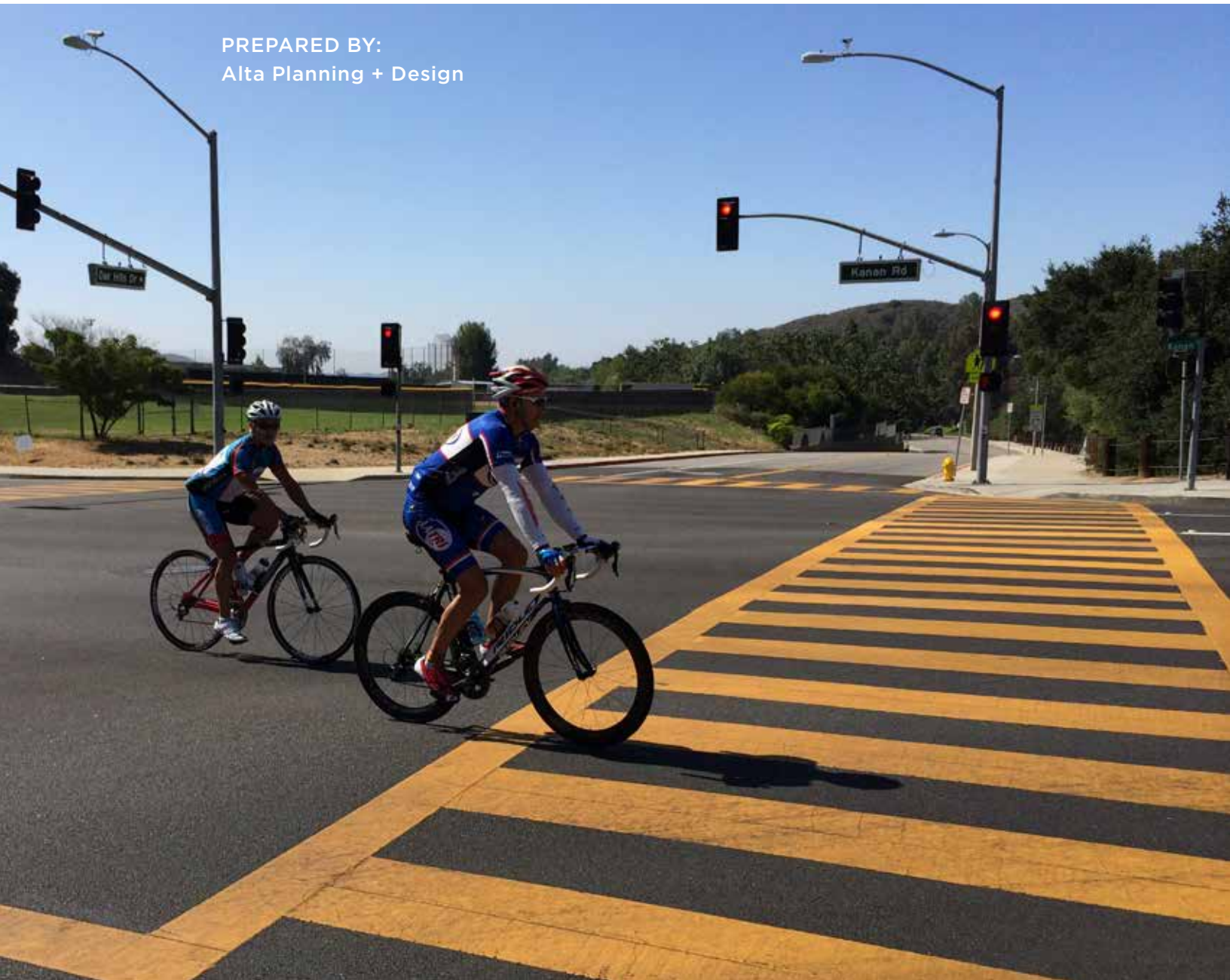


VENTURA COUNTY TRANSPORTATION COMMISSION

REGIONAL BICYCLE WAYFINDING PROGRAM PROPOSAL

June 1, 2015

PREPARED BY:
Alta Planning + Design



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617 W. 7th Street, Suite 505
Los Angeles, CA 90017
(213) 489-7443
www.altaplanning.com

June 1, 2015

Mr. Steve DeGeorge, Director of Technology
Ventura County Transportation Commission
950 County Square Drive, Suite 207
Ventura, CA 93003

RE: Proposal for the Development and Design of Ventura County Regional Bicycle Wayfinding Program

Dear Mr. DeGeorge and Members of the Selection Committee:

Alta Planning + Design (Alta) is pleased to submit this proposal to provide design services for the development and design of the Ventura County Regional Bicycle Wayfinding Program. Alta brings internationally-recognized expertise and dedication to our specialized practice of planning, design, and implementation of active transportation networks. In all of our work, we strive to create better connections to destinations and services with the use of intuitive design and wayfinding.

Bicycle wayfinding elements allow for safe and comfortable navigation, improve access to regional destinations, and enhance connectivity between communities. This project will support the mobility of Ventura County residents as it plays a critical role in orienting bicyclists and encouraging them to explore new destinations.

Alta Planning + Design will bring the following unique qualities to your project:

- **Wayfinding is Our Strength:** We have developed successful wayfinding plans and signage design packages from concept to installation for communities across the U.S. Our wayfinding elements are highly attractive, legible, and well-placed. We bring the right combination of design creativity balanced by an understanding of CA MUTCD and ADA accessibility guidelines and standards.
- **Dynamic Stakeholder Engagement:** We understand the importance of stakeholder involvement and will develop a plan crafted through participation and collaboration. We will engage the local jurisdictions and stakeholder groups so they feel ownership and pride in the final products.
- **Knowledge of Ventura County and its Environments:** Alta led the development of the County's Bicycle Master Plan Update and the Oxnard and Simi Valley Bicycle Master Plans, as well as the recently completed Santa Paula Branch Line Trail Compatibility Study and Santa Rosa Valley Trail Plan. Our local knowledge and relationships offer unparalleled familiarity with the area and the active transportation network leading to a practical vision for wayfinding design and implementation.

I will serve as Principal-in-Charge and will be responsible for project direction and quality control. As a native of Simi Valley, I am excited for this opportunity to contribute to the world-class bicycling environment in Ventura County. Alta's Project Manager, Emily Duchon, ASLA, LEED AP will be your first point of contact. She has developed similar wayfinding design plans such as the Santa Clarita Citywide Wayfinding Plan, Monterey County Regional Bicycle and Pedestrian Wayfinding Plan, and the Orange County Bicycle Loop Wayfinding Plan. She has experience developing construction documents and signage installation, including the Crescent City Harbor Waterfront Design and Santa Monica Beach Path Signing and Ground Graphics projects. James Powell, Alta's assistant project manager, brings his knowledge of Ventura County bikeways and experience working with VCTC staff on the recently completed Santa Paula Branchline Path.

We hope to collaborate with you on this creative endeavor. Should you have any questions, please contact me at (510) 788-6871 or bhondorp@altaplanning.com or Project Manager Emily Duchon at (213) 489-7443 extension 107 or emilyduchon@altaplanning.com.

Sincerely,

A handwritten signature in black ink, appearing to read "Brett Hondorp".

Brett Hondorp, AICP, Principal
Alta Planning + Design



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FIRM PROFILE



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Alta's mission is to create active communities.

Alta is North America's leading multi-modal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, greenway, park, and trail corridors and systems.

At Alta, we use our unique expertise in active transportation planning and design to create bicycle signage systems that enhance a community's vibrancy and character.

Alta has designed over 50 signage and wayfinding systems, specifically aimed at the needs of bicyclists and pedestrians. Because active transportation is our core specialty, we understand the importance of creating wayfinding systems that address the needs of all users, whether traveling by foot, bicycle, car, or transit.

Local Identity: The importance of understanding a community's character and personality cannot be understated - a successful wayfinding system will not only be safe and user-friendly, but it will tell a story.

At Alta, we are excited by the opportunity to design inventive and original signage that reflects a neighborhood's identity, and enhances the movements of those who live, work, and play in the region.

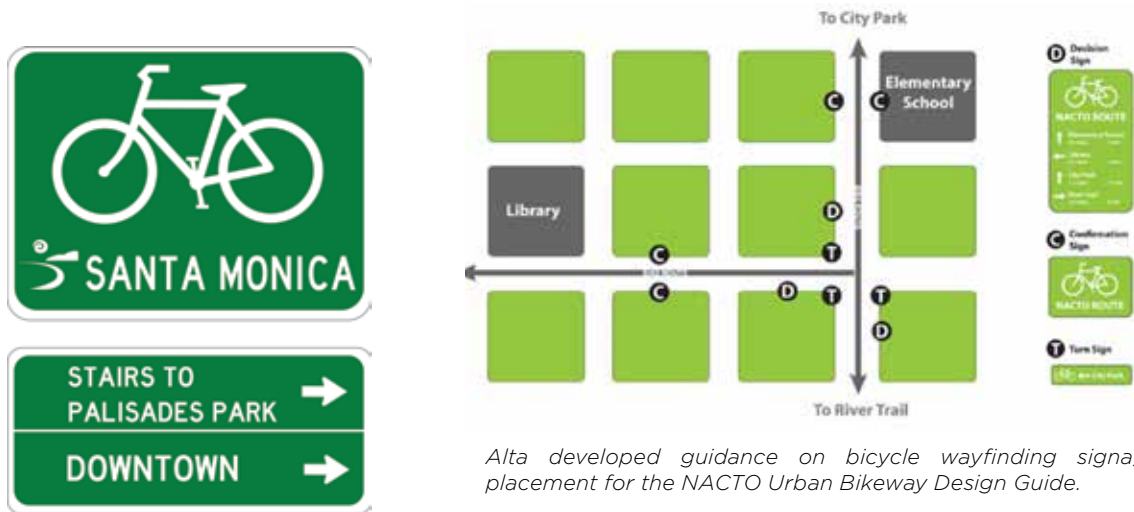
State and Federal Guideline Compliance: We understand the key elements of creating systems that are safe, navigable, and accessible to all users. Our extensive experience designing pedestrian and bicycling wayfinding systems has given us a thorough and specialized knowledge of federal MUTCD, CA MUTCD, DOT, NACTO, and ADA guidelines and standards.

Innovative Tools: We use various tools during our planning and design process, including a geographic information system (GIS) database to assess and analyze the need and placement of signs. This database can then be used in the future to inventory and maintain the wayfinding system.

Partnerships: Through our years of experience creating pedestrian and bicycle wayfinding and signage plans, we have found the best way to create a truly successful system is to work closely with local agencies, key stakeholders, and the public to develop comprehensive wayfinding signage systems that meet their unique needs.

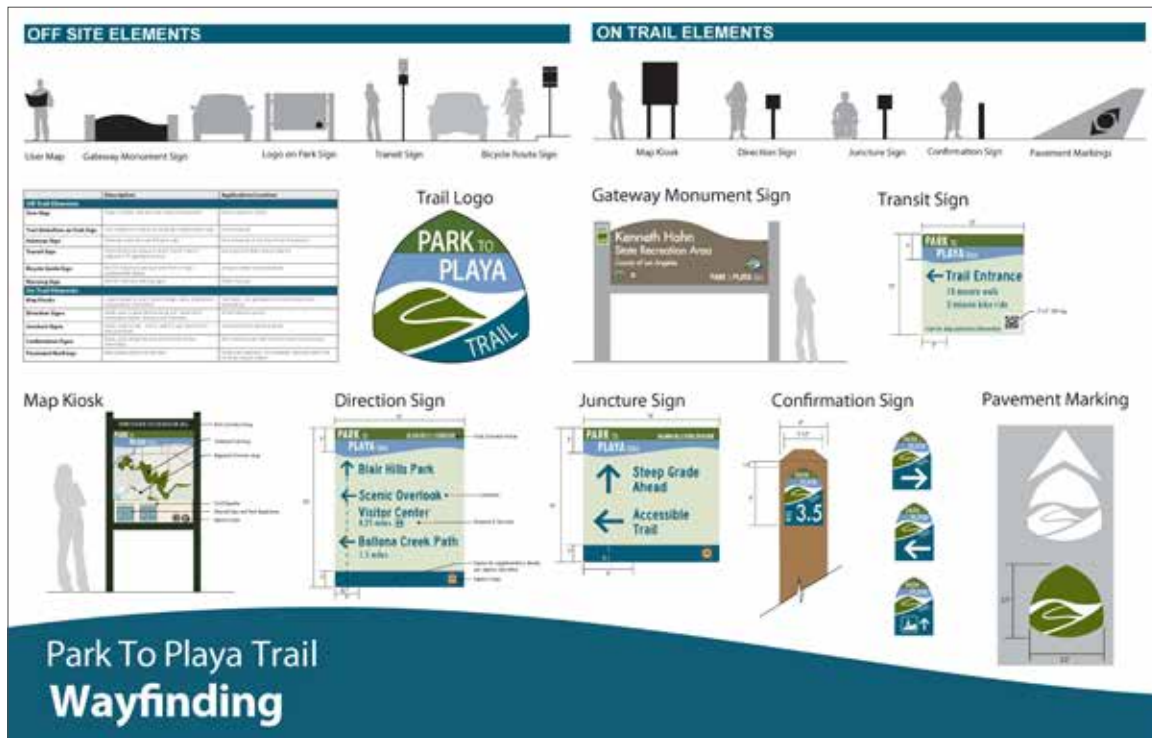


Alta led the development of a custom wayfinding and sign plan for the regional OC Loop trail in Orange County.



Alta developed guidance on bicycle wayfinding signage placement for the NACTO Urban Bikeway Design Guide.

Alta developed custom signs and pavement markings for the Santa Monica Beach Path in accordance with the CA MUTCD.

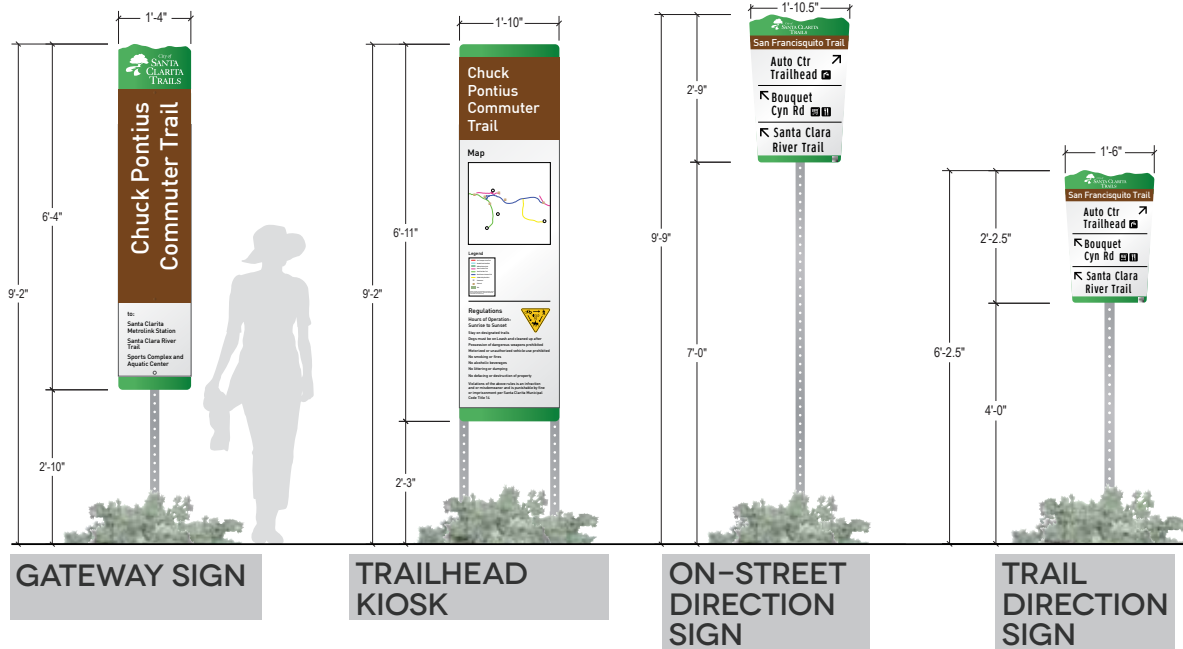


Alta completed a wayfinding plan for the five-mile "Park to Playa" corridor in central Los Angeles County.

PROJECT EXPERIENCE AND REFERENCES



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Santa Clarita Citywide Wayfinding Signage

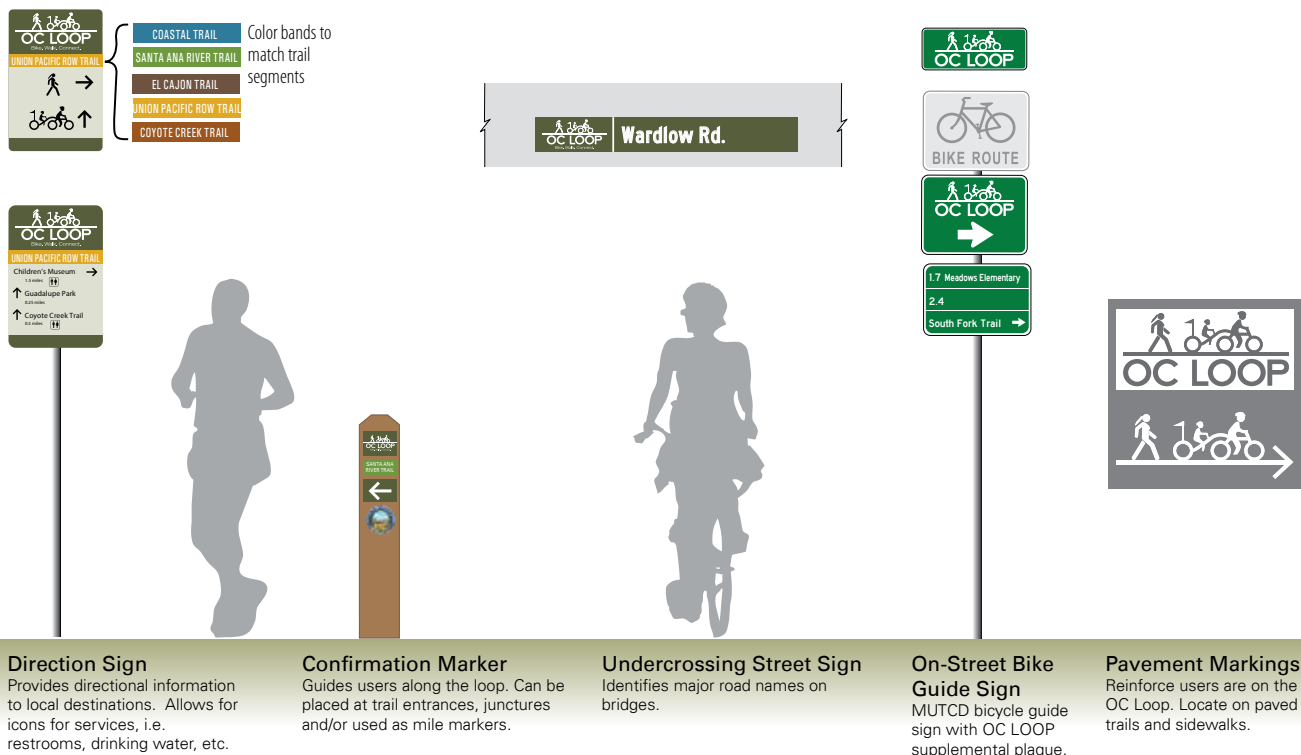
SANTA CLARITA, CA

Alta is providing planning and design services to develop a wayfinding program for the city's extensive bicycle and pedestrian network, consisting of over 80 miles of trails, bike lanes, and passes. The wayfinding plan establishes design standards for developing a comprehensive wayfinding system which includes orientation maps, informational signage, pavement markings, trailhead kiosks, on-street directional signage, trail mileage markers, and trail identity elements to support easy, safe, and comfortable navigation. In addition to the plan, Alta is developing construction documents for the multi-use trail network. The majority of the trail network follows the Santa Clara River and its tributaries.

Client: City of Santa Clarita

Reference: Mark Hunter, (661) 286-4042, mhunter@santa-clarita.com, 23920 Valencia Boulevard, Suite 300, Santa Clarita, CA 91355

Date: 2014 - ongoing



Orange County Bike Loop Wayfinding Plan

ORANGE COUNTY, CA

The Orange County Bike Loop is a vision for a 66-mile multi-use path which would link existing regional bikeways such as the Santa River Bikeway, Coastal Highway, and the San Gabriel River Bikeway to improve regional bicycle transportation. The Southern California Association of Governments funded a feasibility study to develop design concepts and provide clear next steps to close the Loop's five remaining gaps. Alta led the development of a custom wayfinding and sign plan for the regional trail and contributed to identifying opportunities and determining feasibility of the project study segments. The on-street signs are CA MUTCD-based and the off-street signs are a unique brand.

Client: Orange County Parks

Reference: Tuan Richardson, (855) 886-5400, tuan.richardson@ocparks.com, 13042 Old Myford Road, Irvine, CA 92602

Date: 2014 - ongoing

Culver City Bicycle and Pedestrian Initiative and Wayfinding

CULVER CITY, CA

Alta led the Culver City Bicycle and Pedestrian Initiative from concept to initial implementation. Key issues included coordination with the development of a light rail station and the creation of non-motorized connections in a City with an irregular roadway network. The final products of the initiative included the development of a Bicycle and Pedestrian Master Plan, a bikeway pilot project, and the development and implementation of education and encouragement programs. For the pilot project, Alta designed wayfinding signs along a bike route that connected the Expo Transit Station to Downtown Culver City.

Client: Culver City Public Works Department

Client Contact: Charles Herbertson, PE, LS, Director of Public Works & City Engineer, (310) 253-5630, charles.herbertson@culvercity.org, 9770 Culver Blvd, 2nd Floor, Culver City, CA 90232

Date: 2008 - 2010

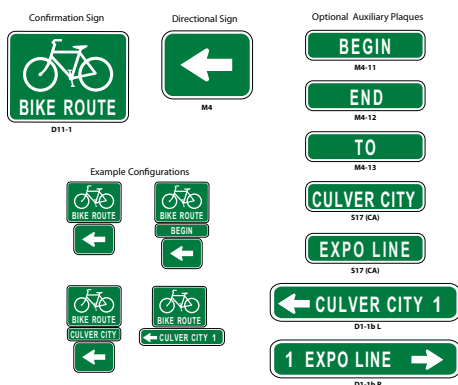
Project Location



Bicycle Route Signage Plan



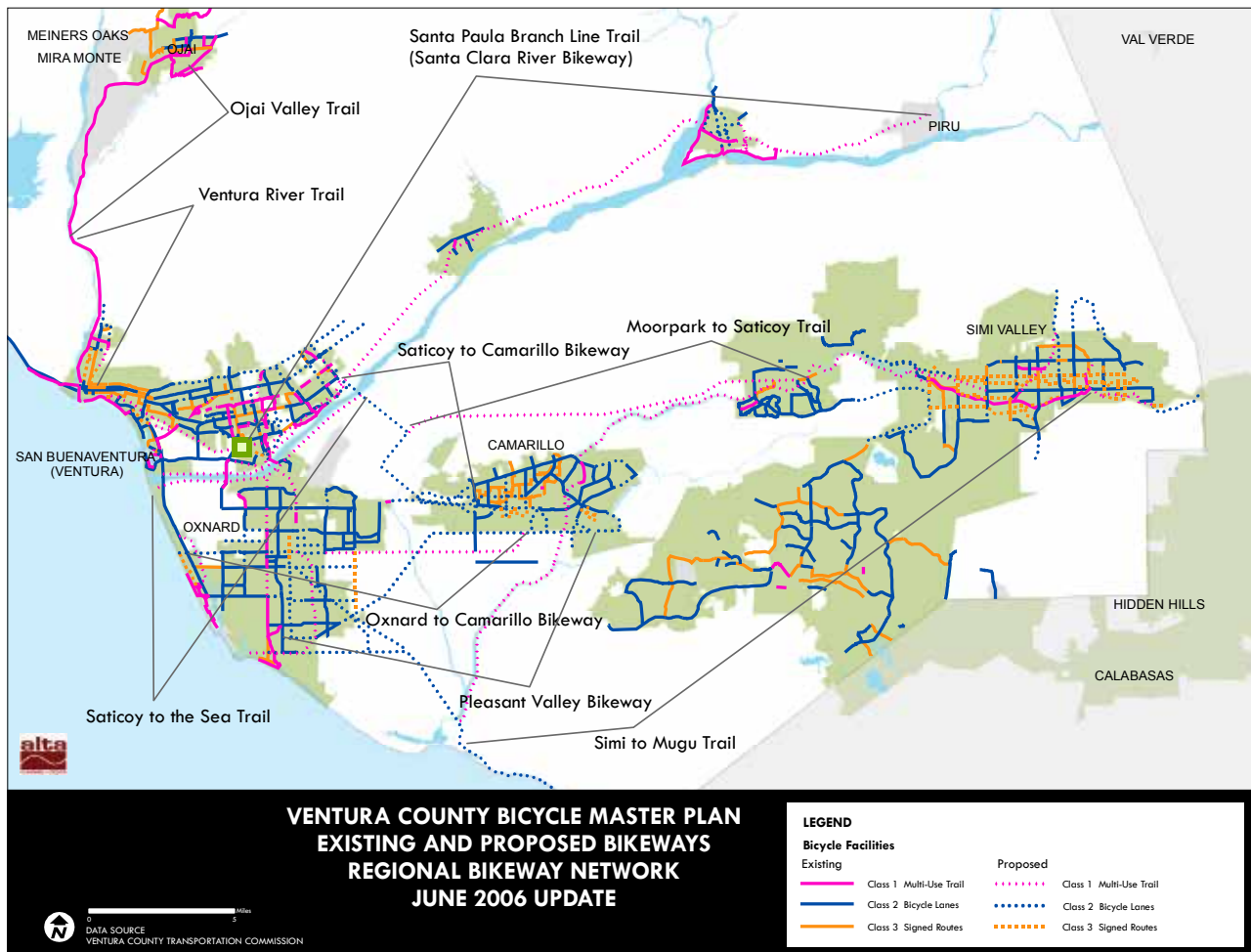
Guide Signs for Bicycle Routes



CULVER CITY BICYCLE AND PEDESTRIAN INITIATIVE

PHYSICAL PROJECT CONCEPT DESIGN: SIGNAGE PLAN

DRAFT
09/03/09



Ventura County Bicycle Master Plan Update

VENTURA COUNTY, CA

Alta assisted the Ventura County Transportation Commission with developing a Countywide Bicycle Master Plan that adequately addressed intercity connections. Ventura County is home to a wide variety of bicycling environments. The County is hemmed in by the Santa Monica Mountains and Los Padres National Forest, beaches, and bountiful farm lands. Bicyclists enjoy regional cross-county routes along two river valleys and well developed citywide bicycle networks that allow for bicycle commuting. Where most cities within Ventura County have a thorough network, travel between cities is challenged by rapid development creating congestion along formerly rural roads with narrow shoulders.

Client: Ventura County Transportation Commission

Date: 2006 - 2007

Santa Paula Trails in Agricultural Areas Guide

VENTURA COUNTY, CA



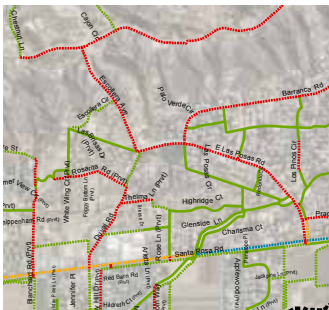
The Ventura County Transportation Commission hired Alta to create a report of existing trails in agricultural settings, and the strategies those trails used to build agreement between trail managers and farmers. A national survey was conducted to build a set of effective management and design practices for agriculture-adjacent trails, with a focus on projects in California near high-value crops. Through research, literature review, and interviews with trail and agricultural operators, the report found that trails built through areas of active crop production pose a specific series of anticipated and actual challenges which, when addressed with tested management and design strategies, can lead to a safe and well-used trail system.

Client: Ventura County Transportation Commission

Date: 2014

Ventura County Santa Rosa Valley Study

VENTURA COUNTY, CA



The Santa Rosa Valley (SRV) is a rural, residential, and equestrian community in unincorporated Ventura County, covering 6,000 acres. The valley has developed over the years with a significant equestrian component, and today many of the residential properties in the valley include barns, arenas, and other facilities to support horse ownership. In addition, a number of informal and formal equestrian trails have developed over the course of the last two decades. There was a desire within the community to develop a formal system of equestrian trails that could be adopted and incorporated into the County's General Plan. Alta developed a formalized trail system for equestrian activities, as well as hiking and bicycle use for inclusion in the trail master plan. Alta also developed design and operating guidelines and trail standards for future development in the area.

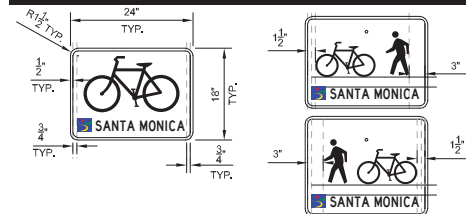
Client: County of Ventura

Reference: Chris Stephens, Director Resource Management Agency, (805) 654-2494, chris.stephens@ventura.org, 800 S Victoria Avenue, Admin Bldg 3rd Floor, Ventura, CA 93009

Date: 2013 - 2014

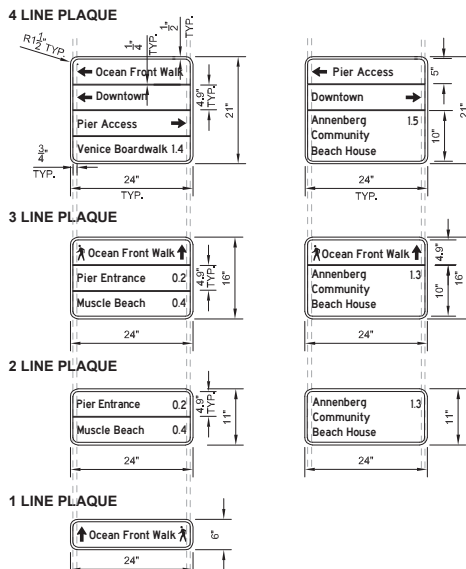


LAYOUT DETAILS: D11-1-MOD 1 & D11-1-MOD2



- NOTES:**
1. ASTM, 3105 SIGN GRADE ALUMINUM 0.08 INCHES THICK
 2. GREEN REFLECTIVE BACKGROUND WITH WHITE REFLECTIVE BORDER AND TEXT
 3. HIGHWAY GOTHIC FONT, ALL CAPS, 2" TALL LETTER HEIGHT
 4. SANTA MONICA LOGO, FULL COLOR 2" WIDE
 5. D11-1-MOD1: BIKE LOGO 18.42" X 10.5" (PER MUTCD FOR 24" D11-1 SIGN)
 6. D11-1-MOD2: BIKE LOGO 12" X 7" PEDESTRIAN LOGO 5" X 9.14"

LAYOUT DETAILS: GUIDE SIGN PLAQUES (GS1 THROUGH GS22)



Santa Monica Beach Path Signage, Striping, and Graphics Design

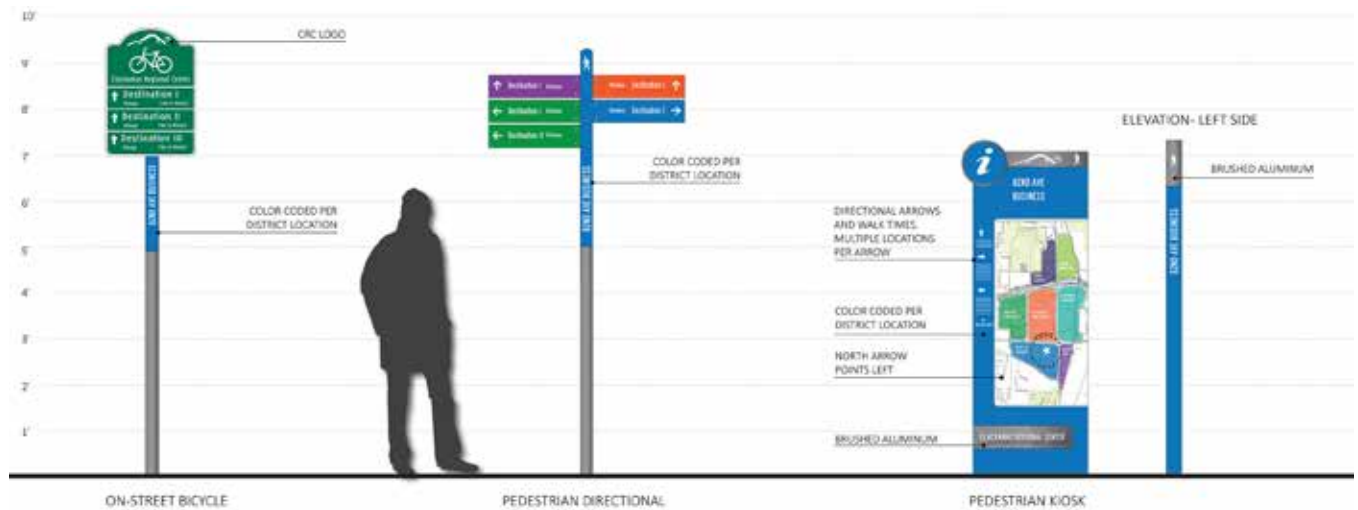
SANTA MONICA, CA

Alta worked with the City of Santa Monica to complete design plans for bike path striping and signage for various locations along the Marvin Braude Beach Bike Path Trail and the associated pedestrian path within the City of Santa Monica. The goal of this project was to develop the most progressive signage in accordance with the California Manual of Uniform Traffic Control Devices, striping plans for specific and typical pedestrian crossings along the bike path, and other ground markings to minimize user conflict. This world-class trail has a wide variety of users including bicyclists, pedestrians, rollerbladers, skateboarders, dog walkers, and tourists on Segways. Alta provided construction management services, supervising the on-the-ground application of the striping and graphics.

Client: City of Santa Monica

Reference: Michelle Glickert, Senior Transportation Planner, (310) 458-2204, Michelle.Glickert@smgov.net, 1685 Main Street, Santa Monica, CA 90401

Date: 2011 - 2012



Clackamas Regional Center Wayfinding System Plan

CLACKAMAS COUNTY, OR

This coordinated network of wayfinding elements will ease navigation to and within the Clackamas Regional Center while reinforcing a cohesive identity for the area. The system focuses on navigational improvements between significant area destinations and major points of entry, including area bikeways, a light rail station, and bus transit hubs. Alta provided field reconnaissance, site analysis, destination prioritization, placement recommendations, and conceptual designs. Alta facilitated dynamic and engaging public sessions to capture meaningful input.

Client: Clackamas County

Reference: Lori Mastrantonio-Meuser, (503) 353-4511, lorim@co.clackamas.or.us, 150 Beavercreek Road, Oregon City, OR 97045

Date: 2014 - ongoing

TransLink Regional Bicycle Wayfinding

VANCOUVER, BC



As part of a project team, Alta assisted in the development of Regional Bicycle Wayfinding Guidelines in Metro Vancouver to clarify the bicycling network and help achieve the region's bicycling goals. The Guidelines created a standardized approach to signing and marking, as well as provided wayfinding guidance to bicyclists using the bikeway network. Alta provided technical bike planning expertise and a best practices review, and worked with the bicycle subcommittee to define the scope of the guidelines, and prepared and presented draft and final guidelines. The guidelines were adapted for use in Victoria's Capital Regional District.

Client: TransLink

Reference: Adrian Bell, Manager, Customer Programs and Implementation, (778) 375-6871, adrian.bell@translink.ca, 1600 - 4720 Kingsway, Burnaby, BC, V5H 4N2

Date: 2013



Bikeway Wayfinding Signage Plan

SAN MATEO, CA

At the conclusion of preparing the City's Bicycle Master Plan, Alta designed and recommended placement for comprehensive bicycle wayfinding signage. Alta prepared three design options to enhance user ability to navigate San Mateo's bikeway network and find key attractors. Design options included size, shape, material, and mounting; graphics, colors, themes, elements, symbols, and logos; and text, font, size, and colors. Alta identified specific sign locations for the entire on-street bikeway network, including decision signs and confirmation signs. Alta recommend an implementation prioritization method based on access to key destinations and key bicycling routes for approximately 1,100 signs.

Client: City of San Mateo

Reference: Gary Heap, Senior Engineer, Public Works Department, (650) 522-7307, gheap@cityofsanmateo.org, 330 West 20th Avenue, San Mateo, CA 94403

Date: 2010 - 2012

KEY PERSONNEL



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PROJECT TEAM

Alta will manage the team for the Ventura County Regional Bicycle Wayfinding Program.

Our project manager for this effort will be Emily Duchon, ASLA, LEED AP who has led numerous wayfinding projects in California, including the Citywide Wayfinding Signage Program for Santa Clarita, the Park to Playa Wayfinding Plan for Los Angeles County, and the Bicycle and Pedestrian Wayfinding Signage Design for Monterey County. She brings creative solutions to conceptual design, placement, and implementation to meet local, state, and federal requirements while showcasing the identity of the community. Emily will be responsible for coordinating project tasks and working directly with the Ventura County Transportation Committee.

Our Advisor for this effort will be Karen Vitkay, a designer who leads Alta's wayfinding practice. She has focused the last 10 years of her career exclusively on active transportation planning and design projects. Karen excels at project details, multiple agency coordination, and project that implementation.

Alta has extensive experience developing bicycle wayfinding systems that meet local, state, and federal requirements while enhancing the vibrancy and character of the community.

Principal-in-Charge Brett Hondorp, AICP, has over 17 years of non-motorized transportation planning and design experience. He has managed multi-modal projects and program efforts throughout California, including the Ventura County Bicycle Master Plan. He will provide project guidance and quality control and review.

The team includes additional highly qualified planners, designers, web developers, and graphic designers who are passionate about improving active transportation networks, awareness, and culture. Key staff roles are described in the following **organizational chart** and resumes for team members are included on the following pages.

VENTURA COUNTY TRANSPORTATION COMMISSION

Brett Hondorp, AICP
Principal-in-Charge

Karen Vitkay, PLA, ASLA
Advisor

Emily Duchon, ASLA
Project Manager

James Powell, ASLA
Assistant Project Manager

Laurentiu Duscic, PE
Engineer

Ryan Johnson, LCI
Planner

Cat Cheng
Graphic Designer

David Pollard
Web Developer



BRETT HONDORP, AICP | Principal-in-Charge

Brett has more than 17 years of multi-modal planning and design experience and is considered one of the foremost bicycle and pedestrian experts in California. He leads many of Alta’s most complex and high profile active transportation planning projects. Brett has worked on dozens of bicycle and pedestrian plans across California, including major urban regions, rural counties, and various sized cities. He has led numerous work-shops and technical trainings throughout California, and is a LCI bicycle safety educator and National Safe Routes to School instructor. Brett currently serves as President of the Association of Pedestrian and Bicycle Professionals.

Relevant Projects:

Ventura County Bicycle Master Plan
Culver City Bicycle and Pedestrian Initiative and Wayfinding
Los Angeles County Bikeway Master Plan
Improving Transit Access for Bicyclists and Pedestrians, San Bernardino Valley

Santa Monica Bicycle Technology Demonstration Project
Santa Ana Bike and Pedestrian Circulation Plan
Orange County Transportation Authority Districts 1 and 2 Bikeways Collaborative
South Bay Bicycle Master Plan



KAREN VITKAY | Project Advisor

Karen has a passion for enhancing wayfinding to create more opportunities for walking, bicycling, and providing equal access. She brings strong skills in project management, site analysis and evaluation, conceptual design, creative solutions, and implementation. Her experience spans a wide range of project scales and scopes, from producing a cohesive set of bicycle wayfinding guidelines for over 30 entities of the Maricopa Association of Governments in Arizona to construction detailing of specific signs for the Crescent City Harbor Promenade Wayfinding effort in Northern California.

Relevant Projects:

CV Link Master Plan, Design, and Wayfinding, Coachella Valley, CA
Crescent City Harbor Promenade Wayfinding and Interpretive Signage, Del Norte County, CA
Maricopa Association of Governments (MAG) Off-Street Bicycle Wayfinding Guide, AZ

Clackamas Regional Center Wayfinding Plan, OR
Market/Topeka Bikeway Design, Wichita, KS
TransLink Regional Bicycle Wayfinding, Vancouver, BC



EMILY DUCHON, ASLA | Project Manager

Emily is experienced in managing projects that help communities design and implement innovative active transportation solutions, taking projects from master plans through concept design, construction drawings, and administration. Her project experience includes wayfinding design and bicycle, pedestrian and trail master plans. Emily's creativity, energy, and experience in ecological design give her the tools to create vibrant public spaces and transportation networks in communities. Emily's ability to conduct successful community outreach efforts is a valuable asset for building project support and community investment in the projects she leads.

Relevant Projects:

Santa Clarita Citywide Wayfinding Signage Program

Park to Playa Trail Feasibility Study and Wayfinding Plan, Los Angeles County

Crescent City Harbor Promenade Wayfinding and Interpretive Signage, Del Norte County

Orange County Bike Loop Wayfinding Plan

Culver City Bicycle and Pedestrian Initiative and Wayfinding

Santa Monica Beach Bicycle and Pedestrian Path Ground Graphics and Signing



JAMES POWELL | Assistant Project Manager

James brings a wide range of design solutions to any project. He has contributed expert graphics and design production services to everything from trail improvement projects to Complete Streets concepts. His recent projects have included design and drafting of construction documents, planting designs for trails and trailheads, landscape plans, mapping for regional trail and bicycle plans, and design of on-street bicycle and pedestrian facilities. James has extensive experience using design software, including AutoCAD, ArcGIS, Adobe Creative Suite, and a range of 3-D design and visualization techniques. He has built on experience in advertising and graphic design to bring an understanding of effective visual communication to project design and presentation.

Relevant Projects:

Santa Clarita Citywide Wayfinding Signage Program

Santa Paula Trails in Agricultural Areas Guide, Ventura County

Santa Rosa Valley Study, Ventura County

Park to Playa Trail Design and Implementation, Los Angeles County

Orange County Bike Loop Wayfinding Plan

Bellflower-Paramount Joint Bicycle Master Plan

South Bay Bicycle Mini-Corral Plan



LAURENTIU DUSCIUC, PE | Engineer

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

Relevant Projects:

Monterey Road Bicycle Wafingind Signage,
Morgan Hill

San Antonio Transit Station Bicycle
Improvement Project, Mountain View

Palo Alto Bicycle Boulevards Feasibility
and Design

Grand/Magnolia Intersection
Improvements, South San Francisco*

El Camino Real – Grand Boulevard
Initiative, San Mateo County*

Westborough Park, South San Francisco*

Interstate 80 Ramp Metering Project,
Solano County *

**Experience prior to Alta.*



RYAN JOHNSON, LCI | Planner

Ryan brings a range of skills including active transportation master planning, bicycle and pedestrian surveys and counts, transit access studies, Safe Routes to School program coordination, community outreach, and festival/event production. Ryan has lived in Los Angeles without a personal automobile since moving there in 2008. This experience has provided him with a valuable first-hand perspective of the safety and urban design considerations that encourage people to walk, ride a bicycle, and use transit. Ryan is also a LCI bicycle safety educator.

Relevant Projects:

Las Virgenes-Malibu Council of
Governments Regional Bicycle
Master Plan

Santa Clarita Nonmotorized
Transportation Plan

San Gabriel Valley Regional Bicycle
Master Plan

Newport Beach Bicycle Master Plan

Orange County Transportation
Authority Districts 1 and 2 Bikeways
Collaborative

Broadway Dress Rehearsal
Pre-Installation Existing Conditions
Evaluation

LA Metro First-Last Mile Strategic
Plan Guidelines



CAT CHENG | Graphic Designer

Cat is a graphic designer with over 10 years of experience in print and brand identity. She brings fresh concepts and thoughtful typography to print and interactive elements for Alta's projects, and has worked on numerous projects involving strategy, concept development, branding, design, layout, and print production/management. Cat has a degree in Architecture and Visual Communications from Washington University in St. Louis, and her work has been featured in Communication Arts Magazine.

Relevant Projects:

Wayfinding Master Plan, Goldsboro, NC

Regional Center Wayfinding, Clackamas, OR

Pedestrian Safety and Education Campaign, Pasadena

Pico Rivera Safe Routes to School

Spare the Air Youth Outreach Guidebooks, San Francisco Bay Area

Go Bronzeville/Go Pilsen, Chicago, IL

Oregon Department of Transportation (ODOT) Individualized Marketing Project

MnDOT Safe Routes to School Planning Assistance, MN



DAVID POLLARD | Web Developer

David is an experienced web developer. He excels at open web technologies and upholds web standards. David works on the client side and server side of code development. He uses HTML5, SASS, and JavaScript to engineer for the modern web. David is experienced with content management systems and server side programming languages including PHP, node.js, Ruby, Wordpress, and Ruby on Rails. He is also a traveler, footballer, blogger, and citizen scientist, with a particular interest in the creation of interactive data visualizations.

Relevant Projects:

South Bay Bicycle Mini-Corral Website, Los Angeles www.southbaybikecorrals.org

Spare the Air Youth Website, San Francisco Bay Area www.sparetheairyouth.org

Mountain View Bicycle Master Plan www.bikemountainview.com

Alameda County Safe Routes to School Website alameda-countysr2s.org

North Carolina Online Bike Route Map www.walkbikenc.org

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PROJECT UNDERSTANDING AND APPROACH



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Project Understanding

Active transportation networks are complex because they are developed in phases, take many years to build, and interface with numerous land uses and settings along their routes. Signs and wayfinding elements clarify navigation so that travel for bicyclists is a predictable and positive experience. User comfort is an effective way to encourage people to bike and supports tourism, recreation, environmental, health, and economic benefits.

Capitalizing on Ventura County's scenic and natural resource opportunities, including the coastline, mountains, farmland, rivers, and parks, Alta will work with the Ventura County Transportation Commission (VCTC) to identify regional routes and opportunities to promote and encourage bicycling in Ventura County through wayfinding.

There are approximately 65 miles of existing bikeways along six regional routes. Table 1 on the following page classifies the existing and proposed bikeway facilities along these routes. The Coastal Route, for example, is a popular bicycling route with 20 miles of existing bike-ways that can be difficult to navigate for new riders. Wayfinding signs will improve legibility and the experience of this route.

We also understand the challenges to closing regional gaps. For example, although mountainous areas provide challenging and interesting terrain for recreational riders, steep topography creates barriers to commuting and novice riders. Mountain and canyon roads are narrower and have less space for bicycle facilities. Major roads through unincorporated areas of Ventura County are often state highways, under Caltrans jurisdiction. These roads often have high traffic volumes and heavy truck traffic. Furthermore, heavy truck traffic, dust, and farm equipment through agricultural areas can pose potential conflicts with bicyclists.

Alta Planning + Design is one of the nation's leading planning and design firms for active transportation facilities and wayfinding. We will draw on our experience working with regional transportation agencies, local jurisdictions, Caltrans, and committee review processes to help address Ventura's challenges. Alta will develop a regionally appropriate signage and wayfinding plan that addresses the multiple facets of the bicycle system.

This scope of work is based on our understanding of the project and our experience completing similar wayfinding projects. This scope will be refined during contract negotiations.



Existing trails and bike lanes provide an enjoyable experience for bicyclists, and most cities within Ventura County have a thorough network. However, travel between cities can be challenging due to topography, narrow shoulders and high traffic speeds and volumes.

Table 1: Existing and Proposed Miles of Regional Bikeways

Regional Route	Existing Bikeways (miles)				Proposed Bikeways (miles)				Total (miles)
	Class I	Class II	Class III	Total	Class I	Class II	Class III	Total	Total
Bicycle Facility									
Coastal Route Santa Barbara County to Los Angeles County via PCH	4.3	15.9		20.2		15.7	5.3	21.0	41.2
Ojai Valley Trail PCH to Santa Barbara County Border via Ojai Valley Trail/SR33	13.1			13.1		46.2		46.2	59.3
Simi Valley Arroyo Bike Path Los Angeles County Border to PCH via Simi Valley Arroyo Bike Path/ Los Angeles Avenue	0.8	9.5	1.9	12.2	24.2	6.9		31.1	43.3
Agoura/Hueneme Route Los Angeles County Border to PCH via Agoura Road/Hampshire Road/Willow Lane Extension/Lynn Road/Potrero Road/Hueneme Road	0.3	9.5	1.1	10.9	0.8	4.2	4.6	9.6	20.5
Santa Paula Branch Line Los Angeles County Border to PCH via Santa Paula Branch Line Rail Corridor	5.0			5.0	27.0			27.0	32.0
Thousand Oaks/Simi Valley Connector 101 to Los Angeles Avenue Via Lynn Road, Olson Road, and Madera Road		6.6		6.6		3.4		3.4	10.0
	23.5	41.5	3.0	68.0	52.0	76.4	9.9	138.3	206.3

Data Source: SCAG 2013 GIS data for Ventura County



Alta will work with VCTC, local jurisdictions, bicycling groups, and the broader community to identify priority regional routes. GIS data Source: SCAG 2013 Ventura County bikeway data.

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SCOPE OF WORK



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Scope of Work

Task A: Route Inventory and Assessment

Task A1: Analysis of Route Options and Existing Resources Review

Kick-off Meeting

Alta staff will attend a kick-off meeting with VCTC staff to initiate the project. We will discuss project scope and schedule, as well as the vision and goals for the wayfinding system. In advance of the kick-off meeting, Alta will prepare the agenda and a Data Needs Request Memorandum that lists major items needed to advance the project, including GIS data and key plan documents for background review.

At the conclusion of the kick-off meeting, key action items will be identified, and the project schedule will be revised per discussion. Alta will revisit the Scope of Work after the kick-off meeting to consider potential cost-neutral adjustments to the staff hours and resources devoted to each task. An updated Scope of Work – Amended will be submitted to the Client Project Manager for approval before any additional tasks are initiated.

Existing Conditions

Our previous work in Ventura County, including serving as the lead consultant for Ventura County's 2007 Bicycle Master Plan Update, has made us very familiar with the existing bikeway network, local challenges, and opportunities. This experience will enable us to efficiently summarize plans, studies, and the current VCTC bicycle map. The results from this review will be organized in a table and used to inform the visioning and concept development tasks.

Existing routes commonly used by bicycle groups and recreational bicyclists will also be inventoried. Alta will access publicly available data on online mapping sites such as Strava.com and Adventure Bicycling and incorporate input from local users, in conjunction with outreach to the local community described in Task A2.2 Outreach.

Prepare Base Maps

Alta will work with VCTC to access existing GIS data (in ArcView-compatible format) to be used in preparing project base maps. Alta already has substantial bikeway information in GIS, developed as part of our previous work with VCTC. However, up-to-date GIS data is best for consistency with current conditions.

The existing condition base maps prepared by Alta will include information useful to developing a wayfinding plan, including existing and proposed bikeways, land uses and settlement patterns, major destinations and services, bicycle parking facilities, and connections to transit. Bikeways in adjacent jurisdictions will be displayed to show how the Ventura County network provides connectivity and continuity to Santa Barbara and Los Angeles Counties. Base maps will be developed at appropriate graphic scale(s) to communicate existing conditions and for incorporation into the Wayfinding Plan.

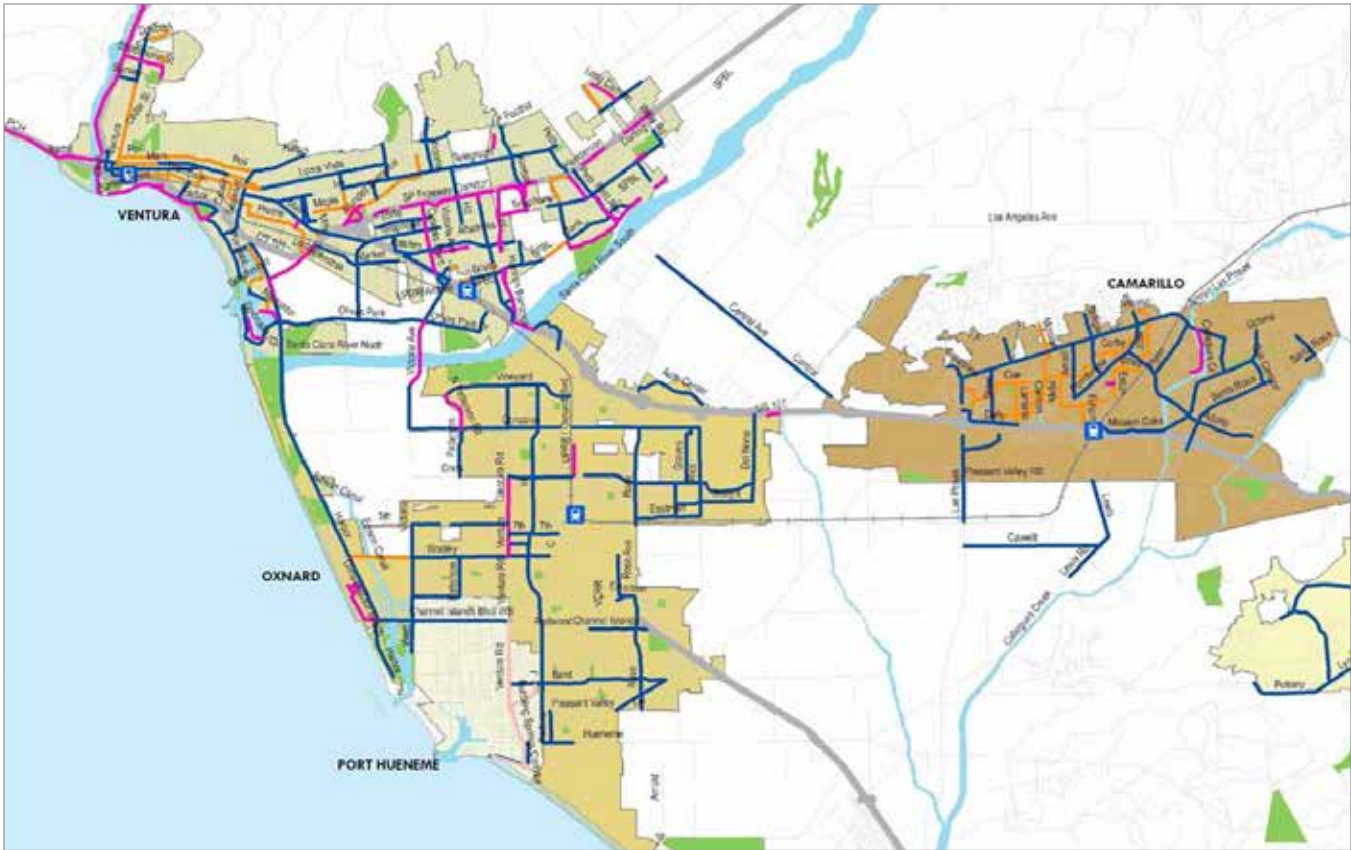
Task A2: Preliminary Route Alternatives

Building upon the data analyzed and mapped in the previous task, Alta's approach to identify preliminary route alternatives will include engaging the VCTC Technical Advisory Committee (TTAC) and local jurisdictions, outreach to bicycle user groups and the broader community, and conducting on-the-ground field assessment. Alta will utilize knowledge gained from the outreach efforts (described in detail in Task A2.2) to establish criteria for preliminary route selection (i.e., facility type, shoulder width, connectivity).

At the completion of this task, a network of preliminary routes will be inventoried with a description of opportunities and challenges, an analysis of missing gaps and links, and site photos. The missing links, or routes identified as critical for bicycle travel but not adequate for bicycle use will be considered for future wayfinding.

Existing Plans and Studies

Pacific Coast Route
The Ventura County Regional Trails and Pathways Final Master Plan Report, 1995
Ventura County Regional Bikeways Plan, 1996
Ventura Countywide Bicycle Master Plan, 2007
VCTC Bicycle Map
Online Mapping Sites



Alta created existing condition maps for the Ventura County Bicycle Master Plan Update. We will update these maps with current GIS data and include information useful to developing a wayfinding plan.

TASK A2.2: OUTREACH STRATEGY

Alta recognizes that VCTC, Ventura County Department of Public Works, local jurisdictions, other transportation entities (including Caltrans), and the bicycling public all have separate, yet interdependent goals for the County's regional bicycle wayfinding system. Our facilitation and outreach approach will foster a spirit of cooperation among stakeholders and create a shared vision of County-wide bicycle wayfinding goals and design standards. This scope identifies a recommended strategy to engage stakeholders and the community and we will work with VCTC to refine this strategy to fit your needs.

Alta will work with the VCTC project administrative consultant to plan and facilitate community outreach meetings and events. We will also rely on VCTC to identify stakeholders and key members of the public, as well as arrange meeting spaces. Alta shall provide public information materials including meeting fliers (to be printed and distributed by VCTC), informational displays, and meeting presentation materials.

A 2.2.1 VCTC Transportation Technical Advisory Committee (TTAC) Meetings

The Alta team will schedule, plan, and facilitate up to four TTAC working meetings. We recommend these meetings take place in conjunction with the following tasks:

- **TTAC Meeting #1:** Task A — to review project goals and the public outreach plan, and provide guidance for selecting and prioritizing preliminary routes.
- **TTAC Meeting #2:** Task B/C — to obtain feedback on sign designs.
- **TTAC Meeting #3:** Task D/E — to present and obtain feedback on the Draft Wayfinding Plan.
- **TTAC Meeting #4:** Following Task E — to present the Draft/Final Wayfinding Plan.

A 2.2.2 Local Jurisdiction Engagement

Survey of Local Standards and Preferences

In order to identify local standards, guidelines, maintenance procedures, and preferences affecting regional

wayfinding elements, Alta will send an online survey to the ten local jurisdictions and the County. Alta will follow up by telephone with cities that are unable to provide data electronically through the survey.

Stakeholder Meetings

Alta proposes to hold two stakeholder meetings with staff from local jurisdictions and the Ventura County Department of Public Works. We will hold a work session with project stakeholders early in the process to review local design requirements, opportunities, challenges, maintenance procedures, and coordination of the sign system.

Once draft wayfinding routes, designs and placement are determined (in Task C), we will hold a second meeting focused on recommendations. Topics for discussion shall include wayfinding sign designs, sign content (e.g., destination hierarchy and terminology), placement standards, and proposed locations for the sign system elements. Feedback received will be thoughtfully considered for integration into the final Regional Bicycle Wayfinding Plan.

A2.2.3 Public Outreach

Public involvement for the Ventura County Regional Wayfinding System is an important element for success in meeting anticipated outcomes. We plan to engage the community at key milestones throughout wayfinding development with online engagement early in the planning process, bicycle rides with local bike groups to field-test preliminary routes, and a public

workshop to solicit feedback on the draft wayfinding plan.

Online Engagement

The Alta team will collaborate with VCTC staff to develop strategies for an effective online engagement campaign to reach a broad audience. Two strategies we have found to be effective are an online survey and interactive mapping tool.

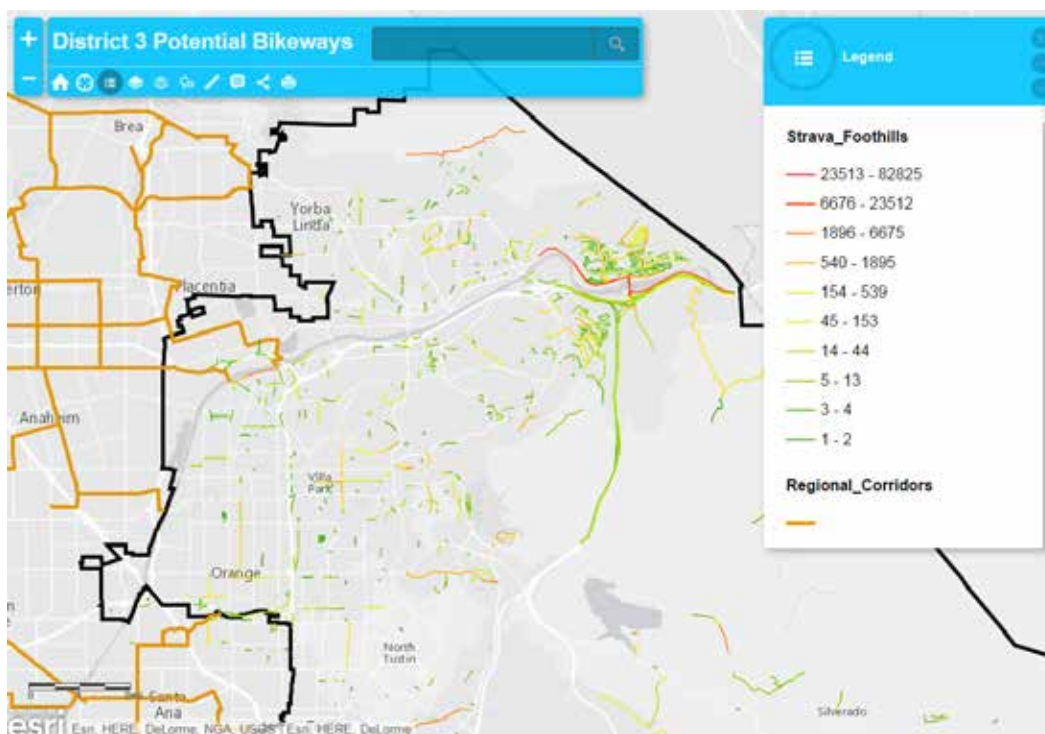
Utilizing input from the TTAC, we will assemble an online survey to gain public input on wayfinding opportunities and challenges within the county. A series of targeted questions will gauge where the public rides, the purpose (i.e., to work or for recreation), as well as where they experience connectivity and wayfinding challenges.

Alta will also develop an interactive mapping tool to collect citizen-generated and location-based route suggestions. Visitors to the site will be able draw and provide comments on preferred routes and identify locations of opportunities. The online mapping tool can also be viewed on smartphones so that residents may enter data on-site. The map will be available to the public for a maximum of four weeks. After the four-week period ends, Alta will provide a memorandum to VCTC summarizing the comments received.

Results of the online survey and interactive map will be summarized and considered when developing alternatives.



Alta developed an online map for the South Bay Bicycle Mini-Corral Plan: www.southbaybikecorrals.org



For the development of the OCTA Foothills Regional Bikeways Plan, Alta is using Strava data (provided by OCTA) as a measure of cycling activity. Strava data can be used to help prioritize regional bike routes.

Bicycle Rides

Following the initial selection of preliminary routes Alta will coordinate with local bicycle groups to field-verify the routes. Alta staff — Emily Duchon, James Powell, and League of American Bicyclist Certified Instructor, Ryan Johnson — will accompany local bicyclists on selected rides throughout the County. The rides will be photo- and video-documented. We also recommend that TTAC members and local jurisdiction staff be invited on selected rides. This exercise has proven to be a valuable tool in similar projects to allow the TTAC and local stakeholders to gain close-up, first-hand knowledge of the routes and associated issues, enabling the group to provide valuable input to the project team, and provide an on-site forum for identifying opportunities and challenges, and to discuss wayfinding options.

Public Workshop

Alta will prepare materials and facilitate an interactive community workshop to present recommended routes, sign designs, and receive input on the draft wayfinding plan. The Alta team will provide a written summary of the public workshop.

Task A3: Prioritization of Routes

The route alternatives will be screened according to evaluation criteria. Evaluation criteria will consider relative benefits, costs, and achievement of objectives. Draft criteria will be proposed to the TTAC for review, comment, and refinement prior to the evaluation. Some or all of the following evaluation criteria may be used (and others may be added):

- **Safety and Liability:** Based on conformance with state and federal standards and guidelines.
- **Community Input:** Consideration of alternatives that provide the most direct and convenient access to priority destinations.
- **Cycling Activity:** Based on the level of activity or popularity of bicycling routes gathered from online data sites such as Strava.com.
- **Ease of Implementation:** To prioritize projects with existing bicycle facilities.
- **Gap Closure:** Key gap closure that expands regional connectivity.
- **Route legibility:** Route is indirect or otherwise has been identified as having navigational challenges.
- **Equitability:** Route would expand mobility options for underserved population.



Alta staff are experienced in leading bicycle rides that provide an on-site forum for identifying opportunities and challenges, and to discuss wayfinding options.

Alta will prepare a prioritization matrix using the evaluation criteria to evaluate the route alternatives and provide a basis for route selection in Task C. Scoring of individual items may be weighted to reflect the highest priority items, in coordination with the TTAC. This information will be summarized and presented to staff and the committee.

A phasing plan will be developed based on the prioritization ranking outcome. The phasing plan will recommend ranking routes (immediate-, intermediate-, and long-term) for wayfinding sign implementation. The phasing for intermediate and long-term routes, which likely need bikeway facility upgrades, will consider funding availability and requirements, other programmed transportation improvements, eliminating an immediate bottleneck or safety hazard, and ensuring that the regional network grows rationally rather than as a series of disconnected pieces over time.

Task A4: Route Inventory and Assessment Summary Report

Alta will produce a Task A Report which will summarize the findings from Tasks A1-A3. It will contain the deliverables listed below.

Task A Deliverables:

- Meeting agenda, presentation materials, and notes for the project kick-off meeting, TTAC meeting #1, and stakeholder meeting
- Draft Evaluation Criteria

- Task A Report
 - » Project goals summary table
 - » Existing plan background overview
 - » Base mapping
 - » Preliminary route assessment
 - » Evaluation criteria
 - » Outreach summary (including online engagement results)
 - » Route prioritization matrix
- ESRI shapefile of preliminary routes

Task B: Sign Design Protocol

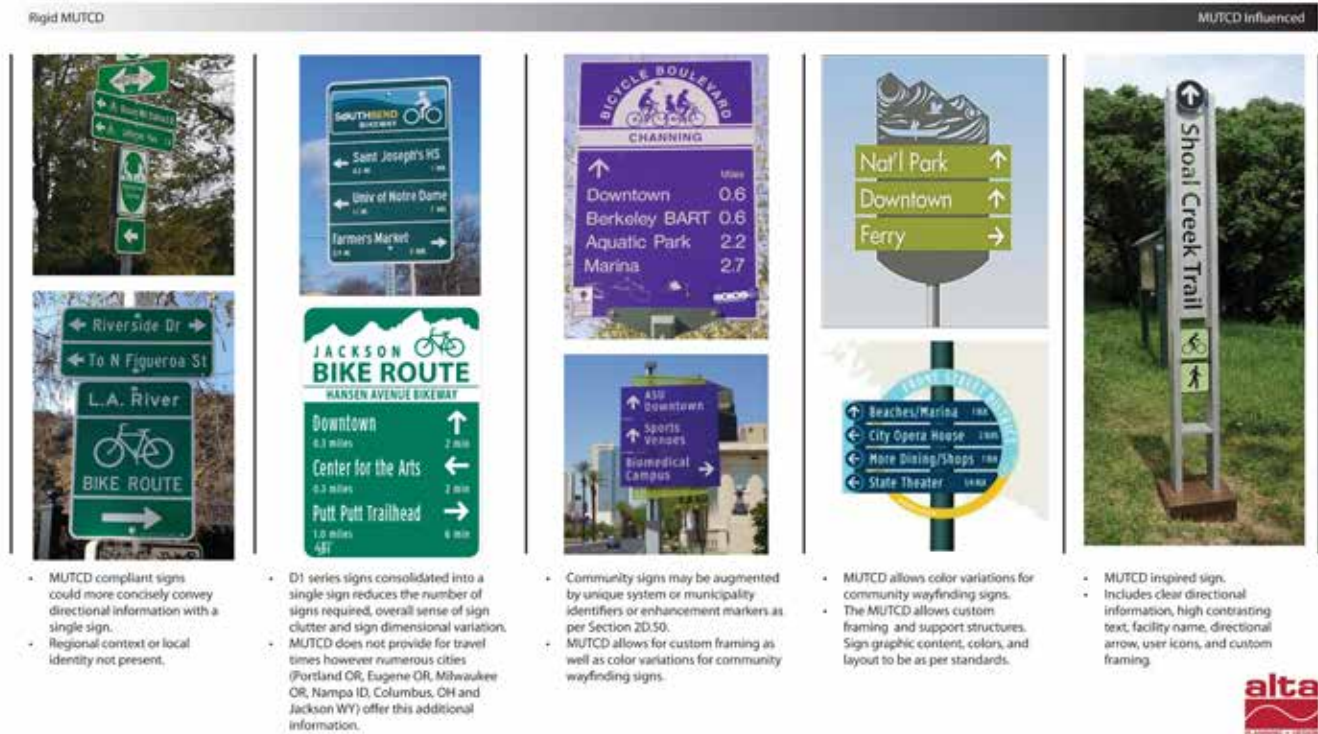
Task B1: Design Standards and Requirements

Alta will summarize technical requirements per the AASHTO Guide for Bicycle Facilities, the California Manual on Uniform Traffic Control Devices (CA MUTCD), and relevant Americans with Disabilities Act Accessibility Guidelines. Alta will also identify standards and regulations from the County and the ten local jurisdictions within Ventura County that may affect the design and placement of the regional bicycle wayfinding signs (based on the methodology described in Task A2).

In addition, we will highlight best practices and lessons learned from model cities that go beyond the standards with the goal of achieving optimum results. Examples shall include systems that incorporate distance in terms of time (an effective encouragement tool), the integration of smartphone technology, and “heads up” orientation maps. Best practices for bicycle navigation — both on-street and off-street — shall be described, including methods of route identification, destination selection and prioritization, installation, and maintenance.

We will summarize our findings in both memo and presentation format so that the information may be presented at the stakeholder meetings to establish a common understanding of innovative and effective wayfinding strategies and practices.

MUTCD Compliance Spectrum



Wayfinding elements come in a wide range of forms, from standard MUTCD to creative. While simple MUTCD-compliant signs are more approachable in terms of fabrication, maintenance, cost, and funding options, creative wayfinding elements offer opportunities to showcase local community character and identity. Alta staff are well versed in CA MUTCD and understand the design parameters associated with the spectrum of wayfinding elements.

Task B2: Sign Design Alternatives and Recommendations

Wayfinding Elements

The bicycle wayfinding system is anticipated to be composed of a family of complementary elements, including directional, confirmation, and turn signs, as well as pavement markings. Orientation maps, decorative sign toppers, and mile markers will also be explored to create a complete and seamless navigational experience for area bicyclists. Based on input from VCTC staff and stakeholders, three distinct design concepts for the wayfinding system will be prepared for discussion.

We recommend the three concepts to be 1) CA MUTCD, 2) Modified CA-MUTCD, and 3) an original design. Options two and three will both provide alternatives to allow for individual jurisdiction branding. A decision matrix describing the pros and challenges such as material durability, installation costs, maintenance

costs for each design alternative will be developed. Design options will be presented to the local community during the first series of public workshops.

Once we receive stakeholder input and staff approval of a preferred wayfinding system conceptual design, we will refine the design for each of the wayfinding elements. Refined designs will indicate overall dimensions, materials, graphics, and colors for each element. The refined designs will be made available to VCTC for internal review prior to release to project stakeholders.

Task B3: Task B Report-Sign Design Protocol

Alta will produce a Task B Report which will summarize the findings from Tasks B1-B2. It will contain the deliverables listed below.

Task B Deliverables:

- Meeting agenda, presentation materials, and notes for TTAC meeting #2, and Public Workshop Series #1

- Task B Report
 - » Review of Federal, State and local standards and guidelines for sign design
 - » Bicycle wayfinding best practices and lessons learned
 - » Concept designs for up to three sign design themes and decision matrix
 - » Community input summary
 - » Preferred sign design

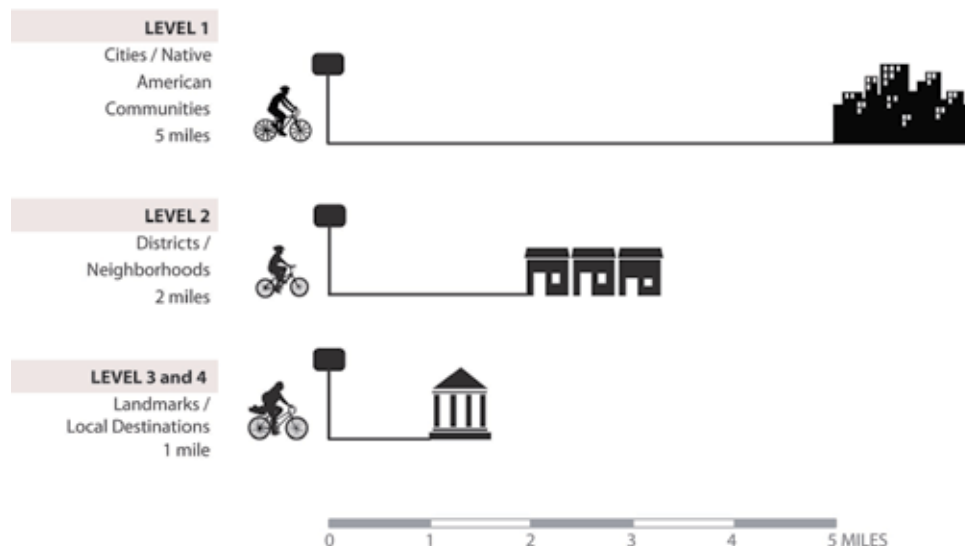
Task C: Route Selection and Sign Placement

Task C1: Preferred Route Alternatives and Recommendations

Route Selection

Based upon input received from VCTC and stakeholders on the prioritization matrix developed in Task A, preferred routes for the regional wayfinding system will be recommended. Existing bicycle facilities which are open to public use, provide a safe user experience, and provide connectivity to significant area destinations may be early candidates for implementation of immediate wayfinding improvements. These might include the Coastal Route, the Ojai Valley Trail, and the Simi Valley Arroyo Route.

Routes will be identified in GIS and ESRI shapefiles will be provided.



Destination Selection and Prioritization

A consistent approach to selecting and prioritizing destinations to be included in wayfinding is necessary where limited space is available for information and a multitude of potential destinations exists. We will ask VCTC to provide a preliminary destination list to be considered on regional wayfinding elements including cities, defined districts, and regional landmarks and destinations. Local destinations (e.g., cultural, business, government, shopping, education, parking, recreation, and neighborhoods) may potentially be included on wayfinding elements based on TTAC input. We will recommend destination selection criteria and prioritization, anticipating both regional attractions and local points of interest.

Task C2: Locations for Wayfinding Infrastructure

Based on discussions with the VCTC and stakeholders, scenarios for placement guidelines will be selected for illustration. Ventura County's bicycle network includes regional and local Class I, II, and III facilities which connect both regional and location destinations. Each of these facilities intersect with each other as well as with the roadway system. Alta will develop a consistent sign placement protocol and create a GIS database of sign placements for phase one of the identified priority routes. The placement protocol will consider the context of routes through a city system as well as through rural highway routes.

Alta recently worked with the Maricopa Association of Governments, two counties, twenty-eight member cities, and the Arizona Department of Transportation to establish destination selection and prioritization logic for their regional off-street bicycle network. The graphic above shows the consensus destination hierarchy for the region, including distances at which destinations may begin to appear on wayfinding signs.

We will further diagram up to five typical Ventura County bikeway scenarios with recommended wayfinding improvements. Diagrams may include recommendations for typical setback, vertical clearance, and frequency, as well as placement at intersecting bike routes, transitions between on-street and off-street bicycle facilities, and nonstandard intersections.

Task C3: Gaps and Missing Links Analysis

Alta will identify and characterize the regional bicycle system gaps. Gaps exist in various forms, ranging from short “missing links” on a specific corridor such as the gap along the Coastal Route through Oxnard, to larger geographic areas with few or no bicycle facilities or narrow shoulders. The Alta team proposes to classify gaps into five main categories: spot gaps, connection gaps, lineal gaps, corridor gaps, and system gaps.

A Regional Bicycle Improvement Project list will be created which identifies the types of improvements recommended for closing gaps. A description of benefits associated with closing the gaps will be provided.

Task C4: Route Plan-Draft and Final Regional Wayfinding Plan

A wayfinding master plan will be assembled describing priority routes, destination priorities, and placement, design guidance and gap analysis. An administrative draft will be issued to VCTC. Following one set of consolidated comments, the Draft Wayfinding Plan will be presented at TTAC Meeting #3 and released for public comment. A public workshop is proposed to get input on the plan prior to the development of construction documents. The final draft plan will also include the cost estimates from Task D and the maintenance plan from Task E.

Online Map Update

In our experience, a large number of bicyclists plan their route online before they hit the road. We see an online route map as an essential part of a wayfinding project and will utilize GIS mapping throughout the development of the Wayfinding Plan to develop an online, embeddable map to be hosted on VCTC's website.



Our objective will be to prepare a functional and consistent wayfinding system that will help users identify and navigate to and from major destinations. Alta developed the signage design and placement plan above for the City of San Mateo.



Alta uses Mapbox as an embeddable online map. We created this example of the SCAG regional existing and proposed bikeways in Ventura County.

In a survey we conducted for the Maricopa County, AZ Off-Street Bicycle Network, 69% of survey respondents reported that they plan their bicycle routes online.

The map will display existing bikeways by class or a user ability ranking throughout Ventura County and allow users to pan, zoom, and print specific locations or windows of the map. Base maps can be customized to include aerial imagery, streets, hillshade, or more stylized background information. Points or markers will identify area destinations such as civic buildings, community centers, parks, or bike shops. Point and click information can also be provided for various map features to communicate relevant information such as bikeway type, route descriptions, photos, park names, or links to external websites where users can find additional information. The online map will be developed using Mapbox and will be compatible with viewing on mobile devices to maximize its usefulness to potential users. We will provide the native files for VCTC to

incorporate into the VCTC Bikeways Map App. VCTC would be responsible for paying any website hosting fees and for the \$5 per month Mapbox hosting service.

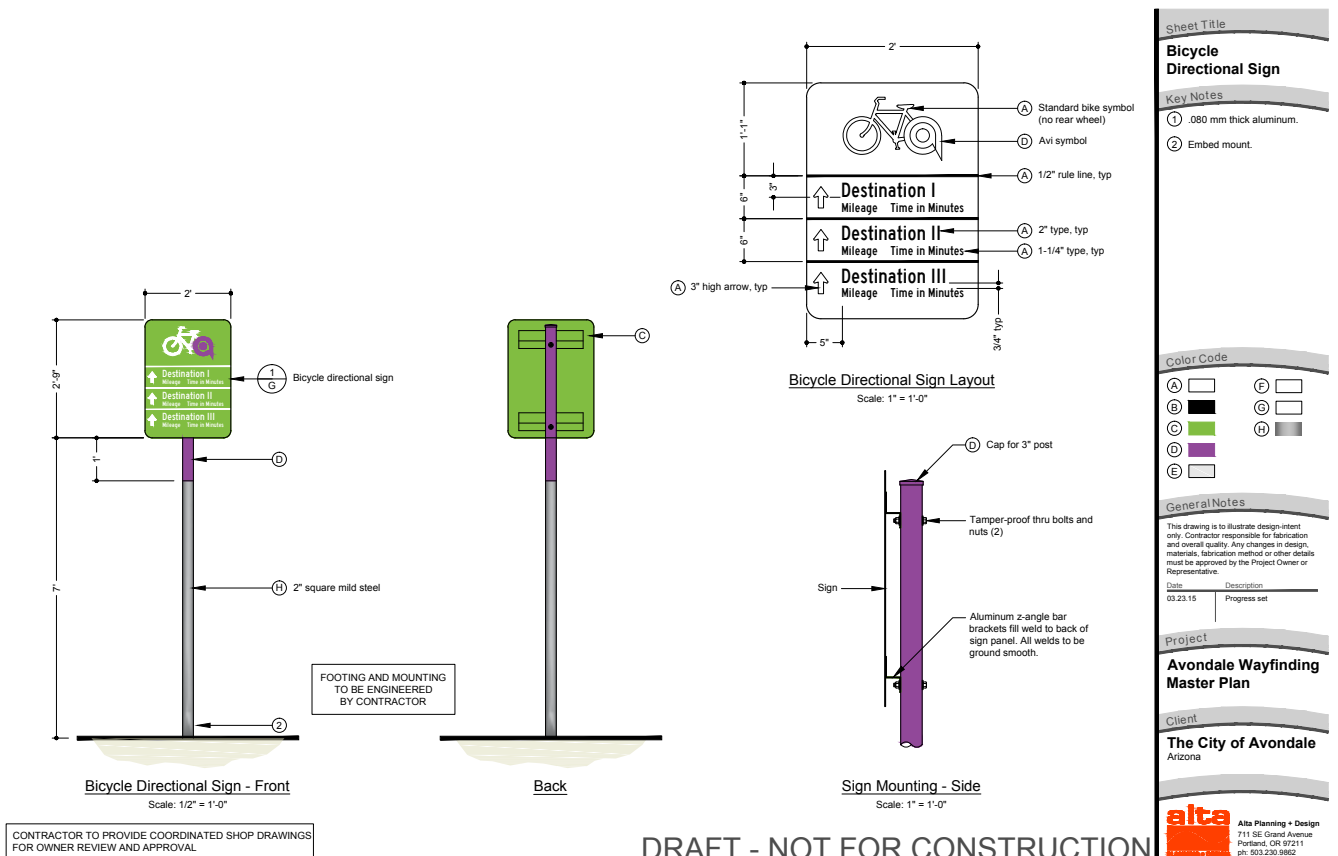
Task C Deliverables:

- Meeting agenda, presentation materials, and notes for TTAC meeting #3, and Public Workshop
- Draft and Final Wayfinding Plan
- Online regional bikeways map
- Presentation materials

Task D: Sign Specifications and Estimate

Task D1: Drawings, Specifications and Estimates

Alta will prepare drawings, specifications and estimates to install the first phase of wayfinding signs as developed in the Wayfinding Plan development. We will detail the type, size, location, and content for up



Alta is developing a bid package for the City of Avondale, AZ which includes typical sign details.

to 65 unique destination signs. The destination signs will be interspersed with confirmation and turn signs which have a consistent sign design (to be determined in Task B).

The plans will include a cover sheet, overview map and index of sign locations, sign schedule, typical installation details, and typical sign details. Typical installation details will be developed to show up to ten typical installation scenarios, including required minimum offsets. Typical sign details will be based on sign development from the Wayfinding Plan and Ventura County standard details. A construction cost estimate will be developed for the improvements. One review submittal will be made to VCTC and relevant jurisdictions for review. Corrections will be made based on one consolidated set of comments and final documents will be submitted to VCTC.

Task D2: Maintenance Cost Estimate

Maintenance costs for each regional bike route will be evaluated according to an estimated cost-per-mile and estimated annual maintenance and operation costs by implementation phase based on comparable experiences and best practices review.

Task D3: Summary of Findings and Recommendations

Alta will produce a Task D Report which will summarize the findings from Tasks D1-D2. It will contain the deliverables listed below.

Task D Deliverables:

- Task D Report
 - » Drawings, specifications, and cost estimates for typical sign and installation details. Placement plans will be developed for the top 2 regional routes or up to 65 unique destination signs.
 - » Maintenance cost estimates

Task E: Wayfinding Program Administration

Task E1: Maintenance Plan

The purpose of the maintenance plan is to 1) make sure the regional bicycle routes are adequately maintained and promoted, 2) maintain consistent regional sign design and placement protocols, and 3) integrate and coordinate various local jurisdictions through which the regional routes traverse.

A recommended maintenance program will be developed for existing and proposed regional routes. Maintenance and other operating expenses will be incorporated from Task D. The responsible jurisdiction and department will be identified, as will the relationship to possible funding sources and specific requirements.

Task E2: Summary of Findings and Recommendations

Alta will prepare a summary of findings, options, and recommendations to operate and maintain the wayfinding system

Task E Deliverables:

- Task E Report (to be incorporated into final Wayfinding Plan)
 - » Maintenance plan

Task F: Project Management

Task F1: Project Management and Ongoing Communication

Alta believes in open communication with our clients for successful plan development. Throughout the project, there will be ongoing coordination between Alta's Project Manager, Emily Duchon, and the VCTC Manager – including email, phone and written communication to keep VCTC apprised of progress. We propose to hold bi-weekly calls so that the project stays on schedule, on budget, and continues to meet VCTC's expectations.

Alta will provide written monthly project status updates that will include budget and deliverable progress, accomplishments and challenges, and proposed work and action items for the next period.

Task F2: Presentations to TTAC and VCTC Board

Alta will develop presentation materials and attend up to four meetings to present the Draft and Final Wayfinding Plans to the TTAC and VCTC Policy Board.

Task F Deliverables:

- Ongoing communication with VCTC staff; bi-weekly coordination calls and monthly project status reports
- Meeting agenda and minutes for meetings; presentation materials
- Revised Scope of Work and schedule
- Presentation materials and attendance at two (2) TTAC meetings and two (2) VCTC Policy Board meetings

Assumptions

- Permitting and coordination with internal or external agencies will be completed by the Client.
- All work is assumed to be within the public right-of-way. Verification shall be the responsibility of others.
- Any coordination with private land owners or other public agencies not described within this specific scope of work is assumed to be the responsibility of others.
- Structural and/or electrical engineering is not included as part of this scope of work.
- Topographic survey is not included within this scope of work.
- The schedule and budget assume that one set of reconciled comments will be provided to Alta with each review submittal described within this scope of work.
- Bid services and construction administration shall not be included without a revised scope and budget.

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COST PROPOSAL



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COST PROPOSAL

Task	Alta Planning + Design												Task Hours	Task Budget
	Principal-in-Charge Brett Hondorp	Project Manager Emily Duchon	Project Advisor Karen Vitkay	Assistant Project Manager James Powell	Civil Engineer Laurentiu Dusclic	Planner Ryan Johnson	Graphic Designer Cat Cheng	Web Developer David Pollard	Graphics production Staff	Admin Staff				
	2015 Hourly Rate*													
A. Route Inventory and Assessment														
Task A1: Analysis of Route Options and Existing Resources Review	4	18		34		24						80	\$9,304	
Task A2: Preliminary Route Alternatives	2	16		20		24				12		74	\$7,732	
Task A2.2: Outreach (Hours for meetings that occur throughout the project)	26	68		50		96	4	4	4			252	\$30,220	
Task A3: Prioritization of Routes	2	16		24		16						58	\$6,780	
Task A4: Route Inventory and Assessment Summary Report	2	8		16		8						34	\$4,012	
B. Sign Design Protocol														
Task B1: Design Standards and Requirements		8	4	20		8				8		48	\$4,956	
Task B2: Sign Design Alternatives and Recommendations		20	4	32			12					68	\$7,828	
Task B3: Task B Report-Sign Design Protocol	2	8	2	16								28	\$3,474	
C: Route Selection and Sign Placement														
Task C1: Preferred Route Alternatives and Recommendations	2	16		24		12						222	\$25,588	
Task C2: Locations for Wayfinding Infrastructure	2	16	8	24		12						54	\$6,388	
Task C3: Gaps and Missing Links Analysis	2	8		16		4						62	\$7,372	
Task C4: Route Plan	2	8		24		8		34				30	\$3,620	
D: Sign Specifications and Estimate														
Task D1: Drawings, Specifications and Estimates		40	12	56	72					26		206	\$23,640	
Task D2: Maintenance Cost Estimate		8		12								20	\$2,416	
Task D3: Summary of Findings and Recommendations	2	4		12								18	\$2,236	
E: Wayfinding Program Administration														
Task E1: Maintenance Plan		8	2	16								48	\$5,762	
Task E2: Summary of Findings and Recommendations	2	4		16								26	\$3,094	
F: Project Management														
Task F1: Project Management and Ongoing Communication	10	32		16							12	90	\$11,572	
Task F2: Draft and final plan presentations to TTAC and VCTC Board	4	8		8								70	\$8,828	
Hour Total	64	314	32	436	72	212	16	38	50			1246		
Labor Total	\$12,160	\$43,960	\$3,936	\$47,088	\$9,216	\$20,776	\$1,440	\$3,724	\$2,500	\$720			\$145,520	
Reimbursable Expenses & Travel													\$4,480	
Project Total													\$150,000	

* Hours and staff assignments can be adjusted by the consultant as needed to implement the tasks described during the course of the project.

* Hourly rates are for calendar year 2015, and will be adjusted if work is continued into subsequent year(s).

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SCHEDULE AND ATTACHMENT 1



SCHEDULE

		2015						2016			
Phases & Tasks		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Task Work Progress	TASK A: Route Inventory and Assessment										
	TASK B: Sign Design Protocol										
	TASK C: Route Selection and Sign Placement					Draft Plan				Final Plan	
	TASK D: Sign Specifications and Estimate										
	Task E: Wayfinding Program Administration										
	TASK F: Project Management				*		◆		◆		*
Progress Reports		JUL	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
	Stakeholder Outreach/Review		◆								
	Public Outreach		*								
				TTAC Meeting							
				Council Meeting							

ATTACHMENT 1: WORKER'S COMPENSATION INSURANCE CERTIFICATE



REGIONAL BICYCLE WAYFINDING REQUEST FOR PROPOSAL

Mar 6, 2015

ATTACHMENT 1

WORKER'S COMPENSATION INSURANCE CERTIFICATE

As required by Section 1860 of the California Labor Code (Chapter 1000, Statutes of 1965), the Consultant shall secure the payment of Workmen's Compensation to its employees in accordance with the provisions of Section 3700 of the California Labor Code and shall furnish VCTC with a certificate evidencing such coverage together with verification thereof as follows:

"I am aware of the provisions of Section 3700 of the Labor Code which require every employer to be insured against liability for Workmen's Compensation or to undertake self-insurance in accordance with the provisions of that code, and I will comply with such provisions before commencing the performance of the work of this Contract."

SIGNED: _____

(Consultant)

DATE: _____

5/28/2015