local level.

Deliverables:
Public Workshop Summary
Summarized on-line and Paper Copy Questionnaires
Summarized and Prioritized Goals, Objectives and Issues

8. Guideline Development

IBI will review SANDAG Pedestrian Guidelines and City standards and compile sample guidelines and circulate with the team and Working Group. They will make available

national level of best practices and guidelines and suggest changes to current standards and review them with departments and staff. Once all the input has been made and incorporated, the team will compile all the graphics, text and photos for guidelines. These materials will be reviewed with the Working Group. Guidelines will then be adjusted based on Staff, Working Group and public input.

There are three essential vehicles for developing the Pedestrian Design Guidelines:

A. Learning from existing resources - This involves researching existing related documents, such as SANDAG's Planning and Designing for Pedestrians. In addition to these local resources, we propose to research similar guidelines developed by other cities, in the U.S. and elsewhere. Other references to be used include:
-AASHTO Guide for the Planning, Design and Operation of Pedestrian Facilities;
-Alternative Treatments for At-Grade Pedestrian Crossings;
-Americans with Disabilities Act Accessibility Guidelines (ADAAG);
-California Building Code Title 24;
-Draft Guidelines for Public Right-of-Way;
-Manual on Uniform Traffic Control Devices; and
-Pedestrian Facilities Users Guide: Providing Safety and Mobility.

B. Analyzing prototypical neighborhoods - Part of our work effort will include observing and differentiating the pedestrian needs of different types of neighborhoods within Oceanside. Challenges of older urban neighborhoods are distinctly different from those of newer suburbs or the downtown business districts. Guiding principles will emerge partly from a synthesis of various community prototypes and their applicability to other comparable areas of the city.

C. Staff, working group and community dialogue - Reiterative meetings and workshops with city staff, the working group and the community at large will be used to test proposed design guidelines, as they are evolving, and to obtain important feedback. This dialogue is essential to clarifying issues and objectives and to achieving consensus about the appropriate guiding principles to be used.

Value Added Tasks:
The two firms are very experienced in the development of design guidelines and policy reviews. KTU+A will assist IBI in formatting the guidelines in an easily understandable form.

Deliverables:
Design Guidelines Summary Report with Graphics and Text
Cross Reference Tables on Current Policies and Proposed Guidelines

9. Recommended Alternatives
KTU+A will begin to identify city-wide pedestrian issues and generic solutions and complete a more detailed site field work to note specific problems. The Pedestrian Suitability Model (PSM) can be run a second time with different priorities to assist in alternative solutions. Three (3) alternatives will be developed using changed priorities in the PSM. Prioritizing methodology to classify problems into priorities will then be

Questionnaire

4. Existing Conditions

The team will evaluate needs and conditions within the City. Elements used to identify and evaluate existing conditions would include the following: GIS Mapping and inventory, the City street plan, the City's missing infrastructure data, community walking audits, field review and pedestrian related collision data.

Collecting and processing GIS data will begin during this task for data such as land use, zoning, demographics, collisions, ADT, speed, activity centers, bikeways and trails and planned projects. A Pedestrian Suitability Model (PSM) will be developed from input from the working group and staff to identify areas within the City that need attention. A complete geographic location analysis of the collision data will be completed before the first run of the PSM. Other tasks include conducting an initial field review, photography and quick survey of conditions, gathering input from departmental staff such as Traffic, Parks and Planning. A summary of existing conditions will then be developed using maps, tables and photos.

The purpose of this citywide mapping effort is to focus the data collection effort and the capital projects on the streets and areas with the highest potential pedestrian demand. Pedestrian travel mainly is concentrated along bus routes and adjacent to key land uses. The KTU+A team will use street and land use data provided by the City to determine which roadway segments will be considered as pedestrian corridors. Pedestrian-involved collision data will be used as a surrogate for demand information.

Value Added Tasks:

The team is currently working on the City's Bicycle Master Plan and GIS data collection has already been established. The development of a GIS methodology and weighting system for various pedestrian related factors, were exhaustively completed for the City of San Diego. The use of this model is easily adapted for the City of Oceanside. More than 45 variable factors were used in this model. The factors are grouped by **Generators** (land use, population density, residential density, mixed use models, transit nodes, and other socio-economic data), **Attractors** (major destinations, employment centers, retail, neighborhood services, community destinations) and **Detractors** (high speed barrier streets, high ADT arterials, land uses that are not walkable, topographic barriers, and other transportation barriers including streets and intersections with high collision rates). These 45 factors arranged in three weighted GIS models are combined to produce a map that is a very accurate predictor of existing or potential pedestrian activity. These maps serve to summarize the existing conditions, identify areas where limited funds might have the best return and help the team concentrate on areas where site-specific research may be needed.

Deliverables:

Existing Condition Maps (both hardcopy and pdfs)
Preliminary Pedestrian Suitability Model (map and tabular output)
Summary of Collisions (maps and tables)

5. Draft Existing Pedestrian Facilities Report

identified. Text describing issues, solutions, and alternatives will be prepared once the alternatives have been approved. This task will be focused on providing clear, fair and a "results oriented" ranking process that can be applied to all future projects that are seeking to obtain funding from a variety of grants and programs. These criteria will have been established as part of previous phases. This task will serve to provide a project evaluation checklist with weighting factors identified. The factors will be evaluated by the Working Group for effectiveness on helping to obtain local and regional walkability goals.

Value Added Tasks:
The KTU+A team will meet with the City and SANDAG staff to review the current ranking methodology and solicit their input into how the City can submit projects that are more in keeping with the ranking methodology. The proposed GIS model development discussed in other sections will provide a strong basis for ADA transition priorities as well as transit service areas and safe routes to schools. The decisions and analysis resulting from this task will come directly from these available tools. The full utilization of data will help the team focus their efforts on site-specific issues and solutions.

Deliverables:
Three Alternative Maps showing Pedestrian Project Priorities

10. ADA and Senior Accessibility
IBI will lead in the development of ADA recommendations and improvements for universal accessibility. They will review the City's own method of ranking ADA ramps and provide comments and provide considerations for pedestrian design strategies, guidelines and standards to ensure that they are consistent with ADA accessibility requirements, California Code of Regulations Title 24 and adopted policies. A summarized report will then be submitted covering the ADA/Title 24 issues. The study team also will reference other state and federal documents to ensure that the city complies with the latest disability access principles and with the best practices of pedestrian planning. These reference sources are as follows:

Value Added Tasks:
IBI will provide an overview of a summarized ADA Transition Plan and in conjunction with the Pedestrian Suitability Model, we will be able to help prioritize where ADA compliance is the most critical. With limited funding and not so clear guidelines on how to help remove barriers to access, the Pedestrian Master Plan provides several of the major factors used to determine an ADA transition plan and where to apply limited public funds for removing these barriers.

Deliverables:
Modified Pedestrian Suitability Model (ADA access variables will be given more weight)
Field Notes on Major ADA Issues / Missing Facilities in Prioritized Areas from the Model

11. Access to Transit
IBI will review and discuss access to transit by reviewing existing facilities and then by completing limited fieldwork to determine major barriers to accessing these transit

facilities. Issues, solutions and recommendations will be integrated into the plan. IBI will help to identify gaps and major parking facility deficits that affect transit use.

Value Added Tasks:
Both IBI and KTU+A have extensive experience with transit system planning and design. Access to stations by way of walking is an important factor affecting transit ridership. The team will look at the major transit stations and determine how major access deficiencies can be addressed.

Deliverables:
Transit station map with ¼ mile access problems for all major stations
Station area map showing improvements needed to address major deficiencies

12. Safe Routes to School
This task will discuss the Safe Routes to School program being implemented throughout the state. It will discuss how the routes are determined and identify major improvements needed to improve safety around elementary schools. It will show illustrations of brochures for educational purposes and a list will be provided of all current and future Safe Routes to School proposed within the City.

Value Added Tasks:
Safety is most critical when dealing with our children and with seniors where physical ability, motor skills and judgment may not be as great as they are with most adults. The team will work with the School District and the collision data and the Pedestrian Suitability Model, to determine which areas to concentrate on without diluting the team's effort across all schools.

Deliverables:
Map showing all schools and collision data
Map showing priority elementary schools with current or needed safe routes to school
Map and text showing where major issues are addressed for improving safety to selected schools

13. Draft Report Pedestrian Master Plan
The draft master plan will be completed using InDesign software that allows for the proper and effective integration of photographs, tables, text, maps and digitally connected table of contents, list of figures and indexes. The draft report will include: 25 top pedestrian priority projects; suggestions on changes in adopted policies and guidelines; TIP summary; Pedestrian Suitability Model; Pedestrian CIP Program; Funding and Implementation Program; and all of the recommendations made in previous sections.

Acrobat PDF versions will be made in smaller e-mail capable sizes as well as higher print quality versions. These versions will be made available on the website.

Value Added Tasks:
A website hosted by the KTU+A team is considered to be an important value added feature. The website will contain all meeting minutes, agendas, submittals, public input

summaries and other work products generated. The website will also contain a survey where semi-controlled (and therefore quantifiable) questions can be asked that will help to provide a broader input on the project. The website will be updated on a monthly basis.

Deliverables:
30 copies of the Draft Pedestrian Master Plan Document
Electronic versions of the above document in pdf small and larger file size formats

14. Final Pedestrian Master Plan

Once the city has fully circulated the draft, comments will be addressed and a final draft will be submitted. Generally, it is best to meet face to face with staff and review the changes. Response to changes will be prepared and strike-out versions of the changes will be made. An executive summary will also be made at this time. A corresponding presentation will be produced for future departmental or commission level approvals. All final changes will be incorporated into the final master plan. Minor refinements will also be made at this time to produce a solid, clear and well organized final document.

Value Added Tasks:
Pdfs will be included that contain interactive table of contents that get the reviewer to document specific locations just by clicking on topics. All final products will be delivered digitally on CDs. Final deliverables will include all ArcView GIS mapping, graphics, photos, tables and production layouts. Final products will be supplemented with a full data dump on disk of the research files and other interim materials collected for the benefit of the project.

Deliverables:
30 copies of the Final Pedestrian Master Plan Document
Electronic versions of the final document in pdf small and larger file size formats
CDs of all native files including all GIS files

ATTACHMENT B

Estimate of Effort and Costs Associated with Tasks for:

Oceanside Pedestrian Master Plan

		LEAD FIRM	KTU+A					IBI					Totals
			Principal, Facilitator, Michael Singleton	Project Manager John Holloway	Associate Planner, GIS Manager Joe Punsalan	GIS Support/ Web Developer	Graphics/ Document Support	Trans. Planner, Dennis Wahl	Principal Trans. Planner, Don Murphy	Planner, Brian Gaze	Support	Graphics	
			$165	$135	$115	$105	$105	$150.00	$129.00	$71.00	$63.00	$74.00	Hours
1	**Project Meetings and Coordination**												
1.1	Prepare for, conduct and document Staff meetings (10)	KTU+A	10	20	10				10	20	2	2	74
1.2	Prepare a detailed outline of the Pedestrian Master Plan	KTU+A	1	3					1				5
1.3	Prepare a detailed schedule of work	KTU+A	1	3					1				5
	Sub-total Hours		12	26	10	0	0	0	12	20	2	2	84
	Sub-total Costs		$1,980	$3,510	$1,150	$0	$0	$0	$1,548	$1,420	$126	$148	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$6,640				IBI	$3,242	$9,882
2	**Data Collection and Stakeholder Identification**												
2.1	Review possible stakeholders with Staff	KTU+A		2									2
2.2	Compile and contact initial list of stakeholders	KTU+A		2	8								10
2.3	Obtain stakeholder input on other stakeholders and then contact	KTU+A		2									2
	Sub-total Hours		0	6	8	0	0	0	0	0	0	0	14
	Sub-total Costs		$0	$810	$920	$0	$0	$0	$0	$0	$0	$0	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$1,730				IBI	$0	$1,730
3	**Public Outreach Plan**												
3.1	Rough framework of public input plan, per phase	KTU+A	1	4									5
3.2	Revise public input plan based on Staff/Working Group input	KTU+A		2									2
3.3	Determine questionnaire/survey	KTU+A	1	2	4	6							13
3.4	Develop activities, agendas and expected results of workshops	KTU+A	1	2									3
3.5	Prepare a schedule of major public input opportunities	KTU+A		2			2						4
	Sub-total Hours		3	12	4	6	2	0	0	0	0	0	27
	Sub-total Costs		$495	$1,620	$460	$630	$210	$0	$0	$0	$0	$0	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$3,415				IBI	$0	$3,415
4	**Existing Conditions**												
4.1	Review missing infrastructure reports	IBI										4	4
4.2	Collect, process and review land use / zoning / general plan mapping	KTU+A			1	8							9
4.3	Collect, process and review citywide demographic information	KTU+A			1	4							5
4.4	Collect, process and review SWITRS/City Safety Collision Data	IBI			2					2	4	12	20
4.5	Collect and review street classifications and including LOS, ADT, MPH etc.	IBI			1					2	4	8	15
4.6	Working Group/ Staff input on the Pedestrian Suitability Model (PSM)	KTU+A			4				6	4			14
4.7	Collect remaining GIS data on other ped factors for PSM Model	KTU+A			2	10							12
4.8	Complete geographic location analysis of collision data	IBI			1					2	4	12	19
4.9	Initiate first run of the Pedestrian Suitability Model	KTU+A	1		4	6							11
4.10	Conduct initial field review, photography and quick survey of conditions	KTU+A			8							8	16
4.11	Departmental input (Traffic, Parks, Planning, etc) on conditions	KTU+A			4								4
4.12	Summarize existing conditions in maps, tables and photos	KTU+A	2	2	6	10	8			2	4		34
	Sub-total Hours		3	2	34	38	8	0	6	12	16	44	163
	Sub-total Costs		$495	$270	$3,910	$3,990	$840	$0	$774	$852	$1,008	$3,256	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$9,505				IBI	$5,890	$15,395

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Oceanside Pedestrian Master Plan

		LEAD FIRM	KTU+A					IBI					Totals
			Principal, Facilitator, Michael Singleton	Project Manager John Holloway	Associate Planner, GIS Manager Joe Punsalan	GIS Support/ Web Developer	Graphics/ Document Support	Trans. Planner, Dennis Wahl	Principal Trans. Planner, Don Murphy	Planner, Brian Gaze	Support	Graphics	
			$165	$135	$115	$105	$105	$150.00	$129.00	$71.00	$63.00	$74.00	Hours
5	**Draft Existing Pedestrian Facilities Report**												
5.1	Meet with major stakeholder groups / working groups (6 meetings)	KTU+A	4	12	8			4	8				36
5.3	Provide status report on the condition in major areas of the city		2	4	4								10
	Sub-total Hours		6	16	12	0	0	4	8	0	0	0	46
	Sub-total Costs		$990	$2,160	$1,380	$0	$0	$600	$1,032	$0	$0	$0	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$4,530				IBI	$1,632	$6,162
6	**Goals and Policies**												
6.1	Review and summarize goals of the circulation plan and other city docs.	IBI		1					2				3
6.2	Solicit input from Working Group for the goals and objectives			2				1	8	4	2		17
6.3	Submit revised goals and objectives to Staff		1	2				1	8	4	2		18
	Sub-total Hours		1	5	0	0	0	2	18	8	4	0	38
	Sub-total Costs		$165	$675	$0	$0	$0	$300	$2,322	$568	$252	$0	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$840				IBI	$3,442	$4,282
7	**Issues and Opportunities**												
7.1	Compile on-line survey results on issues and opportunities	KTU+A			2	12							14
7.2	Conduct initial workshop for goals, objectives, issues and opportunities		8	8	10		6		2	6		8	48
7.3	Summarize all meetings and prepare an issues and opportunities report		4	6	12		6		2	2		4	36
	Sub-total Hours		12	14	24	12	12	0	4	8	0	12	98
	Sub-total Costs		$1,980	$1,890	$2,760	$1,260	$1,260	$0	$516	$568	$0	$888	Task Total
	TOTALS		KTU+A Sub-total per Task Group				$9,150				IBI	$1,972	$11,122
8	**Guideline Support**												
8.1	Review SANDAG Ped Guidelines and City of Standards	IBI		1				2	6	8			17
8.2	Compile sample guidelines and circulate with team and Working Group			1					4	24			29
8.3	Make available national level of best practices and guidelines			2					8	16	2		28
8.4	Suggest changes to current standards and review with departments			2				2	12	24	2		42
8.5	Compile graphics/text/photos for guidelines and review with group			2					12	24			38
8.6	Adjust guidelines based on Staff/Working Group/public input			1				2	4	4	2		13
	Sub-total Hours		0	9	0	0	0	6	46	100	6	0	167
	Sub-total Costs		$0	$1,215	$0	$0	$0	$900	$5,934	$7,100	$378	$0	
	TOTALS		KTU+A Sub-total per Task Group				$1,215				IBI	$14,312	$15,527
9	**Recommended Alternatives**												
9.1	Identify city-wide pedestrian issues and generic solutions	KTU+A	2	4									6
9.2	Complete more detailed site field work to note specific problems				14								14
9.3	Run the Pedestrian Suitability Model (PSM) with different priorities			6	12			2	0				20
9.4	Develop 3 alternatives using changed priorities in the PSM		2	2	8								12
9.5	Identify a prioritized methodology to classify problems into priorities		4										4
9.6	Prepare text describing issues, solutions, and alternatives		2	8	4			2	0	0			14
	Sub-total Hours		10	18	38	0	0	4	0	0	0	0	70
	Sub-total Costs		$1,650	$2,430	$4,370	$0	$0	$600	$0	$0	$0	$0	
	TOTALS		KTU+A Sub-total per Task Group				$8,450				IBI	$600	$9,050
10	**ADA and Senior Accessibility**												
10.1	Review current accessibility priority approach	IBI						1		4			5
10.2	Review and adjust current ADA/Title 24 policies							1		4			5
10.3	Suggest changes in policies and coordinate input with Task #9.5 above							4	2	24			30
10.4	Submit text, graphics, photos and maps covering ADA/Title 24 issues							2	2	12			16
	Sub-total Hours		0	0	0	0	0	8	4	44	0	0	56
	Sub-total Costs		$0	$0	$0	$0	$0	$1,200	$516	$3,124	$0	$0	
	TOTALS		KTU+A Sub-total per Task Group				$0				IBI	$4,840	$4,840

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Oceanside Pedestrian Master Plan

		LEAD FIRM	KTU+A					IBI					Totals
			Principal, Facilitator, Michael Singleton	Project Manager John Holloway	Associate Planner, GIS Manager Joe Punsalan	GIS Support/ Web Developer	Graphics/ Document Support	Trans. Planner, Dennis Wahl	Principal Trans. Planner, Don Murphy	Planner, Brian Gaze	Support	Graphics	
			$165	$135	$115	$105	$105	$150.00	$129.00	$71.00	$63.00	$74.00	Hours
11	**Access to Transit**												
11.1	Prepare and review transit station maps and existing facilities	IBI				4		2		8			14
11.2	Site visit and note major access deficiencies at major transit stops	IBI						2		8		12	22
11.3	Integrate issues, solutions, and recommendations from other plans	IBI						2	2	4			8
	Sub-total Hours		0	0	0	4	0	6	2	20	0	12	44
	Sub-total Costs		$0	$0	$0	$420	$0	$900	$258	$1,420	$0	$888	
	TOTALS		KTU+A Sub-total per Task Group				$420				IBI	$3,466	$3,886
12	**Safe Routes to School**												
12.1	Review safety / collision data to determine priority areas	IBI				3				4			7
12.2	Obtain maps, tables and photos of Safe Routes to School	IBI				2				4			6
12.3	Meet with the School District to dicuss priorities	IBI							4	4			8
12.4	Complete fieldwork on priority schools and note major deficiencies	IBI								12	12		24
12.5	Prepare educational materials	IBI								8	16		24
12.6	Integrate recommendations into Ped. Master Plan	IBI		4						8			12
	Sub-total Hours		0	4	0	5	0	0	4	40	28	0	81
	Sub-total Costs		$0	$540	$0	$525	$0	$0	$516	$2,840	$1,764	$0	
	TOTALS		KTU+A Sub-total per Task Group				$1,065				IBI	$5,120	$6,185
13	**Draft Report Pedestrian Master Plan**												
13.1	Refine a prioritization process that utilizes results from the PSM	KTU+A	2										2
13.2	Obtain, review and identify problems with current zoning ordinances	KTU+A	1										1
13.3	Review potential changes with Staff and departments	KTU+A	2										2
13.4	Make final recommendations for changes in ordinances	KTU+A	2										2
13.5	Integrate FHWA standards into the prioritization and monitoring program	IBI							2	4			6
13.6	Recommend policy changes for traffic calming / pedestrian improvements	IBI		2					4		8	12	26
13.7	Obtain the latest in Transportation Improvement Project information	IBI							2		2	4	8
13.8	Review prioritization process with Working Group	KTU+A		4									4
13.9	Finalize the prioritization process and the Pedestrian Suitability Model	KTU+A		2	8								10
13.10	Initiate a draft of a Pedestrian based CIP program	KTU+A		4									4
13.11	Prepare pedestrian projects safety & access descriptions (25 projects)	KTU+A			8	12							20
13.12	Complete more field work to identify potential projects per neighborhood	KTU+A			12	10							22
13.13	Run all potential solutions to issues into the PSM and priority process	KTU+A		2	4								6
13.14	Obtain Staff and Working Group concurrence on top 25 projects	KTU+A	1	2									3
13.15	Conduct final city-wide public workshop to receive input on project	KTU+A	4	8	12		8						32
13.16	Develop CIP Project sheets for top 25 Priority Projects	KTU+A	2	8	26	26							62
13.17	Identify funding sources and summarize in text and tables	KTU+A		4									4
13.18	Match up the funding sources with the top 30 Priority Projects	KTU+A		2									2
13.19	Determine a long-term grant/funding program to implement CIP	KTU+A		4									4
	Sub-total Hours		14	42	70	48	8	0	8	4	10	16	220
	Sub-total Costs		$2,310	$5,670	$8,050	$5,040	$840	$0	$1,032	$284	$630	$1,184	
	TOTALS		KTU+A Sub-total per Task Group				$21,910				IBI	$3,130	$25,040
14	**Final Pedestrian Master Plan**												
14.1	Meet with Staff and working group to review comments on the draft	KTU+A		3					3				6
14.2	Revise, tables, text, maps and other priorities based on input	KTU+A	1	4	4	4	4		2	2	1		22
14.3	Submit a Pre-final Pedestrian Master Plan	KTU+A	1	4	4	4	4		2	2	1		22
14.4	Meet with Staff and Working Group to review comments on the Pre-final	KTU+A		3									3
14.5	Revise, tables, text, maps and other priorities based on input	KTU+A	1	4	4								9
14.6	Submit a Final Pedestrian Master Plan with all source materials	KTU+A	1	2									3
	Sub-total Hours		4	20	12	8	8	0	7	4	2	0	65
	Sub-total Costs		$660	$2,700	$1,380	$840	$840	$0	$903	$284	$126	$0	
	TOTALS		KTU+A Sub-total per Task Group				$6,420				IBI	$1,313	$7,733

KTU+A Material Costs	$500	**KTU+A Labor Cost Totals**	$76,290	**IBI Labor Cost Totals**	$48,959
IBI Material Costs	$500	**% of Total Labor Budget**	60.60%	**% of Total Labor Budget**	39.40%

ATTACHMENT B

Estimate of Effort and Costs Associated with Tasks for:

Oceanside Pedestrian Master Plan

LEAD FIRM	KTU+A					IBI					Totals
	Principal, Facilitator, Michael Singleton	Project Manager John Holloway	Associate Planner, GIS Manager Joe Punsalan	GIS Support/ Web Developer	Graphics/ Document Support	Trans. Planner, Dennis Wahl	Principal Trans. Planner, Don Murphy	Planner, Brian Gaze	Support	Graphics	
	$165	$135	$115	$105	$105	$150.00	$129.00	$71.00	$63.00	$74.00	Hours

GRAND TOTAL LABOR and MATERIALS FOR BOTH PHASES

Pedestrian Master Plan

2005 Annual Grant Application
Transportation Development Act/
TransNet Bicycle and Pedestrian Projects

CITY OF OCEANSIDE
INCORPORATED 1888

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SUMMARY OF PROJECT

The City of Oceanside has identified the need to development a comprehensive citywide Pedestrian Master Plan. The City is fully dedicated to enhancing pedestrian safety and cost-effectively providing pedestrians with access to a safe and secure crossing environment, one that will strongly encourage the use of the crosswalk as the safest means to cross the streets.

Pedestrian Safety has become a key concern to the City of Oceanside. The city's Transportation Division has a staff Pedestrian Safety Coordinator to review accidents, safe-route-to-schools, crosswalks, walk ability and pedestrian planning. The City was recognized in 2004 by Walk San Diego for pedestrian efforts in traffic calming and pedestrian projects such as the Pier View Pedestrian Under crossing. In addition, the City Council has identified and approved pedestrian safety as part of the 2005-2006 Transportation Commission work plan.

The objective of the Pedestrian Master Plan is to provide for pedestrian planning of enhancements, design standards, public input and safe pedestrian circulation throughout the City. The plan will establish standards and guidelines for proper design features, installation and maintenance of sidewalks, crosswalks, pedestrian access to beach, pedestrian malls and hiking trails, and to provide properly designed pedestrian facilities for the handicapped and elderly population to assure their safety and enhanced mobility.

Problem Statement

The City of Oceanside had eleven (11) pedestrian/vehicle accidents in the year 2004. Out of the eleven accidents, there were eight (8) fatalities. Two fatalities were within a three (3)-block radius on Oceanside Boulevard adjacent to a senior community and a public elementary school. One of the fatal incidents involved a senior crossing Oceanside Boulevard. This is one of several areas in the City that is committed to development as a pedestrian corridor. (Exhibit 2)

According to a national study conducted by the Federal Highway Administration in 2002, the lack of proper illumination and warning signals at crosswalks can be a significant contributor to the number of pedestrian fatalities and injuries that occur each year. The City of Oceanside is dedicated to enhancing Pedestrian Safety and to cost-effectively providing pedestrians with access to a safe and secured crossing environment, one which will strongly encourage the use of the crosswalk as the safest means to cross the roads. Information regarding construction of sidewalks, crosswalks, crossing guards, pedestrian signals and other pedestrian equipment of pedestrians will be described in the Pedestrian Master Plan.

Need and Justification - History of Pedestrian Safety

Between the year 2000 and 2001, the City of Oceanside had a 40% increase in pedestrian related accidents. In a report published in August 2001 by the Surface Transportation

Policy Project, a non-profit organization, the City of Oceanside was identified as having the fourth highest pedestrian accident rate per capita among California cities with a population above 100,000 based on the year 2001 accident data. However, the State Office of Traffic Safety (OTS) ranks Oceanside 34th out of 45 cities in the 100,000 to 250,000 population group for the year 2000.

According to a pedestrian report, it was found that there were Sixty-six (66) pedestrian injuries (2000 – 2001) and three (3) fatalities in the City of Oceanside. Of those 66 pedestrian injuries, 16 were located on Coast Highway and seven (7) on Mission Avenue. Of those 23 there were 14 within the area of study or nine- (9) block area on Coast Highway and five- (5) block area on Mission Avenue.

The Downtown and Coastal Communities has expressed an interest and need to review pedestrian safety for Mission Avenue and Coast Highway. The City Council directed staff at a workshop to review and identify pedestrian enhancements within the study area.

Specific Objectives

The objectives of the Pedestrian Master Plan will guide the City through the long range and short-term goals and policies. The objectives also link social (ethnic, seniors), economic (low income), and the environment (land use). The City of Oceanside's plans, projects, and programs comply with the principles of pedestrian safety as it ties into walkability and pedestrian enhancements.

In order to avoid any adverse impacts on minority, low income or other populations at risk of adverse impacts, the City of Oceanside plans to promote community involvement in the pedestrian planning process. Through its expanded community outreach, the City of Oceanside will attempt to learn of the community's needs for improved pedestrian mobility and listen to proposals for accomplishing the improvements. The City will do this by holding meeting with the communities, business associations and residents in the area.

City Area and Demographics

The City of Oceanside has an area of 42.2 square miles. There are 391 miles of roadway. There are 30 City Parks, 4 Community Recreation Centers, 2 Municipal Swim Centers, 2 Public Golf Courses and 1 Senior Center. There are 3.5 miles of public beaches, a 1,601-foot fishing pier, a public harbor that holds 1,000 slip public marina and a Heritage Village.

The City of Oceanside's population is 173,000 with a forecasted population of 190,000 by 2010 and 209,000 by 2030. This is a growth of 30%. Of those 173,000 residents, there are approximately 65,000 homes in the City of Oceanside. The City of Oceanside also has a senior population of approximately 33,000.

The City of Oceanside's ethnic make-up is as follows:

51% Caucasian	32% Hispanic
6% Black	3% 2 or more Races
1% American Indian	1% Hawaiian & Pacific
1% Oriental	< 1% Other

According to The City of Oceanside's Visitor Center there are over 4 million people visiting the beaches and harbors each year with the greatest concentration of visitors from May through October. Of the 4 million more than 70 percent of Oceanside's visitors are Californians, 42 percent live outside of San Diego County and 6 percent are foreign visitors.

Oceanside has 2,763 businesses that employ 32,500 people.

The City of Oceanside has development plans for two major hotels and a timeshare resort. This will bring in millions more visitors who will be walking the downtown area.

With the expansion of the population, the senior community and visitation, it is important to prepare a Pedestrian Master Plan that will accommodate and promote walking. This means creating pedestrian corridors that are pedestrian friendly and accessible to public transit (buses or trains) or parking facilities.

SANDAG (San Diego Association of Governments) Goals

The City of Oceanside's mobility plan follows the goals of the SANDAG's 2030 Mobilility Plan. The City's mobility plan includes improvements for pedestrians.

According to SANDAG's 2030 plan, mobility 2030 is developed around four main components: Land Use, Systems Development, Systems Management, and Demand Management. Each component has a unique, yet interdependent role in improving mobility and travel in the San Diego region through the year 2030.

It stated that land use determines where our homes, schools, work, shopping, and other activities are located and can profoundly affect the way in which we move around the region and within our communities. It links low-income housing with transportation planning and increases community livability and smart growth. Smart growth is a compact, efficient, and environmentally sensitive pattern of development that provides people with additional travel, housing, and employment choices by focusing future growth away from rural areas and closer to existing and planned job centers and public facilities. Systems Development provides needed regional transportation improvements, viable travel choices, and connections to our daily activities.

Growth and change will continue in the region over the next several decades, and all local jurisdictions can make positive contributions toward preparing for that change. New and better connections are planned to more efficiently move people on buses, trolleys, trains, and cars throughout the region.

The City follows the SANDAG's Pedestrian Design Guidelines that focuses on creating an environment conducive to walking by integrating a wide range of planning and design criteria. The guidelines begin with the "big picture," namely land use and transportation planning that creates a context for safe and efficient pedestrian environment. The guidelines focus attention on the design on the entire street right-of-way balancing the needs of motorized traffic and bicyclists with those of the pedestrian. The guidelines are to assist local governments and other interested entities in the creation and redevelopment of pedestrian areas and corridors.

Mobility 2030 calls for a network of fast, flexible, reliable, safe, and convenient transit services that connect us to the region's major employment and activity centers.

The City of Oceanside also works with NCTD in order to ensure consistency with the regional transit needs and programs. NCTD's goal is to provide service to their customers, ensuring their safety and security. This includes developing and maintaining facilities that sustain and promote current and future transportation services. This service is to provide those in low income housing with transportation to employment and other parts of the community. However, for those individuals, walking to the bus stop must be done safely and the City of Oceanside must provide safe pedestrian zones.

Economic Development and Redevelopment

The Pedestrian Master plan will include Economic Development and Redevelopment so those areas are constructed or reconstructed as "pedestrian friendly".

The City's Economic and Development and Redevelopment Department works to increase business interest and investment within the city, create jobs and revitalize the downtown redevelopment area. A main focus in 2003 was the retention and expansion of existing Oceanside businesses; consequently, a number of monthly business visits were conducted with current business owners. In partnership with the Economic Development Commission and the City Council, the department hosted and organized the annual business appreciation event. The department also designed and held a business brokers and bankers seminar regarding SBA Loans, to encourage continued investment in Oceanside.

In the downtown area, a developer has committed to the development of Oceanview Terraces; construction has already started. Most importantly, groundwork for a 450-space downtown/transit center parking structure was established and construction to be completed by summer of 2005. On-going efforts regarding the expansion of tourism for the City continue. A 136-unit time-share resort including 32 hotel rooms and 12,000 square feet of retail/restaurant space was approved on Pacific Street north of Pier View Way and a developer for the two-block Beach Resort will soon be selected. With all the new interest and potential employment in the City, it is important that a pedestrian study be conducted regarding improvements for walkability and safety. It is important to make the City pedestrian friendly.

SCOPE OF WORK

Project Description – Pedestrian Master Plan

The 1995 Circulation Element for the City of Oceanside currently has a section on Pedestrian Facilities. The section only states policies for construction purposes. The new Pedestrian Master Plan will include:

- Pedestrian Design Guidelines and Standards – The SANDAG Guidelines and Standards for Pedestrians will be the guidelines used by the City when constructing pedestrian facilities. (Exhibit 1) The City will also use the NCTD Bus Stop Development Handbook as a guideline when constructing bus stops.
- Map of Oceanside – The map will illustrate present and future pedestrian corridors, 55 and above pedestrian corridors, safe-routes-to-school corridors, walking/recreational trails (Exhibit 6), connection to transit (bus and train) and public parking facilities. The Pedestrian Master Plan will break the City into Pedestrian Regions so each part of the city is reviewed for improvements so each area receives improvements or new pedestrian facilities.
- Accessibility – This section will indicate how pedestrian accessibility is achieved. It will discuss the equipment to be used when planning pedestrian crossings or any pedestrian crosswalk, facility or corridor. (Exhibit 3,4,5,7,8)
- Access to Transit - This section will discuss pedestrian access to transit (buses or trains). It will also indicate the location of parking facilities. (Exhibit 9)
- Pedestrian Plans for The City of Oceanside's Downtown area – With the revitalization of the downtown area, a new pedestrian corridor will be designed. (Exhibit 2)
- Safe-Routes-to-School – This section will discuss the safe-routes-to-school program. It will state how the routes are determined and designed marked. It will show illustrations of brochures for education purposes. A list will be provided of all current and future safe-routes-to-school. (Exhibit 8)
- CIP Recommendations – This section will discuss Capital Improvement Projects and funding for pedestrian projects.

Work Scope

It is important to the City to provide for safe pedestrian circulation throughout the City, which includes sidewalks, pedestrian access to beach, pedestrian malls, corridors and hiking trails, and to provide properly designed pedestrian facilities and corridors for the handicapped and elderly population to assure their safety and enhanced mobility

A consultant will be hired by the City to complete the tasks in a ten (10) month timeframe. The Pedestrian Master Plan will be completed even if the grant is not awarded. It is estimated that the total project when completed would cost approximately $130,000. The work scope for the project includes the following:

1. **Project Meetings/Coordination** – The consultant will establish a project meeting schedule to meet and review with city staff. It is anticipated that the project will include the following meetings:

Meetings	No.
• Monthly project meeting	10
• Coordination/review with other departments	5
• Regional meetings	4
• Community meetings	9
• Commissions (Planning, Park, Trans, RAC)	5
• City Council (workshop, draft, final)	3

Project meetings will be scheduled with the appropriate city staff to discuss issues relating to agenda topics in order to coordinate and implement the pedestrian master plan with other city departments. All project meetings will be scheduled and held at the city offices located at 300 N Coast Highway. The consultant will prepare an agenda and take minutes on of the meeting.

The consultant will be required to develop a detailed project timeline with milestone dates for each of the critical tasks and meetings. As part of the coordination, the consultant will work closely with the Transportation Division Manager, city staff and the City's Pedestrian Safety Coordinator.

Deliverables: Monthly project meeting minutes
Timeline project management schedule
Progress reports at milestone dates

2. **Data Collection and Stakeholder Identification** – The consultant will be required to gather existing documents and data relevant to the project, and will interview with city staff to understand the data requirements. Where critical information is missing or there are doubts about the accuracy of the information, the consultant will work with city staff to verify the information. The following are some available materials:

- 1995 Transportation Circulation Element
- 2002 Walkable Communities Report
- 2003 Transit Oriented Development study
- 2004 Pedestrian Safety Study

For this project, the consultant can easily and economically make field visits to verify or add to data and plans at any time throughout the project from city hall offices. The field review will include identification of all streets and intersections note existing elements including; sidewalks, street features, street light poles,

benches, trees, landscaping and other pedestrian features. The consultant will review existing and on-going planning development projects.

The consultant will work with city staff to develop a comprehensive list of communities to involve and include in the public outreach process. The city has numerous community organizations and associations that have already expressed their interest in participating in development of a pedestrian safety study/master plan. These groups and community organizations include the following:

- South Oceanside Community
- Oceanside Coastal Neighborhood Association
- Downtown Business Associations
- Loma Alta Neighborhood Association
- President's Neighborhood Community
- Fire Mt. Mountain Community
- RDO Community
- Rancho Del Oro Business Park
- Lake/Mira Monte Community
- Temple Heights/Peacock Senior Community
- Ocean Hills Senior Community
- Oceana Senior Community
- Oceanside Harbor District Association

Most of the above organizations have monthly meetings which the consultant can attend and identify a lead stakeholder from each group. As part of identifying the stakeholders, the consultant may need to attend some of these meetings to understand the issues and concerns from each community regarding pedestrian safety and usage. If the consultant chooses to form a stakeholder working group for the development of the master plan, the group will include city staff and the City's Pedestrian Safety Coordinator.

Deliverables: List of identified stakeholders
Meeting minutes of stakeholder meetings

3. **Public Outreach Plan** – the consultant will need to prepare a comprehensive public outreach plan that schedule meetings with residents, gathering information regarding where they walk and how they determine the safety needs. The public outreach will be coordinated with city staff and will involve participation with the city's Pedestrian Safety Coordinator for all meetings.

The consultant will need to base its planning efforts on the involvement of local jurisdictional departments, community and non-profit based stakeholder groups. The first goal is to identify and involve stakeholders in ways to build ownership in the process and the plan. The consultant will work with the identified stakeholders to help them:

- Define how they want to participate in the planning effort
- Build the trusting and support
- Collaborative relationships that are needed to implement the project
- Participate and attend existing group meetings

Throughout the planning of the master plan, the consultant will keep stakeholders informed in ways that are convenient for them. By keeping stakeholders involved early and often throughout these efforts, they will see their ideas incorporated into the plans for the transportation areas as well as identify opportunities for their own participation in the development of the services.

If needed for public input, the consultant can request a survey of residents and visitors as to where they go and identify pedestrian improvements.

As mentioned in the previous task, if the consultant feels the need to form a Stakeholders Working Group, it would be the consultant's responsibility to form, set, schedule, agenda, take meeting minutes and action items. All meetings will be coordinated with city staff and the city's Pedestrian Safety Coordinator.

Deliverables: Public Outreach Plan
List of public meetings and contact persons
Stakeholders meeting group (optional)

4. **Existing Conditions** – the consultant will collect any available information, plans and resources from the City. Material will include, but not limited to the following;

- Mapping information (aerial mapping plans)
- City Communities and planning projects
- Activity Center, Transit Center and Senior Center
- Parks and recreation centers
- Trial or bikeway trail information
- Other related materials

The consultant will develop a GIS map showing the existing street system, pedestrian enhancements and activity centers and future pedestrian enhancement projects, such as the Downtown Walkables Communities, Oceanside Pedestrian Safety project and the Sprinter stations. We will use the existing map as a base to layout pedestrian enhancements.

As part of the existing conditions, the project will review land use and activity centers relating to pedestrian usage. The project will provide a map and description of existing and proposed land uses and development patterns, such as the Sprinter Corridor that may impact pedestrian activity

As part of the existing conditions, is an assessment of design constraints within the street segments will be prepared in a preliminary form to be review by city staff. This assessment is a key step to minimize any critical design constraints by the proposed street improvements shown on the sketch. This effort will identify potential sensitive areas to be considered within the design of the street improvements.

The constraints or challenges may include the following:

- right of way needs (curb to curb width),
- sensitive land use (utility relocations),
- parking and loading zones,
- driveway access (driveways)
- left turn lane and length of pocket,
- Bulb out and crosswalks,
- Traffic calming devices,
- And other issues as identified.

The key issue is the identification of significant design constraints or "fatal flaws" before proceeding into the preparation of the concept plans.

Deliverables: GIS aerial mapping of existing pedestrian facilities
A map of existing and proposed land uses with pedestrian activity
Description listing of the existing and proposed pedestrian activity
Technical memo on any fatal flaws

5. **Develop draft of the Existing Pedestrian Facilities** – A draft of the Pedestrian Master Plan will be prepared by the consultant within a six (6) month timeframe after the ward of the contract and presented to the Transportation Manager and to Transportation Commission for review of the draft document.

Deliverables: Draft report of existing pedestrian facilities
Map showing the existing pedestrian facilities

6. **Identify the Goals and Policies** – the project will identify the goals and objectives for pedestrian mobility, connectivity, enhancements and safety. The City is a generally "built-out," 85% developed community. However, in order to guide the demand for capacity and re-development efforts, a consistent set of policies are required to meet the pedestrian expectations of the City's residents, business owners and visitors. The following goals and policies form the basis for the Pedestrian Master Plan.

A pedestrian network must be well planned, functional, safe, and properly maintained to allow street traffic and pedestrian movement to move efficiently over time. In addition to congestion relief, a well-designed pedestrian master plan,

compliments the traffic circulation system and offers benefits, such as cleaner air, time savings, and reduced motorist anxiety.

Deliverables: Identify the list of goals and policies

7. **Identify the Issues and Opportunities** – the project will identify the issues and opportunities for pedestrian mobility, connectivity, enhancements and safety. Some of the issues will include:
    - Pedestrian design standards
    - Mid-block crosswalks
    - School access and gate openings

    Some of the opportunities will include:
    - Downtown walkable communities
    - NCTD Sprinter corridor and TOD development
    - Smart growth development
    - Downtown Pedestrian plan

    Deliverables: Identify the Issues and Opportunities

8. **Public Support** – The consultant will gather public support by holding two public workshop meetings, writing articles for the local paper, television appearances on the local public TV station – KOCT-TV. The TV program is a live 1 hour show with call-ins from the community during the program.

    It is important to educate the residents to the new Pedestrian Master Plan. Staff will coordinate the TV appearance.

    Deliverables: Public Relations on pedestrian facilities
    Two public workshops
    Newspaper articles and TV appearance

9. **Recommend Alternatives** – The project will develop pedestrian alternatives which will be incorporated into the city's capital improvement program. The following are some preliminary alternatives and techniques that have been developed after an extensive analysis of existing accident data, traffic volumes, and field investigation of three major corridors. This analysis was completed by the city's pedestrian safety coordinator.

    As part of the City's Pedestrian Safety program, the following techniques needs to be reviewed in the evaluation for pedestrian enhancements for operational and planning developments. These techniques have proven to provide a safe and

comfortable environment for pedestrians. These basic techniques include the following:

- Pedestrian Crossings at designated controlled intersections
- Signalized mid-block crosswalks
- Curb extensions to decrease crossing distance
- Wide sidewalks (wider than city standard of 5 feet)
- Continuous sidewalks (both sides of street)
- Parking and/or landscaping as buffer between pedestrians and vehicles
- Minimizing driveways which create pedestrian/vehicle conflicts
- Store fronts closer to the sidewalks, providing easy pedestrian access
- Street lighting at pedestrian crossings
- Curb ramps (ADA) are present at intersection crosswalks
- Curb radius should be designed to avoid encouraging fast vehicle speeds
- CIP projects for pedestrian enhancements

Deliverables: A description list of alternative pedestrian enhancements

10. **Accessibility (ADA and Senior)** – This section will indicate how pedestrian accessibility is achieved. It will discuss the equipment to be used when planning pedestrian crossings or any pedestrian crosswalk, facility or corridor. (Exhibit 3,4,5,7,8)

    Deliverables: Draft report of accessibility for pedestrian and facilities

11. **Access to Transit** – This section will discuss pedestrian access to transit services and facilities (NCTD buses or trains). The project will prepare a map and description of existing and proposed transit centers and major stops.

    Analyze access for all Type III (includes ADA) and above transit locations and provide recommendations for enhancements. It will also indicate the location of transit parking facilities. (Exhibit 9)

    Deliverables: Draft report of access to transit service and facilities

12. **Safe-route-to-school** – This section will discuss the safe-routes-to-school program. It will state how the routes are determined and designed marked. It will show illustrations of brochures for education purposes. A list will be provided of all current and future safe-routes-to-school. (Exhibit 8)

    Deliverables: Summary of existing safe-route-to-school plans

13. **Draft Report Pedestrian Master Plan** – prepare a draft final report to be circulated for review by staff and stakeholder group. Once all comments have been incorporated into the draft document, the draft report will be presented to Transportation Commission for final approval and then forwarded to City Council for acceptance. It will then become part of the City of Oceanside's Circulation Element.

    Deliverables: Draft report of Pedestrian Master Plan
    One original unbounded and 20 color copies

14. **Final Pedestrian Master Plan** – the consultant will present to Transportation Commission for final approval and then forwarded to City Council. It will then become part of the City of Oceanside's Circulation Element.

    Deliverables: Final report of Pedestrian Master Plan
    One original unbounded and 20 color copies

TIMETABLE

The Pedestrian Master Plan will become a section in the City's Circulation Element and will be completed in ten (10) months.

The timetable is as follows:

- 1st Month - Coordination, Identify Stakeholders, Develop Public Involvement Plan
- 2nd Month – Existing Conditions, Identify Goals and Objectives
- 3rd Month – Public Outreach, Workshops, Commissions meetings
- 4th Month – Continue Public Meeting, Draft existing report
- 5th Month – Goals and polices, Issues and Opportunities
- 6th Month – Recommend Alternatives, accessibility, access to transit and safe-route-to-schools,
- 7th Month – 2nd Workshop, Commission meetings, Review the Pedestrian Master Plan Final Recommendations
    - Pedestrian Design Guidelines and Standards
    - Accessibility
    - Access to Transit
    - Plan for Downtown
    - Safe-Routes-to-School
    - CIP Recommendations

- 8th Month – Review and comments
- 9th Month – Draft report to commissions
- 10th Month – Revisions - City Council

Exhibit 1

City of Oceanside's Downtown Pedestrian Corridor

The Oceanside downtown is made up of approximately 40 blocks, laid out in a traditional grid system, which is conducive to pedestrian mobility. The downtown encompasses a wide range of uses and activities that supply the makings for an ideal pedestrian environment. The study will cover five intersections on north-south Coast Highway or a nine (9)-block area. The intersections include:

- Coast Highway and Civic Center
- Coast Highway and Pier View
- Coast Highway and Seagaze
- Coast Highway and Mission Avenue
- Coast Highway and Wisconsin Avenue

The study will also cover east-west Mission Avenue from Coast Highway to I-5, which is a five (5)-block area. The downtown is framed on the west by the Pacific Ocean, which is both a local and regional attraction and provides a visitor base for businesses and restaurants within the study area. An important goal of the plan is to provide the ideal pedestrian setting to encourage beach visitors to also visit the downtown and shop in its stores and eat in its many restaurants.

The Oceanside pier is a daily attraction for employees and residents within the study area as a place to walk to for exercise and mental health. This historic feature provides a reference point for the downtown and anchors the pedestrian plan elements.

It is important to know that the City of Oceanside has a Transit Center. The transit service complements the downtown in promoting multimode travel, yet some find it distracting and inconsistent with the objectives of a pedestrian-friendly downtown. The Oceanside Transit Center provides regional commuter rail service to San Diego and Los Angeles as well as TNMO Greyhound bus service. Railroad track crossings are limited, which creates a barrier to pedestrians that separates the downtown from the beach. The Oceanside Transit Center serves Amtrak, the Coaster (north-south), Amtrak (Surfrider), Greyhound buses, local NCTD buses, freight and the new east-west light rail Sprinter.

Pedestrian Amenities

Sidewalks in the area are detracting because of poor maintenance and some can be detracting because of the negative experience of the adjacent use. Part of the downtown provides amenities such as benches and trash receptacles that enhance the pedestrian experience and illustrate to both pedestrians and passing motorists that this is a pedestrian area promoting a walkable environment. Unfortunately, there is not consistency throughout the downtown area. Benches are currently only located at NCTD transit stops. In many areas, trash receptacles are not available or are in poor repair reflecting neglect. Oceanside has mixed success in intersection treatment and conditions. The City has used pavers over pained crosswalks; however, the pavers used do not stand out from the background asphalt.

Project Findings

A City Council meeting has occurred where the Downtown Business Association presented the need to make the City more pedestrian friendly which will bring businesses into the area and visitors and residents to the downtown area. To better communicate between those living and visiting the City, the City of Oceanside's public participation will be as follows:

- Mailings to local businesses and residents in the study area
- Surveys conducted at the Transit Center
- Surveys to pedestrians in the downtown area

Gathering and analyzing the information is time sensitive. It is important that once the study has begun, it follow a schedule so that the objectives are met and the pedestrian plan is implemented. It is important to meet with residents of the parallel streets to Coast Highway since their streets will have additional vehicles if there are bulbouts or reduction of lanes.

Exhibit 2

SANDAG's Planning and Designing for Pedestrians Guidelines used by the City of Oceanside

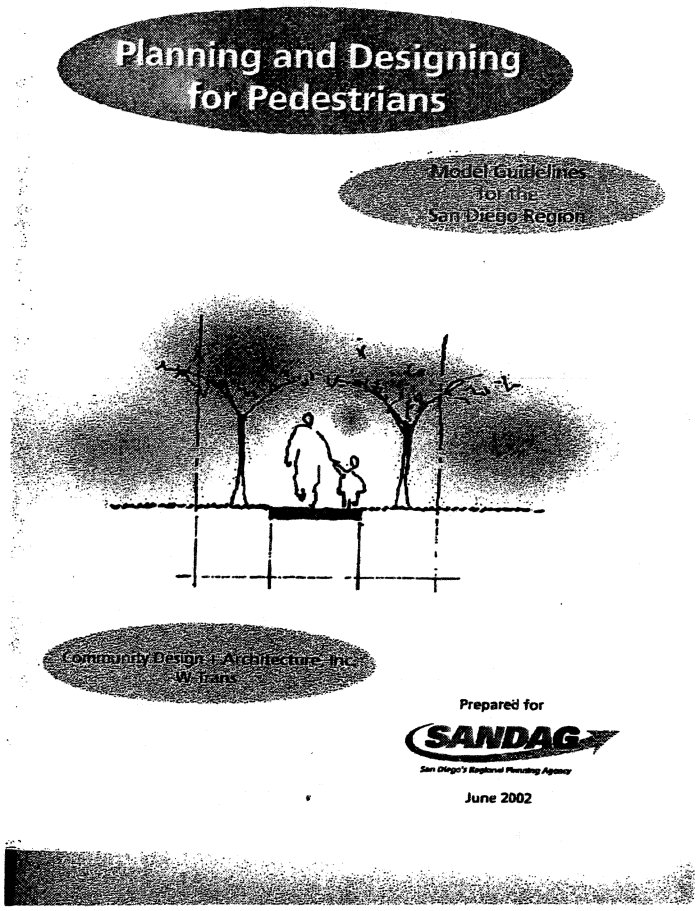
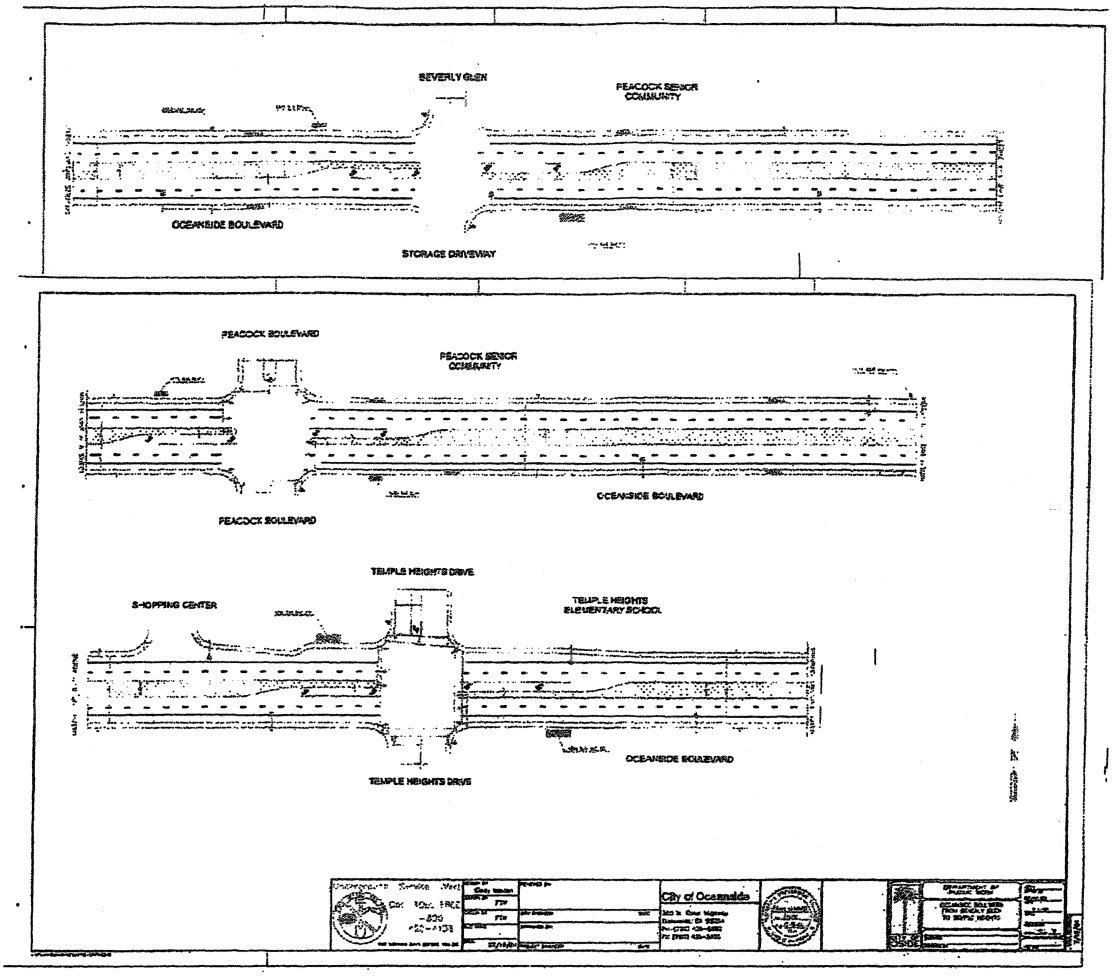
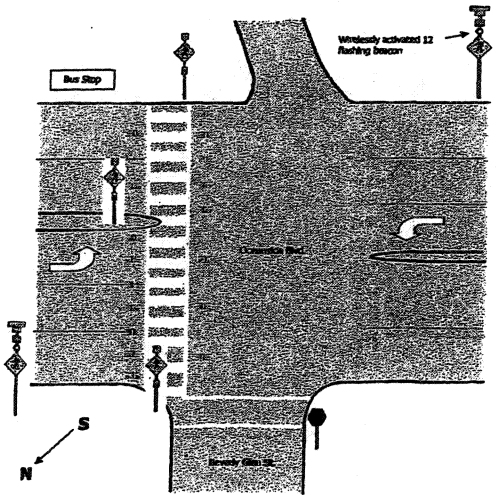


Exhibit 3

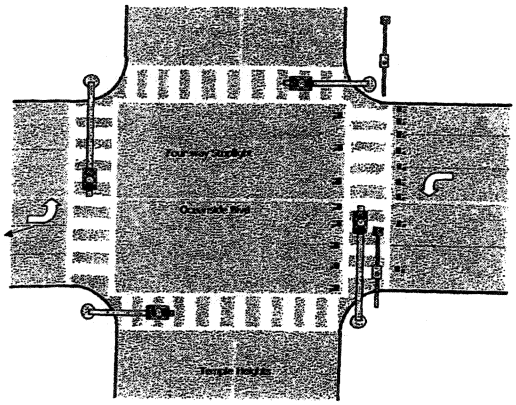


Concept of location and equipment needed

Sample of equipment needed for In-road Lighting without signal.



Sample of In-road Lighting equipment with signal



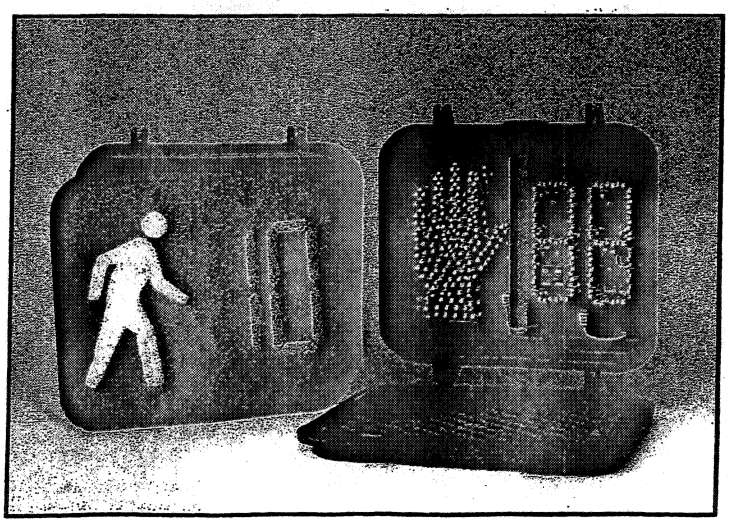
CONFIDENTIAL SPOT DEVICES CONFIDENTIAL SPOT DEVICES

Pedestrian Tools for Safety

Exhibit 4

Notice of Pedestrians

Reflective Strips for Sign Poles



Countdown Pedestrian Signs

Blinking Stop Sign

Recreational Facilities and Senior Center

Exhibit 6

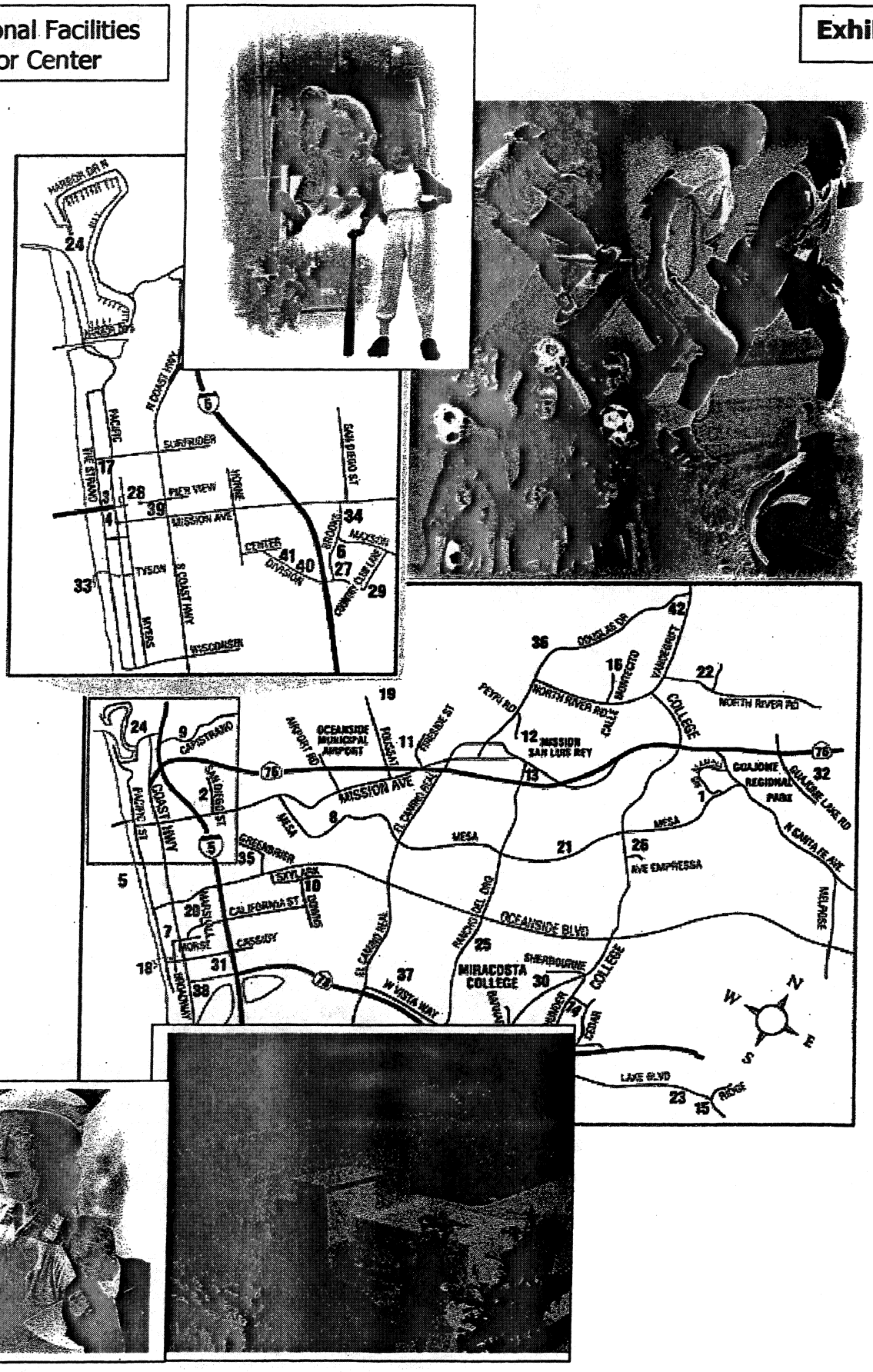
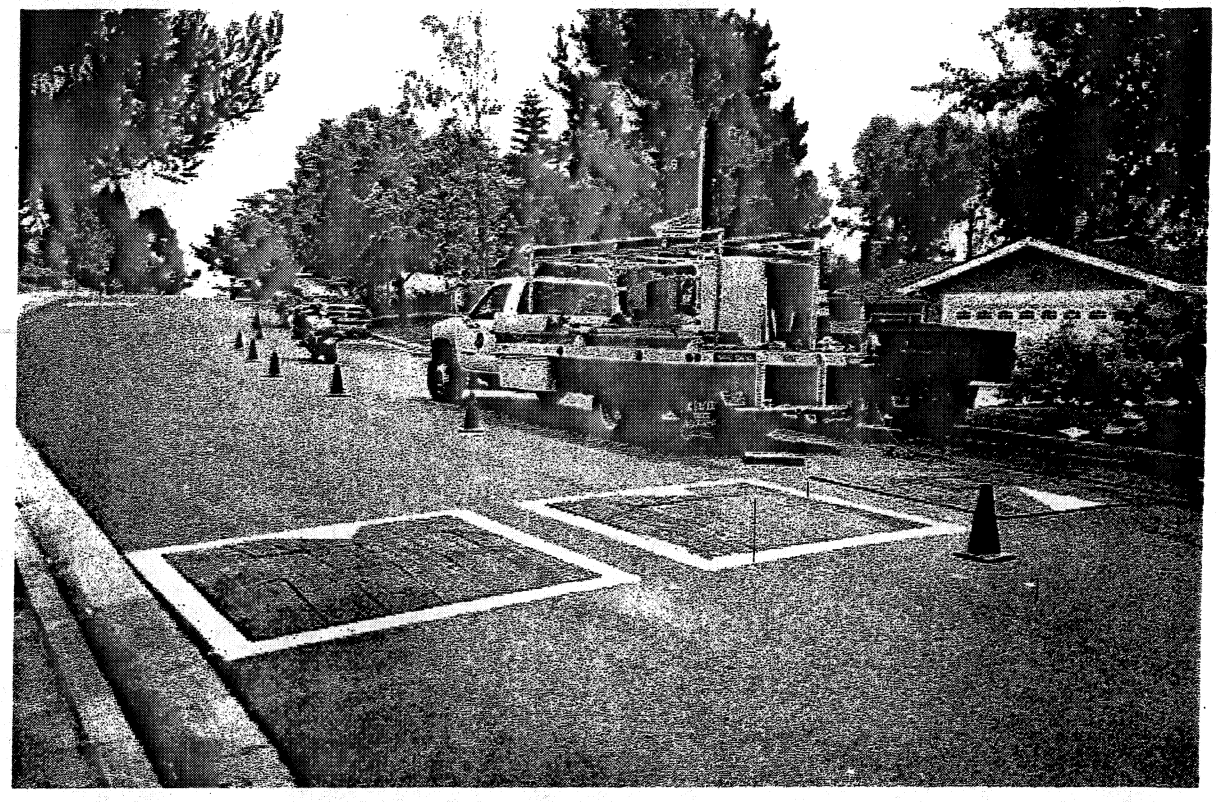


Exhibit 7

Pedestrian Safety through Traffic Calming



Speed Cushions

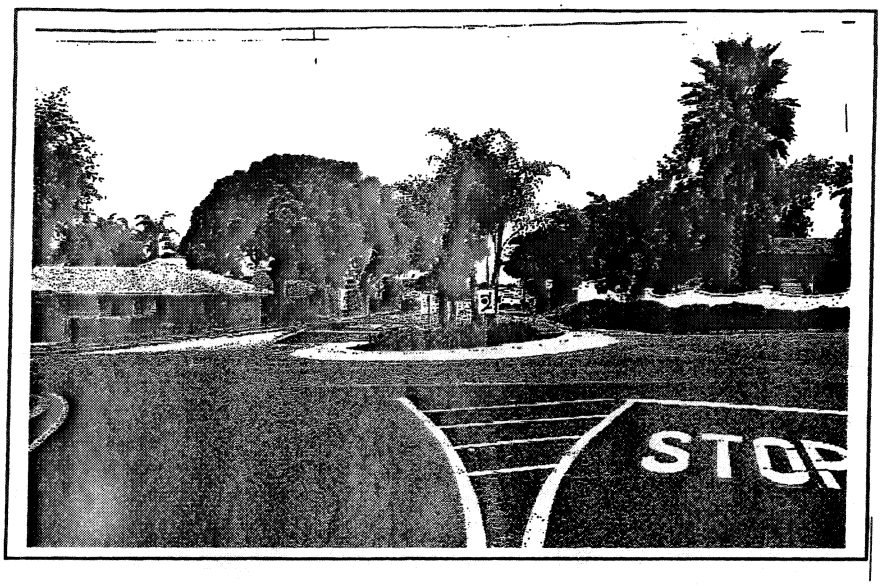
Oceanside Traffic Calming Program – 8 Step Process

The Oceanside Neighborhood Traffic Calming program allow city staff to respond quickly, efficiently and fairly to residential traffic concerns by establishing a defined formal procedure for evaluating traffic calming requests for speeding and cut-through traffic without causing traffic to spillover onto other residential streets. The procedure is a two 8-step engineering process to investigate, collect data, review community concerns, identify measures, implement and monitor before moving to Phase 2.

Traffic Calming is defined as the combination of physical, educational and enforcement measures that reduce the negative impact of traffic, alter driver behavior, improve safety for non-motorized street users and enhance neighborhood livability. Physical measures are a part of the 8 step engineering analysis that includes devices such as stop signs, speed cushions, speed humps and traffic circles.

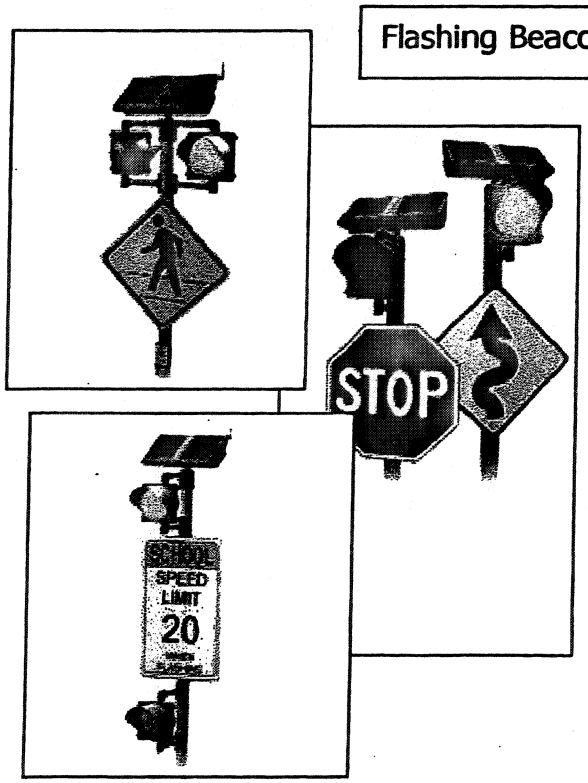
Additional Traffic Calming Devices used for Pedestrian Safety

Exhibit 8



Traffic Circles

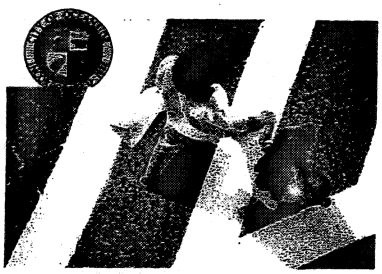
Flashing Beacons



USE THE CROSSWALKS WHEN CROSSING THE STREET

FOR PEDESTRIAN INFORMATION
FOR INFORMATION CALL:
760-435-0599

Pedestrian Crossing Signs

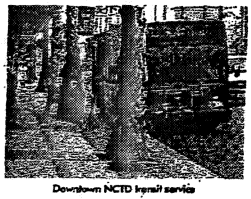


USE THE CROSSWALKS WHEN CROSSING THE STREET

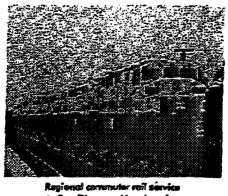
CITY OF OCEANSIDE
PEDESTRIAN SAFETY
FOR INFORMATION CALL:
760-435-0599

Exhibit 9

Public Transit



Downtown NCTD Inrail service



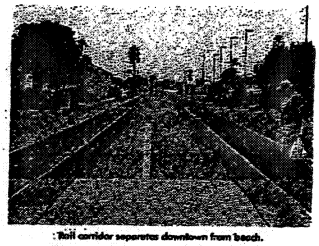
Regional commuter rail service to San Diego and Los Angeles

The Oceanside Transit Center provides regional commuter rail service to San Diego and Los Angeles as well as TNMO Greyhound bus service. Railroad track crossings are limited, which creates a barrier to pedestrians that separates the downtown from the beach. The Oceanside Transit Center serves

- Metro Link,
- Coaster,
- Amtrack (Surfrider),
- NCTD transit buses,
- Greyhound buses, and
- Future east-west light rail and high-speed rail.

With the Oceanside Transit Center located immediately south of the study area, 20 North County Transit District (NCTD) transit routes serve Oceanside's downtown. This transit service complements the downtown in promoting multimodal travel, yet some find it detracting and inconsistent with the objectives of a pedestrian-friendly downtown.

Oceanside Transit Center

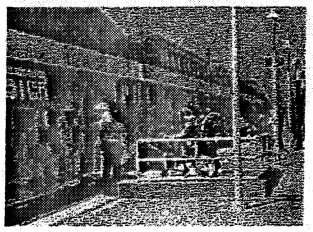


Rail corridor separates downtown from beach.

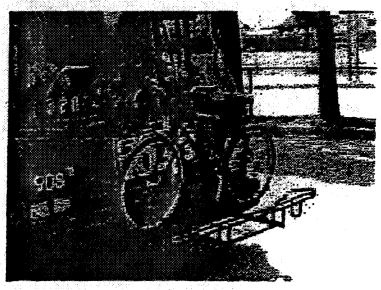
Trains:
Sprinter
Amtrak

Bus:
North County Transit
Lift Service

North County Transit District BREEZE



Coaster service to San Diego



City of Oceanside

DRAFT ESTIMATE

Pedestrian Master Plan

2005 Annual Grant Application
TDA TransNet Bicycle and Pedestrian
Cost Estimates

	Consultant				TOTAL	TOTAL
	PM	Senior	Asso	Adm		
Rates	$130	$100	$80	$60		
Task 1 Coordination	10	10	40	20	80	$6,700
Task 2 Data Collection	10	20	80	40	150	$12,100
Task 3 Public Outreach Plan	24	20	60	40	144	$12,320
Task 4 Existing Conditions	12	24	50	20	106	$9,160
Task 5 Draft Existing Report	12	16	60	40	128	$10,360
Task 6 Goal and Policies	20	20	60	20	120	$10,600
Task 7 Issue and Opportunities	20	20	50	20	110	$9,800
Task 8 Public Support	24	20	50	20	114	$10,320
Task 9 Recommend Alt	20	20	40	20	100	$9,000
Task 10 Accessibility	8	20	20	10	58	$5,240
Task 11 Access to Transit	8	20	40	10	78	$6,840
Task 12 Safe-route-to-school	8	18	30	10	66	$5,840
Task 13 Draft Report	20	40	40	40	140	$12,200
Task 14 Final Report	10	8	12	20	50	$4,260
TOTAL HOURS	206	276	632	330	1444	124740
TOTAL LABOR COST	$26,780	$27,600	$50,560	$19,800		$124,740

Other Direct Cost		
Computer	$500	
Graphics	$900	
Postage	$600	
Copies	$900	
Telephone	$400	
Parking	$400	
Travel	$800	
		$4,500
		$129,240