



Item No. 16 Town of Atherton

CITY COUNCIL STAFF REPORT – STUDY SESSION

**TO: HONORABLE MAYOR AND CITY COUNCIL
GEORGE RODERICKS, CITY MANAGER**

THROUGH: ROBERT OVADIA, PUBLIC WORKS DIRECTOR

FROM: MARTY HANNEMAN, INTERWEST CONSULTING ENGINEER

DATE: OCTOBER 16, 2019

**SUBJECT: PROVIDE DIRECTION ON THE TOWN WIDE LOCAL TRAFFIC
FLOW/LONG RANGE PLANNING SOLUTIONS STUDY; AND IF
DIRECTED, AUTHORIZE A CONTRACT AMENDMENT WITH
TJKM FOR ADDITIONAL RELATED SERVICES**

RECOMMENDATION

- Provide direction on the Town Wide Local Traffic Flow/Long Range Planning Solutions study options; and if directed, authorize the City Manager to execute a contract amendment with TJKM in the amount up to \$160,720 for additional traffic calming community outreach efforts;
- Authorize the City Manager to execute a Task Order Amendment No. 1 for Interwest Consulting Group to provide continued Project Management services for this study for a fee of \$15,460.

BACKGROUND

The City Council has expressed concern regarding local and regional traffic flow utilizing the Town's roadway network. El Camino Real, Middlefield Road, Alameda de las Pulgas, Marsh Road, Atherton Avenue, Valparaiso Avenue, and Stockbridge Avenue are major streets frequently mentioned in complaints regarding by-pass traffic and speeding (list is not all inclusive). Other local residential streets are also impacted as drivers try to find ways around congested major roadways during peak hours.

The City Council approved a professional services agreement for a Townwide local traffic flow / long range planning solutions study, and a separate study focused on the Alameda de las Pulgas corridor between Valparaiso Avenue and Woodside Road. The findings and recommendations of the studiers were presented to the Transportation Committee (TC) on February 12, 2019 and March 12, 2019.

The studies, along with the input received from the Transportation Committee, were presented to the City Council at the regular meeting on April 17, 2019, and at a Study Session on July 17, 2019.

DISCUSSION/FEEDBACK

At the July 17 Study Session, the City Council also discussed the philosophy of moving traffic more efficiently through Town on the primary arterials while mitigating cut through traffic along secondary streets. The Council prioritized the review of traffic calming and other local traffic control measures such as speed humps, turn movement restrictions (such as no left/right turn), speed controls, lane narrowing (medians/landscaping/etc.), stop signs and other types of improvements designed to mitigate the flow of cut through traffic on local streets. The Council expressed a desire to include a neighborhood focused community outreach effort to discuss concerns and outline potential solutions. These measures need to be considered carefully as traffic tends to take the path of least resistance and implementing a traffic control measure in one neighborhood may impact traffic in another. Pilot project areas may also be considered. Improvements will need to be considered holistically and funded over time.

Additional Traffic Engineering Services

Staff solicited a proposal from TJKM for the community outreach effort and the development of potential neighborhood traffic calming measures. TJKM's proposal includes the development of an outreach plan to include three (3) phases of community engagement. The proposal envisions dividing the Town into up to seven (7) neighborhoods, engaging each neighborhood in two meetings to: (1) gather concerns and (2) receive feedback on potential solutions. A town wide meeting to consolidate and refine solutions would follow the neighborhood outreach efforts.

Options for the City Council tonight are:

- 1. Authorize the City Manager to amend the TJKM agreement to provide all the scope of work included in the attached TJKM proposal for a fee of \$160,720.*
- 2. Authorize the City Manager to amend the TJKM agreement to provide some of the scope of work included in the attached TJKM proposal for a fee to be determined.*
- 3. Direct staff to return with a new request for proposal (RFP) to solicit proposals from other traffic engineering consultants to provide this work.*

Staff also solicited a proposal from Interwest Consulting Group to provide continued project management support for the community outreach phase of the project. Interwest provided a proposal in the amount of \$15,460 for this effort.

POLICY FOCUS

The studies are consistent with the primary goal of advancing projects that promote increased safety and levels of non-motorized activity throughout the Town.

FISCAL IMPACT

Funding for the public outreach and engagement phase was not appropriated in the FY 2019/2020 CIP. A budget amendment will be required to fund the contracts. Funding is available in Measure A and Measure M fund balance. To minimize impacts to the current fiscal year budget, the authorization of the contract with TJKM can be split between fiscal years, with task 1 (development of the outreach plan) and a portion of task 2 (Phase 1 Workshop), authorized in the current fiscal year with a not-to-exceed amount of \$61,000, and the balance of the scope authorized in fiscal year 2020/21.

PUBLIC NOTICE

Public notification was achieved by posting the agenda, with this agenda item being listed, at least 72 hours prior to the meeting in print and electronically. Information about the project is also disseminated via the Town's electronic News Flash and Atherton Online. There are approximately 1,200 subscribers to the Town's electronic News Flash publications. Subscribers include residents as well as stakeholders – to include, but be not limited to, media outlets, school districts, Menlo Park Fire District, service providers (water, power, and sewer), and regional elected officials. Residents in the immediate vicinity of the project area are notified by mail.

COMMISSION/COMMITTEE FEEDBACK/REFERRAL

This item X has or has not been before a Town Committee or Commission.

- Audit/Finance Committee (meets every other month)
- Bicycle/Pedestrian Committee (meets as needed)
- Civic Center Advisory Committee (meets as needed)
- Environmental Programs Committee (meets every other month)
- Park and Recreation Committee (meets each month)
- Planning Commission (meets each month)
- Rail Committee (meets every other month)
- X Transportation Committee (meets every other month)

ATTACHMENTS

- Attachment 1 – TJKM Scope of Additional Services Proposal dated: 10-10-19
- Attachment 2 – Interwest Task Order for Project Management Services



October 10, 2019

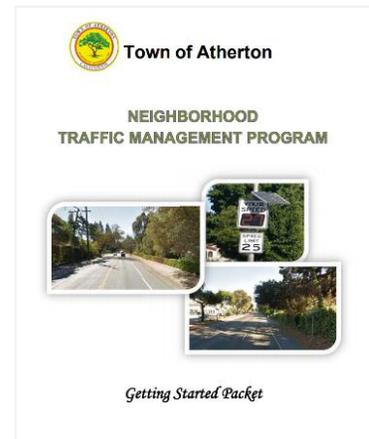
Marty Hanneman
City of Atherton

Subject: Proposal for Town of Atherton Traffic Calming Community Outreach Effort

Dear Mr. Hanneman,

TJKM Transportation Consultants is pleased to submit our proposal to conduct community outreach and engagement in the Town of Atherton. The Local Traffic Flow-Long Range Planning Solution Study has identified through an origin-destination analysis the alternate Town streets that are frequently used by commute motorists. The purpose of the outreach effort is to create a communication channel dedicated to alleviate cut-through traffic in the community. Key approach will involve gathering resident concerns, validating concerns, introducing sound solutions, soliciting feedback and prioritizing solutions.

No data collection is included in this proposal. Traffic and collision data is available and will be referenced from the Local Traffic Flow-Long Range Planning Solution Study. Traffic calming solutions introduced to the residents will be consistent with the Town's existing Neighborhood Traffic Management Program. Our specific Scope of Work is summarized below.



SCOPE OF WORK

1. DRAFT AND FINAL OUTREACH PLAN

TJKM will initiate the outreach effort by developing a comprehensive outreach plan, including but not limited to goals and objectives, estimated outreach timeline, workshop agenda and materials to be prepared, and strategies to promote upcoming events that will increase awareness and participation of the events.

Task 1 Deliverables:

- Draft and Final Community Outreach Plan

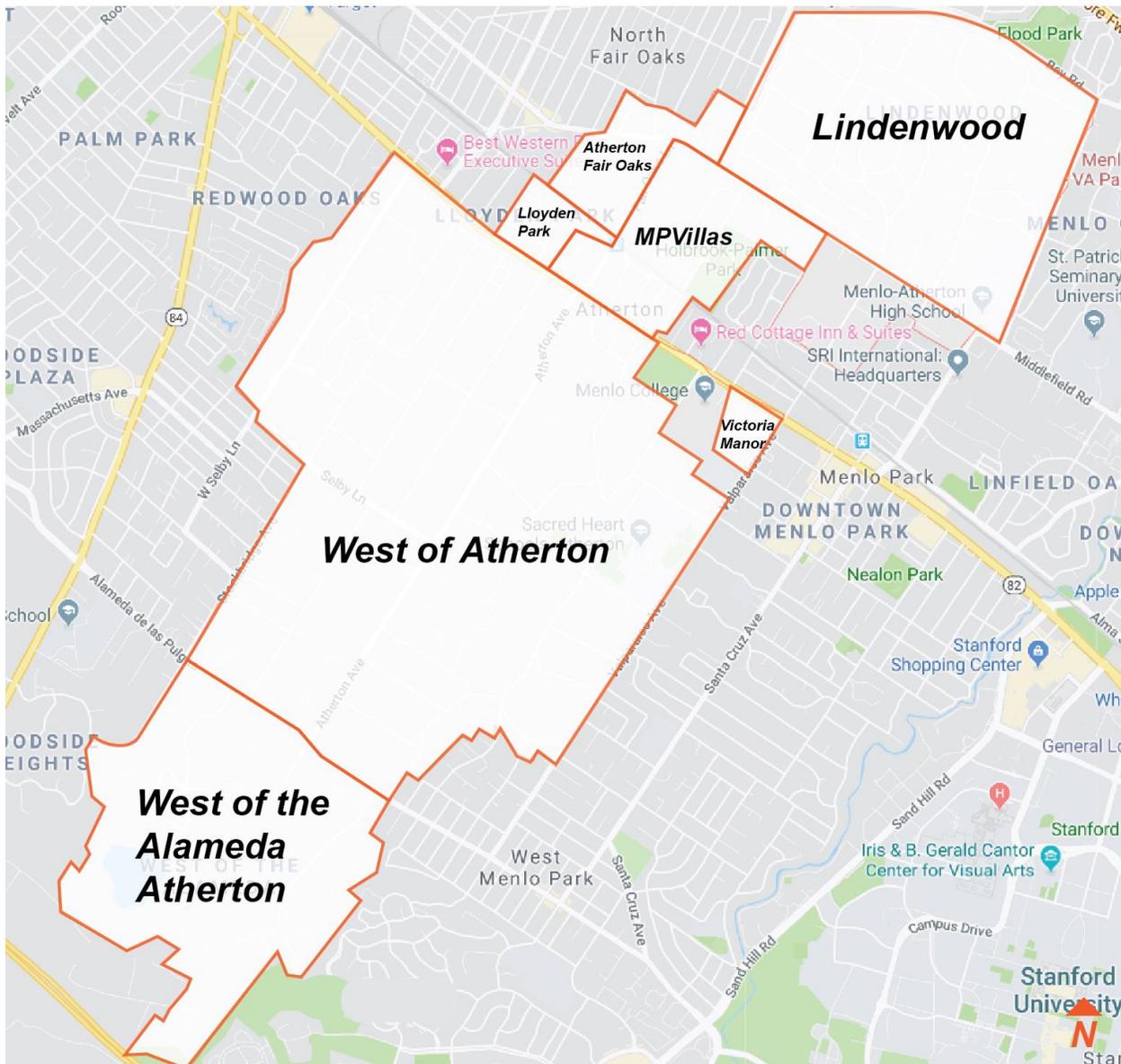
2. COMMUNITY WORKSHOPS

Under this task TJKM will facilitate a total of fifteen (15) community workshops over different stages of project development. We propose to proceed with these workshops in three (3) phases:

- Phase 1. Concern gathering;
- Phase 2. Proposed traffic calming solutions and feedback; and
- Phase 3. Refined solutions and prioritization.

We propose to partition the Town into seven (7) community groups to ensure quality and effective communication. Geographic breakdown as shown in **Figure 1**. We assume City will provide guidance on final grouping of the communities and we understand the scope of work is

Figure 1. Community Breakdown



subject to change depending on the number of communities classified.

2.1 Phase 1 Workshops (7)

Phase 1 Workshops are group-focused workshops. The objectives of these workshops are to gather as many as concerns from the participants. These workshops are proposed to be held on separate dates within a reasonably close time interval. There will be one (1) Phase 1 Workshop for each community group. This is an estimated 1.5 to 2-hour workshop with a short project team presentation following by a 40-minute to one hour workshop breakout session.

2.2 Phase 2 Workshops (7)

Phase 2 Workshops are group-focused workshops. The objectives of these workshops are to solicit feedback on preliminary engineering solutions developed based on concerns received from Phase 1 Workshops. Similar to Phase 1 Workshops, the duration of the workshops is 1.5 to 2 hours including a presentation and 40-minute breakout session. Traffic calming solutions to be refined after these workshops.

2.3 Phase 3 Workshop (1)

Phase 3 Workshop is a joint workshop that invites the entire Town residents. The objectives of this workshop is to prioritize and consolidate refined solutions for the entire Town. A longer presentation is expected to reconvene discussion results from Phases 1 and 2 workshops. At the workshop session participants will be asked to prioritize desired solutions.

Task 2 Deliverables:

- All workshop materials including agenda, sign-in sheet, large exhibits, etc. for all workshops
- Workshop summaries for each phase (3)

3. POP-UP EVENTS (OPTIONAL)

TJKM proposes to facilitate two (2) pop-up events used to: 1) demonstrate the proposed traffic calming solutions at one or two sample locations; OR 2) set up a booth at one of the community events, e.g., Farmers Market, to gather input.

Task 3 Deliverables:

- Two (2) pop-up events and materials

4. TRANSPORTATION COMMITTEE AND COUNCIL MEETINGS (OPTIONAL)

Under this task TJKM will provide optional services to attend and present outreach progress and recommendations at up to four (4) meetings, including two (2) at City's Transportation Committee and two (2) Council Meetings. We assume two meetings to take place between Phase 2 and Phase 3 workshops. Two other meetings are assumed to take place after Phase 3 workshop.

FEE AND SCHEDULE

Although this scope of work has been defined specifically for this project, it is possible that changes may need to be made to the scope in the future. Any items not expressly mentioned in the above scope will be considered extra services and will be billed at our standard billing rates. Typical extra service items are: additional traffic data counts, additional fieldwork, and other items not specified in this scope of work. Extra services will not proceed without prior authorization. Our proposed budget (not-to-exceed), for the above referenced scope of work to conduct operations and safety study is **\$166,220** billed on a percent complete basis.

Task / Key Personnel	Ruta J.	Ian L.	Divya G.	Other Facilitators (Planner/ Engineer)	Hours	Total
Billing Rate	\$250	\$120	\$115	\$115		
1. Draft and Final Outreach Plan	2	8	10		20	\$2,610
2. Community Workshops						
Phase 1 Workshops (7)	63	105	112	147	427	\$58,135
Phase 2 Workshops (7)	63	105	112	147	427	\$58,135
Phase 3 Workshop (1)	16	20	24	48	108	\$14,680
3. Pop-up Events (Optional)	12	60	60	20	152	\$19,400
4. Transportation Committee and Council Meetings (Optional)	8	48			56	\$7,760
Subtotal						\$160,720
Direct Cost¹						\$5,500
Total						\$166,220

¹ Direct cost consists of printing, mileage, refreshment, and other non-labor costs.

Our proposed schedule for completing the scope of work is approximately 12 to 24 months from receiving the Notice-to-Proceed and signed contract. We will do our best to meet your scheduling needs. We appreciate the opportunity to provide these services for you. If there are any questions about this proposal, do not hesitate to contact me at (408) 421-0768 or email at rjariwala@tjkm.com.

Sincerely,



Ruta Jariwala, PE, TE
Principal
Project Manager



Town of Atherton Task Order -- Amendment No.1

PROJECT MANAGEMENT SERVICES FOR THE TOWN WIDE LOCAL TRAFFIC FLOW/LONG RANGE PLANNING SOLUTIONS STUDY

Interwest Consulting Group (Interwest) is pleased to provide this Task Order Amendment No. 1 to provide continued project management services for the Town Wide Local Traffic Flow/Long Range Planning Solutions study.

Pending City Council direction at the October 16, 2019 meeting, staff may proceed with either amending the TJKM Consultant agreement or return with a new request for proposal (RFP) to solicit proposals from other traffic engineering consultants to provide this work.

The following scope of work is proposed as the Town's Project Manager:

- Prepare RFP if directed by City Council.
- Prepare the consultant agreement amendment if directed by City Council for the City Manager's execution.
- Provide consultant with PO, and issue notice to proceed.
- Hold kick-off meeting with selected consultant.
- Prepare all required City Council staff reports.
- Coordinate and attend community outreach meeting to obtain Atherton resident feedback.
- Review all the consultants work products.
- Review consultant invoices and recommend approval.

Estimated Fee

All requested work will be performed on a time and material basis based on agreed rates for a fee of \$15,460. Staffing will be provided by David Yatabe, T.E and/or Marty Hanneman.

Approved:

George Rodericks
City Manager

Date