



DATE: August 21, 2013

TO: Honorable Mayor and City Councilmembers

FROM: Development Services Department

SUBJECT: **APPROVAL OF PROFESSIONAL SERVICES AGREEMENTS FOR THE COAST HIGHWAY CORRIDOR STUDY EIR WITH ENVIRONMENTAL SCIENCE ASSOCIATES AND THE IBI GROUP**

**SYNOPSIS**

Staff recommends that the City Council approve professional services agreements with Environmental Science Associates (ESA) of San Diego, in the amount of \$256,100 and The IBI Group (IBI) of San Diego, in the amount of \$608,375 to conduct the Coast Highway Corridor Study Environmental Impact Report (EIR), and authorize the City Manager to execute the agreements.

**BACKGROUND**

In 2010, the City Council approved the Coast Highway Vision and Strategic Plan. The Coast Highway Vision and Strategic Plan is based on a set of Livable Communities and Smart Growth principals that can produce vibrant and economically successful communities. The Plan provides a multi-pronged *Implementation Strategy of Planwide Initiatives*, as well as specific *Action Items* for short- and long-term physical enhancements. Implementation of "road diet" along Coast Highway was recommended as one component of Plan implementation. The definition of a road diet is that existing lanes would be reduced or channelized in order to achieve systemic improvements.

In 2012 the City Council considered three roadway network alternatives analyzed as part of the Circulation Element Update, one of which included Coast Highway as a two-lane roadway. The City Council ultimately approved the "Modified 1995 Circulation Element" network alternative, which assumed Coast Highway to remain as a four-lane secondary collector. At that time, City Council directed staff to initiate the study of Coast Highway as a two-lane roadway, while also addressing potential impacts to parallel residential streets.

## **ANALYSIS**

Efforts have been made to create a Downtown Oceanside and Coast Highway Corridor that is more accessible by all modes of transportation including bus, rail, light rail, automobiles, bicycles, and pedestrians.

The Coast Highway Corridor Study takes the next step to analyze the potential impacts associated with reducing Coast Highway from a four-lane road, while at the same time accommodating the needs of bicyclists, pedestrians and transit riders, as well as motorists. As part of the Coast Highway Corridor Study, an analysis will be performed to identify the means by which all, or portions of Coast Highway can be transformed from a four-lane secondary collector into a two-lane secondary collector while maintaining both functionality and livability of the corridor. Guided by Smart Growth concepts, this project seeks to provide for all modes of mobility and a more synergistic mix of land uses.

Special attention will also be paid to potential ramifications associated with the operational conditions on Coast Highway as a two-lane collector, including the level of anticipated cut-through traffic on adjacent parallel streets. Mitigation measures in the form of neighborhood traffic calming will be developed as a passive way to offset an increase in traffic volume associated with a "Road Diet" on Coast Highway and implemented in a way that promotes a Livable Community through Smart Growth.

On March 6, 2013, the City advertised a Request for Proposals (RFP) for consultant services to complete the Coast Highway Corridor Study EIR (Attachment 1). On March 19, 2013, a pre-proposal meeting was held in the City Council chambers to brief prospective consultants on the project scope of work and to answer questions.

On April 15, 2013, eight (8) consultants submitted proposals. Staff in the Transportation Section, Engineering Division, and Planning Division reviewed and evaluated the proposals (Attachment 2). Of the eight (8) proposals submitted, five (5) consultant teams were short-listed for interviews.

Staff interviewed each of the five (5) consultant teams, which were evaluated based on the comprehensiveness of the scope of work, proposed fee, and related experience. Of the five (5) consultant teams interviewed, staff determined it best to combine two (2) teams to form one hybrid team. ESA and IBI were combined; ESA for its environmental and land use expertise (scope of work Exhibit A), and IBI for its transportation planning and engineering expertise (scope of work Exhibit B). Both ESA and IBI will work closely with each other, under separate contracts, to complete the project at the highest level possible.

As part of ESA's scope of work, they will be responsible for reviewing the City's land use policies and zoning and make recommendations for potential amendments. ESA will also prepare an Environmental Impact Report (EIR) for the final corridor study. The EIR will provide for the final California Environmental Quality Act (CEQA) documentation to allow for implementation and construction of the transportation improvements. Other tasks to be completed by ESA include land use policy amendments, CEQA review, CEQA scope of work review, project description and Notice of Preparation (NOP), administrative Draft EIR, screen check Draft EIR, Draft EIR, Final EIR, response to comments and findings, and Mitigation Monitoring and Reporting Program (MMRP).

Tasks to be completed by IBI include project area profile, community involvement/outreach, market analysis, Coast Highway Corridor Analysis, design guidelines, corridor development and budget, implementation plan, and financing strategy. IBI will be responsible in leading the community outreach and conducting a detailed traffic analysis for each potential Road Diet alternative. The traffic analysis will include a visual simulation, detailed roundabouts analysis and microsimulation, in addition to model analysis and Multi-Modal Level of Service (MMLoS) analysis. Thirty percent (30%) engineering designs for the preferred alternative will be developed as well as land use and market conditions analysis. IBI will also develop recommendations for traffic calming features that would be appropriate to reduce cut-through traffic on streets impacted as a result of a Road Diet alternative being implemented on Coast Highway.

The project is expected to start in early September 2013 and be completed by March 2015, for a total of 18 months.

### **FISCAL IMPACT**

The professional services agreement (PSA) with ESA is \$256,100, and the PSA with IBI is \$608,375 for a total cost of \$864,475. The funding source is TransNet Fund 212 and the budget for FY 2013-14 in the CIP account (902131400212) is \$900,000. Therefore, sufficient funds are available.

These costs are for the environmental report only. The costs to construct the potential "Road Diet" alternative could range between 10 – 20 Million dollars, depending on the full scope of improvements. A funding source to construct the potential improvements has not been identified.

### **CITY ATTORNEY'S ANALYSIS**

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

**COMMISSION OR COMMITTEE REPORT**

Does not apply.

**RECOMMENDATION**

Staff recommends that the City Council approve professional services agreements with Environmental Science Associates (ESA) of San Diego, in the amount of \$256,100 and The IBI Group (IBI) of San Diego, in the amount of \$608,375 to conduct the Coast Highway Corridor Study Environmental Impact Report (EIR), and authorize the City Manager to execute the agreements.

PREPARED BY:



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SUBMITTED BY:

  
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City Manager

REVIEWED BY:

Michelle Skaggs Lawrence, Deputy City Manager

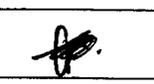
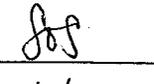
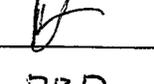
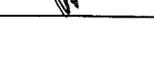
George Buell, Development Services Director

Scott O. Smith, City Engineer

Marisa Lundstedt, City Planner

David DiPierro, City Traffic Engineer

Michael Blazenski, Interim Financial Services Director

Attachment:

1. Request for Proposals
2. Proposal Ratings
3. PSA with ESA
4. PSA with The IBI Group

**THE COAST HIGHWAY CORRIDOR STUDY  
CEQA ANALYSIS/IMPLEMENTATION PLAN**

**REQUEST FOR PROPOSAL**





**REQUEST FOR PROPOSAL**  
**Coast Highway Corridor Study CEQA Analysis/Implementation Program**

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**BACKGROUND**

The City of Oceanside, Development Services Department is requesting proposals for preparation of the Coast Highway Corridor Study CEQA analysis/Implementation Program. The Coast Highway Corridor project area includes everything west of Interstate-5 from the north City limits to the south City limits (see **Exhibit 1: Project Area Map, page 2**). The overall goal of the Coast Highway Corridor Study is to implement "Road Diet" features on Coast Highway that take into consideration the planwide initiatives and Action Items (see **Exhibit 2: Coast Highway Vision and Strategic Plan Action Items table, page 4**) identified in the Coast Highway Vision and Strategic Plan, while also addressing existing planning policies and programs that may not have been initially captured in the Coast Highway visioning process (such as the former Redevelopment Zone). The intent of the Coast Highway Corridor Study is to enable the City of Oceanside to implement Road Diet features along Coast Highway within a Smart Growth/Livable Communities context by addressing land use zoning regulations, programs and policies in ways that can sustain a two-lane Coast Highway well into the future.

Downtown Oceanside and the Coast Highway corridor meet both Smart Growth land use and transit service targets and is identified as "Existing/Planned" in Smart Growth Opportunity Area (SGOA) plan. The SANDAG Smart Growth Concept Map identifies the City's former Redevelopment Zone as an Existing/Planned Town Center (OC-1) and the Coast Highway corridor from Seagaze Drive to south City limits as an Existing/Planned Mixed Use Transit Corridor (OC-2) (See **Exhibit 3: Smart Growth Concept Map, page 5**).

Described below are six key areas of the Coast Highway Corridor study area:

**Coast Highway**

Coast Highway, also known as "U.S. Historic Route 101", or "Hill Street", runs north-south through the City a few blocks east of the beach and the railroad tracks. The highway is currently used as a local corridor, as well as a pass-through arterial by Interstate-5 traffic.

The roadway was paved in 1918 and officially commissioned as one of the original U.S. highways in the late 1920s. Through the 1920s, 30s and 40s, the car culture phenomenon encouraged the expansion of auto-related businesses along Hill Street (Coast Highway), lining its frontage with service stations, car dealerships, and auto supply stores, along with hotels and restaurants that served travelers that were making their way through Oceanside. Today, Coast Highway is still lined by a significant number of car-oriented and drive-through uses, many of which retain the mid-20<sup>th</sup> century aesthetic and are in need of revitalization.

# EXHIBIT 1: PROJECT AREA MAP

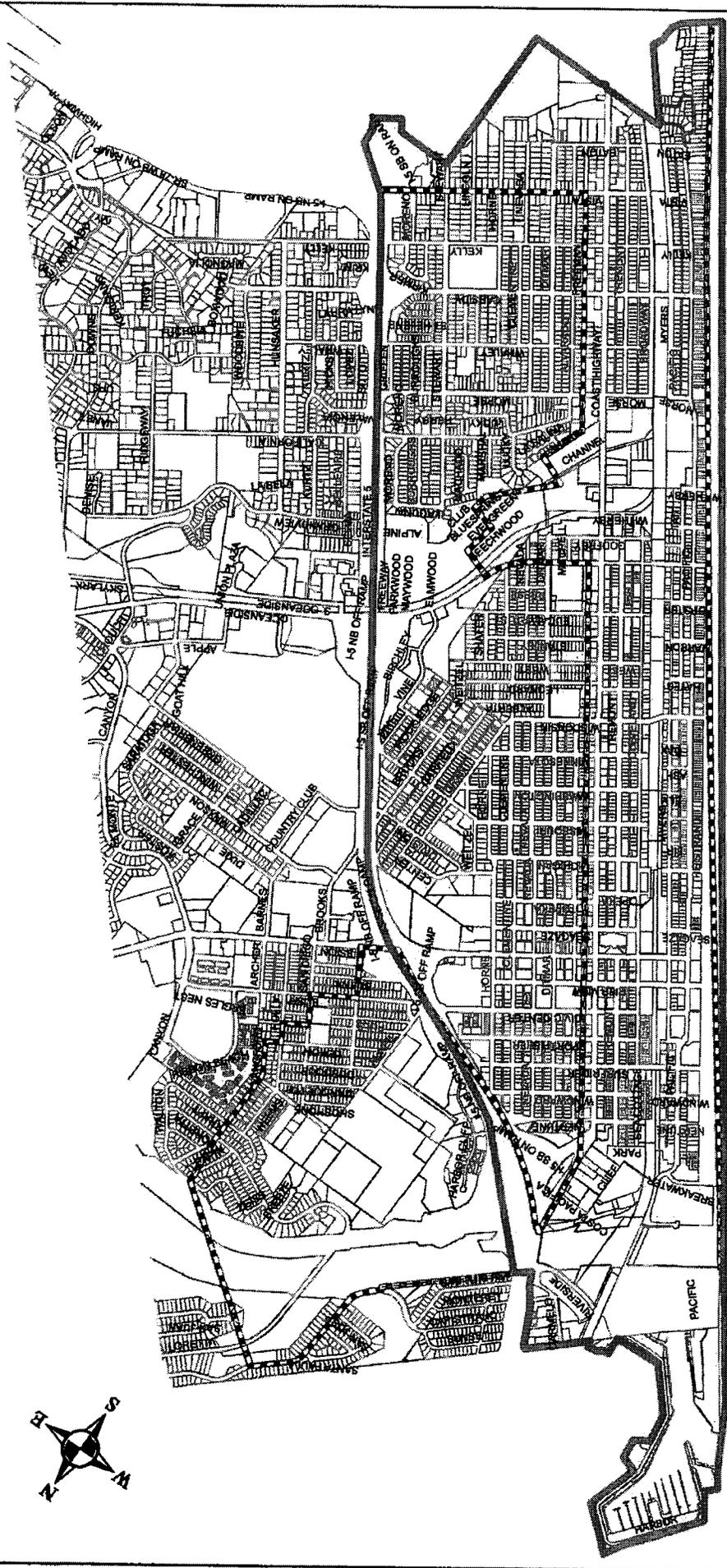
## Legend

 Study Area Boundary

 Parcel Lines

 Coastal Zone areas

1,300 650 0 1,300 Feet





## REQUEST FOR PROPOSAL

### Coast Highway Corridor Study CEQA Analysis/Implementation Program

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Coast Highway is generally classified as a Secondary Collector from the South City limits to State Route 76 with a Level of Service (LOS) E capacity of 25,000 Average Daily Traffic (ADT) volumes. From the south City limits to Morse Street, Coast Highway is four lanes and is generally 56 feet curb-to-curb within 80 feet of right-of-way. Between Morse Street to Oceanside Boulevard, Coast Highway is four lanes with a two-way left-turn lane and is generally 62 feet curb-to-curb within 86 feet of right-of-way. From Oceanside Boulevard to Wisconsin Avenue Coast Highway is generally 56 feet curb-to-curb within 80 feet of right-of-way. From Wisconsin Avenue to State Route 76, Coast Highway is generally 56 feet curb-to-curb within 100 feet of right-of-way. Coast Highway is a Collector road (with two-way left-turn lane) from State Route 76 to the southern edge of the San Luis Rey River/southern bridge abutment (approximately 0.5 miles north of State Route 76) with a LOS E capacity of 15,000 ADT that is generally 60 feet curb-to-curb within 80 feet of right-of-way. This segment also transitions down from 4-lanes to 2-lanes with two-way left-turn lane. From the southern edge of the San Luis Rey River/southern bridge abutment to north City limits, Coast Highway becomes a Collector Road with a LOS E Capacity of 10,000 ADT that is generally 40 feet curb to curb within 60 feet of right-of-way.

Coast Highway consists of a combination of signal control and uncontrolled intersections. Some signalized intersections provide for protected left turns while other signalized intersection provide for permissive left turns. The Average Daily Traffic (ADT) volumes along Coast Highway range from approximately 9,000 ADT to the far north, approximately 22,000 ADT in the middle sections and 18,000 ADT in the southern end of Coast Highway. Currently Coast Highway operates at LOS D for most segments with the exception of the segment of Coast Highway between Wisconsin Avenue and Oceanside Boulevard, which is currently operating at LOS E. Year 2030 forecasts have revealed failing LOS E conditions along Coast Highway between Wisconsin Avenue and Oceanside Boulevard. All other segments of Coast Highway are projected to operate at LOS D or better (See Attachment 1: List of Source Documents – Circulation Element, page 6)

#### **Coast Highway Vision and Strategic Plan**

In 2008, the Oceanside City Council authorized the preparation of the Coast Highway Vision and Strategic Plan. The Coast Highway Vision Plan is based on a set of Livable Communities and Smart Growth principles that can produced vibrant and economically successful communities. The Plan provides a multi-pronged *Implementation Strategy of Planwide Initiatives*, as well as specific *Action Items* for short and long-term physical enhancements. Together the underlying principals and implementation strategy work to preserve existing residential areas, enhance existing commercial areas, weave arts, technology,

# EXHIBIT 2: COAST HIGHWAY VISION AND STRATEGIC PLAN ACTION ITEMS TABLE

## ACTION ITEMS

The table of Action Items outlines specific steps to achieve the goals of the Coast Highway Vision Plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

Planwide Efforts	Timeframe	Cost	Responsibility	Potential Funding Source
<b>Action</b>				
PW-1: Engage consultant to prepare a parking reform study and create a parking district plan to include: recommendations for TOD parking standards, shared parking, location and peak pricing for park-once garages and surface lots.	S	\$\$	City	TSG, RBF
PW-2: Engage consultant to prepare a traffic infrastructure and capacity study to enable urban circulation system for Coast Highway, including road diet, roundabouts, landscaped median, and mid-street pedestrian crossings.	S	\$\$	City	TSG, RBF
PW-3: Direct staff to prepare and implement a Transferable Development Rights (TDR) height policy.	S	\$	City	TSG, RBF
PW-4: Direct staff to review General Plan and zoning code for inconsistencies between Vision Plan and GP, revise code and General Plan to implement Vision Plan.	S	\$	City	TSG, RBF
PW-5: Direct staff to prepare and implement Development Incentives Policy, to include, among other things: green tape zone, expedited permitting, and 'zero fee' green design incentives.	M	\$	City	TSG, RBF
PW-6: Direct staff to work with developers on land assembly and site-specific incentives for catalytic projects.	S	\$	City	TSG, RBF
PW-7: Implement applicable Coastal Commission task force "Climate Change" policies.	S	\$	City	TSG, RBF
<b>Coast Highway Street Improvements</b>				
<b>Action</b>				
CH-1: Pending traffic study, re-configure Coast Highway to include: reduced traffic lanes (road diet), roundabouts, landscaped median, parking lane, and widened sidewalk.	M	\$\$\$	City	PROP 1B, RBF, Other
CH-2: Apply urban design streetscaping treatment to include: shade trees, landscaped pathway, street furniture, trash/recycling, crosswalks, bulb-outs, pedestrian lighting, signage, and public art.	S-M	\$\$\$	City, PPO	PROP 1B, RBF, Other
CH-3: Improve and install alternative transit infrastructure to include: bike lane, bike parking, transit shelters, and way finding signage.	S-M	\$-\$\$\$	City	PROP 1B, RBF, Other
CH-4: Pending parking study, adopt and apply parking strategies for nodes, district, and neighborhood areas.	M	\$\$	City	TSG, RBF, GF

Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW = Planwide CH = Coast Highway Corridor OT = OceanSide Transit Center Node SN = Seaside Neighborhood SS = Sprinler Station Node A/E = Arts, Technology & Environment District SO = South O' Village Node	Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	CCC = California Coastal Commission City = Appropriate City Prop = Property Owner PPO = Property Owner NCTD = North County Transit District	TSG = Transit Smart Growth Incinerator Program (SANIADG) TUL = Transit Local Programs RBF = Redevelopment Bond Funds ND = New Development PBF = Federal Bridge Funds GF = General Funds Other = Other Federal/ State Grants

# EXHIBIT 2: COAST HIGHWAY VISION AND STRATEGIC PLAN ACTION ITEMS TABLE CONT.

## ACTION ITEMS, CONTINUED

Las Ramblas North O' Area	Timeframe	Cost	Responsibility	Potential Funding Source
<b>Action</b>				
NC-1: Plan and construct new North Coast Highway bridge over San Luis Rey River.	L	\$\$\$	City	RBF, ND, FBF
NC-2: Design and apply urban design and arts treatment to new Arts Bridge.	L	\$\$\$	City	FBF
NC-3: Realign Coast Highway, pull back (west) from Interstate 5.	S	\$	City	RBF, ND
NC-4: Plan and construct new pedestrian bridge over I-5 linking North Coast catalytic site with east neighborhood.	L	\$\$\$	City, Caltrans	TSG, PROP 1B
NC-5: Pending completion of traffic infrastructure and capacity study, construct roundabout gateway and landscaping at North Coast Highways north of Neptune Way.	L	\$\$\$	City	TLP, PROP 1B, RBF
NC-6: Require new development along North Coast Highway to plan and construct new streets as indicated on plan and as per the Design Guidelines.	S-L	\$\$\$	City	ND
NC-7: Revitalize San Luis Rey River area, including bike and walking trails.	M-L	\$\$\$	City	ND, Other
NC-8: Relocate Lift Station.	L	\$\$\$	City	RBF, ND
NC-9: Plan and construct pedestrian and bike bridges over and under railroad tracks.	L	\$\$\$	City, NCTD	TLP, PROP 1B, ND, Other
<b>Oceanside Transit Center/Transit Oriented Development Area</b>				
<b>Action</b>				
OTC-1: Work with NCTD to further develop TOD plan for site consistent with Vision Plan and fund necessary infrastructure improvements.	S - M	\$	NCTD, City	TSG
OTC-2: Design and build new transit station and adjoining development.	M	\$\$\$	NCTD, City, PPO	TLP, PROP 1B, ND
OTC-3: Add a floor of parking to existing parking garage.	L	\$\$\$	City	TLP, RBF
OTC-4: Design and install solar panels on existing parking garage.	L	\$\$	City	Other
<b>Seaside Neighborhood</b>				
<b>Action</b>				
SN-1: Amend zoning regulations to exclude rowhouses in Seaside Neighborhood.	S	\$	Responsibility	Potential Funding Source
SN-2: Pending results of parking reform study, apply parking strategy such as residential permit parking district to prevent spillover parking from Coast Highway businesses.	S-M	\$\$	City	GF
			City	GF

**Potential Funding Source**  
 TSG = Transit Smart Growth  
 ND = New Development  
 RBF = Redevelopment Bond Funds  
 FBF = Federal Bridge Funds  
 GF = General Funds  
 Other = Other Federal/ State Grants

**Responsibility**  
 CCC = California Coastal Commission  
 City = Oceanside City  
 Department = Department  
 PPO = Private Property Owner  
 NCTD = North County Transit District  
 (City)

**Cost**  
 \$ = < \$100,000  
 \$\$ = \$100,000 - \$500,000  
 \$\$\$ = \$500,000 - \$1,000,000  
 \$\$\$\$ = > \$1,000,000

**Timeframe**  
 Short (S) = 0-3 years  
 Medium (M) = 3-5 years  
 Long (L) = 5+ years

**Potential Funding Source**  
 TSG = Transit Smart Growth  
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# EXHIBIT 2: COAST HIGHWAY VISION AND STRATEGIC PLAN ACTION ITEMS TABLE CONT.

## ACTION ITEMS, CONTINUED

The table of Action Items below outlines specific steps to achieve the goals of the Coast Highway Vision plan. Every action item has a corresponding dollar sign - signifying the level of cost to the City - as well as a corresponding list of agencies or departments that will be responsible for overseeing the action.

Action	Timeframe	Cost	Responsibility	Potential Funding Source
SS-1: Pending results of traffic study, re-stripe three to four block area as part of road-diet demonstration project.	S	\$	City	TSG, TLP, PROP 1B, RBF, ND
SS-2: Pending results of traffic study, install one traffic circle as part of road diet demo project.	S	\$	City	TSG, TLP, PROP 1B, RBF, ND
SS-3: Pending result of parking plan, implement "park-once" garage at transit station plaza.	M	\$\$\$	City	TSG, RBF, ND
SS-4: Work with developer to restore and revitalize Loma Alta Creek area.	M-L	\$\$\$	City, CCC	RBF, ND, Other
SS-5: Re-configure Cleveland Street to connect to Godfrey Street.	M-L	\$\$\$	City	TLP, PROP 1B

## Arts, Technology & Environment District

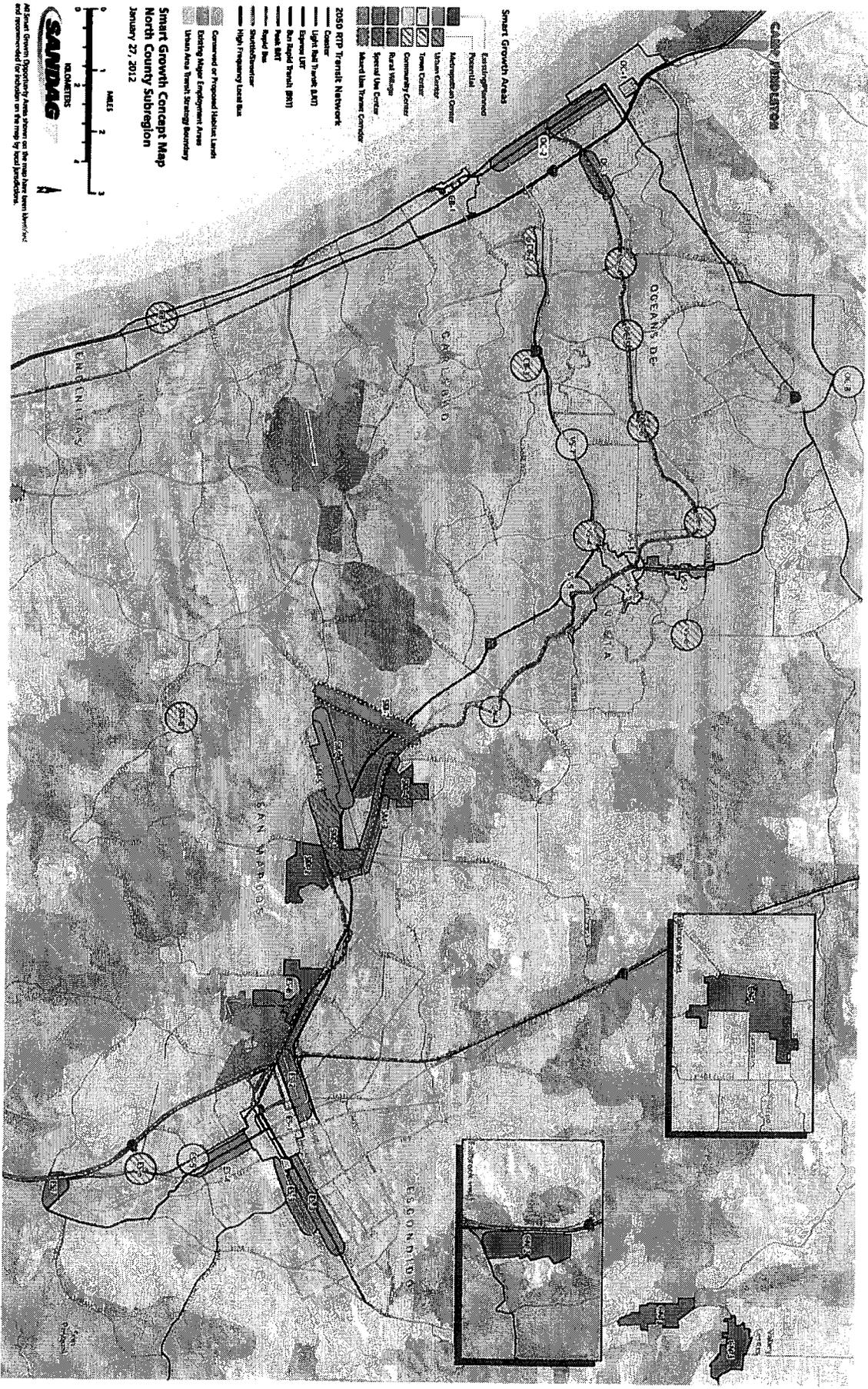
Action	Timeframe	Cost	Responsibility	Potential Funding Source
ATE-1: As part of PW-5, develop package of incentives to attract infill development, renovation to existing structures, and adaptive re-use that appeals to creative industries, emerging green technologies, and environment.	S	\$\$	City	GF
ATE-2: Pending completion of parking study, implement parking strategy for the area such as shared parking district.	S - M	\$	City	GF
ATE-3: Introduce specialized lighting, signage, and public art program to distinguish area as unique district, as well as act as gateway.	S - M	\$\$-\$\$\$	City	GF
ATE-4: Adopt and apply Design Guidelines to direct new development.	S - M	\$-\$	City	GF

## South "O" Village

Action	Timeframe	Cost	Responsibility	Potential Funding Source
SOV-1: Pending result of parking study, adopt shared parking district to include: re-stripping and minor curb work to accommodate parking along Freeman Street.	S	\$	City	ND
SOV-2: Provide artistic gateway signage into the South "O" Village at corners of Cassidy Street and Vista Way.	M	\$	City	ND

Action	Timeframe	Cost	Responsibility	Potential Funding Source
PW = Planwide CH = Coast Highway Corridor NC = North Coast Node OT = Oceanside Transit Center Node SN = Seaside Neighborhood SS = Sprinker Station Node TE = Arts, Technology & Environment District SO = South O Village Node	Short (S) = 0-3 years Medium (M) = 3-5 years Long (L) = 5+ years	\$ = < \$100,000 \$\$ = \$100,000 - \$500,000 \$\$\$ = > \$500,000	CCC = California Coastal Commission City = Appropriate City Department(s) PPO = Private Property Owner NCTD = North County Transit District	TSG = Translet Smart Growth Incumbes Program (SANDAG) TLP = Translet Local Programs (SANDAG) PROP 1B = Proposition 1B State/ Local (CIP) RBF = Redevelopment Bond Funds (CIP) NF = New Development RF = Redevelopment Funds GF = General Funds Other = Other Federal/ State Grants

# EXHIBIT 3: SMART GROWTH CONCEPT MAP



## **LIST OF REFERENCE DOCUMENTS**

1. The Coast Highway Vision and Strategic Plan:  
<http://www.ci.oceanside.ca.us/gov/dev/chvs/strategic.asp>
2. The City of Oceanside Zoning Ordinance:  
<http://www.ci.oceanside.ca.us/gov/dev/planning/zoning.asp>
3. The City of Oceanside Redevelopment Zoning Ordinance & 9-Block Master Plan:  
<http://www.ci.oceanside.ca.us/gov/manager/rda/docs.asp>
4. The City of Oceanside Circulation Element & Complete Streets Check List:  
[http://www.ci.oceanside.ca.us/gov/dev/eng/transit/circulation\\_element.asp](http://www.ci.oceanside.ca.us/gov/dev/eng/transit/circulation_element.asp)
5. The City of Oceanside Neighborhood Traffic Calming Program:  
<http://www.ci.oceanside.ca.us/gov/dev/eng/transit/calming.asp>
6. The City of Oceanside Housing Element:  
<http://www.ci.oceanside.ca.us/gov/ns/housing/default.asp>
7. From Policy to Pavement: Implementing Complete Streets in the San Diego Region:  
<http://www.walksandiego.org/resources/publications/>
8. Walk San Diego:  
<http://www.walksandiego.org/resources/publications/>
9. Mission Avenue Corridor Study: In enclosed CD and/or E-Bid Board.



**REQUEST FOR PROPOSAL**  
**Coast Highway Corridor Study CEQA Analysis/Implementation Program**

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and the environment into the fabric of the community, and leverage the existing public amenities of transit and beach access to encourage both resident and tourist serving land uses. The Vision Plan outlines *Urban and Building Design Guidelines*.

The Coast Highway Vision and Strategic Plan is an *advisory document that should be used to guide future development within the subject Planning Area and should be considered as part of any pertinent future changes to the General Plan, Local Coastal Plan, and zoning ordinance*.

The Vision Plan serves as a blueprint for the revitalization and enhancement of the Coast Highway Corridor. Through a master design vision, a series of implementation strategies, and a set of *design guidelines*, the Plan invisions high-quality design and stimulates economic investment by defining the framework and goals for future development.

The Plan's objectives are to:

- Reflect the Oceanside identity ("Brand") of economic and cultural diversity, coastal character, civic-minded tourism, artistic and artful and environmentally conscious community
- Promote environmentally and economically sustainable smart growth – transit, pedestrian, bicycle, multi-generational-friendly infill development
- Enable corridor development by optimizing urban connectivity, capitalizing on transportation/mobility options and rationalizing parking
- Maintain adequate regulatory flexibility to accommodate the community's emerging needs and safeguard the future prosperity of the reinvented district from economic market fluctuations
- Promote high quality urban and architectural design, sustainable development, synergistic land uses and enhancement of environmental resources through incentives

The plan re-envision the historic Highway and its surroundings, based on Livable Communities and Smart Growth principles, and encourages its transformation into a pedestrian-friendly and transit-oriented corridor that both attracts visitors and serves the daily needs of residents.

To achieve this dual purpose, the Vision Plan introduces a series of activity areas, or 'Nodes,' along Coast Highway that are connected by generously-landscaped 'Avenue' segments. The Nodes are urbane and town-like, with wide sidewalks and bulb outs at corners, mixed-use buildings adjacent to the sidewalk, and uses that are pedestrian- rather than auto-oriented. For areas between the nodes, the Vision Plan recommends the "Avenue" design. In contrast to the nodes, the avenue areas are intended to be less "urbane" and of lower intensity/density. These



**REQUEST FOR PROPOSAL**  
**Coast Highway Corridor Study CEQA Analysis/Implementation Program**

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sections of Coast Highway are envisioned to be greener and more expansive than the compact, tightly framed design of the “node” areas.

Each of the four Nodes is expected to develop a unique identity: the North Area Node would function primarily as, an entertainment, cultural, and hospitality gateway; the Mid Coast Area Nodes include the Oceanside Boulevard Sprinter Station and the Oceanside Transit Center would serve as transit-oriented mixed-use centers, and the South Coast Area Node would operate as a neighborhood-serving retail district. (**Exhibit 4: Coast Highway Vision and Strategic Plan Nodes Map, page 9**).

**Mission Avenue One-Way Couplet**

In 2010, the City of Oceanside completed the Mission Avenue Corridor Study that analyzed five (5) One-way couplet alternatives. The corridor study analyzed Mission Avenue between Horne Street and Cleveland Streets as a one-way couplet with either Pier View Way (to the North) and/or Seagaze Street (to the South). Of the five (5) alternatives, Alternative Three (3) was chosen as the preferred alternative (**Exhibit 5: Alternative Configurations, page 10**). Alternative Three (3) converts Mission Avenue into a two-lane, one-way westbound collector from Clementine Street to Cleveland Street and converts Seagaze Drive into a two-lane, one-way eastbound collector from Cleveland Street to Clementine Street.

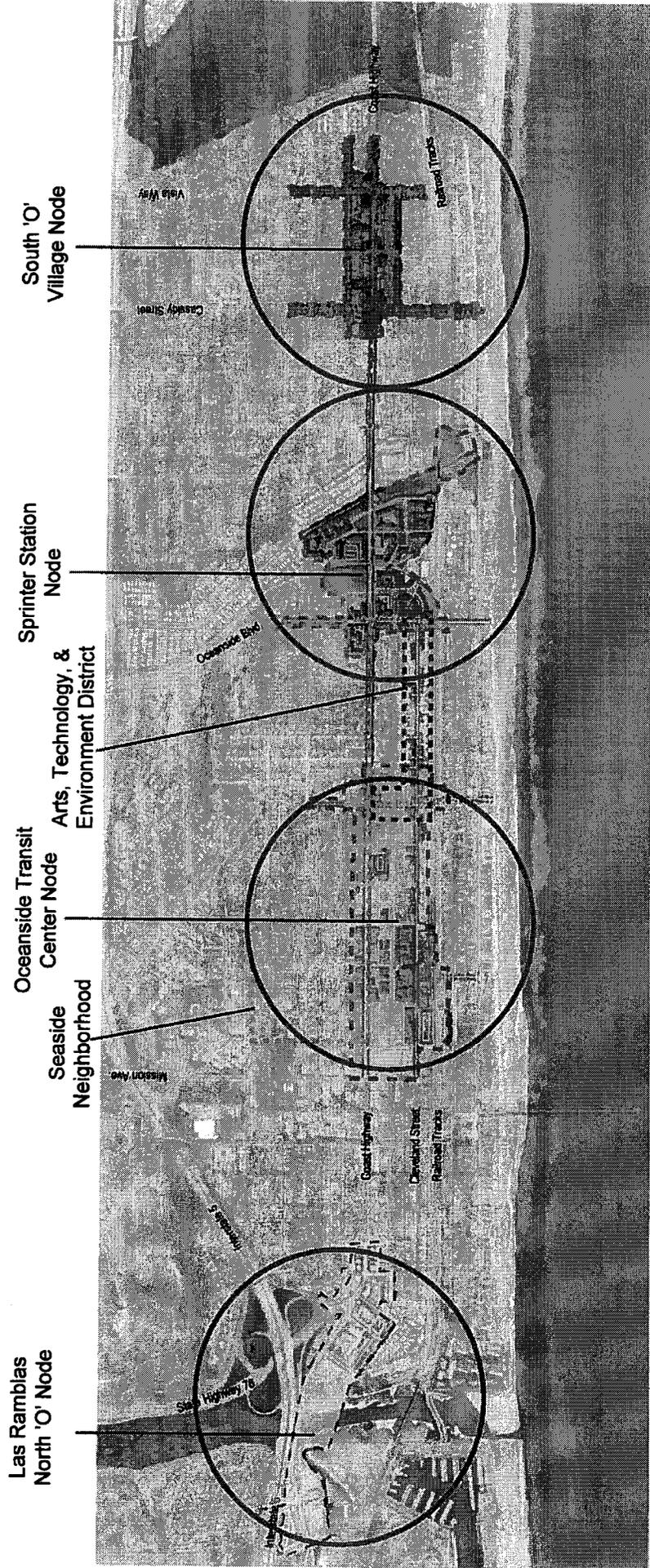
The implementation of roundabouts were also analyzed but determined not to be operationally feasible within the existing context of Downtown Oceanside. The recent Circulation Element update includes the Mission Avenue One-Way Couplet Alternative Three (3). The City currently intends to commence construction September 2013 and Phase II in September 2014.

**The Former Redevelopment Zone**

The Oceanside Redevelopment Agency was formed in 1975. The Redevelopment Plan for the Oceanside Downtown Redevelopment Project Area was adopted on November 12, 1975 and is comprised of 375 acres located west of I-5, north to Harbor Drive and south to Wisconsin Avenue (**Exhibit 6: Redevelopment Boundary Map, page 11**).

As required by State Legislation, the Oceanside Redevelopment Agency (RDA) was dissolved as of February 1, 2012. While the Agency no longer exists, the Successor Agency (City of Oceanside) has assumed responsibility for administering enforceable obligations of the RDA, completing existing Projects, and moving forward with the process of formally dissolving the RDA operations over time.

# EXHIBIT 4: COAST HIGHWAY VISION AND STRATEGIC PLAN NODES MAP



*Land Use Standard Key shows 4 nodes, the Seaside Neighborhood, the Arts, Technology, and Environment District, and Avenue segments.*

# EXHIBIT 5: MISSION AVENUE ONE-WAY COUPLET ALTERNATIVE CONFIGURATIONS

Mission Avenue

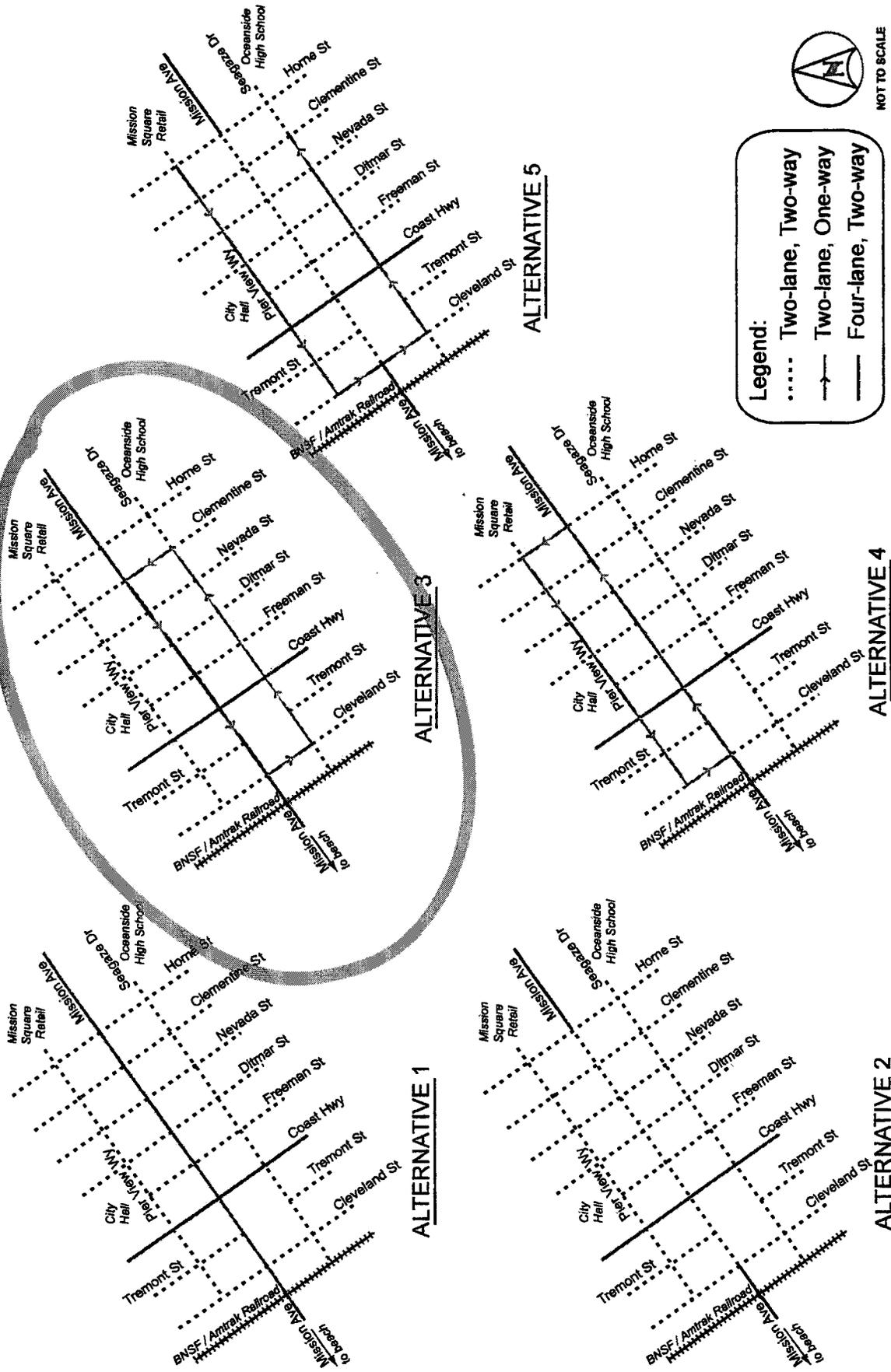
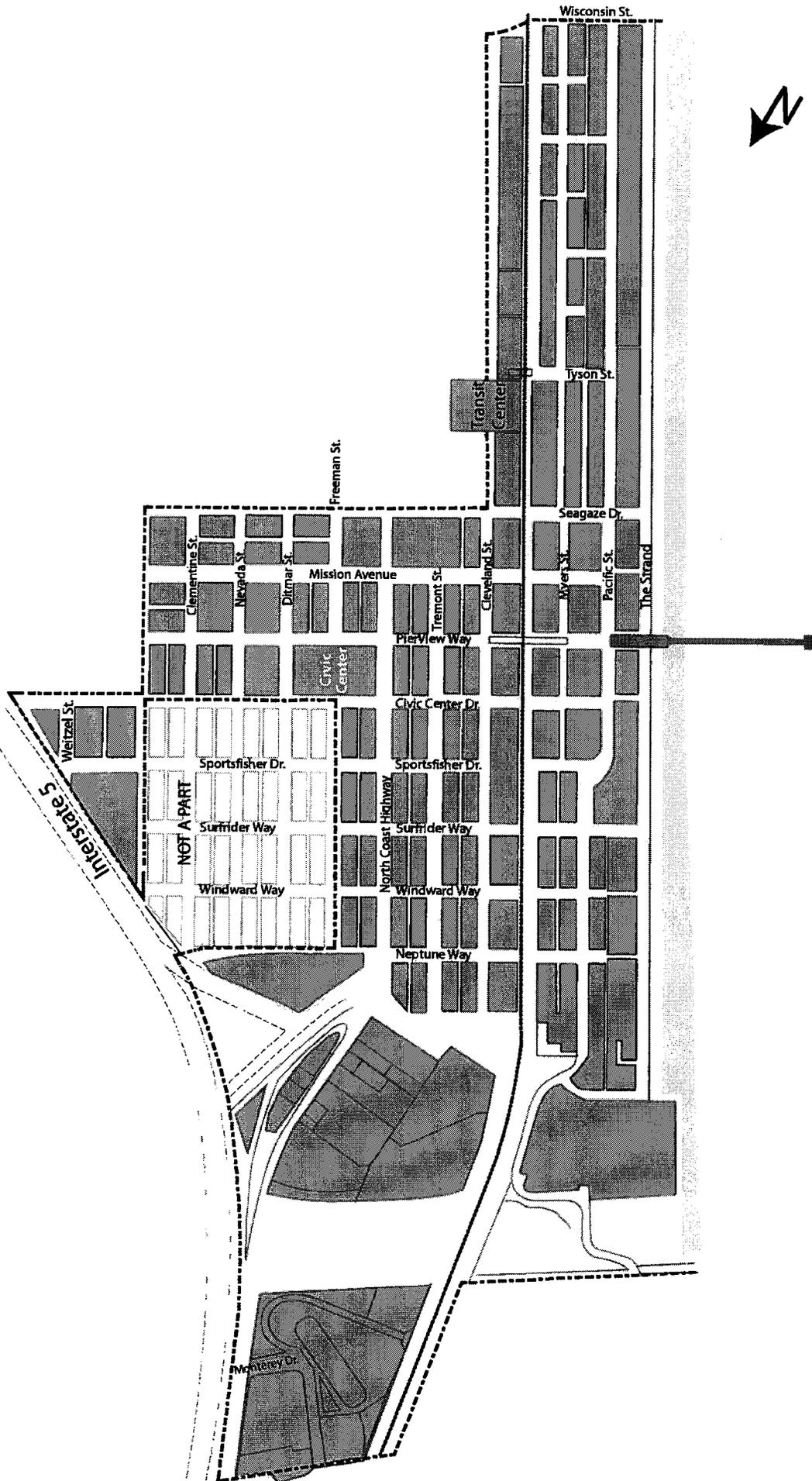


FIGURE E-1  
Alternative Configurations

# EXHIBIT 6: REDEVELOPMENT BOUNDARY MAP



Undercrossing





## REQUEST FOR PROPOSAL

### Coast Highway Corridor Study CEQA Analysis/Implementation Program

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The mission of the Oceanside Redevelopment is to establish Oceanside as a business and visitor center for commerce, recreation, tourism, entertainment, arts and housing and, furthermore, to enhance the City's social and economic status for residents and visitors. The revitalization of downtown is encouraging substantial private investment, as seen in developments like Oceanside Terraces, Ten-Ten Lofts, and the Wyndham Pier Resort to name a few (See Exhibit 7: 9-Block Master Plan, page 13). Public investments include infrastructure such as the new 450 space parking garage adjacent to the Transit Center and the North Coast Highway landscape improvements.

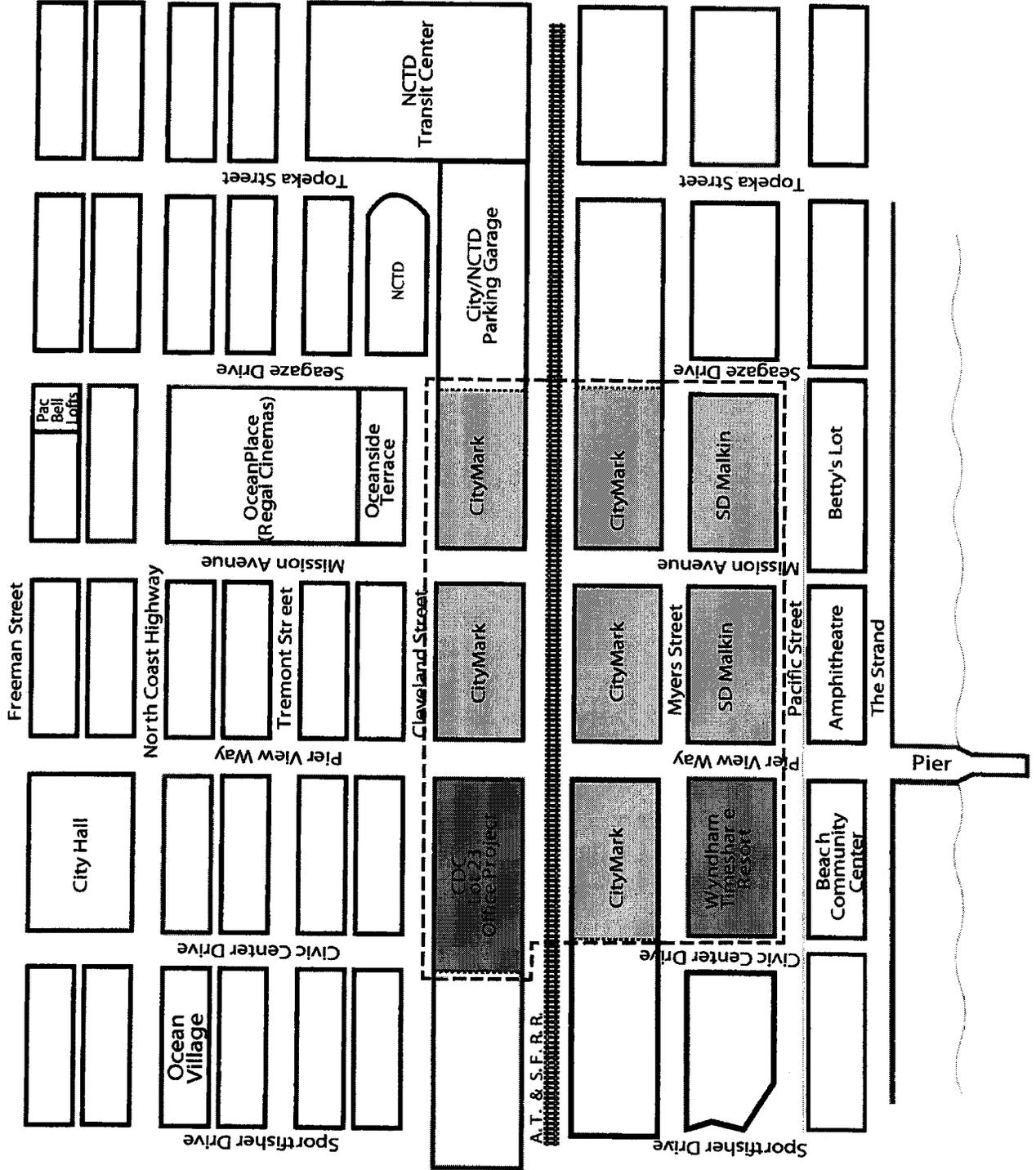
The former Redevelopment Zone is referred to in later sections of this RFP as "The Downtown Area".

#### **1986 & 1992 Ordinance**

The regulatory framework for Downtown Oceanside consists of three (3) separate zoning regulations: the 1986 Ordinance, the 1992 Ordinance and the Downtown Area Ordinance. In May of 2009, the City and the Coastal Commission together acknowledged that the 1986 code would be the governing zoning document for those portions of the Coastal Zone located outside of the Downtown District.

The lack of certification of the 1992 ordinance has resulted in a disparity in land use and development standards for properties generally west of Coast Highway vis-à-vis properties east of Coast Highway (Exhibit 8: Zoning Map, page 14). Properties west of Coast Highway and approximate to coastal watersheds are currently subject to the 1986 Ordinance while properties east of Coast Highway, outside the coastal zone are subject to the 1992 Ordinance. The Downtown Area Ordinance embodies many of the elements of the 1992 Ordinance, including a unique section (Article 12) that creates sub-districts in the former Redevelopment Area. While some of these sub-districts provide for exclusively residential uses (at densities of 29 to 43 dwelling units per acre), other sub-districts are ostensible commercial zones, most of which allow for residential uses in conjunction with mixed-use development.

# EXHIBIT 7: 9-BLOCK MASTER PLAN



NOT TO SCALE





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**GENERAL PROJECT DESCRIPTION**

In recent years, efforts have been made to create a Downtown Oceanside and Coast Highway Corridor that is more accessible by all modes of transportation including bus, rail, light rail, automobiles, bicycles, and pedestrians. This multi-modal orientation is to be achieved, to the extent possible, through the application of Smart Growth/Livable Communities concepts. The Coast Highway Corridor Study will analyze traffic operations in conjunction with a review of existing and planned land uses throughout the corridor. This analysis should identify the means by which all or portions of Coast Highway can be transformed from a four-lane secondary collector into a two-lane secondary collector while maintaining both the functionality and livability of the corridor. Guided by Smart Growth concepts, this project seeks to find the appropriate balance between Coast Highway's traditional function as a conduit for both local and regional auto traffic and a more "complete" configuration that provides for all modes of mobility and a more synergistic mix of land uses.

The adopted Coast Highway Vision and Strategic Plan already establishes Livable Communities and Smart Growth principles for specific areas along the study corridor, in order to create both a more robust commercial environment, more housing opportunities, and broader range of viable mobility options.

Special attention must also be paid to potential ramifications associated with not only operational conditions on Coast Highway as a two-lane collector, but also the level of anticipated cut-through traffic on adjacent parallel streets. Mitigation measures in the form of neighborhood traffic calming should be developed as a passive way to offset an increase in traffic volume associated with a "Road Diet" on Coast Highway and implemented in a way that promotes a Livable Community through Smart Growth.

It is unclear at this time if a full Programmatic EIR or MND will be necessary, and should either be recommended as part of the proposal scope of work and/or determined during the life of the project.



**SCOPE OF PROFESSIONAL SERVICES**

**1. Task 1 – Project Area Profile**

A Brief initial report providing an overview of the existing planning areas and related policies within the project area shall be completed. The report should identify any land use zoning/policy related opportunities and constraints to identify any known issues that will need to be considered or addressed in the planning process. Context for the relationship between the City's goal to reduce Coast Highway to one lane in each direction and land use should be provided.

Data sources should include (See Attachment 1: List of Source Documents):

- a. The Coast Highway Vision and Strategic Plan
- b. The Coast Highway Corridor Traffic Impact Study
- c. The City of Oceanside Zoning Ordinances
- d. The City of Oceanside Downtown Area (Former Redevelopment Zone) Zoning Ordinance
- e. The Circulation Element
- f. Bicycle Master Plan (Appendix A in Circulation Element)
- g. Pedestrian Master Plan (Appendix B in Circulation Element)
- h. Complete Streets Policy AB 1358
- i. City of Oceanside Neighborhood Traffic Calming Program
- j. SANDAG Smart Growth Program
- k. Caltrans Public Works Plan
- l. Caltrans I-5/SR-78 Interchange EIR
- m. Walk San Diego



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- n. The Housing Element
- o. Downtown 9-Block Master Plan
- p. Mission Avenue One-Way Couplet Study
- q. NCTD Long/Short-Range Plan(s)

*Deliverable – A report containing the above-referenced programs and policies describing the project area opportunities and constraints shall be completed. The information contained in the report should be referenced throughout the planning process in development of the subsequent study/CEQA analysis.*

**2. Task 2 - Community Involvement**

Create a collaborative planning process with community stakeholders, including residents, business proprietors, property owners, transit agencies, neighborhood associations, non-profit or other community or faith-based organizations, etc. Special attention should be paid to involve community groups and minority, low-income, youth, renter, and non-English speaking populations. The purpose of the collaboration is to solicit comments from these stakeholders, review preliminary findings with them, utilize their perspective in enhancing the Coast Highway Corridor and achieving broad-based community support for a final Road Diet alternative on Coast Highway, as well as for the process to implement the plan.

Proposal should define various strategies that can be used to effectively partner with local community organizations and engage the community members. A projected schedule of public meetings and other public events/meetings must be developed.

Required strategies to incorporate into the Coast Highway Corridor Study are detailed below:

- a. Partner and/or collaborate with local community-based organizations. Engage the direct participation of residents in the project area, partnering with local community-based organizations, such as the Seaside Neighborhood and Downtown Business Association, among others.



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- b. A minimum of three (3) initial community outreach meetings must be held at the start of the project process. An additional minimum of three (3) community outreach meetings held near the end of the planning process shall also be conducted to establish consensus on the final Coast Highway Corridor alternative. Additional meetings may be necessary.
- c. Creative measures to garner input from various community members/groups are highly encouraged. Creative measures may include anonymous survey techniques to personal interviews.
- d. Involve the City Council, Planning, and Transportation Commissioners. Early involvement of elected and appointed officials can help ensure their buy-in and smooth the plan adoption process.
- e. A minimum of minimum of three (3) meetings with the City Council, a minimum of two (2) meetings with the Planning/Transportation Commission (members sit on both commissions), and a minimum of two (2) meetings with the Downtown Business groups shall be conducted.
- f. The use of photo simulations and/or Dynamic 3D Visualization is highly encouraged, particularly of corridor alternatives to engage stakeholders, as well as help to provide visualization project alternatives.
- g. Assist City staff in the development of an informational project webpage on the City's website including project status/goals information/marketing content. The project webpage shall also include project deliverables and other information.
- h. Host project-specific public meetings or workshops.

*Deliverable – A community involvement summary document that details who will be engaged and when, along with strategies that will be used to engage them. Materials for distribution, in both draft and final form must also be included. Meeting minutes, public comment summaries, survey or focus group summaries shall also be included.*



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**3. Task 3 – Market Analysis**

A baseline market analysis and general development recommendations for residential, office, hotel and retail land uses should be prepared as a deliverable and utilized to inform the development of the Coast Highway design alternatives. The market analysis shall:

- a. Assess economic development character and trends in the Coast Highway area.
- b. Determine the regional economic growth factors influencing future development in the local Oceanside market and Coast Highway area.
- c. Identify the development opportunities within the local market area for each candidate land use, defined as residential, retail, hotel, office

**4. Task 4 - Coast Highway Corridor Analysis**

A detailed traffic study analysis shall be completed for the entire Coast Highway Corridor located within the City of Oceanside's North and South City limits. Existing (baseline) conditions shall be established through a combination of study analyses and reference of the City's Circulation Element and various development traffic studies within the project area.

Road Diet alternatives for the Coast Highway Corridor shall be developed based upon a combination of input received via community involvement efforts described in Task 2 and any relevant land use zoning/planwide initiatives. A minimum of three (3) alternatives, one (1) Existing Conditions with Existing Zoning and two (2) Road Diet alternatives: Year 2030 Existing Zoning and Year 2030 Coast Highway Vision and Strategic Plan zoning should be developed and analyzed. The consultant team is encouraged to recommend different alternatives if they feel it is necessary. A review of adopted zoning policies and regulations shall be completed and cross checked in the SANDAG North County Sub-Area model land use file. In some cases, allowable densities may need to be adjusted to model reality and/or proposed land use conditions.

All alternatives for Coast Highway must include streetscape and public realm improvements that are consistent with Complete Streets and Smart Growth/Livable Communities policies, such as roundabouts at key intersection locations, intersection bulb-outs, enhanced on-street parking, dedicated bicycle lanes, enhanced pedestrian facilities, and transit amenities etc.



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Additionally, a new Level of Service (LOS) category shall be explored for Coast Highway as part of the performance standards used in evaluating projects and priorities within the context of future alternatives. New mobility metrics could be developed, adopted and implemented as part of this planning effort to account for pedestrian, bicycle and transit levels of service within the Coast Highway Corridor.

The traffic study must also include an analysis of adjacent parallel neighborhood streets to assess the level of potential traffic impacts associated with the implementation of Road Diet alternatives on Coast Highway (see **Exhibit 9: Potentially Impacted Neighborhood Streets, page 23**). The traffic study must identify mitigation measures for affected residential streets for each alternative in the form of neighborhood traffic calming measures.

Impacts to transit headways for each alternative must also be addressed. The project should explore and recommend the potential Bus Rapid Transit (BRT) opportunities either on Coast Highway and/or adjacent parallel streets, such as Cleveland Street.

Recommendations to maximize effectiveness of existing public parking resources within Downtown Oceanside using innovative strategies that complement the complete streets concepts developed for each future alternative are also required.

Traffic study requirements are listed below:

- a. Assess existing (Baseline) traffic conditions along the Coast Highway corridor using a combination of existing traffic studies and data collection within the project area and the City of Oceanside Circulation Element. Detailed intersection and roadway segment levels of service analyses may be necessary.
- b. Assess (Baseline) existing traffic conditions along key parallel residential streets adjacent to the corridor using a combination of existing traffic studies within the project area and the City of Oceanside Circulation Element. Detailed intersection and roadway segment levels of service analyses may be necessary.
- c. Assess existing transit, rail, light rail, pedestrian and bicycle conditions within the project area.
- d. Research and develop a new level of service metric for Downtown Oceanside that will take into consideration other mode choices such as pedestrian, bicycle and transit.

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- e. Complete an engineering review of Coast Highway to identify constraints that may inhibit the incorporation of complete streets concepts, such as roundabouts and bicycle lanes. Develop streetscape and public realm improvements that are consistent with complete streets/livable communities concepts for other mode choices.
- f. Develop land use and Road Diet alternatives for each future scenario. Land use and Road Diet alternative parameters must be modeled using the SANDAG North County Sub Area model. Analysis of model results for each alternative must be completed in the traffic study.
- g. Assess future traffic conditions along the Coast Highway corridor for each future year alternative. Mitigation measures shall also be developed and recommended for each alternative. There should be a minimum of three (3) alternatives for the Coast Highway Corridor that will include but may not limited to:
  - i. Existing Conditions with Current Zoning
  - ii. Year 2030 Conditions with Current Zoning
  - iii. Year 2030 Conditions with Coast Highway Vision and Strategic Plan Zoning
- h. Assess future traffic conditions along key parallel residential streets adjacent to the corridor for each alternative and identify traffic calming measures to mitigate impacts.
- i. Assess future transit, rail, light rail, pedestrian and bicycle conditions within the project area. Bus Rapid Transit (BRT) opportunities must also be explored. Potential impacts to transit headways for each future alternative shall also be identified and mitigation measures recommended.
- j. An evaluation of parking conditions must also be completed to assess the level of available supply both on-street and off-street under future conditions. To the extent possible, older parking studies and/or current traffic studies may be referenced in conjunction with a physical inventory of existing parking supply. Alternatives must be developed that increase on-street parking supply from parallel parking to diagonal parking.
- k. Develop visual aids to effectively illustrate Road Diet alternatives for Coast Highway and for traffic calming measures on affected neighborhood streets.

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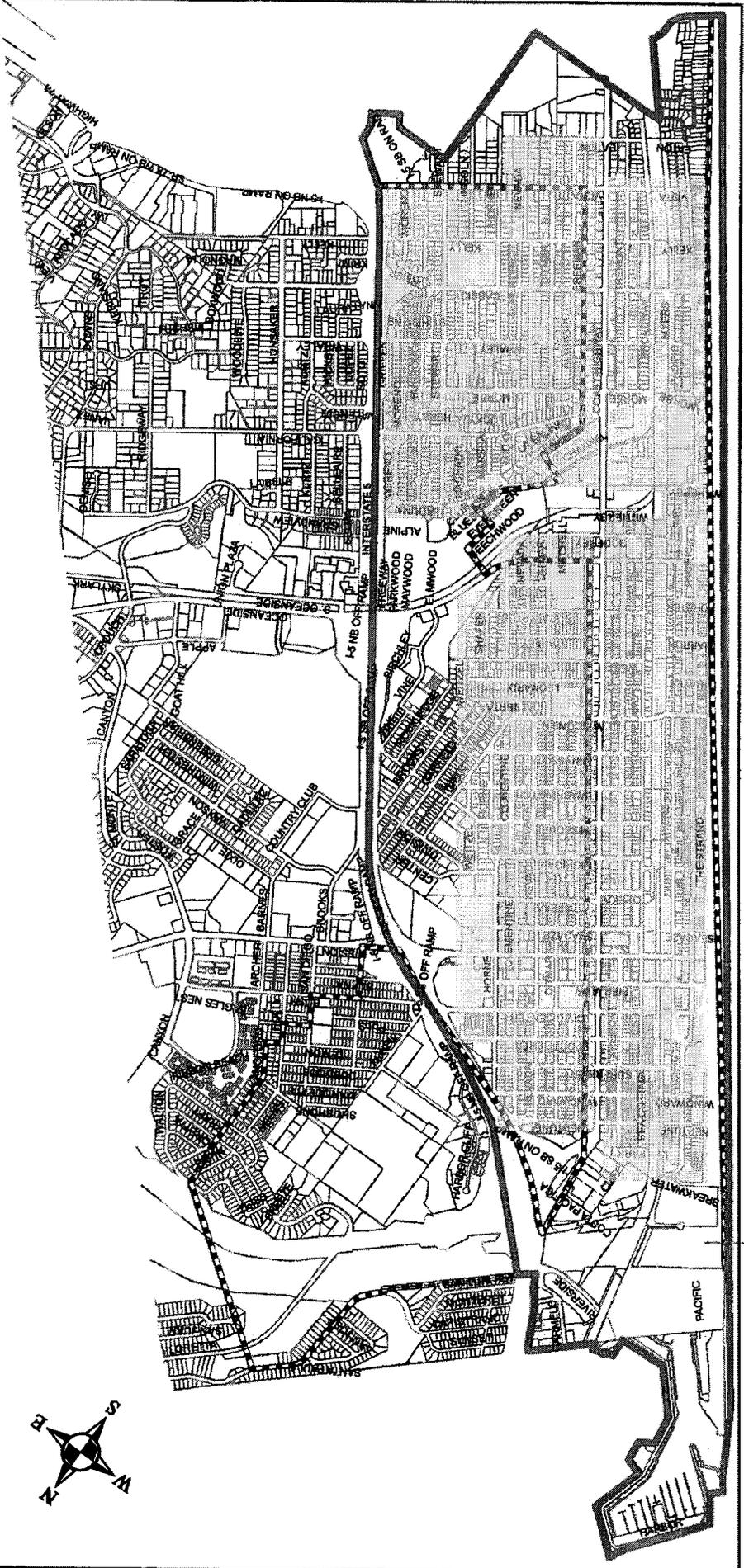


- I. The Action Items listed on page 66 of the Coast Highway Vision and Strategic Plan lists a variety of improvements under "Coast Highway Street Improvements" (per Action Items table in Coast Highway Vision and Strategic Plan, CH-1 through CH-4 on page 66). These Action Items shall be addressed as part of the planning effort.

*Deliverable – A traffic study report shall be completed detailing the findings and recommendations of the traffic analysis. Included are recommendations to incorporate complete streets concepts on a 2-lane Coast Highway with associated mitigation measures for the corridor and adjacent parallel neighborhood streets. A summary of parking opportunities and constraints, policy analysis for operations and management shall be incorporated in the preferred alternative and described the traffic study report.*

# EXHIBIT 9: POTENTIALLY IMPACTED NEIGHBORHOOD STREETS

- Legend**
-  Study Area Boundary
  -  Parcel Lines
  -  Potentially Impacted Neighborhoods
  -  Coastal Zone areas





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**5. Task 5 - Design Guidelines**

The Vision Plan identifies building, open space, and street design standards that are pedestrian-oriented and aimed at enhancing the walking environment and increasing pedestrian comfort and convenience as well as the safety and security of transit patrons throughout the Coast Highway corridor. The Vision Plan Design Guidelines recommend a variety of design elements, which can be viewed as best practices, and should be considered a base from which to work from when designing corridor improvements.

A review of the Coast Highway Vision and Strategic Plan, Design Guidelines (**Coast Highway Vision and Strategic Plan, pages 71 - 97**) must also be completed.

The completion of 30% engineering design plans for the "preferred alternative" will be required. Alternative street and public realm improvements shall apply to the following, which may include and may not be limited to:

- a. Streets Design;
- b. Block Network and Circulation;
- c. Intersections and Sidewalks;
- d. Sustainability & Green Space;
- e. Trees & Landscaping;
- f. Street Furniture and Lighting;
- g. Building Typologies, Retail & Commercial;
- h. Blocks and Frontage;
- i. Street Frontage Types;
- j. Architectural Elements;
- k. Residential Guidelines;
- l. Traffic Calming Features



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- m. Fences, Walls & Hedges; and
- n. Trash, Utilities & Storage Areas.

*Deliverable – 30% engineering design plans that illustrate the Road Diet features along Coast Highway for the each alternative. Engineering designs for traffic calming features on affected residential streets may also be completed in either site specific form and/or as a “typical”.*

**6. Task 6 – Corridor Development and Budget**

An assessment of existing public infrastructure (street, sidewalks, bike lanes & racks, utilities, street furniture, street trees, parking, stormwater management, etc.) and public facilities (transit/Sprinter station/shelters, libraries, schools, etc.) must be completed within the limits of the Coast Highway Corridor. Develop cost estimates for proposed improvements and identify potential funding mechanisms for those improvements, including annual maintenance, for each alternative along Coast Highway.

- a. Describe existing public infrastructure and facilities and highlight strengths/weaknesses within the Coast Highway Corridor.
- b. Conduct a fiscal impact analysis to determine the impact of a Road Diet on Coast Highway on public services/residents/business’ and/or determine proper financing strategies to meet implementation costs.
- c. Phase improvements and include an Implementation Plan and Financing Strategy.
- d. Prioritize phases for improvements. The City currently anticipates road diet improvements will be constructed in a phased, segmented approach. The City Council has approved a trial restriping effort of Coast Highway in South Oceanside; of which, the design layout, evaluation time, and limits of the trial restriping effort shall be determined, analyzed, prepared for implementation, and implemented (on a trial basis) in FY 2013-2014.

*Deliverable – A report detailing phased infrastructure development and budget.*



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**7. Task 7 - implementation plan and financing strategy**

List action items necessary to implement the goals of the Road Diet on Coast Highway and identify responsible departments, cost estimates, potential revenue sources, and time frame for completion. Action items must expand upon those listed in the Coast Highway Vision and Strategic Plan.

- a. Identify action items for each topical section (e.g., land use, parking or connectivity) of the corridor to implement the goals of that section and for overall plan implementation, such as programmatic changes to incorporate new programs.
- b. Action items should be categorized, prioritized, and listed in a logical format (e.g., bullet list and/or table).
- c. Each action item should be assigned a time frame for implementation to easily identify immediate next steps and longer term priorities.
- d. Each action item should be assigned a cost estimate and potential funding sources.
- e. Each action item should be assigned to a responsible department or division.
- f. Evaluate opportunities for neighborhood group and/or other organizations to implement and/or participate with projects.
- g. Establish a mechanism for annual review of plan implementation progress and priorities (e.g., annual staff status reports to the planning commission/city council and/or have each department review implementation action items and incorporate into their departmental budget review process).

*Deliverable – Phased Implementation Plan with Financing Strategy*

**8. Task 8 – CEQA Review**

An Environmental Impact Report (EIR) or Mitigated Negative Declaration (MND) shall be determined and completed to provide the required California Environmental Quality Act (CEQA) analysis for the project.



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- a. Based upon the preferred alternative and final Project Description, established during an iterative planning process, the consultant team will prepare the appropriate CEQA documents.
- b. Consistent with other elements of the Scope of Work, the consultant team should anticipate scoping meetings with stakeholders such as North County Transit District, SANDAG, Caltrans and others.
- c. The consultant team will support City staff in the circulation of the document and will be responsible for circulation.

#### *Deliverables:*

- a. *CEQA and Scope of Work review Kick-Off meeting*
- b. *Notices (Preparation, Completion, Determination) – Prepare for City signature*
- c. *Admin. Draft EIR or MND - five (5) hard copies and one editable electronic copy*
- d. *Draft EIR or MND - twenty (20) hard copies; fifty (50) electronic copies (CDs) must have both the Program-EIR/MND and appendices*
- e. *Final EIR or MND –twenty (20) hard copies; twenty (20) electronic copies (CDs) with appendices*

#### **9. TASK 9 Optional – Land Use Policy Amendment(s)**

General Plan and zoning land use policy changes, if necessary, to implement the preferred Coast Highway Corridor development shall be outlined in detail for consideration by the public and decision makers. Such land use policy amendments may include but are not limited to:

- a. Inclusion of the Coast Highway Corridor area as a Special Management area in the Land Use Element of the General Plan.
- b. Establishment of overlay districts or implementation of parallel zoning.



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- c. Implementation of Performance standards inclusive but not limited to those recommended in the Coast Highway Vision and Strategic Plan.

The intent of this task is to give consultant teams the option to expand upon and solidify the Smart Growth principals detailed in the Coast Highway Vision and Strategic Plan, and to identify potentially additional opportunities for mixed, high density land uses throughout the corridor. Specifically, the Implementation Strategy/Action Items and Design Guidelines outlined in the Coast Highway Vision and Strategic Plan may be implemented/expanded and/or enhanced as part of the Coast Highway Corridor Study.

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**OPERATING REQUIREMENTS**

In addition to meeting the proposal requirements outlined in this RFP, the selected Consultant must also comply with the following additional operating requirements:

- a. The Consultant shall designate a Project Manager and/or his/her representative to act as a coordinator between the City and Consultant. This person shall be accessible to City staff by telephone or e-mail during working hours. The designated Project Manager shall not change during the life of the project and must see the project through from beginning to end.
- b. The Consultant shall be responsible for providing quality services in accordance with standards established by the City.
  - a. Any other applicable state and federal requirements.

**BASIS OF PAYMENT**

In responding to this RFP, the Consultant shall provide a not to exceed fee for providing the professional services outlined in this RFP for each phase of the project. The price shall cover the cost of furnishing all equipment, labor and materials necessary to complete the project as described in the Scope of Work and include all reimbursable expenses.

Services shall be billed monthly based on the applicable schedule of charges, which shall be submitted to the City with the proposal and resubmitted as future needs dictate.

**LIABILITY REQUIREMENTS**

Consultants submitting proposals shall supply and maintain insurance which defends, indemnifies and holds harmless the City of Oceanside, its officers, employees and agents from and against any and all liability, damage, claims, demands, costs, judgments, fees, attorney's fees or loss arising directly out of acts or omissions hereunder by the Consultant or third party under the direction or control of the Consultant.



**PROPOSAL REQUIREMENTS**

Include the following information in your proposal, using the same format and sequence:

**1. Cover Letter**

The proposal's cover letter, which shall be signed by an official authorized to bind the consultant, shall include the following:

- a. Firm/entity name;
- b. Brief description of the firm/entity;
- c. Sub-consultants or joint venture identified (if applicable to your proposal);
- d. A statement of willingness to sign the City's Professional Services Agreement (**Attachment 2: Sample Contract**). Any objections to this agreement must be noted in the Proposal; and
- e. Name, title and telephone number of individuals with authority to bind the firm/team and also who may be contacted during the period of proposal evaluation.

**2. Proposal**

- a. Project Understanding:
  - i. Provide information based upon the Consultant's understanding of the goals of the project, potential changes, design considerations and identification of the various design functions (i.e., subconsultants); and
  - ii. Provide statement that addresses the firm or consultant team's ability to meet the City's insurance requirements.
- b. Project Team:
  - i. Provide the name of the principal or project manager in the firm/entity who will have direct and continued responsibility for the services provided to the City. This person will be the City staff's first point-of-contact on all matters

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- dealing with the services offered and will handle day-to-day activities through completion of the project;
- ii. Provide background information about the consulting team/firm, organization, office structure and location, number of professional personnel, and equipment;
  - iii. Provide justification for consideration and a summary of the firm's or consultant team's capability and experience in providing services on projects similar to the project outlined in this RFP. The estimated, original cost of the project and the actual final to complete the project must be included;
  - iv. Provide an organization chart showing the proposed relationships between all key personnel and support staff who are expected to participate on the project;
  - v. Provide a brief summary of qualifications and experience of engineering, planning and management staff, particularly at the project manager level, and the key personnel to be assigned. Include relevant education, licenses, accreditation and certificates; and

**c. Project Work Plan**

- a. Provide a statement that addresses the challenges that can occur during a project of this type and any unique experience, abilities, or services that can be provided by the firm or consultant team to solve these challenges. Site an example where these qualities were used;
- b. Provide a detailed description of proposed work plan for performing the required services, including a tabulation of the tasks anticipated and estimated hours for each;
- c. Provide any insight on design features the consultant team may have and could pursue if hired by the City; and
- d. Provide a statement that addresses how the firm or consultant team will demonstrate their commitment to be responsive and accessible to City staff in a timely manner.



**d. Cost Proposal**

The Cost Proposal shall be submitted in a separately sealed envelope. Additional/Optional tasks may be added as "value added options". Fee schedule shall be itemized by each staff person proposed for the project and estimated hours for each. Submittal of costs shall be formulated such that actual hourly wages are provided and subtotaled. Include additional charges for sub-consultant's (if applicable) services and reimbursable expenses.

The Development Services Department uses a "Qualifications Based Selection" process in determining which firm to contract with. The selection process will begin with this Request for Proposal (RFP), in response to which interested consultant firms should submit a proposal. Submitted proposals will be reviewed using selection process criteria. Proposals should include, but not limited to, firm qualifications, references, knowledge and interpretation of the City's needs, experience with similar projects, and depth of resources. Proposals evaluated by City staff resulting in a "short-list" of project teams selected to participate in an interview, which will be scored based upon the City's selection criteria.

**A pre-proposal meeting will held in the City of Oceanside Council Chambers on March 19, 2013 from 10:00 a.m. to 11:30 a.m. Interested Consultants should submit eight (8) copies of their proposal to: City of Oceanside, Development Services Department, Attention to John Amberson, Transportation Planner, 300 North Coast Highway, Oceanside, CA 92054, no later than 5:00 p.m. on April 8, 2013. The proposal should be in a format outlined in this RFP.**

**GENERAL TERMS AND CONDITIONS**

- 1. Limitation:** The Request for Proposals (RFP) does not commit the City of Oceanside (City) to award a contract, to pay any cost incurred in the preparation of the firm's RFP response or to procure or contract for services or supplies. The City reserves the right to accept or reject any or all proposals received as a result of this request, to negotiate with all qualified sources or to cancel all or part of this RFP.
- 2. Selection/Award:** The selection panel will select the top ranking firm/entity with whom the Professional Services Agreement will be executed. The firm will be selected by the procedure outlined in this RFP. Upon City Council approval, contract with the selected consultant will be executed and Notice to Proceed issued.



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3. **Contract:** The City of Oceanside will utilize the enclosed Professional Services Agreement for the contract. Submittal of a proposal to perform this work shall signify that the proposer has reviewed the attached contract and insurance requirements and agrees with the terms in these documents. Award of contract will be subject to approval of the City.

**PROPOSAL SUBMISSION**

Any questions regarding this Request for Proposals should be directed to the following City Staff, in the order given:

John Amberson  
Project Manager  
Telephone No. 760-435-5091

Eight (8) bound copies of the proposal must be received (not postmarked) and date stamped by a designated City employee no later than 5:00 p.m. PST, April 8, 2013, at the City of Oceanside, Engineering Counter.

Proposals should be delivered/mailed to:

City of Oceanside  
Development Services Department  
300 N. Coast Hwy.  
Oceanside, CA 92054

Attention: John Amberson, Project Manager  
Transportation Section

**ATTACHMENTS**

- Attachment 1: List of References  
Attachment 2: Sample Contract  
Attachment 3: CD with additional reference documents

**CITY OF OCEANSIDE**

**PROFESSIONAL SERVICES AGREEMENT**

**PROJECT: (PROJECT NAME & NUMBER)**

THIS AGREEMENT, dated \_\_\_\_\_, 20\_\_ for identification purposes, is made and entered into by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and \_\_\_\_\_, hereinafter designated as "CONSULTANT."

**NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:**

1. **SCOPE OF WORK.** The project is more particularly described as follows: [ insert a brief description of the work to be done ].
2. **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 solely 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.
3. **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 this Agreement.
4. **LIABILITY INSURANCE.**
  - 4.1. 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

**[Insert project name and number]**

employees, performed in connection with this Agreement including but not limited to premises and automobile.

**4.2 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 aggregate	\$ 2,000,000

<u>Automobile Liability Insurance</u>	\$ 1,000,000
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\*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

- 4.3** 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 purchased 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.
- 4.4** 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 additional insured shall be primary insurance and other insurance maintained by the City of Oceanside, its officers, agents, and employees shall be excess only and not contributing with insurance provided pursuant to this Section.
- 4.5** All insurance companies affording coverage to the CONSULTANT pursuant to this agreement shall be insurance organizations admitted 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.

[Insert project name and number]

- 4.6 CONSULTANT shall provide thirty (30) days written notice to the CITY should any policy required by this Agreement 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.
- 4.7 CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing, at minimum, a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.
- 4.8 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.
- 4.9 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.
5. **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 (\$1,000,000.00).

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

6. **CONSULTANT'S INDEMNIFICATION OF CITY.** To the greatest extent allowed by law (including, without limitation, California Civil Code section 2782.8), CONSULTANT shall indemnify and hold harmless the CITY and its officers, agents and employees against all claims for damages to persons or property arising out of CONSULTANT'S work, including the negligent acts, errors or 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, attorneys' fees, expert fees and liability assessed against or incurred by the CITY, its officers, agents, or employees in defending against such claims or lawsuits, whether

[Insert project name and number]

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 founded upon, resulting or arising from the conduct, 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.

7. **OWNERSHIP OF DOCUMENTS.** All 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 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 CONSULTANT's participation in this project.
8. **COMPENSATION.** CONSULTANT'S compensation for all work performed in accordance with this Agreement, shall not exceed the total contract price of \$ \_\_\_\_\_  
  
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 that results in incidental expenses to CITY.
9. **TIMING REQUIREMENTS.** Time is of the essence in the performance of work under this Agreement and the timing requirements shall be strictly adhered to unless otherwise modified in writing. All work shall be completed in every detail to the satisfaction of the Engineer within [number of working or calendar days] [project manager may insert a phased timing requirement instead of time certain, if desired].
10. **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.
11. **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

**[Insert project name and number]**

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.

12. **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.

13. **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. 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.

14. **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 on the dates set forth below.

[NAME OF CONSULTANT]

CITY OF OCEANSIDE

By: \_\_\_\_\_  
Name/Title

By: \_\_\_\_\_  
City Manager

Date: \_\_\_\_\_

Date: \_\_\_\_\_

By: \_\_\_\_\_  
Name/Title

APPROVED AS TO FORM:

Date: \_\_\_\_\_

\_\_\_\_\_  
City Attorney

\_\_\_\_\_  
Employer ID No.

**[Insert project name and number]**

**NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.**

I:\City Attorney\Professional Services Agreement Short Form (Engineering) 2011.doc

## ATTACHMENT 2

### Proposal Ratings

For

### The Coast Highway Corridor Study EIR

	Consultants	City	Total Points
1.	The Planning Center	San Diego	445
2.	Nelson/Nygaard	San Francisco	444
3.	ESA	San Diego	429
4.	RBF Consulting	Carlsbad	423
5.	The IBI Group	San Diego	408
6.	Chen/Ryan	San Diego	388
7.	Kimley-Horn & Associates	San Diego	378
8.	VRPA	San Diego	369

**CITY OF OCEANSIDE**  
**PROFESSIONAL SERVICES AGREEMENT**

**PROJECT: The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

THIS AGREEMENT, dated June 26, 2013, for identification purposes, is made and entered into by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and Environmental Science Associates (ESA), hereinafter designated as "CONSULTANT."

**NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:**

**1. SCOPE OF WORK.** The project is more particularly described as follows:

ESA will review the City's land use policies and zoning and make recommendations for potential amendments. ESA will also prepare an Environmental Impact Report (EIR) for the final corridor study. The EIR will be a "hybrid" EIR where some elements are addressed at the project-level, while others remain programmatic. The EIR will provide for the final California Environmental Quality Act (CEQA) documentation to allow implementation and construction of the transportation improvements (scope of work, Exhibit A). Outlined below are the tasks to be completed by ESA:

- a. Land Use Policy Amendments;
- b. CEQA Review;
- c. CEQA Scope of Work Review and Kick-off Meeting;
- d. Project Description and Notice of Preparation;
- e. Administrative Draft EIR;
- f. Screencheck Draft EIR;
- g. Draft EIR;
- h. Final EIR, Response to Comments, and Findings; and
- i. Mitigation Monitoring and Reporting Program.

**2. 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 contractor for this project without the prior written authorization by the City Engineer. CONSULTANT shall be solely 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.

3. **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 this Agreement.

4. **LIABILITY INSURANCE.**

4.1. 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.

4.2 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 aggregate	\$ 2,000,000

<u>Automobile Liability Insurance</u>	\$ 1,000,000
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\*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

4.3 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 purchased 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.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

- 4.4 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 additional insured shall be primary insurance and other insurance maintained by the City of Oceanside, its officers, agents, and employees shall be excess only and not contributing with insurance provided pursuant to this Section.
- 4.5 All insurance companies affording coverage to the CONSULTANT pursuant to this agreement shall be insurance organizations admitted 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.
- 4.6 CONSULTANT shall provide thirty (30) days written notice to the CITY should any policy required by this Agreement 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.
- 4.7 CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing, at minimum, a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.
- 4.8 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.
- 4.9 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.
5. **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 (\$1,000,000.00).

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

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

6. **CONSULTANT'S INDEMNIFICATION OF CITY.** To the greatest extent allowed by law (including, without limitation, California Civil Code section 2782.8), CONSULTANT shall indemnify and hold harmless the CITY and its officers, agents and employees against all claims for damages to persons or property arising out of CONSULTANT'S work, including the negligent acts, errors or 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, attorneys' fees, expert 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 founded upon, resulting or arising from the conduct, 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.

7. **OWNERSHIP OF DOCUMENTS.** All 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 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 CONSULTANT'S participation in this project.
8. **COMPENSATION.** CONSULTANT'S compensation for all work performed in accordance with this Agreement, shall not exceed the total contract price of \$256,100.

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 that result in incidental expenses to CITY.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

9. **TIMING REQUIREMENTS.** Time is of the essence in the performance of work under this Agreement and the timing requirements shall be strictly adhered to unless otherwise modified in writing. All work shall be completed in every detail to the satisfaction of the City Engineer within 18 months.
10. **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.
11. **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.

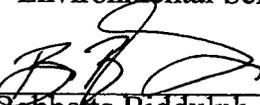
12. **AGREEMENT MODIFICATION.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by the parties hereto.
13. **TERMINATION OF AGREEMENT.** Either party may terminate this Agreement by providing thirty (30) days written notice to the other party. If 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. 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.
14. **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.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

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 on the dates set forth below.

Environmental Science Associates

CITY OF OCEANSIDE

By:   
Bobbette Biddulph, Vice President

By: \_\_\_\_\_  
Peter Weiss, City Manager

Date: May 30, 2013

Date: \_\_\_\_\_

By:   
Greg Thornton, Chief Financial Officer

APPROVED AS TO FORM:

Date: 6/4/13

  
for John Mullen, City Attorney

94-1698350  
Employer ID No.

**NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.**

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

CIVIL CODE § 1189

State of California

County of Los Angeles

On May 30, 2013 before me, Sherree A. Lewis, Notary Public

Date

Here Insert Name and Title of the Officer

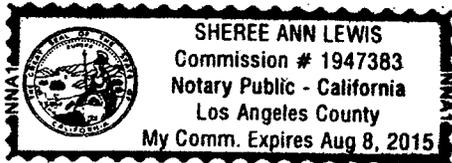
personally appeared Bobbette Biddulph

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.

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: Sherree A. Lewis

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 Professional Services Agreement

Document Date: June 4, 2013 Number of Pages: 6

Signer(s) Other Than Named Above: Greg Thornton

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Bobbette Biddulph

Signer's Name: \_\_\_\_\_

Corporate Officer — Title(s): Vice President

Corporate Officer — Title(s): \_\_\_\_\_

- Individual
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER**  
Top of thumb here

- Individual
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

**RIGHT THUMBPRINT OF SIGNER**  
Top of thumb here

Signer Is Representing: Environmental Science Associates

Signer Is Representing: \_\_\_\_\_

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

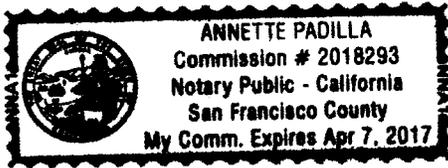
County of San Francisco

} ss.

On June 4, 2013, before me, Annette Padilla, Notary Public  
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Greg Thornton, CFO & Sr. Vice President  
Name(s) of Signer(s)

- personally known to me
- 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.

WITNESS my hand and official seal.  
Annette Padilla  
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**

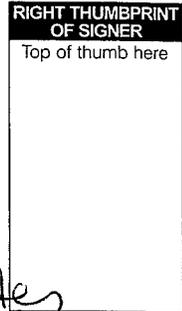
Title or Type of Document: City of Oceanside, Professional services agreement

Document Date: June 4, 2013 Number of Pages: 6

Signer(s) Other Than Named Above: Bobbette Biddulph

**Capacity(ies) Claimed by Signer**

- Signer's Name: Greg Thornton
- Individual
  - Corporate Officer — Title(s): CFO, Sr. Vice President
  - Partner —  Limited  General
  - Attorney in Fact
  - Trustee
  - Guardian or Conservator
  - Other: \_\_\_\_\_



Signer Is Representing: Environmental Science Associates

## Oceanside Coast Highway Corridor Project Work Plan

### **Task 1 – General Project Management**

There is no ESA funding in this task. Management support necessary for Tasks 9 and 10 is incorporated within those technical tasks.

### **Task 2 – Project Area Profile**

The ESA Team will not be involved in the Project Area Profile.

### **Task 3 – Community Involvement**

ESA's Project Director will attend meetings and hearings for the Corridor Plan, as needed, up to 6 meetings. This participation will be directed by the City and/or the IBI Team.

### **Task 4 – Market Analysis**

The ESA Team will not be involved in the Market Analysis.

### **Task 5 – Coast Highway Corridor Analysis**

The ESA Team will not be involved in the development of the Coast Highway Corridor Analysis. ESA will be available to direct the design team regarding appropriate viewpoints for the visual simulations, which will be developed under a separate contract with the City. It is assumed that 2-3 simulations will be available for use in the EIR analysis (Task 10.3).

### **Task 6 – Design Guidelines**

The ESA Team will not be involved in the Design Guidelines.

### **Task 7 – Corridor Development and Budget**

The ESA Team will not be involved in the Corridor Development and Budget.

### **Task 8 – Implementation Plan and Financing Strategy**

The ESA Team will not be involved in the Implementation and Financing Strategy.

### **Task 9 – Land Use Policy Amendments**

Attention to land use policy and zoning is critical and must be considered in conjunction with transportation planning. The Coast Highway Vision and Strategic Plan recommended a set of incentives to attract and reward developments projects. This included entitlement vesting, establishment of the Coast Highway "Green Tape" zone and reduced or eliminated fees for green design. The efforts that could be included in this task are:

- Appropriate amendments to parking standards;
- Transfer Development Right (TDR) Study and Program which could allow some buildings to exceed established heights, while keeping others substantially below the threshold to create and retain organic, eclectic building character;
- Expedited development processing to establish a more formal streamlined review for priority projects, uses, and/or opportunity sites.
- Fee reduction incentive program which can encourage development by establishing adjustments to development impact fees that may reduce the financial burden on potential developers.

ESA will lead this task, with Torti Gallas providing a support role (under a separate contract with IBI). This task assumes that changes will be limited to the zoning ordinance, and that amendments to the Local Coastal Plan will not be pursued.

## **Task 10 – CEQA Review**

ESA will prepare an EIR for the Final Corridor Study. The EIR will be a “hybrid” EIR, where some elements are addressed at a project-level, while others remain programmatic. The main goal of the project is to develop and implement transportation improvements for the length of the Corridor. These improvements (for which 30% design drawings will be prepared under a separate contract), will be addressed at a project-level of detail. In other words, this EIR will provide for the final CEQA documentation to allow implementation and construction of the transportation improvements.

Other elements of the project may not have the level of specificity that will allow project-level analysis. For example, Task 9 would provide for the development of proposed policy or zoning amendments, which would also need to be evaluated in the EIR should they be pursued as part of the proposed project. ESA has assumed some flexibility within our scope of work to accommodate these types of project developments. The goal will be to provide an EIR that facilitates, to the maximum extent practicable, the ability for all elements of the project to be implemented without additional CEQA review. The areas where additional study or technical analysis could occur could be for specific land use changes or project elements that are currently undetermined. When these elements of the project description become more clear through the planning process, ESA would further refine the scope of work for the EIR.

### **10.1 – CEQA Scope of Work Review and Kick-off Meeting**

ESA will hold one (1) meeting with City staff to coordinate the scope of work and define roles and responsibilities associated with the CEQA process. If necessary, at the time of the CEQA kick-off meeting, ESA will provide a more clarity regarding the EIR scope of work methodology (e.g., whether special studies would be conducted for proposed land use changes or other Corridor Study elements, such as key opportunity sites). This step in the process will ensure clarity about which elements of the Corridor Study will undergo project-specific analysis, and which will remain at a programmatic level.

### **10.2 – Project Description and Notice of Preparation**

The project description will be a key element of the EIR, because it is the foundation upon which the environmental analysis rests. ESA will prepare an initial project description that meets CEQA requirements for City staff review at the initiation of the CEQA process. The project description will

include adequate detail to permit the required analysis. The project description will also provide clarity about what proposed actions are included in the proposed project. Depending on the specific elements of the preferred alternative, the EIR may be limited to a project-specific analysis of transportation improvements, or it may also include policy or zoning changes or other proposed improvements within the project vicinity. For the purposes of this scope of work, the Corridor Study area is defined as the area of the transportation improvements defined in the 30% designs (to be prepared under a separate contract).

An Initial Study and Notice of Preparation (NOP) will be prepared that will describe expected issues and analysis to be provided in the EIR and the reasons for determining that certain environmental effects, if any, will not be significant. The Initial Study will provide an opportunity to dismiss less-than-significant impacts early on, and substantiate that they do not warrant additional analysis in the EIR. In this way, ESA will work to focus the analysis in the EIR. Thus, the technical analyses provided in Section 10.3 (below) could occur either at the Initial Study or EIR stage. It should be noted that the fairly recent Melrose Drive Extension EIR, the City of Oceanside General Plan Circulation Element Update EIR and associated technical reports, as well as other recent environmental documentation within the City of Oceanside, will be used to the extent practicable to provide the technical data necessary to be efficient in our analyses and come to conclusion on the environmental impact analyses.

The NOP will indicate that an EIR is in preparation, and request guidance from agencies and the public regarding the scope and content of the information to be included in the EIR. The NOP will include a brief description of the project, and will identify the process for completing the EIR.

The draft Initial Study/NOP will be submitted to the City staff for review. Based on staff comments, ESA will revise the Initial Study/NOP prior to distribution by ESA, based on a circulation list to be provided by the City.

One (1) scoping meeting is planned. The North County Transit District, SANDAG, Caltrans, and other stakeholders, as identified by the City, will be invited to the meeting. ESA will prepare public notices and conduct the public scoping meeting in compliance with CEQA Public Resources Code Section 21083.9. The scoping meeting will occur prior to the end of the 30-day public review period on the NOP. The purpose of the scoping meeting will be to provide agencies and the public the opportunity to have input into the proposed content of the EIR. The scoping meeting will also provide a preview of any environmental concerns the agencies or public may have.

### **10.3 – Administrative Draft EIR**

ESA will prepare an administrative version of the Draft EIR for City staff review that will include the following:

**Table of Contents**, providing a list of the contents, tables, and figures.

**Executive Summary**, summarizing project background, objectives, and project description and alternatives, and include a table listing each significant impact, mitigation measures, and residual impacts (if any). Any known areas of controversy will be noted, as well as issues to be resolved.

**Introduction**, describing the project background, the project purpose and need, the EIR process, and discuss areas of controversy, proposed actions, and issues to be resolved.

**Environmental Setting**, summarizing the Corridor Study’s local and regional setting (in accordance with CEQA Guidelines Section 15125). The setting will be described based upon the time that the NOP is published.

**Project Description**, including the project description prepared in Task 10.2, above.

**Environmental Impact Analysis**, setting forth existing environmental information about the Corridor Study and adjacent lands, utilizing existing resources and the analyses prepared in Tasks 4 through 8, whenever possible. The EIR will comply with CEQA Guidelines Section 15126.2 and provide a discussion of criteria for significance determination, direct and indirect and short- and long-term impacts, and levels of significance. Appendix G in the CEQA Guidelines (Title 14, CCR) will be used to determine thresholds of significance, as well as applicable local, regional, state and federal standards. Measures necessary to mitigate significant impacts will be presented for each issue area. Each mitigation measure will be characterized as either (1) proposed as part of the Corridor Study or (2) recommended for implementation. The approach to each issue area will be as follows. Where technical reports are developed under the following scope of work, ESA will develop the appropriate CEQA section to accompany the technical report:

***Aesthetics.*** Aesthetics impacts will be addressed, including potential loss of views and effects of site lighting on motorists and residents in the surrounding area. Measures or design guidelines provided in the Corridor Study and/or the associated proposed policy or zoning changes will be evaluated as to their effect of mitigating or avoiding significant effects. This analysis will focus on typical CEQA thresholds of significance for visual impacts (including blockage of significant views or removing important visual resources from the landscape) rather than a detailed design review/critique. Important views, viewpoints, and resources will be determined by identifying resources that have been previously identified by the City in adopted regulatory documents (e.g., General Plan). For this analysis, ESA will use the visual simulations prepared by the design team (under separate contract) to evaluate key views. It is assumed that ESA will be involved in the selection of the key views and the development of the visual simulations to ensure they meet the needs of the CEQA analysis. If necessary, ESA will develop mitigation measures to address potential significant impacts to aesthetic, visual, and scenic resources to reduce impacts to less than significant levels.

***Air Quality.*** The air quality analysis will focus on air quality effects, including health risks, and will address cumulative effects. The analysis will discuss the regional and local air quality setting, ambient air monitoring data, and current air quality management efforts and identify any sensitive air pollutant receptors along with major existing sources of air pollutants. The air quality analysis will include a discussion of baseline air quality information, consisting of a description of the climate and meteorological conditions in the project area, applicable federal and state ambient air quality standards, existing local and regional air quality, and an overview of the applicable federal, state, and local policies and regulations as they pertain to the proposed project. To the extent that project’s “Road Diet” features can be quantitatively identified (e.g., construction footprint for Coast Highway, amount and types of new proposed land uses, etc.), a quantitative air quality analysis will be prepared using the latest version of the California Emissions and Estimator Model (CalEEMod) to assess the project’s potential construction and operational air quality impacts. The project’s mobile-source emissions will be estimated based, in part, on trip generation data from the project’s traffic study. Where quantitative data and information regarding roadway and land use

developments are not available, a qualitative air quality analysis will be conducted. Mitigation measures will be proposed where necessary to reduce significant impacts. The air quality analysis will be summarized in a technical memorandum, which can be appended to the EIR.

***Cultural Resources.*** A records search will be performed to determine the presence of sensitive cultural resources, both historic and archeological, and previous investigations within, or in the vicinity of, the Corridor Study area. Literature and site records on file at the South Coast Information Center and other sources will be reviewed. The analysis will include an evaluation of existing archaeological literature, the California Points of Historic Interest, California Historical Landmarks, California Register of Historical Resources, National Register of Historic Places, and California State Historic Resources Inventory.

Additionally, a paleontological resources records check will be conducted at San Diego Natural History Museum (SDNHM) to identify paleontological resources in the project area. The goal of the records check will be to identify any previously recorded paleontological resources located on or adjacent to the study area to establish the potential for encountering fossil-bearing formations. The results of the records check will be incorporated into the EIR.

A Sacred Lands File search will be requested from the California Native American Heritage Commission (NAHC) in order to solicit information on sensitive or undocumented traditional/cultural sites in the vicinity of the project area. Native American representatives identified by the NAHC as having affiliation with the area will be contacted by letter to assist in identifying any locations of cultural sensitivity.

ESA will conduct a geoarchaeological review of the area to identify the landforms present and to generalize the archaeological sensitivity of the project area. This includes review of available historic maps and aerial photographs, as well as any geotechnical studies of the area.

ESA cultural resource specialists will conduct a windshield survey of the area that would be affected by the transportation improvements, and will make note of any resources or areas that have the potential for sensitivity; however, a full pedestrian archaeological survey and historic resources survey are not included in this scope. ESA assumes that the survey will be conducted by two (2) surveyors in one (1) day and no more than two (2) resources will be identified and documented. If resources of potential significance are identified within the area of the transportation improvements, ESA will make recommendations regarding additional project-specific analysis that may be required to address these resources.

The results of the records search, Native American outreach, geoarchaeological study, and survey will be documented in a cultural resources technical report. The report will follow the guidelines in Archaeological Resource Management Reports (ARMR): Recommended Contents and Format (OHP 1990). The report will provide a background context for the Corridor Study area and will present the methods and results of the study. The report will include any input received from interested Native American individuals/groups and will address the likelihood of encountering subsurface intact archaeological resources.

**Biological Resources.** Given the transportation improvements are proposed in an urbanized area, the potential for significant biological analysis is low. However, a full biological analysis will be conducted to assess the range of potential impacts to biological resources. The area of the transportation improvements will be addressed at a project-level of detail, while other analyses will be programmatic in nature.

Existing documentation pertinent to the biological resources within, or in the vicinity of, the project site will be reviewed. This will include a review of the most recent California Natural Diversity Data Base (CNDDB) that lists historical and recent occurrences of special-status plant and animal species in the project area; the most recent California Native Plant Society (CNPS) database that lists historical and recent occurrences of special-status plant species in the project area; and available documentation describing the biological resources of the project site (or immediate vicinity) and nearby sensitive biological areas.

The property will be visited by a qualified biologist to identify and characterize biological resources occurring or with potential to occur on the parcels that have the potential to present constraints to future development of the site. The focus of the site visit will be on those areas proposed for development; however, adjacent areas will also be evaluated for their potential to support sensitive resources, so that potential indirect impacts on such resources can be evaluated.

ESA will map all vegetation communities and evaluate the biological resources within 200 feet of proposed project impacts. Plant communities will be characterized based on the *List of California Terrestrial Natural Communities* (CDFG 2010) cross referenced with the *Preliminary Descriptions of the Terrestrial Natural Communities of California* (Holland 1986). Plant species nomenclature will follow that of *The Jepson Manual: Higher Plants of California* (Hickman 1993), as updated (Baldwin 2012). Plant communities will be mapped in the field using handheld Global Positioning System (GPS) technology, and later digitized onto orthorectified aerial photographs using in-house Geographic Information System (GIS) technology. Vegetation communities will be quantified with respect to acreage within the Corridor Study area, impacts to each community within the proposed impact areas, and impacts to habitat for both special-status and common species. The result will be vegetation maps, vegetation community descriptions, and acreage calculations and impact analyses.

The potential of the site to support special-status plant or animal species will be evaluated based on an analysis of on-site vegetation and habitats, known home ranges and distribution of target species, and the overall ecological value of the site and surrounding area. If feasible, the site visit(s) will be timed to occur during the typical blooming period of rare plants that have been recorded in the region, so that a definitive determination can be made as to whether any are located on the subject property.

The Corridor Study area contains riparian/riverine areas (e.g., around the San Luis Rey River, the Loma Alta Creek and Slough and adjacent to the Buena Vista Lagoon at the northern extent of the study area) that could fall under the jurisdiction of U.S. Army Corps of Engineers (USACE), California Department of Fish and Wildlife (CDFW), and Regional Water Quality Control Board (RWQCB); as a result, a formal delineation will be conducted to determine the jurisdictional limits of these potential resources. Prior to conducting the delineation, ESA will conduct a desktop analysis of available aerial photographs, U.S. Geological Survey (USGS) topographical

maps, and U.S. Department of Agriculture (USDA) soil survey maps to determine the locations of potential jurisdictional resources and gather any pertinent information before heading out to the field. ESA will also review available hydrologic databases including the USGS National Hydrography Dataset (NHD) and the U.S. Fish and Wildlife Service (USFWS) National Wetlands Inventory (NWI).

ESA will evaluate all potentially jurisdictional features within 50 feet of proposed project impacts. The jurisdictional analysis will be conducted consistent with U.S. Army Corps of Engineers Wetland Delineation Manual (Environmental Laboratory, 1987). The definition of 'growing season' and the basis of determining and recording indicators for hydrophytic vegetation, hydric soils, and wetland hydrology will be based on the Regional Supplement to the Corps of Engineers Wetlands Delineation Manual: Arid West Region (Version 2.0), as well as the Field Guide to the Identification of the Ordinary High Water Mark (OHWM) in the Arid West Region of the Western United States (USACE 2008). The 1987 USACE Manual, Arid West Supplement, and Field Guide to the OHWM shall be used for the analysis and evaluation of any normal circumstances, atypical situations, and problem areas, as needed. The results of the jurisdictional delineation will be incorporated into the biological report.

A technical biological resources report will be prepared that describes the preceding analyses, including: (1) the methodology and results of the literature/database review and field assessments; (2) the type, characteristics, and overall quality of onsite habitats and sensitive biological resources (i.e., potentially occurring special-status plant and animal species, jurisdictional wetlands or drainages, wildlife migration corridors, etc.) or sensitive biological areas that would likely pose constraints to development of the site. The report will also include a map depicting the location(s) of sensitive biological resources on or adjacent to the site, which includes all indigenous vegetation located on the property. The report will identify the regulatory framework that would be applicable to the proposed project and any necessary permits or regulatory procedures that may apply. Mitigation measures and recommendations will be provided in the report for avoiding or reducing potential impacts to a level of less than significant.

**Geology/Soils.** The Corridor Study will be evaluated for compatibility with identified geological constraints. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if necessary to reduce significant effects. It is assumed that a geotechnical report will not be available for this analysis, as this level of site-specific review typically takes place after the 30% design milestone. Thus, ESA will base the geology and soils analysis on readily available information. As part of the EIR geology and soils analysis, ESA will provide an overall data review of area geologic conditions using published reports, maps, and work ESA has completed in the region. Using the soil association maps, ESA will verify soil types present in the project area. ESA will identify special problems, such as potential for settlement, expansive soils and shrinkage problems (shrink/swell) and liquefaction. The seismic setting of the project and its susceptibility to seismic hazards will also be summarized. In addition, ESA will describe the erosion hazards of the area and evaluate erosion as related to regional conditions, including slope, erosion potential and proximity to drainage channels. ESA will prepare a setting section, summarize the regulatory framework, and determine the impacts of the proposed project based on information and data gathered. Impact significance will be

determined through focused analysis and mitigation measures will be provided to reduce impacts, if possible, to less than significant levels.

***Greenhouse Gas Emissions.*** The greenhouse gas (GHG) analysis will include a discussion of climate change, including the current state of climate change science and GHG emissions sources in California, and an overview of the applicable federal, state, and local policies and regulations as they pertain to the proposed project. Where quantifiable data and information regarding the project's components are available, the construction and operational GHG emissions attributable to the project will be quantitatively estimated using the latest version of CalEEMod. The project's total GHG emissions will be assessed against a baseline "business as usual" scenario to determine compliance with the required reductions in GHG under the California Global Warming Solutions Act of 2006 (Assembly Bill [AB] 32). The project will also be qualitatively evaluated with respect to the goals and recommended actions of the state's Climate Change Scoping Plan to determine whether the project is consistent with the goals of AB 32. Appropriate mitigation measures to reduce GHG emissions from project construction and operation, if warranted, will be recommended in the impact analysis.

***Hazards and Hazardous Materials.*** Public health and safety impacts that may result from development of the Corridor Study will be evaluated. This EIR section will address the presence of contaminated soil, groundwater, surface water, and structures. In addition, the potential for impacts resulting from demolition of older structures associated with exposure to hazardous building materials such as asbestos, lead-based paint, PCBs, and mercury will be evaluated. ESA will locate and inventory sites with known hazardous material concerns using a city-wide database search. From information provided in the database search, the EIR team will determine areas in the immediate vicinity of the project area that could pose a risk. The EIR analysis will locate high-risk properties relative to major transportation routes, residential communities, and existing businesses that currently use, dispose and manage hazardous materials and waste. The EIR analysis will provide a determination of the overall risk and provide impacts based on any known existing contaminated properties or properties that currently use hazardous materials and current hazardous materials regulations. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if necessary to reduce any significant effects. No subsurface exploration will occur as part of the EIR hazards and hazardous materials analysis.

***Hydrology and Water Quality.*** The City of Oceanside is home to a variety of waterbodies, such as rivers, creeks, lakes, lagoons, and the Pacific Ocean. The project site is located within the San Luis Rey, Loma Alta, and Buena Vista watersheds within the Jurisdiction of the San Diego Regional Water Quality Control Board. The San Luis Rey River, Loma Alta Creek, and Buena Vista Lagoon are within the project site area. According to the Clean Water Act Section 303(d) List, San Luis River is impaired for chloride, bacteria, phosphorus, total nitrogen, total dissolved solids, and toxicity; Loma Alta Creek is impaired for selenium and toxicity; and Buena Vista Lagoon is impaired for sediment, bacteria, and nutrients.

Water quality and/or drainage technical reports are not expected to be provided at this stage of the design, as they typically occur after the 30% design submittal. ESA assumes the project would be considered a Priority Development Project designed to comply with post-construction standards

as required by the City's Municipal Separate Storm Sewer System (MS4) National Pollutant Discharge Elimination System (NPDES) permit and detailed in the City's Standard Urban Storm Water Mitigation Plan (SUSMP). ESA assumes compliance with drainage design requirements would result in an increase in pervious surfaces, or at least no net increase of runoff. In other words, the proposed project's post-construction runoff flow rate, volume, velocity, and duration are not anticipated to exceed the pre-development conditions.

The proposed project is not anticipated to result in a significant land use changes. In the existing condition, the project areas do generate pollutants of concern. In the proposed condition, the land use has the potential to continue to generate pollutants; however, it is assumed that opportunities for water quality improvements will be incorporated into the 30 percent design drawings.

As part of the EIR analysis, ESA will summarize watershed characteristics, regulatory requirements, pollutants of concern, and receiving waters conditions, objectives, and beneficial uses. We will review the 30 percent design drawings and analyze the differences between the existing condition and project build condition with respect to proposed water quality features.

ESA will evaluate the project's potential impact on water quality and develop mitigation measures necessary to prevent adverse water quality impacts will be identified to ensure compliance with the Clean Water Act. Through this evaluation, ESA will consider pollutant sources (changes in land uses), application of Best Management Practices (number of BMPs, new technologies, effectiveness), and discharges into impaired waters. Due to the project being at an initial 30% design stage, it is assumed that drainage studies and/or Storm Water Mitigation Plans (SWMP) would be required when the design was refined (e.g., through the 60-90% design process). Thus, these requirements will be included as standard compliance measures in the EIR in order to confirm assumptions.

***Land Use and Planning.*** The Corridor Study will be evaluated for compatibility with adjacent and surrounding land uses, as well as for consistency with local and regional goals, policies, and regulations. Policies and guidelines provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding any potentially significant effects. Other relevant planning documents will be reviewed to assure the proposed Corridor Study is consistent. Additional mitigation measures will be proposed if necessary to reduce any significant effects.

***Noise.*** The Corridor Study will likely accommodate new residential construction that would result in new noise sensitive receptors, and may also include additional noise sources that could affect existing noise-sensitive receptors in the study area. ESA will describe and discuss existing major noise sources at the project site, particularly the noise from adjacent roadways and events. This characterization of existing conditions will be based on a site visit, short-term noise measurements (up to 6), and readily available information. Using the traffic analysis prepared by IBI (under separate contract with the City) and the Federal Highway Administration's TNM Lookup model, ambient and projected traffic noise levels will be determined. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Based on Caltrans and City noise standards, mitigation measures will be identified. Cumulative noise impacts will be assessed with reference to the change in noise levels at noise-sensitive locations and to noise/land use compatibility

guidelines contained in the City's Noise Element and development code. The noise analysis will be summarized in a technical memorandum, which can be appended to the EIR.

***Population and Housing.*** Population growth or displace housing or people necessitating the construction of replacement housing may occur as a result of development improvements. Information from the market analysis conducted by Keyser Marston Associates (developed under a separate contract with the City) will be used, along with other relevant plans such as the City's Housing Element. Policies provided in the proposed Corridor Study will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if needed to reduce significant effects.

***Public Services and Facilities.*** The impact of the proposed Corridor Study on existing schools, fire and police services, emergency medical services, library services, and solid waste disposal will be described and quantified in terms of increased service demand where service agencies can provide impact generation factors to be applied. Affected service agencies will be consulted. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if needed to reduce significant effects.

***Recreation.*** If potential impacts of the Corridor Study on parks, open space, and recreation facilities are not screened out in the Initial Study, these impacts will be evaluated in the EIR. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if needed to reduce significant effects.

***Transportation and Circulation.*** The findings of the traffic impact analysis prepared by IBI will be summarized in the EIR. It is assumed that IBI will provide a fully detailed traffic impact analysis that can be appended to the EIR. In addition, IBI will be available throughout the EIR development and finalization to respond to questions, provided limited supplemental analysis to meet CEQA requirements, and respond to public comments on traffic and transportation-related public comments and questions. It is further assumed that IBI analysis will include calculations to demonstrate the effectiveness of the mitigation measures, and whether residual impacts are present. ESA will be responsible for formatting an EIR transportation and circulation section based on the IBI analysis.

***Utilities and Service Systems.*** Potential impacts associated with utilities and service systems (water, sewer, electricity, natural gas, solid waste collection) will be evaluated. Service demands will be quantified, where possible, and the impact on existing utility systems will be described. ESA will consult with utility providers. Policies provided in the Corridor Study, General Plan and standard City requirements will be evaluated as to their effect of mitigating or avoiding significant effects. Additional mitigation measures will be proposed if needed to reduce any significant effects.

***Energy Conservation.*** ESA will summarize the potential energy use of the proposed actions of the Corridor Study, to the extent feasible. This discussion will include potential conservation measures that may reduce inefficient and wasteful consumption of energy.

**Alternatives.** Project alternatives will be prepared pursuant to CEQA Guidelines Section 15126.6, and will include up to three (3) alternatives: a No Project alternative and two (2) Road Diet alternatives. It is anticipated that the alternatives analysis will contain, at a minimum, analysis of the alternatives developed in Task 4.5. In addition, ESA will advise whether additional alternatives are warranted based on the environmental analyses conducted in the technical analysis for the EIR – additional alternatives might be necessary to meet CEQA’s mandate to explore ways to avoid or reduce identified significant impacts. The rationale for alternatives selection will be based upon the significance of impacts (e.g., traffic or air quality). The EIR will discuss the rationale for selecting the alternatives, explain why certain alternatives were dismissed from further study, and will identify the environmentally superior alternative.

**CEQA Mandated Sections.** A discussion of the effects not found to be significant, growth inducing effects, significant irreversible effects, and significant and unavoidable environmental impacts will be prepared. Separate sections will include a discussion of cumulative impacts, a list of preparers and persons and organizations contacted, and a list of references.

#### **Deliverables**

- Upon completion of the Administrative Draft EIR, ESA will provide five (5) hard copies and one (1) editable electronic copy to City staff for their review and comment. This task assumes that ESA will receive a consolidated set of comments and edits from the City on the Administrative Draft EIR.

#### **10.4 – Screencheck Draft EIR**

Subsequent to City review of the Administrative Draft EIR, ESA will prepare a Screencheck Draft EIR for submittal to the City, which incorporates additions and changes identified by the City. In addition, if necessary, ESA will be available to develop a final proof copy (2<sup>nd</sup> Screencheck) of the Draft EIR prior to publication. If the 2<sup>nd</sup> Screencheck is necessary, it will be provided in PDF format only. This task assumes that comments will be minimal due to the coordinated review on the Administrative Draft EIR.

#### **Deliverables**

- ESA will provide five (5) hard copies and one (1) editable electronic copy of the Screencheck Draft EIR to City staff for their review and comment.
- If a final proof (2<sup>nd</sup> Screencheck) review is necessary prior to printing the Public Review Draft EIR, ESA will provide this version of the document in PDF format. This step will be implemented at the discretion of City staff.

#### **10.5 – Draft EIR**

ESA will prepare and distribute the proposed Draft EIR for public review. In addition, ESA will prepare a Notice of Completion to be filed with the State Office of Planning and Research (OPR).

#### **Deliverables**

- ESA will provide up to twenty (20) hard copies and fifty (50) CDs with appendices. Depending on the size of the appendices, the hard copies may include a CD with the appendices.

## **10.6 – Final EIR, Response to Comments, and Findings**

Once the mandatory 45-day public circulation period has ended, ESA will meet with City staff to review the comment letters received on the Draft EIR and discuss direction for responses to comments. ESA will then prepare the responses to comments document, which will be submitted to the City for review. ESA will then make any required revisions / additions and include the responses to comments in the Final EIR. Prior to certification of the Final EIR, ESA will provide written responses to public agencies that commented on the Draft EIR. This scope of work assumes a total of up to twenty (20) comment letters typically four pages in length. Should additional letters be received, an amendment to the cost estimate may be required.

Revisions to the Draft EIR will be made, if necessary, based on public and agency comments and collaboration with City staff. The changes will be identified in a strikeout and underline format in the Final EIR. New analysis is not included in the cost estimate for the Final EIR. In addition, ESA will draft Findings of Fact as required under Section 15091 of the CEQA Guidelines. Upon certification of the EIR, ESA will assist the City in filing a Notice of Determination with OPR and the County Clerk.

### ***Deliverables***

- ◆ ESA will provide the City with one draft version of the Screencheck Final EIR for review and comment. This task assumes one (1) review cycle by the City, and that ESA will receive a consolidated set of comments and edits from the City on the Screencheck Final EIR.
- ◆ ESA will provide the City with up to twenty (20) hard copies and twenty (20) CDs with appendices of the Final EIR.

## **10.7 – Mitigation Monitoring and Reporting Program**

A Mitigation Monitoring and Reporting Program (MMRP) will be prepared for the EIR. Based on the City's preference, the MMRP can be a standalone document or prepared as part of the Final EIR. The MMRP will contain a compilation of mitigation measures presented in the EIR. It will include an identification of all mitigation measures, responsible parties, timing or phasing, and enforcement parties. This will be presented in a matrix format. The MMRP will be submitted to the City for review and comment prior to finalization. One review cycle is planned for the MMRP. The mitigation measures and the MMRP will be fully consistent with City policies and programs, and will meet the requirements of Section 21081.6(a) of the Public Resources Code.

### ***Deliverables***

- ◆ Mitigation Monitoring and Reporting Program (MMRP)

## **Optional Task**

### **Developer Forum (Not included in Fee Proposal/Contract)**

With the focus on action and implementation, this task will examine strategies and actions that will attract and incentivize development within the Corridor to create local jobs. The ESA team will conduct a forum with local and regional developers of varying specialties, including urban infill, affordable housing, transit oriented, office, and mixed use, to gain insight on real development opportunities, market realities,

and real estate and development trends. Potential solutions to overcome identified issues and barriers to implementation will be examined, including incentives, infrastructure, financing, and public/private partnerships.

In anticipation of this project ESA solicited letters from the following partner developers who are interested in participating in our innovative forum:

- \* Pelican Properties
- \* Pacifica Companies
- \* John DeWald & Associates
- \* National Community Renaissance
- \* Parker Properties

It is estimated that this task could be implemented for around \$10,000.

ATTACHMENT 4

**CITY OF OCEANSIDE**  
**PROFESSIONAL SERVICES AGREEMENT**

**PROJECT: The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

THIS AGREEMENT, dated August 21, 2013, for identification purposes, is made and entered into by and between the CITY OF OCEANSIDE, a municipal corporation, hereinafter designated as "CITY", and The IBI Group (IBI), hereinafter designated as "CONSULTANT."

**NOW THEREFORE, THE PARTIES MUTUALLY AGREE AS FOLLOWS:**

1. **SCOPE OF WORK.** The project is more particularly described as follows:

IBI will lead the community outreach and conduct a detailed traffic analysis for each potential Road Diet alternative. The traffic analysis will include visual simulation, detailed roundabout analysis and microsimulation, in addition to model analyses and multi-modal level of service (MMLOS) analysis. Thirty Percent (30%) engineering designs for the preferred alternative will be developed as well as land use and market conditions analyses (scope of work, Exhibit A). Outlined below are the tasks to be completed by IBI:

- a. Project Area Profile;
- b. Community Involvement/Outreach;
- c. Market Analysis;
- d. Coast Highway Corridor Analysis;
- e. Design Guidelines;
- f. Corridor Development and Budget;
- g. Implementation Plan and Financing Strategy; and
- h. Land Use Policy Amendments.

2. **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 contractor for this project without the prior written authorization by the City Engineer. CONSULTANT shall be solely 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.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

3. **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 this Agreement.

4. **LIABILITY INSURANCE.**

4.1. 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.

4.2 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 aggregate	\$ 2,000,000

<u>Automobile Liability Insurance</u>	\$ 1,000,000
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\*General aggregate per year, or part thereof, with respect to losses or other acts or omissions of CONSULTANT under this Agreement.

4.3 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 purchased 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.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

- 4.4 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 additional insured shall be primary insurance and other insurance maintained by the City of Oceanside, its officers, agents, and employees shall be excess only and not contributing with insurance provided pursuant to this Section.
- 4.5 All insurance companies affording coverage to the CONSULTANT pursuant to this agreement shall be insurance organizations admitted 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.
- 4.6 CONSULTANT shall provide thirty (30) days written notice to the CITY should any policy required by this Agreement 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.
- 4.7 CONSULTANT shall provide evidence of compliance with the insurance requirements listed above by providing, at minimum, a Certificate of Insurance and applicable endorsements, in a form satisfactory to the City Attorney, concurrently with the submittal of this Agreement.
- 4.8 CONSULTANT shall provide a substitute Certificate of Insurance no later than ten (10) 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.
- 4.9 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.
5. **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 (\$1,000,000.00).

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

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

6. **CONSULTANT'S INDEMNIFICATION OF CITY.** To the greatest extent allowed by law (including, without limitation, California Civil Code section 2782.8), CONSULTANT shall indemnify and hold harmless the CITY and its officers, agents and employees against all claims for damages to persons or property arising out of CONSULTANT'S work, including the negligent acts, errors or 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, attorneys' fees, expert 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 founded upon, resulting or arising from the conduct, 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.

7. **OWNERSHIP OF DOCUMENTS.** All 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 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 CONSULTANT's participation in this project.
8. **COMPENSATION.** CONSULTANT'S compensation for all work performed in accordance with this Agreement, shall not exceed the total contract price of \$603,375.

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 that result in incidental expenses to CITY.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

9. **TIMING REQUIREMENTS.** Time is of the essence in the performance of work under this Agreement and the timing requirements shall be strictly adhered to unless otherwise modified in writing. All work shall be completed in every detail to the satisfaction of the City Engineer within 18 months.
10. **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.
11. **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.

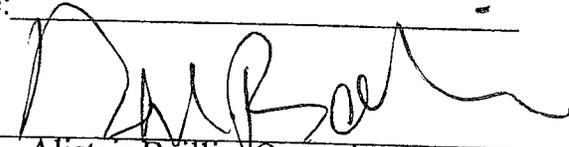
12. **AGREEMENT MODIFICATION.** This Agreement may not be modified orally or in any manner other than by an agreement in writing signed by the parties hereto.
13. **TERMINATION OF AGREEMENT.** Either party may terminate this Agreement by providing thirty (30) days written notice to the other party. If 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. 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.
14. **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.

**The Coast Highway Corridor Study and Environmental Impact Report  
(902131400212)**

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 on the dates set forth below.

IBI Group  
By:   
Steve Schibuola, Director

CITY OF OCEANSIDE  
By: \_\_\_\_\_  
Scott O. Smith, City Engineer

Date: \_\_\_\_\_  
By:   
Alistair Baillie, Operating Director

Date: \_\_\_\_\_

Date: 8/2/13

APPROVED AS TO FORM:  
 ASST.  
for John Mullen, City Attorney

95-326-8721  
Employer ID No.

**NOTARY ACKNOWLEDGMENTS OF CONSULTANT MUST BE ATTACHED.**

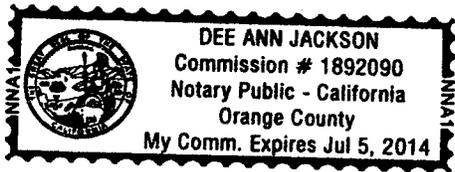
**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Orange

On 8-2-13 before me, Dee Ann Jackson, Notary  
Date Here Insert Name and Title of the Officer

personally appeared Alistair Baillie  
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.

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 Agreement 902131400212

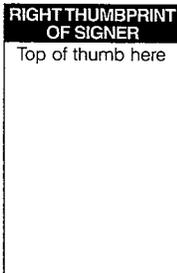
Document Date: 8-21-13 Number of Pages: 6

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Alistair Baillie

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

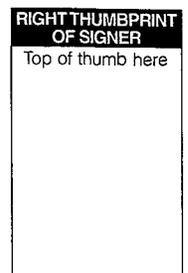


Signer Is Representing: \_\_\_\_\_

FBI Group

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_

**CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT**

State of California

County of Orange }

On 8-3-13 before me, Dee Ann Jackson, Notary  
Date Here Insert Name and Title of the Officer

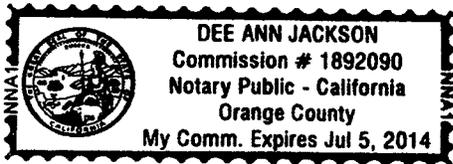
personally appeared Steve Schibuola  
Name(s) of Signer(s)

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.

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 Agreement 902131400212

Document Date: 8-21-13 Number of Pages: 6

Signer(s) Other Than Named Above: \_\_\_\_\_

**Capacity(ies) Claimed by Signer(s)**

Signer's Name: Steve Schibuola

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_

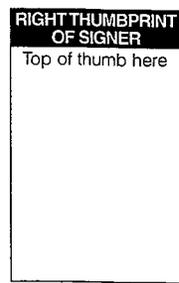


Signer Is Representing: \_\_\_\_\_

FBI Group

Signer's Name: \_\_\_\_\_

- Individual
- Corporate Officer — Title(s): \_\_\_\_\_
- Partner —  Limited  General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: \_\_\_\_\_



Signer Is Representing: \_\_\_\_\_



# Scope of Work: Oceanside Coast Highway Corridor

## Task 1: Project Management

### Objective:

To effectively manage the study work plan and to deliver the appropriate deliverables and study recommendations as outlined in this scope of work.

### Key Issues:

The management and administration of this study will be the primary responsibility of IBI Group's Project Manager, Steve Schibuola. Mr. Schibuola will be the primary contact for City staff and responsible for all work products developed under this project. Selected key issues associated with the project management effort include:

- Maintain communication between the City project manager and the IBI Group Team's project manager
- Maintain the established project schedule
- Manage the subconsultants and quality of their work
- Effective presentation of study findings and recommendations to City staff and management

### Approach:

The IBI Group Team will initiate the project management effort after the receipt of the notice to proceed with a Project Kick-Off Meeting. This meeting will allow for discussion and finalization of the project scope of work and schedule, identification of data that is needed from the City, establishing lines of communication and procedures/protocol, and setting forth the immediate action items for the IBI Group Team to initiate. Key members of the IBI Group Team will participate in this meeting.

Project management will continue throughout the duration of the study effort. IBI Group has an established project management philosophy that is centered on the following components:

- **Communication** – Open lines of communication between IBI Group's project manager and the City of Oceanside's project manager are an essential component to successful project completion. At minimum, bi-monthly meetings will be held with City's project manager to review study progress, study deliverables, and the study schedule. Additional coordination meetings can be held as necessary, and may be beneficial before City consultation meetings to ensure that the project team is on the same page with regard to the study process and findings.
- **Schedule Tracking** – Maintaining the project schedule is an important aspect of any study. IBI Group will provide the City of Oceanside with timely and effective recommendations from the consultant team within the timeframe established for this study.

- **Quality Assurance/Quality Control** – Following the completion of this study effort, the City of Oceanside will have the ability to move towards the phased implementation of the Coast Highway Corridor preferred alternative. Given this, the documentation of the study efforts and the communication of the study recommendations to stakeholders and the City will be important to ensure that all study participants understand their roles and responsibilities, and how to move study recommendations forward towards reality. IBI Group’s review procedures for deliverables and work products prepared as part of this study effort will help to ensure that the study methodology, findings, recommendations, and next steps will be clearly communicated so that the City and other responsible agencies can proceed towards implementation of the project. In addition, IBI Group has assigned a QA/QC staff, Dennis Wahl, to ensure that our quality control standards are applied before any deliverable is submitted.

As part of the project management effort, the IBI Team will assist City staff in the preparation for and attendance to all Planning Commission and City Council meetings. The effective communication of the data, findings, and recommendations of this study to the Planning Commission and City Council is an integral part of the success of the project and the ultimate implementation of the Road Diet improvements to Coast Highway. The IBI Team is well qualified to assist in this communication effort. We understand the process of collaboratively working with the City to develop a concise and informative presentation that allows the Commission and Council to make informed decisions on study findings and recommendations.

**Deliverables:**

- Meeting Minutes for project team working group meetings involving City of Oceanside and the IBI Team
- Bi-weekly Status Reports (includes project progress, schedule, & pending items tracking)
- Monthly Progress Reports and Invoicing summarizing project process, key issues, and outstanding concerns

## Task 2: Project Area Profile

### Objective:

To provide a meaningful summary of prior and ongoing studies as they relate to Coast Highway that can be referenced throughout the duration of the project.

### Key Issues:

There are several prior studies that have been completed within the City of Oceanside that are relevant to the Coast Highway Corridor study. The key issues associated within this task are to identify the opportunities and constraints for Coast Highway and utilize that information to help shape the development of the alternatives and public outreach process for Coast Highway.

### Approach:

The initial task in this study will be to conduct a complete review of the documents listed below. The Coast Highway Corridor study alternatives and recommendations will be built on the primary objectives of the Coast Highway Vision and Strategic Plan as well as the other relevant documents to promote a vibrant, livable community, encouraging non-motorized transportation, protecting neighborhoods, and managing a multi-modal corridor.

- Coast Highway Vision and Strategic Plan
- Coast Highway Corridor Traffic Impact Study
- City of Oceanside Zoning Ordinances
- City of Oceanside Downtown Area Zoning Ordinance
- City of Oceanside Circulation Element
- City of Oceanside Bicycle Master Plan
- City of Oceanside Pedestrian Master Plan
- Mission Avenue One-Way Couplet Traffic Impact Study
- Complete Street Policy AB 1358
- City of Oceanside Neighborhood Traffic Calming Program
- SANDAG Smart Growth Program
- Caltrans Public Works Plan
- Caltrans I-5/SR-78 Interchange EIR
- Walk San Diego documents
- 2050 Regional Transportation Plan

IBI Group was the prime consultant on several of the above referenced documents and therefore already has existing knowledge and background on the opportunities and constraints for Coast Highway. However, these documents along with the other referenced documents would be summarized in a

meaningful manner to highlight key aspects of each plan/document and its relevance the Coast Highway Corridor Study. Any conflicting recommendations, polices, and zoning between the various documents would also be noted with recommendations on how to address the conflicts during the planning process. The resulting document would be one that the IBI Team and City would utilize and reference throughout the duration of the project.

**Deliverable:**

- Technical Memorandum that includes:
  - Summary of pertinent information from each document as it relates to Coast Highway
  - Initial assessment of various components proposed for Coast Highway under the Coast Highway Vision and Strategic Plan
  - Identification of conflicting policies and recommendations on how to address them throughout the planning process

## Task 3: Community Involvement

### Objective:

To provide a public outreach plan that seeks to engage a various community members and stakeholders in an interesting and thoughtful approach to garner public support for the project.

### Key Issues:

The public outreach plan for this project will be co-lead by Arellano and Associates and IBI Group. The Coast Highway Corridor study involves various technical aspects that require the focus and attention of the experts to ensure the proper communication of materials to the public. Selected key issues that our Team expects this effort to include are:

- Providing meaningful and informative public outreach meetings
- Providing meetings that are convenient in location, time, and date
- Providing public outreach and the opportunity for community input in various formats
- Understanding the history of the community and sentiment concerning Coast Highway

These are just a few of the key issues related to public outreach for this project. Our approach below details how our Team intends to engage the community throughout the planning process.

### Approach:

The IBI Team consists of project team members and a public outreach firm, Arellano Associates, that specialize in developing public outreach programs for transportation, planning and public infrastructure projects throughout Southern California. Our combined expertise in these areas enables us to develop outreach programs that reflect a technical understanding of the issues presented, which enhances our Team's commitment to inform and engage communities in the public planning process.

Our Team differentiates itself from other firms through our tailored and specialized approach to public outreach. We believe that every project and community is unique and deserves a thoughtful approach to communicating project needs and issues while soliciting the community's preferences and input.

Throughout the public engagement process, the IBI Team will adhere to these guiding principles:

- Being respectful and sensitive to the community by tailoring our outreach approach to address the community's concerns
- Simplifying complex content to encourage broad participation
- Using graphics to depict complicated issues in a simple manner through conceptual renderings and visual simulations
- Minimizing the use of jargon and acronyms
- Making it easy for people to participate by offering project information electronically
- Capitalizing on strong public sentiment about safety, planning and design concerns

- Helping stakeholders recognize the value of participating in the project, and the importance of having a voice in process that will shape the alternatives and outcome
- Making it easy for all stakeholders to get and understand information about the project
- Making materials accessible in the language(s) that represent the community
- Being proactive and anticipating the technical issues that will be of concern to the community
- Integrating outreach with the work of the technical team members in a seamless manner
- Providing ongoing feedback to the Team on how best to frame the issues and information to be presented to the community

The IBI Team proposes to provide the following tasks to support an engaging and effective public outreach plan:

### 3.1 Develop Public & Private Stakeholder List and Establish Steering Committee

#### STAKEHOLDER LIST

Over the course of the study, the IBI Team will keep track of a myriad of project stakeholders, elected officials and staff representatives, public agencies, media contacts and other interested parties. Our Team has significant experience with developing, managing and utilizing a comprehensive stakeholder database. The database will be maintained on Microsoft Access and provided to the City in hard or electronic copy on an ongoing basis and/or as needed. To maximize efficiency, we will begin by providing a compiled stakeholder listing from our previous efforts on projects within the City of Oceanside and build upon that list with any City-provided lists and/or updates. It is anticipated that the stakeholder database will have additions and updates throughout the life of the project.

#### STEERING COMMITTEE

A steering committee is an effective method to gather diverse stakeholders to provide guidance throughout the development of the project and to provide community guidance on key issues that may arise throughout the project. IBI Group has effectively developed and worked with steering committees on the Oceanside Bicycle Master Plan and Pedestrian Master Plan as well as other projects in Southern California. While public outreach meetings and workshops are aimed to include participation from all community stakeholders, the steering committee helps garner community support prior to the Team presenting any concepts to the public. These committees also aide in the public inclusionary process and deflect the notion that the City and consultant team are developing alternatives without community input. The members of the steering committee could consist of a Council member, general public member, business owner, special advocacy group member, transportation staff person, & planning staff person.

### 3.2 Collateral/Communication Materials

The IBI Team will develop a set of collateral and communication materials that will be used at all project/public meetings, posted on the website for public access and transmitted to stakeholders as needed. Collateral materials will be developed to educate and inform project stakeholders. Our public

outreach firm, Arellano Associates, will develop a project fact sheet in both English and Spanish. The IBI Team will develop all materials needed for public meeting notification and website development working from the fact sheet design template. All collateral materials will be created with a uniformed look to help create a project identity within the community. The use of photo simulation and/or 3D renderings will be utilized, as appropriate, in collateral materials.

### 3.3 Public Meetings

The IBI Team has extensive experience implementing a wide range dynamic and interactive planning workshops. These meeting formats have involved open houses, small group exercises, and electronic preference surveys allowing participants to vote in real time using Turning Point software. In addition, our Team can make the meetings available via webcast and create online MetroQuest software engagement tools to encourage additional stakeholder participation. These established meeting formats and dynamic online tools are proven to develop creative and interactive outreach process that will prove invaluable to achieve wide-ranging stakeholder participation.

The IBI Team will develop public outreach meeting parameters and provide recommendations to the City in our efforts to conduct a series of public meetings. The focus of these parameters will be to provide uniformity in presenting information, facilitating dialogue, garnering input and fostering consensus. The public outreach schedule should correlate to the progression of the project study.

Based on the RFP, there would be a minimum of six public outreach meetings. Based on our experience with previous projects, we propose four standard public outreach meetings that follow the progression of the project. The two additional public outreach meeting would have content similar to previous public outreach meetings but available under a different format and time than normal public outreach meetings. We propose that these meetings consist of the following:

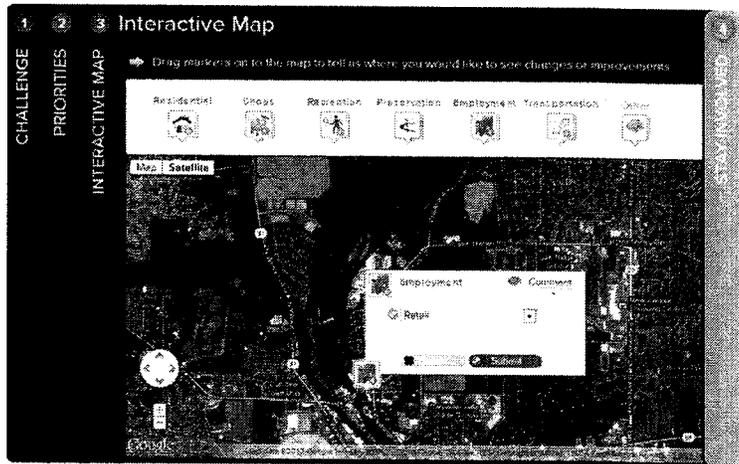
Public Meeting #1	<ul style="list-style-type: none"> <li>• Introduction of the Project</li> <li>• Review of Existing Project Challenges</li> <li>• Learn Community Concerns &amp; Gain Initial Public Comments/Feedback</li> <li>• Interactive Visual Preference Survey – Turning Point</li> </ul>
Public Meeting #2	<ul style="list-style-type: none"> <li>• Present Concepts to Move Forward Into Alternative Development Stage based on Public Input &amp; Research</li> <li>• Interactive Design Exercise with Groups</li> <li>• Gain Community Input and Comments</li> </ul>
Public Meeting #3	<ul style="list-style-type: none"> <li>• Presentation of Alternatives</li> <li>• Use of Illustrative Drawings for Each Alternative</li> <li>• Present Initial Findings on Alternatives</li> <li>• Gain Community Input and Comments with focus on priorities for Phasing/Implementation Plan</li> <li>• Interactive Voting Exercise – Turning Point</li> </ul>
Public Meeting #4	<ul style="list-style-type: none"> <li>• Present Recommended Alternative and Phasing Plan</li> <li>• Present Findings on Preferred Alternative</li> <li>• Use of Visual Simulations and 3D renderings</li> </ul>

	<ul style="list-style-type: none"> <li>Note Additional Community Input</li> </ul>
Supplemental Public Meeting #1 Walking Audit and Bike Tour	<ul style="list-style-type: none"> <li>Brief Presentation/Introduction of the Project</li> <li>Walking Audit and Bike Tour of the Corridor to assess non-motorized access issues and solutions along the corridor <ul style="list-style-type: none"> <li>Typically done at the beginning of the project</li> </ul> </li> </ul>
Supplemental Public Meeting #1 Pop-Up Event	<ul style="list-style-type: none"> <li>Project Booth at the MainStreet Sunset Market</li> <li>Presentation Boards allowing community to select preferred transportation elements or alternatives</li> <li>Gather additional community feedback and comments from those not able (or interested) to attend public workshops <ul style="list-style-type: none"> <li>Comment forms and fact sheets made available</li> </ul> </li> </ul>

As mentioned in the public outreach meeting content, IBI Group proposes to supplement the public meeting presentations with Turning Point software, as appropriate. Turning Point is designed to work on top of Microsoft PowerPoint. Participants are given a credit card size infrared voting device that allows them to anonymously vote on issues, survey questions and ranking/prioritization questions. Results appear immediately as a compiled bar or pie chart on the slide. Because voting is anonymous, it prevents a vocal person from dominating the meeting with their ideas and gives "one voice one vote." It also enables the meeting facilitator to have a more dynamic discussion as follow-up to the results. It is envisioned that the use of Turning Point would be most helpful in soliciting community input on the preferred elements for the corridor. Our Team has successfully used Turning Point in other public outreach settings and feel confident it would be the proper tool for this project.

**Value Added Option (not included in scope)**

MetroQuest is a public engagement software that can be used to supplement the Public Outreach Program with a cost effective and dynamic online stakeholder engagement tool that links directly to a project website. This innovative and proven software tool has the ability to educate the community about the project, conduct surveys, gather input on ranking and prioritization of issues, utilize mapping tools that allow for geocoding comments, set-up scenario building exercises that show real



time results and capture demographic data of participants. It is also designed to be flexible and easily configured to meet the project objectives, including the ability to provide the information in both English and Spanish. The IBI Team has previously incorporated the use of MetroQuest at community meetings and in the field at survey intercept locations with high-volume activity. The MetroQuest tool allows our Team to bring public engagement to the public at where they are at in the community.

### 3.4 One-on-One Interviews/Meetings

IBI Group proposes to conduct individual one-on-one meetings with key stakeholders. The purpose of these meetings is to gain specific knowledge and input in a setting that allows the individuals to freely express their concerns for the project. These meetings would be held with stakeholders such as NCTD, Caltrans, MainStreet Oceanside, Oceanside Bike/Ped Committee and Oceanside Police and Fire Departments. Ideally, a representative from these various agencies or associations would be a part of the project steering committee as well. At a minimum, IBI Group would conduct two of these one-on-one meetings with the Downtown Business Groups and one meeting with Caltrans, NCTD, and Oceanside Police and Fire Departments, independent of each other.

IBI Group has utilized this format of stakeholder inclusion in other projects and found it to be important in order to reach out and gain insight from specific groups such as Police and Fire who do not regularly attend public outreach meetings. We are currently employing this outreach method in a project we're conducting at the San Ysidro Port of Entry where law enforcement officials do not want to highlight their needs and concerns in a public setting. Based on our experience with the San Ysidro project and several others, we find this to be an important aspect of public outreach.

### 3.5 Website Support and Social Media

IBI Group and Arellano Associates will coordinate with the project team and the City in providing collateral materials content for the project website. In addition, Arellano Associates will support the project with an appropriately scaled social media program, using tools such as Facebook and Twitter to establish an online presence that increases public awareness and participation. With a large segment of the population preferring to receive information and project updates electronically vs. paper copies, Arellano Associates will design, develop and distribute project e-blasts that provide project updates and relevant project details to the community. These communication pieces and be posted to the City's project webpage and linked to the project's Facebook page to further expand the communication reach for the project.

### 3.6 City Council and Planning/Transportation Commission Workshops and Meetings

#### COMMISSION AND COUNCIL WORKSHOP

Based on our experience working with public agencies, we have learned the importance of including the deciding body in the process for projects that are highly controversial or shape the nature of the City's image or a community. Therefore, IBI Group recommended conducting a workshop with the Planning/Transportation Commission and City Council during the development stage of the alternatives. This workshop would include a formal presentation of the project, present initial input from the community, and provide an overview of potential corridor alternatives and associated strengths and weaknesses associated with the alternatives.

The purpose of this workshop would be to gain support from the Planning/Transportation Commission and City Council through the development. These bodies are a representation of the public and

Oceanside and share a common desire to see a project that meets the needs of its residents, visitors and the City.

#### COMMISSION AND COUNCIL PRESENTATIONS

The IBI Team will provide two presentations to the Planning/Transportation Commission. The first presentation will be to provide an overview of the project, the initial community concerns, and the list of potential alternatives. It is expected that the Planning/Transportation Commission will provide guidance to City staff on the preferred alternative that should be presented at the second Commission meeting. The second presentation will present the recommended alternative and findings associated with it. We will take the feedback from the Planning/Transportation Commission and make adjustments to the presentation and/or preferred alternative, as necessary.

The IBI Team will also conduct two presentations for the City Council. The first presentation will be to present the various alternatives and community input on the alternatives, and the second will be to present and receive approval of the final recommendations of the Corridor Study. The first presentation to City Council will allow Council to make comments on the proposed alternatives and assist City staff in selecting the most preferred final alternative for Coast Highway, if the alternative is deemed viable based on the environmental, engineering, and traffic analysis. The second presentation to City Council will reflect the community input on the final recommendation and allow Council to review and approve the findings and recommendations of the Corridor Study. This second meeting with City Council can be held after the project has been completed.

#### 3.7 Town Information Modeling

Torti Gallas will use its proprietary Town Information Modeling (TIMSM) system that unites two and three-dimensional visualizations with multiple databases in a single user-friendly platform. Utilizing the City's GIS database, and property records, they will create a digital, three-dimensional base model showing topography and street information, and then add the existing buildings along the corridor, as well as selected larger neighborhood areas (totaling up 600-acres). This base line digital model and database of building area, will serve as the jumping off point for future scenarios.

After creation of the database and existing conditions digital model, Torti Gallas will provide a theoretical buildout of the corridor utilizing their TIMsm methodology; this task includes the development of two (2) scenarios. Utilizing Building Information Modeling (BIM) Technology and the NavisWorks program, a user-friendly software program that allows the navigation of three-dimensional models in plan and in static and dynamic three-dimensional views, the TIMSM process provides users with a visual model of both existing and future "designed" conditions. Model visualizations are linked to associated databases which reflect "before and after" impacts associated with planned physical changes, and will include building area and floor area ratio calculations as well as projected population. Because the model is accurately linked to topography, they will provide view corridor analysis simultaneously. And because this accurate digital model is 'smart' i.e. is linked to data, it provides the accurate information on which our traffic models or simulations can be based. The ability to manipulate the digital model and its associated building area quickly will allow the team, to make changes to build-out assumptions in real-time in response to traffic simulations and/or feedback. As part of this effort, Torti Gallas will provide hands on training for staff on use of the model.

It is assumed that the information provided from this model can be directly used for input into the Series 11 CNCSA model for use by IBI Group to model the land use alternatives.

As a tool to aid the community, City staff and the design team to visualize and refine the corridor alternatives, up to three selected views within the TIM model will be further detailed with streetscape and prototypical architectural finishes on the buildings.

**Deliverables:**

- Detailed Public Outreach Plan
- Development of Stakeholder List and Steering Committee
- Draft and Final Public Meeting Materials
- Meeting Minutes/Summary for Public Meetings and Individual Interviews/Workshops
- Project Fact Sheet in English and Spanish
- Development and Management of Project Facebook Page (optional)
- TIM Base Model
- Two TIM Modeled Scenarios
- Up to three selected views from the TIM model with more detailed streetscape and building/architectural treatments, for project visualization and planning purposes

## Task 4: Market Analysis

### Objective:

To evaluate current and future market trends and the potential market conditions for Coast Highway.

### Key Issues:

This task will be lead by KMA to assess the existing and future market conditions of downtown Oceanside and specifically Coast Highway. The key issue for this task is to understand the future market trends and potential for new development opportunities.

### Approach:

KMA will prepare a limited market overview regarding the potential new development opportunities in the Corridor. The objective of this task is to review both existing and historical market trends and to better understand future development potential. KMA will review the available background documents and plans including (but not limited to) the documents listed in Attachment 1. KMA will assess near- and long-term market demand for four major land use categories: retail; residential (single-family and multi-family), office, and lodging (hotels/motels).

KMA will undertake the following:

- Review the market analysis completed in 2008 as part of the Coast Highway Vision and Strategic Plan.
- Review key demographic trends for the major trade areas surrounding the Corridor. KMA will draw information from the San Diego Association of Governments (SANDAG), the U.S. Census, and data profiling sources such as Claritas, Inc.
- Evaluate key market factors such as inventory, absorption, vacancy, and value indicators for each major land use category based on readily available third party data sources. These are likely to include CoStar Group Inc., LoopNet Inc., real estate brokerage firms, and industry data sources for specific land uses.
- Review regional and local market conditions, including major value indicators and development trends by land use.

Based on this research, KMA will prepare a matrix summarizing market demand factors for each land use category addressing the following:

- Principal assets and constraints affecting development potential for each land use category.
- Market position relative to existing and anticipated development within the market area.
- Near-term and long-term development potential for specific land uses and/or product types.

### Deliverable:

- Technical Memorandum Summary Report (administrative draft, draft & final versions)

# Task 5: Coast Highway Corridor Analysis

## Objective:

To accurately model and analyze the multi-modal corridor and provide the City with confidence in selecting a preferred alternative for the Road Diet on Coast Highway that will reflect the goals and objectives of the Coast Highway Vision and Strategic Plan (CHVSP) while also carefully considering the goals of the Traffic Engineering Division of the City of Oceanside.

## Key Issues:

IBI Group has the experience, local knowledge and understanding to effectively manage this task. Our knowledge of the existing corridor constraints both operationally and physically gives us the advantage to manage the alternatives development and operational analysis of the project. The Coast Highway corridor has several key issues associated with the development and operations of a Road Diet, but below are a list of selected key issues:

- Developing a Road Diet alternative that works for the goals and vision of the CHVSP and also enables manageable traffic flow for all modes of transportation
- Including the proposed series of roundabouts that can be accommodated both physically and operationally on the corridor
- Accurately assessing the diversion traffic to parallel and adjacent streets due to a Road Diet on Coast Highway
- Gaining community support for one the preferred alternatives
- Developing a Road Diet alternative that corresponds with the adjacent land use plans
- Developing a multi-modal level of service methodology that can be applicable to other projects within the City

## Approach:

### 5.1 Existing Conditions Review and Analysis

#### TRAFFIC OPERATIONS FIELD REVIEW

IBI Group has reviewed the study area for previous work conducted for the City for the Circulation Element update and the Coast Highway Corridor TIS. IBI Group will revisit these studies and the CHVSP study area to confirm existing conditions with respect to existing local area development, roadway striping, speed limits, curb-to-curb widths, and observing traffic patterns/areas of congestion in order to verify our overall understanding of traffic conditions in the localized area.

IBI Group will conduct a field assessment of the corridor and adjacent parallel streets to confirm the existing conditions related to community character, roadway widths, speed limits, parking, and observed travel behavior. IBI Group will take special note and considerations for residential streets that might be affected by cut-through traffic from a Road Diet alternative implemented on Coast Highway.

## MULTI-MODAL ASSESSMENT

Concurrent with the previous subtask, the IBI Team will review the corridor and adjacent streets to identify the constraints and opportunities for multi-modal operations on Coast Highway. This effort will assess the pedestrian environment and bicycle environment and supporting infrastructure for non-motorized transportation to include landscaping, streetscape, lighting signage and wayfinding design, tree planting, sidewalks, crosswalks and walkways, bicycle facilities, and the condition of bicycle parking and amenities. The existing bus stops and transit routes will be reviewed and opportunities for enhancements assessed.

The IBI Team will build on the existing conditions assessment of the area based on the work previously conducted for the Oceanside Bicycle and Pedestrian Master Plans. These plans identify existing impediments to non-motorized circulation and land use access. This information would be reviewed and the entire corridor assessed for new issues not identified under either Plan. The multi-modal assessment of the corridor and adjacent streets will be documented in an existing conditions report.

## DATA COLLECTION

IBI Group will collect existing summer AM and PM peak hour turning movement volumes at up to 35 intersections to include pedestrian and bicycle counts on the Coast Highway corridor and the adjacent streets. In addition, IBI Group proposes to include the Mission Avenue one-way couplet in the operational analysis to fully understand the operations of the two roadway projects together.

At a minimum, IBI Group will collect 48-hour segment counts at 40 locations on Coast Highway and the adjacent parallel streets during the summer. The 48-hour segment counts will include speed survey data to assist in recommendations for potential traffic calming features on neighborhood streets. IBI Group will also collect a one-day parking supply and utilization count for a 12-hour period of the on-street parallel parking on Coast Highway to be used to evaluate parking requirements for the corridor and recommendations for the inclusion of the proposed alternatives.

As part of the MMLOS analysis, the IBI Team anticipates the need to collect the following data in addition to standard automobile traffic counts in accordance to the HCM 2010:

To calculate the Bicycle LOS:

- volume and speed of auto traffic in the outside lane
- % volume of heavy vehicle traffic
- Number and width of all lanes in the direction of travel
- Average Bicycle speed
- Presence of bicycle lanes
- Space and buffer space available to bicyclists
- On-Street parking and occupancy
- Pavement condition
- Intersection signal timing

To calculate the Pedestrian LOS:

- Average pedestrian space available on sidewalk
- Average pedestrian speed walking
- Number of auto lanes in roadway
- Volume and speed of auto traffic
- Circulation area (pedestrian flow and sidewalk space availability)
- Pedestrian travel speed
- Space and buffering available to pedestrians on sidewalks
- Crossing difficulty at intersections and midblock
- Intersection signal timing

In addition to Bicycle and Pedestrian LOS measurements, Transit LOS will be measured as part of the MMLOS evaluation. To calculate a Transit LOS score, the following data will be collected:

- Transit vehicle running time
- Transit vehicle delay at intersection
- Pedestrian LOS score
- Transit frequency/headways
- Stop amenities
- Average passenger trip length
- Passenger load factor (ie. The number of passengers + number of seats)
- Time spent waiting for the transit vehicle past the scheduled departure time
- Passenger expectation of travel time, based on whether trip is passing through a CBD
- Transit travel speed
- Intersection Signal timing

It is understood that some of the above data may not be available; however, the majority of the data should be available, allowing for proper analysis using the MMLOS.

#### EXISTING CONDITIONS ANALYSIS

Following the field assessment and data collection efforts for the corridor and surrounding study area, IBI Group will perform an existing conditions analysis for the corridor using Synchro software. Because of our prior work on the Coast Highway Corridor Traffic Impact Study, IBI Group already has the base network established but will enhance the Synchro network to include the additional intersections, adjacent streets and the Mission Avenue one-way couplet. In addition to the traditional traffic impact analysis, the IBI Team will establish and conduct an existing conditions Multi-Modal LOS (MMLOS) analysis for the study area. The MMLOS analysis will be based on methodology developed in Highway Capacity Manual 2010 and will include data collection, data entry and analysis for existing conditions along the corridor.

#### EXISTING + CUMULATIVE ANALYSIS

In addition to the existing analysis, IBI Group will work with the City of Oceanside to identify projects within the study area that should be included as part of the cumulative projects analysis. This analysis will be performed using Synchro software and documented within the mobility report.

#### ESTABLISH VISSIM NETWORK

Due to the complexity of the Coast Highway corridor, the possible inclusion of a series of roundabouts and multi-modal aspect of the project, it is proposed to analyze the corridor and the Mission Avenue one-way couplet in Vissim. Vissim is the microscopic simulation tool for modelling multi-modal traffic flows and it provides ideal conditions for testing different traffic scenarios and for providing realistic results.

IBI Group has utilized Vissim on many multi-modal projects to realistically simulate multi-modal processes prior to project implementation. It is recommended that Vissim be utilized for this project for the proposed alternatives to visually simulate the multi-modal interactions and particularly to simulate the operations of the roundabouts and queuing effects on the corridor.

#### **Deliverables:**

- Graphics that depict existing intersection and street segment configurations and traffic volumes
- Documentation of existing multi-modal conditions of the corridor and study area
- Documentation of existing + cumulative analysis for the corridor and study area
- Technical Memorandum with summary of analysis results with appropriate tables and appendices

### 5.2 Land Use Review and Modeling

#### REVIEW OF EXISTING LAND USES AND ADOPTING ZONING REGULATIONS

Under Task 2, the IBI Team will have reviewed the existing prior documents related to the Coast Highway Corridor and Downtown Oceanside. The Team will build upon the knowledge and information gained through Task 2 to review the existing land use and zoning regulations in place and how the land uses and zoning regulations shape the alternatives developed from the land use perspective. The market analysis performed under Task 4 will also be used in understanding the existing land use environment under the adopted zoning regulations and for recommendations to carry forward into the alternatives development process.

#### VERIFICATION/MODIFICATION TO SERIES 11 COMBINED NORTH COUNTY SUB-AREA (CNCSA) MODEL LAND USES

The IBI Team will work with the City and SANDAG to review the existing and proposed land use tables for the CHVSP study area. First, the IBI Team will utilize the land use tables previously updated from the Coast Highway TIS. As part of the transportation planning modeling process, the land use tables are used to estimate trip generation within the model. Using those estimates, traffic assignments for the study area's roadway network are developed. This process identifies roadway capacity overloads and areas of future possible congestion which could dictate the intensity of development allowed to occur on Coast Highway.

#### **Deliverables:**

- Technical Memorandum that provides:

- Documentation for the Series 11 CNCSA model land uses and adopted zoning regulations noting correlation to the market analysis; and
- Recommendations for land uses to be carried forward into the Alternatives Development Process

### 5.3 Alternatives Development

The IBI Team will utilize the efforts through the public outreach process to develop alternatives for the Coast Highway Corridor Road Diet. A large part of the alternatives development will be based on community input, prior research and analysis, and the CHVSP. The IBI Team will take all information available to provide Road Diet alternatives that will accommodate the inclusion of on-street angled parking, bicycle and pedestrian facilities, roundabouts (where feasible), potentially revised land use assumptions, transit accommodations/enhancements and the ability to accommodate a future Bus Rapid Transit route on Coast Highway or a shuttle program, landscaping treatments/options, etc.

As requested within the RFP, the alternatives development will include a minimum of three alternatives to include:

- Existing Conditions and Current Zoning with First Road Diet Alternative
  - Road Diet Based on CHVSP recommendations
- Existing Conditions and Current Zoning with Second Road Diet Alternative
  - Road Diet Developed by IBI Team in consultation with City and Community Input
- Year 2030 Conditions with CHVSP Zoning and Road Diet
  - Road Diet Based on CHVSP recommendations

The IBI Team also recommends including an additional alternative that would consist of the Year 2030 Conditions with a variation to the CHVSP Zoning and a Road Diet Alternative. The variation to this alternative will be based on the market assessment study and extensive review and recommendations of the land uses regulations and possibilities. The Road Diet alternative also has the potential to vary from any of the previously recommended alternatives based on community and City input.

**Deliverable:** IBI Team will provide a technical memorandum that outlines the four alternatives and process taken to develop each alternative (illustrative renderings of the alternatives are provided under Task 6.0)

- Technical Memorandum that outlines the four alternatives and process taken to develop each alternative (illustrative renderings of the alternatives are provided under Task 6.0)

### 5.4 Alternatives Modeling

IBI Group is familiar with the extensive modeling that was completed by SANDAG and the North County cities to form the Series 11 CNCSA. This model was utilized for both the Coast Highway Corridor Traffic Impact Study and the Circulation Element update performed by IBI Group. We are ready to efficiently advance the work already completed and work with SANDAG to incorporate the proposed alternatives into the SANDAG model to be used in the alternatives analysis process. As soon as the development of

the alternatives has been completed, the IBI Team will work with SANDAG to initiate the alternatives modeling process.

#### LAND USE AND ROAD DIET MODEL ADJUSTMENTS

In coordination with the Planning department at the City, the IBI Team will work to refine and update the land use tables within the model to ensure they accurately reflect the proposed four alternatives and the CHVSP goals.

The IBI Team will work with SANDAG to incorporate the necessary roadway alternative changes to the Series 11 CNSA model for each of the four alternatives. In addition to the land use modifications, changes to the model will include, but are not limited to, lane reductions, intersection geometric modifications, intersection control modifications, addition of roadways, and possibly additional zone connectors/splitting of traffic analysis zones (TAZs).

#### SELECT ZONE/LINK ASSIGNMENTS

Due to the potential for cut-through traffic on adjacent streets to Coast Highway, IBI Group will work with SANDAG to include additional local streets not currently in the model. This effort will build upon work previously done for the Coast Highway TIS that showed incremental increases in traffic volumes on Cleveland, Tremont, Fremont and Ditmar Streets with a Road Diet on Coast Highway. Under the Coast Highway TIS, IBI Group performed two select zone assignments (one from northern portion and one from southern portion of the study area).

For this analysis, IBI Group proposes to conduct three select zone assignments (northern portion of the corridor, middle of the corridor, and southern end of the corridor) for each alternative to determine the extent of cut-through traffic on adjacent streets. In addition, IBI Group will request SANDAG to include additional local streets that are not currently included in the model to determine the full affect of cut-through traffic. This might involve splitting some TAZs to avoid the possibility of having some streets with zero volumes assigned to them.

#### **Deliverables:**

- Meeting with the City to review and discuss up to four alternatives to be modeled and analyzed
- Memo outlining the alternatives to be modeled and analyzed and the select zone assignments to be performed (including additional streets added to model network)

### 5.5 Alternatives (Project) Traffic Analysis

#### SEGMENT ANALYSIS

IBI Group will provide segment analysis for the Coast Highway corridor and adjacent streets based on the City's roadway level of service standards. In addition, the IBI Team will evaluate roadway level of service standards for MMLOS using the HCM 2010 methodology.

#### SYNCHRO/VISSIM ANALYSIS

IBI Group will evaluate the current and forecasted traffic volumes focusing on the key study area intersections and segments as identified with the City for the four selected alternatives. The Series 11

Subarea model is calibrated using year 2003 traffic counts. Traffic volumes obtained from the model will be post-processed for each segment within the study area to ensure reasonableness for use within the traffic impact analysis. Post processing will be conducted using similar methodologies to the NCHRP-255 technical report published by the Transportation Research Board.

These volumes will then be input into Synchro to determine delay and level of service at each intersection. Synchro analysis will be conducted for existing plus cumulative plus project for the preferred alternative. After analysis in Synchro has been conducted, the Coast Highway corridor and Mission Avenue couplet will be further analyzed in Vissim. Vissim is a microscopic, time step and behavior based simulation model developed to model urban traffic and multi-modal operations. With the presence of transit stops on Coast Highway and the proposed Road Diet with a multi-modal aspect, Vissim will allow IBI Group to develop a network that shows the interaction of bus operations on the corridor, travel time (vehicular and bus), intersection delays, analysis of merging on roundabouts, pedestrian and bicycle intersections, queuing, and much more.

#### ROUNDAABOUT ANALYSIS

The proposal to implement roundabouts at several of the major intersections along Coast Highway poses an interesting question regarding the compatibility of this type of intersection with non-motorized modes. The issue has been object of research in the United States and abroad. Results indicate that roundabouts, when implemented correctly, improve the general safety of an intersection. As we indicated in our Coast Highway Corridor TIS, there are two major challenges to be faced with the implementation of roundabouts. The first one is related to the replacement of the pedestrian crossing signals with a crossing where the pedestrian has to judge if he has enough time to cross the street, and the second one is associated to the potential conflicts of the vehicle flow with bicyclists

IBI Group will utilize the roundabout analysis performed under the Coast Highway Corridor TIS in Synchro updated for each alternative proposed. We propose modeling the roundabouts for each alternative in Vissim along with our recommendation to analyze the entire Coast Highway corridor and Mission Avenue one-way couplet. IBI Group has modeled roundabouts in Vissim for several projects throughout the country and North America, including but not limited to, SR41/SR235 Roundabout in Clark County, Ohio, Highway 40 Roundabout in Chatham, Ontario, and Charlotte Area Transit System/Center City Streetcar Roundabout in Charlotte, North Carolina. As stated above, Vissim is a powerful multi-modal simulation tool that will allow the City and community to understand the level of operational detail and complexity related to installation of roundabouts on the corridor. Vissim allows the ability to accurately model each roundabout on the corridor based on engineering design standards or to model any variations proposed to typical roundabout design standards to assess the roundabout operations on the corridor.

#### DIVERSION AND TRAVEL TIME ANALYSIS

As IBI Group identified under the Coast Highway Corridor TIS, the potential diversion of traffic to parallel streets would be expected to occur because of two primary factors. The first factor is that Coast Highway would be reconfigured to operate at a lower speed, making the travel times along parallel streets almost the same as the travel times on Coast Highway. With this change, traffic produced or

attracted in the neighborhoods east and west of Coast Highway may choose to remain on parallel local streets to reach the Downtown Oceanside area or particular cross streets instead of entering Coast Highway and using the corridor as part of their chosen route.

The second factor is related to forecasted congestion on Coast Highway, which impacts travel times. Longer travel times may cause some through traffic to deviate to parallel streets. This second case's impact to parallel streets will be less than the first factor, because the traffic that deviates from Coast Highway will have to return to the corridor if the trip origin or destination is not inside the study area, as Coast Highway is the only continuous roadway west of Interstate 5. Diversion of through traffic to parallel streets usually occurs only when an alternative route results in travel time benefits.

IBI Group will request select zone assignments from SANDAG for the corridor for the four Road Diet alternatives. Using the data from the select zone assignments, IBI Group will assess the impact(s) of the Road Diet to the parallel streets.

In addition, IBI Group will also perform a travel time analysis for existing conditions for Coast Highway and potential paths of diversion on the parallel streets. The travel time analysis performed under existing conditions will be updated to reflect future conditions based on proposed speed limits and estimated vehicular delay on Coast Highway.

#### MULTI-MODAL LOS ANALYSIS

The IBI Team has recent hands-on experience applying the MMLOS analysis methodology. Because we know this is a new methodology for the City of Oceanside, our Team would first meet with the City of Oceanside Transportation Engineering staff to explain how the MMLOS and HCM 2010 methodologies would be incorporated into the project alternatives analysis. Our Team believes this one-on-one session with the City is critical in order to give the City the tools needed to review and properly assess the MMLOS analysis results for each alternative.

The IBI Team will utilize all the data collected under Task 5.1.3 to conduct the MMLOS analysis for each of the four alternatives.

#### **Deliverable:**

- Technical Memorandum report summarizing analysis results for the proposed alternatives.

#### MITIGATION RECOMMENDATIONS

After completion of the various analyses, the IBI Team will identify areas where significant impacts would occur and potential mitigation for the specified locations or the overall corridor. A list of mitigation plan alternatives will be presented to the City in the form of a matrix for discussion and review for each of the four alternatives. The IBI Team will conduct a Strategic Planning Session with the City to present the list of mitigation alternatives to determine which alternatives would be most desirable and capable of implementation and meet the City's goals for overall network performance as well as achieving the goals of the CHVSP.

The list of potential mitigations for the four alternatives will help the City and community in selecting the preferred alternative. After the preferred alternative is selected, the IBI Team will perform a detailed mitigation analysis and provide a summary of the results and associated mitigation required to achieve the multi-modal goals for the City. It is assumed that this subtask will include analysis and information related to subsequent tasks for traffic calming, parking and considerations for a new level of service standard for Downtown Oceanside.

**Deliverable:**

- Technical Memorandum report summarizing potential mitigation recommendations.

### 5.6 Traffic Calming Review and Recommendations

Based on the diversion analysis results, the IBI Team will review adjacent streets to determine which ones would benefit from traffic calming techniques. The Institute of Transportation Engineers has defined traffic calming as, “the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior, and improve conditions for non-motorized street users.”

The adjacent streets to Coast Highway need to be reviewed for traffic calming recommendations not just based on typical traffic calming features to reduce speeding but based on limiting cut-through volumes. The IBI Team will work with the City staff and the affected neighborhoods to develop a menu of recommendations for traffic calming features that would be appropriate to reduce cut-through traffic as a result of a Road Diet alternative being implemented on Coast Highway. These recommendations would also be discussed with Oceanside’s Police and Fire Departments for evaluation on emergency response times and delays that could be caused by traffic calming devices. These recommendations could also be vetted through members of the Traffic Calming Steering Committee that was formed in 2009 to update the City’s Neighborhood Traffic Calming Program. Any traffic calming recommendations put forth as part of the Coast Highway Corridor study would be recommended as part of this project and not subject to the Oceanside Neighborhood Traffic Calming Program process. Implementation of traffic calming features could be phased in over time, as necessary, based on the Road Diet phasing and overall growth in traffic volumes.

The engineering design for site specific traffic calming recommendations will be provided under Task 6. Typical design

**Deliverable:**

- Technical Memorandum detailing recommended traffic calming features for individual streets

### 5.7 Parking Assessment

#### PARKING SUPPLY AND DEMAND

IBI Group has performed numerous parking studies and created parking strategies for various municipalities in Southern California. IBI Group will perform an existing inventory of on-street parking

supply and demand for Coast Highway. The off-street parking supply and demand will be evaluated from the existing field review and prior parking studies provided by the City. Both the existing on-street and off-street supply and demand will be evaluated to assess the level of parking needed under future conditions for the Road Diet with the assumption that on-street parking will be modified from parallel to angled parking.

Based on the future land uses proposed for the Coast Highway Corridor or variations proposed under the alternatives development process, IBI Group will document if there is a sufficient parking supply for each alternative and proposed location(s).

#### PARKING MANAGEMENT STRATEGIES

The IBI Team will work with the City of Oceanside and Downtown Business Groups to develop appropriate parking management strategies and requirements for Coast Highway. Parking strategies must consider pros and cons of each individual strategy and the possible upstream and downstream implications of the parking management strategies on the parking demand on the Coast Highway Corridor and surrounding neighborhoods. Parking strategies could include, but are not limited to, user information/signage, pricing strategies, payment method technologies, and dedicated parking stalls for carshare programs or environmentally friendly vehicles.

#### **Deliverable:**

- Technical memorandum details the parking supply and demand for Coast Highway and potential parking management strategies.

#### 5.8 Level of Service Standards

Multi-modal level of service is revolutionizing standard traffic engineering practices. Level of service performance indicators that rate a roadway as F to identify a system that is failing and requires improvements has mainly only considered automobile travel conditions. This conventional analysis has resulted in a roadway system that while improves roads for more capacity at higher speeds degrades the facility for walking and cycling conditions. And since public transit trips often begin and end with a walking trip, it can negatively affect public transit as an alternate mode of transportation. Cities and municipalities around the country are starting to adopt level of service standards that reflect a network that prioritizes walking, bicycling and transit over the automobile.

The Coast Highway Corridor Road Diet is a principal example of where a multi-modal level of service standard should be considered. The City of Oceanside currently accepts level of service D at roadways and intersections throughout the City including Downtown Oceanside. Based on the analysis results from the intersection, segment and multi-modal analysis performed for each alternative, the IBI Team will develop a proposed multi-modal level of service standard that can be applied for the Coast Highway corridor and possibly used and adopted for other projects in Downtown Oceanside.

The new multi-modal level of service standard recommendations could be adopted during the process of a General Plan Amendment for the Coast Highway Corridor Road Diet. The new level of service

requirements will emphasize the importance of prioritizing pedestrian, bicycle and transit level of service standards while accepting a lower level of service standard for automobiles. The IBI Team will provide documentation on the development of the methodology drawing upon experience working with MMLOS and a literature review of other cities that currently have a MMLOS standards adopted.

**Deliverable:**

- Technical memorandum documenting multi-modal level of service standards recommended for Coast Highway

### 5.9 Mobility Report

The IBI Team will compile a detailed report of Task 5 with the appropriate tables, figures, and appendices for submittal to the City for review. The IBI Team will prepare a summary of the analysis results to be presented to City staff and/or the Planning/Transportation Commission. Upon City review, Team will make the appropriate revisions to the report and submit final hard copies and an electronic copy to the City.

**Deliverables:**

- Draft and Final Report Copies (electronic version and up to 15 hard copies)
  - Information contained within the Mobility Report (*and all technical memorandum reports*) will include information needed for the CEQA Review process to include the existing, existing plus cumulative, and existing plus cumulative plus project scenarios, appropriate tables, figures and appendices.

# Task 6: Design Guidelines

## Objective:

To confirm the limits and nature of the proposed alternative improvements and prepare illustrative drawings, plans, specifications, and cost estimates.

## Key Issues:

The development of the alternative depends not just on operational analysis, but it also depends heavily on the ability to construct the preferred Road Diet alternative. Selected key issues associated with the design guidelines effort include:

- Right-of-way constraints for roundabouts
- Cost Estimates
- Phaseability of the project

## Approach:

### 6.1 Existing Infrastructure Documentation

This subtask includes both the research and review of previously prepared documentation and field reviews of the site.

#### OBTAIN AND REVIEW PROJECT DOCUMENTATION

IBI Team will coordinate with the City to obtain any available as-built drawings within the project limits. Copies will be made of all project documents, and the originals will be returned to the City. The documents will be distributed to the appropriate members of the IBI Design Team for use and reference during alternative development and conceptual design.

#### CONDUCT FIELD REVIEW

The IBI Team will invite representatives from the City to participate in a field walk of the project site to review and document existing site conditions and to discuss the corridor's strengths and weaknesses. All IBI Team discipline managers will participate in the field walk.

## Deliverables:

- Matrix identifying corridor infrastructure and strengths/weaknesses
- Log of as-built plans and other project documents obtained

### 6.2 Surveying

After a review of available as-built drawings, a boundary and topographic survey of Coast Highway will be performed within the City of Oceanside boundary, and a base map will be prepared for use in engineering design. The limits will be half block east and west of Coast Highway. The survey will include

items within the public right-of-way only; surveying of private property is not included. It is understood that prevailing wage rates apply to this project.

#### RESEARCH

Research, compile and review existing engineering, existing utilities, survey and mapping data from the City for boundary and infrastructure information relevant to the project's design.

#### BOUNDARY SURVEY

Perform limited boundary survey to establish right-of-way on Coast Highway from record mapping. Includes calculations, monument search and recovery, and ties to NAD83 coordinates.

#### AERIAL MAPPING SURVEY

Perform field ground control for aerial mapping to be used for engineering design using City of Oceanside horizontal and vertical control. The aerial topo will be prepared at 1"=40' scale.

#### BASE MAP PREPARATION

Prepare a base map showing the topography, surface features and underground utilities for approximately 3.2 miles of Coast Highway and adjacent streetscape to the east and west. A Base map will be prepared from the aerial topography; utilities will be depicted based on available record and as-built data.

#### **Deliverable:**

- Base Map for Coast Highway Corridor

### 6.3 Illustrative Drawings

Streets are the most visible, heavily used and often the most costly public spaces in neighborhoods and communities. They require a design approach that acknowledges the role they play in not only enabling circulation and making connections between important destinations, but in encouraging and defining a vibrant neighborhood or community.

#### DESIGN GUIDELINES

As authors of the Vision Plan, team member Torti Gallas will create a set of design guidelines for building typologies, spaces and landscapes to ensure that future development along the Coast Highway, contributes to the making of a great place, or in reality, a set of great places. The design guidelines will inform private investors what the public views as important design components in the project. These design guidelines will guide development activity to encourage and support the evolution of a pedestrian friendly thoroughfare. To this end, Torti Gallas will provide Frontage Standards or Guidelines to guide the development of streetscape conditions, and to relate these conditions to the ground floor building fronts.

#### PHOTO REALISTIC SIMULATIONS

For the Preferred Alternative, Torti Gallas will prepare up to three (3) photo-simulations for three locations in the corridor. The primary purpose of these photo-simulations is to demonstrate how the Preferred Alternative might look in the context of the community's significant viewsheds and aesthetics, in order to support the EIR. As such, the locations of the simulations will be selected jointly with City staff as well as the Environmental Consultant.

These illustrative design concepts will also be capable for use at public meetings.

**Deliverables:**

- Urban Design Guidelines
- Photo Simulations (up to 3 at three locations)

#### 6.4 Prepare 30% Plans for Preferred Alternative

##### ROADWAY/CIVIL

A draft set of conceptual street improvements plans for the selected alternative will be prepared consistent with a 30% level of design development. The plans will include the following:

- Existing and proposed (if applicable) street center lines
- Proposed curb lines, sidewalks, and parkway features
- Proposed curb, gutters and sidewalks, plan view
- Proposed parking and loading zones
- Proposed lane geometrics and medians
- Proposed traffic controls, corner pop outs, bus stops, and pedestrian and bicycle facilities
- Identification of impacted surface and subsurface utility features. Items requiring relocation will be identified (the proposed relocation will not be designed as part of this study)
- Conceptual storm drainage improvements
- Conceptual LID design locations
- Plan border and title block
- North Arrow, scale

All of the above information will be shown on a single set of layout and profile sheets. Sheets will be D sized sheets on the City border prepared at 40 scale. Typical street sections showing the proposed cross section at points along the route will also be provided. For each signalized intersection to be modified, an exhibit showing the proposed curbs, striping, pole and head locations, and signal phasing will be provided.

##### UTILITY RELOCATION REQUIREMENTS

The IBI Team will identify the existing utilities that are within the right-of-way and may be affected by the potential alternatives. We will coordinate with the franchise utility companies for input regarding the feasibility of relocating any existing utility lines or boxes that conflict with the preferred alternatives. The Team will prepare a letter report outlining the utility relocation options and summarize the input from the agencies owning each utility. The issues pertaining to prior rights will be deferred to the City for legal analysis. All utilities found will be shown on the 30% civil plans.

#### DETAILED COST ESTIMATE – 30% PLAN

A draft Engineer's Estimate of probable roadway construction costs will be prepared using either a standard costing template provided by the City or one prepared for the project by the IBI Team. The estimate will be based on the pay items and quantities identified within the plan set. A draft construction cost template will be prepared listing all pay items and associated unit costs. Unit costs for applicable pay items will be obtained from recently completed similar design projects, the most current version of the Caltrans Cost Data Book, and other resources. This draft construction cost template will be submitted to the City's Project Manager for review and comment. The IBI Team will solicit input from the City regarding unit prices for pay items based on recent bids for similar construction projects completed within the City. Any comments received will be reviewed, and the cost estimate template will be revised accordingly.

Quantities will be calculated based upon the design included within the 30% plans, and backup quantity worksheets will be prepared for the individual pay items on a sheet by sheet basis. These backup quantity calculation worksheets will be furnished to the City upon request as part of the review of the Draft Engineer's Estimate.

#### **Deliverables:**

- Conceptual Street Improvements Plans for 30% Design of Preferred Alternative
- Detailed Cost Estimate for Preferred Alternative (assumes 2 rounds of revisions)

# Task 7: Corridor Development and Budget

## Objective:

To understand the financial implications of each alternative which will aid in the selection of the preferred alternative and ultimately create a prioritization and phasing plan.

## Key Issues:

This task's purpose is to mainly provide information on the alternatives that will aid in the selection of the preferred alternative and the development of a phasing plan. The key issues associated with this task are:

- Understanding the Fiscal Implications of a Road Diet
- Developing a Prioritization and Phasing Plan that has the Support of Both the City and Community

## Approach:

### 7.1 Alternatives Cost Estimate Analysis

#### ORDER OF MAGNITUDE COST ESTIMATES FOR EACH ALTERNATIVE

The IBI Team will provide an order of magnitude cost estimate associated with each alternative proposed. Order of magnitude cost estimates are appropriate after the development of each alternative as there is limited design information available. The IBI Team will utilize various techniques to determine these estimates, including experience and professional engineering judgment, historical data, and knowledge of each alternative's constructability and timing.

#### RIGHT OF WAY COSTING

IBI Team will identify those properties which will require a full take or partial take acquisition based information provided by the City for the preferred alternative, if necessary. The area of the parcels or partial parcels to be acquired will be determined. In consultation and information provided by the City, an estimated per acre value for the parcels will be established, and utilized to create a rough preliminary estimate of right-of-way costs for the alternatives. The right-of-way costs for the preferred alternative will be further refined under the 30% design cost estimates. This information will be summarized within the Preliminary Engineering Report with all backup information included in the report appendix.

#### ANNUAL MAINTENANCE COSTING

The IBI Team will identify any infrastructure improvements that require annual maintenance. We will identify replacement costs and work with the City of Oceanside to identify the appropriate departments with an estimated fee for maintenance based on staff hours to determine the appropriate costs for annual maintenance. The annual maintenance costs for the preferred alternative will be further refined under the 30% design cost estimates. This information will be summarized within the Preliminary Engineering Report with all backup information included in the report appendix.

**Deliverable:**

- Preliminary Cost Estimates for Each Alternative

### 7.2 Fiscal Impact Analysis

KMA will prepare a fiscal impact model to measure the recurring annual impacts of the plan prepared by the IBI Team. The objective of the analysis is to determine the probable fiscal impact to the City's General Fund resulting from the land use concepts proposed in the development plan. The preliminary KMA model will assess the "pure" fiscal impact of the plan without considering the offsetting benefit of financing mechanisms that could absorb a portion of the municipal service costs. The KMA analysis will not address the annual fiscal impact resulting from existing uses within the Corridor.

**Deliverable:**

- Technical Memorandum that summarizes the results of the fiscal impact analysis

### 7.3 Prioritization Phasing Plan and Financial Strategy

After the selection of the preferred alternative, the IBI Team will review the corridor and propose logical a segmented approach to implementing the corridor. The preliminary recommended phasing of the project will be determined based on several factors, which are highlighted in the list below. This list will help the IBI Team and City staff to determine the prioritization of specific elements of the project and implement the corridor improvements in the segmented phased approach. This list can be modified or added upon based on input from the community and City staff or results from fiscal impact analysis.

- City Identified Priority Areas
- Safety Issues
- Public Input/Priority Areas
- Funding Availability
- Utility Relocations / Undergrounding and Timing Associated with Relocations/Undergrounding
- Right-of-Way Needs and Timing Associated with Acquisition
- Continuity of the Street Network Through an Area
- Lowest Cost to Implement /Avoidance of Temporary Improvements when Possible

As noted above, the funding availability can impact the prioritization and phasing of the project. KMA will prepare a menu of potential funding sources/mechanisms available to fund the backbone infrastructure improvements required to serve the Corridor. KMA will prepare a matrix reviewing each potential funding source, its applicability to the Corridor, and any relevant issues or constraints.

These factors will be utilized in a prioritization ranking matrix to help determine the appropriate initial phasing plan. It is anticipated that the development of the priority funding matrix and scoring mechanism will be developed in collaboration with the Steering Committee (described under Task 3) and/or in consultation with City staff. It will also serve as a useful tool to present to the community to help them understand the reasons behind the phased approach for project implementation.

IBI Group believes this process will result in a collaborative and successful prioritization and phasing plan for the Coast Highway Corridor. We have implemented similar strategies for other projects to narrow down project alternatives (ex. SR-15 MidCity BRT Project and I-805/47<sup>th</sup> Street BRT Project) or determine the top priority projects for implementation (ex. Oceanside Pedestrian Master Plan). This method has proven successful and well received by the client and community.

**Deliverables:**

- Prioritization Process Matrix Organized By Proposed Improvements As Well As By Potential Funding Sources
- Technical Memorandum Report That Outlines The Draft Phasing Recommendations For The Preferred Alternative

# Task 8: Implementation Plan and Financing Strategy

## Objective:

To determine the action items necessary to implement the goals of the Road Diet on Coast Highway by the City and its appropriate departments.

## Key Issues:

The IBI Team will build upon the Prioritization and Phasing Plan developed under Task 7 to develop a refined Implementation Plan and Financing Strategy for the Coast Highway Corridor. While most of the key issues related to Implementation would have been vetted through the prior tasks, there are select key issues that the Team feels should be particularly focused on during Task 8:

- Establishing responsible roles between departments based taking into consideration each departments roles, responsibilities and funding
- Creating an annual review process that is simple yet aggressive enough to push the project towards full implementation

## Approach:

### 8.1 Implementation Plan and Financing Strategy

This task will refine the work conducted under Task 7.3 and involves KMA working with the IBI Team to support the Team's preparation of an implementation strategy. A focus for this task will be to refine the priority matrix to develop a "sources and uses" table that (1) identifies public improvements at targeted locations by phase so they are tied to development potential so the public investment can leverage the maximum private investment; and (2) shows the cost estimates by phase prepared by the IBI Team ("uses") and the recommended funding sources used to cover those costs ("sources"). IBI and KMA's work on this portion of the implementation and financing strategy will be coordinated with City staff to provide a road map on which improvements to pursue, in what order, and how they will be funded.

#### Deliverable:

- Technical Memorandum Report that Provides a Phased "Sources and Uses" Summary of Projects and Financing Sources to be Used

### 8.2 Action Item Implementation List

To supplement the Prioritization and Phasing Plan and the Implementation Plan and Financing Strategy, the IBI Team will develop an action items list that will outlines the action items for each phase of the project to be used as a guide for implementation by the City. The action item matrix will include information related to cost estimate, potential funding sources, estimated timeframe, necessity of policy changes, and the responsible agency and division/department. The IBI Team will carefully review each action item and ensure that the appropriate governmental agency with ownership/approval

responsibility is assigned (ex. Improvements that might affect SR-76 on/off-ramp would need Caltrans review/approval).

The action item implementation matrix will serve as the “cliff notes” version of the implementation plan for the City to use for a quick reference to identify the requirements for each phase of project implementation. If there are opportunities to include the local community or other formal organizations support to move towards implementation, it will be documented in the matrix. The IBI Team will particularly focus on specific groups that have shown interest throughout the duration of the planning process and have a financial interest in the project.

**Deliverable:**

- Action Item Implementation Matrix

### 8.3 Annual Review Process

Separate from the matrix, the IBI team will document the mechanism needed for the annual review of the implementation process and prioritization plan in the form of a flow chart that can be used by the City annually to determine the progress of the project. It is envisioned that this flow chart would entail questions/responses that lead the user to the next appropriate step that should be taken based on their response to each question. Any existing reporting mechanisms used by the City can be incorporated into the flowchart process to minimize the duplication of efforts. This flowchart would be provided for each department based on the action item implementation matrix prepared under Task 8.2 allowing the individual departments to assign staff to specific action items and incorporate it into their departmental budget review process. In addition, an overarching flowchart will be provided that can be reviewed by department heads to ensure compliance and implementation by all responsible departments/divisions for the implementation of the Road Diet on Coast Highway.

**Deliverable:**

- Annual Review Plan for Project Implementation Flow Chart(s)

## **Task 9: Land Use Policy Amendment(s)**

Under a separate contract, ESA will lead the development of land use policy and zoning modifications that could attract and reward developments projects. ESA will consider appropriate amendments to parking standards, Transfer Development Rights (TDR) programs, a streamlined review for priority projects/uses/opportunity sites, and/or fee reduction incentive programs. Torti Gallas will support ESA this task, being available to provide input and review proposed changes. This task assumes that changes will be limited to the zoning ordinance, and that amendments to the Local Coastal Plan will not be pursued.

## Task 10 CEQA Review

All CEQA Review will be performed under separate contract with ESA. The IBI Team will provide the necessary documentation to ESA to conduct CEQA analysis including a full traffic impact study report that includes analysis for existing, existing plus cumulative, and existing plus cumulative plus project for the preferred alternative including mitigation analysis (as needed).



**COAST HIGHWAY CORRIDOR STUDY  
COST ESTIMATE**

PROJECT COMPONENTS		Task Hours	IBI	Nasland	Alta	Arellano	KMA	Torti Gallas	Total
<b>Task 1: GENERAL PROJECT MANAGEMENT</b>									
Task 1	Project Management	433	\$ 48,156	\$ 12,375	\$ 3,480	\$ 2,654	\$ -	\$ -	\$ 66,665
<b>Task 2: PROJECT AREA PROFILE</b>									
Task 2	Project Area Profile	139.98	\$ 11,829	\$ -	\$ -	\$ -	\$ -	\$ 3,006	\$ 14,835
<b>Task 3: COMMUNITY INVOLVEMENT</b>									
Task 3-1	Develop Public & Private Stakeholder List & Establish Steering Committee	206	\$ 11,456	\$ -	\$ 440	\$ 11,542	\$ -	\$ -	\$ 23,438
Task 3-2	Collateral/Communication Materials	80	\$ 1,474	\$ -	\$ -	\$ 6,012	\$ -	\$ -	\$ 7,486
Task 3-3	Public Meetings	608	\$ 27,946	\$ -	\$ 4,000	\$ 32,190	\$ -	\$ 3,996	\$ 68,132
Task 3.4	One-on-One Interviews/Meetings	67	\$ 8,100	\$ -	\$ 880	\$ -	\$ -	\$ 1,998	\$ 10,978
Task 3.5	Website Support and Social Media	84	\$ 562	\$ -	\$ 1,360	\$ 4,330	\$ -	\$ -	\$ 6,252
Task 3.6	City Council and Planning Commission Workshop and Meeting	143	\$ 16,220	\$ 4,900	\$ -	\$ -	\$ -	\$ -	\$ 21,120
Task 3.7	Town Information Model (2 scenarios; 3 detailed visual renderings)	517	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 47,994	\$ 47,994
<b>Task 4: MARKET ANALYSIS</b>									
Task 4	Market Analysis	162.5	\$ -	\$ -	\$ -	\$ -	\$ 30,610	\$ -	\$ 30,610
<b>Task 5: COAST HIGHWAY CORRIDOR ANALYSIS</b>									
Task 5.1	Existing Conditions Review and Analysis	118	\$ 8,326	\$ -	\$ 2,830	\$ -	\$ -	\$ -	\$ 11,156
Task 5.2	Land Use Review & Modeling	27	\$ 2,953	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,953
Task 5.4	Alternatives Development	133	\$ 14,095	\$ -	\$ 4,400	\$ -	\$ -	\$ -	\$ 18,495
Task 5.5	Alternatives Modeling	94	\$ 9,497	\$ -	\$ 1,480	\$ -	\$ -	\$ -	\$ 10,977
Task 5.6	Alternatives Traffic Analysis	441	\$ 42,422	\$ -	\$ 10,115	\$ -	\$ -	\$ -	\$ 52,537
Task 5.6	Traffic Calming Recommendations	100	\$ 9,020	\$ 2,825	\$ -	\$ -	\$ -	\$ -	\$ 11,845
Task 5.7	Parking Assessment	64	\$ 4,253	\$ -	\$ 2,700	\$ -	\$ -	\$ -	\$ 6,953
Task 5.8	Level of Service Standards	85	\$ 6,309	\$ -	\$ 3,520	\$ -	\$ -	\$ -	\$ 9,829
<b>Task 6: DESIGN GUIDELINES</b>									
Task 6.1	Existing Infrastructure Documentation	33	\$ 3,831	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,831
Task 6.2	Surveying	88	\$ -	\$ 13,600	\$ -	\$ -	\$ -	\$ -	\$ 13,600
Task 6.3	Design Guidelines, Illustrative Drawings and Photo Realistic Simulations (3)	169	\$ 1,397	\$ -	\$ -	\$ -	\$ -	\$ 17,046	\$ 18,443
Task 6.4	Prepare 30% Plans for Preferred Alternative	384	\$ 16,513	\$ 30,340	\$ -	\$ -	\$ -	\$ -	\$ 46,853
<b>Task 7: CORRIDOR DEVELOPMENT AND BUDGET</b>									
Task 7.1	Alternatives Cost Estimate Analysis	111	\$ 3,783	\$ 10,200	\$ -	\$ -	\$ -	\$ -	\$ 13,983
Task 7.2	Fiscal Impact Analysis	64	\$ -	\$ -	\$ -	\$ 12,140	\$ -	\$ -	\$ 12,140
Task 7.3	Prioritization Plan and Funding	41	\$ 1,100	\$ -	\$ -	\$ 6,240	\$ -	\$ -	\$ 7,340
<b>Task 8: IMPLEMENTATION PLAN AND FINANCING STRATEGY</b>									
Task 8.1	Implementation Plan and Financing Strategy	47.5	\$ 6,076	\$ -	\$ -	\$ -	\$ 1,515	\$ -	\$ 7,591
Task 8.2	Action Item Implementation List	23.5	\$ 2,365	\$ -	\$ -	\$ -	\$ 1,515	\$ -	\$ 3,880
Task 8.3	Annual Review Process	24	\$ 3,038	\$ -	\$ -	\$ -	\$ 1,080	\$ -	\$ 4,118
<b>Task 9: LAND USE POLICY AMENDMENT</b>									
Task 9.1	Land Use Policy Amendment	43	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 6,948	\$ 6,948
<b>Task 10: CEQA REVIEW</b>									
Task 10.1	Meetings (including scoping meeting)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Task 10.2	Preparation of EIR	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Task 10.3	CEQA Notices	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>Total Hours</b>		4,530	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
<b>TG Labor Costs</b>			\$ 260,724	\$ 74,240	\$ 35,205	\$ 56,728	\$ 53,100	\$ 80,988	\$ 560,985
<b>TG Direct Costs</b>			\$ 24,990	\$ 12,850	\$ -	\$ 5,850	\$ 1,900	\$ 1,800	\$ 47,390
<b>GRAND TOTAL</b>			\$ 285,713	\$ 87,090	\$ 35,205	\$ 62,578	\$ 55,000	\$ 82,788	\$ 608,375