

# South Bay Cities Council of Governments

June 13, 2022

TO: SBCCOG Steering Committee

FROM: Jacki Bacharach, Executive Director

SUBJECT: Recommendation to Approve Contract for Fehr and Peers' Technical Consulting Services in Support of Local Travel Network Wayfinding and Signage Project

## **Adherence to Strategic Plan:**

*Goal A: Environment, Transportation, and Economic Development.* Facilitate, implement, and/or educate members and others about environmental, transportation, and economic development programs that benefit the South Bay. Strategy 2 – Promote sustainable communities and serve as a resource to member cities.

## **BACKGROUND**

On May 27, 2021, the SBCCOG Board passed a resolution directing staff to work with South Bay cities on the implementation of a sub-regional Local Travel Network (LTN) – a proposed 242-mile network of local (neighborhood) streets to accommodate the safe use of zero-emission micro-mobility vehicles in the South Bay.

Implementation of the LTN is primarily, as a sharrow-system of markings on the road, complemented by wayfinding signage. SBCCOG staff identified 2 “corridor” project areas for the initial “Phase 1” implementation efforts; respectively, the beach cities of El Segundo, Manhattan Beach, Hermosa Beach, and Redondo Beach; and the inland cities of Hawthorne, Lawndale, and Gardena. Refinement to the proposed network began in July 2021.

Funding to support the implementation effort was secured through the creation of a 2-year \$357,520 LTN Planning Program using the SBCCOG’s Measure M MSP sub-regional planning funds. As a critical work task for this program, staff prepared a Request for Proposals (RFP) seeking a qualified technical consultant to support the planning and preliminary design work required for the wayfinding and sharrow-markings – infrastructure elements that cities will install to implement the LTN.

The RFP was released publicly on March 11 via posting on the SBCCOG website and a separate email notification to 500 firms/individuals.

Deadline for submissions was April 14 and the SBCCOG received one (1) submission from the firm of Fehr and Peers.

An evaluation team was formed of SBCCOG staff (Jacki Bacharach, Wally Siembab, Aaron Baum and David Leger) as well as Erik Zandvliet (Traffic Engineer, Manhattan Beach) and Doug Krauss (Environmental Programs Manager, Hermosa Beach). On April 20, the team met to review and evaluate the Fehr and Peers' proposal for their expertise, technical and project management approach, cost, hours allotted to the project, and capabilities. All agreed that the proposal merited a formal interview which took place on April 27 via Zoom.

After the interview, the evaluation committee unanimously believed that the Fehr and Peers team, with its firm's broad resources and expertise, prior work on the LTN, and deep knowledge of the South Bay would be able to provide the technical expertise and deliverables set out in the solicitation.

Based on the performance and successful completion of a recent LTN Technical Consultant contract, no reference calls were felt necessary. The evaluation committee unanimously recommended that SBCCOG negotiate with Fehr and Peers to provide technical consulting services for this project.

On May 18, SBCCOG staff met with Fehr and Peers to revise and finalize the proposed scope of work and budget.

Attached are the proposed contract with Fehr and Peers (Exhibit 1) and the scope of work and budget (Exhibit 2).

#### RECOMMENDATION

That the Board approve a "not to exceed" contract of \$124,850 to Fehr and Peers based on the attached scope of work for the Technical Consulting services in support of the planning and preliminary design of Local Travel Network wayfinding and signage. Funds for this contract will come from Measure M.

Prepared by: Aaron Baum and David Leger

**Exhibit 1**  
**PROFESSIONAL SERVICES AGREEMENT**

This Professional Services Agreement ("Agreement") is made as of **June 23, 2022** by and between the South Bay Cities Council of Governments, a California joint powers authority ("SBCCOG") and Fehr & Peers ("Consultant").

**RECITALS**

A. SBCCOG desires to utilize the services of Consultant as an independent contractor to provide specified professional services to SBCCOG as set forth in Exhibit A, to assist the SBCCOG's member agencies to **develop wayfinding and signage plans for the South Bay Local Travel Network project.**

B. The goal of this project is to **develop wayfinding and signage plans in support of the implementation of the South Bay Local Travel Network as well as the related work products for South Bay cities to submit a funding application to implement the project within their jurisdictions.**

C. Consultant represents that it is fully qualified to perform consulting services by virtue of its experience and the training, education, and expertise of its principals and employees.

NOW, THEREFORE, in consideration of performance by the parties of the covenants and conditions herein contained, the parties hereto agree as follows:

**1. Services.**

**1.1** The nature and scope of the specific services to be performed by Consultant are as described in Exhibit A, attached hereto and incorporated herein by reference.

**1.2** SBCCOG agrees to conduct its best effort to assist with the success of the program and understands that the Consultant assumes full responsibility for its services.

**1.3** SBCCOG and participating agencies shall provide all relevant documentation in their possession to the Consultant upon request in order to minimize duplication of efforts. The SBCCOG staff shall work with the Consultant as necessary to facilitate performance of the services.

**2. Term of Agreement.** This Contract shall take effect **June 23, 2022** and shall continue until **March 31, 2023** unless earlier terminated pursuant to the provisions of paragraph 14 herein. The term of this Agreement may be extended by mutual agreement of the parties as may be necessary or desirable to carry out its purposes.

**3. Compensation.** SBCCOG shall pay \$124,850 for services based on the not to exceed budget as itemized in Exhibit A.

**4. Terms of Payment.** Consultant shall submit monthly invoices for services rendered and for reimbursable expenses incurred. The invoice should include: an invoice number, the dates covered by the invoice, the hours expended, the amount of funds

remaining and a summary of the work performed. SBCCOG shall pay the invoices within **forty-five (45)** days of receipt.

**5. Parties' Representatives.** Jacki Bacharach shall serve as the SBCCOG's representative for the administration of the project. All activities performed by the Consultant shall be coordinated with this person. **Jeremy Klop** shall be in charge of the project for the Consultant on all matters relating to this Agreement and any agreement or approval made by him/her shall be binding on the Consultant. This person shall not be replaced without the written consent of the SBCCOG.

**6. Addresses.**

SBCCOG:

South Bay Cities Council of Governments  
2355 Crenshaw Blvd., Suite 125  
Torrance, CA 90501  
Attention: Jacki Bacharach, Executive Director

Consultant:

**100 Oceangate, Suite 1425**  
**Long Beach, CA 90802**  
Attention: **Jeremy Klop**

**7. Status as Independent Contractor.**

A. Consultant is, and shall at all times remain as to SBCCOG, a wholly independent contractor. Consultant shall have no power to incur any debt, obligation, or liability on behalf of SBCCOG or any participating agency or otherwise act on behalf of SBCCOG or any participating agency as an agent except as specifically provided in the Scope of Services. Neither SBCCOG nor any of its agents shall have control over the conduct of Consultant or any of Consultant's employees, except as set forth in this Agreement. Consultant shall not, at any time, or in any manner, represent that it or any of its agents or employees are in any manner employees of SBCCOG.

B. Consultant shall fully comply with the workers' compensation law regarding Consultant and Consultant's employees. Consultant further agrees to indemnify and hold SBCCOG harmless from any failure of Consultant to comply with applicable worker's compensation laws.

**8. Standard of Performance.** Consultant shall perform all work at the standard of care and skill ordinarily exercised by members of the profession under similar conditions.

**9. Indemnification.** Consultant agrees to indemnify the SBCCOG and participating public agencies, their respective officers, staff consultants, agents, volunteers, employees, and attorneys against, and will hold and save them and each of them harmless from, and all actions, claims, damages to persons or property, penalties, obligations, or liabilities that may be asserted or claimed by any person, firm, entity, corporation, political subdivision or other organization to the extent arising out of the negligent acts, errors or omissions; recklessness; or willful misconduct of Consultant, its agents, employees, subcontractors, or invitees, or anyone for whom Consultant may be legally liable, except for

liability to the extent caused by the negligence or wrongful acts of the SBCCOG or a participating agency. In no event shall the cost to defend charged to Consultant exceed Consultant's proportionate percentage of fault. However, notwithstanding the previous sentence, in the event one or more defendants is unable to pay its share of defense costs due to bankruptcy or dissolution of the business, Consultant shall meet and confer with other parties regarding unpaid defense costs.

**10. Insurance.** Consultant shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, with an insurance company admitted to do business in California and approved by the SBCCOG (1) a policy or policies of broad-form comprehensive general liability insurance with minimum limits of \$1,000,000.00 combined single limit coverage against any injury, death, loss or damage as a result of wrongful or negligent acts by Consultant, its officers, employees, agents, and independent contractors in performance of services under this Agreement; (2) automotive liability insurance, with minimum combined single limits coverage of \$500,000.00; and (3) worker's compensation insurance with a minimum limit of \$500,000.00 or the amount required by law, whichever is greater. SBCCOG and participating public agencies, their respective officers, employees, attorneys, staff consultants, and volunteers shall be named as additional insureds on the policy (ies) as to comprehensive general liability and automotive liability. The policy (ies) as to comprehensive general liability and automobile liability shall provide that they are primary, and that any insurance maintained by the SBCCOG shall be excess insurance only.

A. All insurance policies shall provide that the insurance coverage shall not be canceled by the insurance carrier without the insurance carrier giving SBCCOG thirty (30) day's prior written notice thereof. Consultant agrees that it will not cancel, reduce or otherwise modify the insurance coverage.

B. All policies of insurance shall cover the obligations of Consultant pursuant to the terms of this Agreement; shall be issued by an insurance company which is admitted to do business in the State of California or which is approved in writing by the SBCCOG; and shall be placed with a current A.M. Best's rating of no less than A VII.

C. Consultant shall submit to SBCCOG (1) insurance certificates indicating compliance with the minimum worker's compensation insurance requirements above, and (2) insurance policy endorsements indicating compliance with all other minimum insurance requirements above, not less than one (1) day prior to beginning of performance under this Agreement. Endorsements shall be executed on SBCCOG's appropriate standard forms entitled "Additional Insured Endorsement", or a substantially similar form which the SBCCOG has agreed in writing to accept.

**11. Confidentiality.** Parties agree to preserve as confidential all Confidential Information identified upon disclosure as such that has been or will be provided to each other.

**12. Ownership of Materials.** All materials provided by Consultant in the performance of this Agreement ("Work Product") shall be and remain the property of SBCCOG and its partner organizations without restriction or limitation upon their use or dissemination by SBCCOG. The Consultant will retain non-exclusive perpetual rights to the use of material developed under this contract. However, notwithstanding the foregoing, Consultant shall retain all rights, titles, and interests, including but not limited to all

ownership and intellectual property rights, in all inventions, improvements, discoveries, methodologies, models, formats, software, algorithms, processes, procedures, designs, specifications, findings, and other intellectual properties developed, gathered, compiled or produced by Consultant prior to or independently of any of its services under this Agreement ("Background IP"), including such Background IP that Consultant may employ in the performance of this Agreement, or may incorporate into any part of the Work Product. Consultant grants SBCCOG an irrevocable, non-exclusive, transferable, royalty-free license in perpetuity to use, disclose, and derive from such Background IP, but only as an inseparable part of the Work Product. Third-party content that may be used or incorporated in the Work Product shall not become the property of SBCCOG. Consultant shall secure all licenses necessary to any third-party content incorporated into Consultant's Work Product for SBCCOG to utilize Consultant's services and the Work Product for their intended purposes. Consultant shall not be liable or responsible for any alterations, modifications or additions made to the Work Product by SBCCOG or any reuse of the Work Product by SBCCOG or any other party for this project or any other project without the consent of Consultant.

**13. Conflict of Interest.** It is understood and acknowledged that Consultant will serve as an agent of the SBCCOG and the participating agencies for the limited purpose of implementation of this project.

**14. Termination.** Either party may terminate this Agreement without cause upon fifteen (15) days' written notice to the other party. The effective date of termination shall be upon the date specified in the notice of termination, or, in the event no date is specified, upon the fifteenth (15th) day following delivery of the notice. Immediately upon receiving written notice of termination, Consultant shall discontinue performing services. Should the Agreement be breached in any manner, the non-breaching party may, at its option, terminate the Agreement not less than five (5) days after written notification is received by the breaching party to remedy the violation within the stated time or within any other time period agreed to by the parties.

**15. Personnel.** Consultant represents that it has, or will secure at its own expense, all personnel required to perform the services under this Agreement. All of the services required under this Agreement will be performed by Consultant or under its supervision, and all personnel engaged in the work shall be qualified to perform such services. Consultant reserves the right to determine the assignment of its own employees to the performance of Consultant's services under this Agreement, but SBCCOG reserves the right, for good cause, to require Consultant to exclude any employee from performing services on SBCCOG's premises.

**16. Non-Discrimination and Equal Employment Opportunity.**

A. Consultant shall not discriminate as to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation, in the performance of its services and duties pursuant to this Agreement, and will comply with all rules and regulations of SBCCOG relating thereto. Such nondiscrimination shall include but not be limited to the following: employment, upgrading, demotion, transfers, recruitment or recruitment advertising; layoff or termination; rates of pay or other forms of compensation; and selection for training, including apprenticeship.

B. Consultant will, in all solicitations or advertisements for employees placed by

or on behalf of Consultant state either that it is an equal opportunity employer or that all qualified applicants will receive consideration for employment without regard to race, color, creed, religion, sex, marital status, national origin, ancestry, age, physical or mental handicap, medical condition, or sexual orientation.

**17. Assignment.** Consultant shall not assign or transfer any interest in this Agreement nor the performance of any of Consultant's obligations hereunder, without the prior written consent of SBCCOG, and any attempt by Consultant to so assign this Agreement or any rights, duties, or obligations arising hereunder shall be void and of no effect.

**18. Compliance with Laws.** Consultant shall comply with all applicable laws, ordinances, codes and regulations of the federal, state, and local governments. Each party is responsible for paying its own all federal and state income taxes, including estimated taxes, and all other government taxes, assessments and fees incurred as a result of his/her performance under this Agreement and the compensation paid by or through this Agreement.

**19. Non-Waiver of Terms, Rights and Remedies.** Waiver by either party of any one or more of the conditions of performance under this Agreement shall not be a waiver of any other condition of performance under this Agreement. In no event shall the making by SBCCOG of any payment to Consultant constitute or be construed as a waiver by SBCCOG of any breach of covenant, or any default which may then exist on the part of Consultant, and the making of any such payment by SBCCOG shall in no way impair or prejudice any right or remedy available to SBCCOG with regard to such breach or default.

**20. Resolving Disputes.** If a dispute arises under this Agreement, prior to instituting litigation the parties agree to first try to resolve the dispute with the help of a mutually agreed-upon mediator in California. Any costs and fees other than attorney fees associated with the mediation shall be shared equally by the parties.

**21. Severability.** If any part of this Agreement is held unenforceable, the rest of the Agreement will continue in effect provided that the principal purposes of the parties are not thereby frustrated.

**22. Notices.** Any notices required to be given under this Agreement by either party to the other may be affected by any of the following means: by electronic correspondence (email), by personal delivery in writing by mail, registered or certified, postage prepaid with return receipt requested. Mailed notices must be addressed to the parties at the addresses appearing in the introductory paragraph of this Agreement, but each party may change the address by giving written or electronic notice in accordance with this paragraph. Notices delivered personally will be deemed communicated as of actual receipt; mailed notices will be deemed communicated as of the day of receipt or the fifth day after mailing, whichever occurs first. Electronic notices are deemed communicated as of actual time and date of receipt. Any electronic notices must specify an automated reply function that the email was received. The email addresses for each party are as follows:

Jacki Bacharach – [jacki@southbaycities.org](mailto:jacki@southbaycities.org)  
Jeremy Klop – [j.klop@fehrandpeers.com](mailto:j.klop@fehrandpeers.com)

**23. Governing Law.** This Contract shall be interpreted, construed and enforced in accordance with the laws of the State of California.

**24. Counterparts.** This Agreement may be executed in any number of counterparts, each of which shall be deemed to be the original, and all of which together shall constitute one and the same instrument.

**25. Entire Agreement.** This Agreement, and any other documents incorporated herein by specific reference, represents the entire and integrated agreement between Consultant and SBCCOG. This Agreement supersedes all prior oral or written negotiations, representations or agreements. This Agreement may not be amended, nor any provision or breach hereof waived, except in a writing signed by the parties which expressly refers to this Agreement. Amendments on behalf of the SBCCOG will only be valid if signed by the SBCCOG Executive Director or the Chairman of the Board and attested by the SBCCOG Secretary.

**26. Exhibits.** All exhibits referred to in this Agreement are incorporated herein by this reference.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the date first written above.

"SBCCOG"  
South Bay Cities Council of Governments

"Consultant"  
Fehr & Peers

By: \_\_\_\_\_  
(SBCCOG Chair) (Signature)

By: \_\_\_\_\_  
(Signature)

Name: \_\_\_\_\_

\_\_\_\_\_  
(Typed or Printed Name)

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

Title: \_\_\_\_\_

Attest: \_\_\_\_\_  
SBCCOG Secretary

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

# Exhibit 2

## Scope of Work & Deliverables

### Task 0: Project Management and Meetings

Fehr & Peers' Project Manager Emily Finkel, with oversight from Principal-In-Charge Jeremy Klop, will be responsible for the following:

- Adhering to project schedule, budget, and scope
- Managing team and overseeing tasks
- QA/QC of deliverables
- Delivering monthly invoices and progress reports
- Serving as primary point of contact for client team

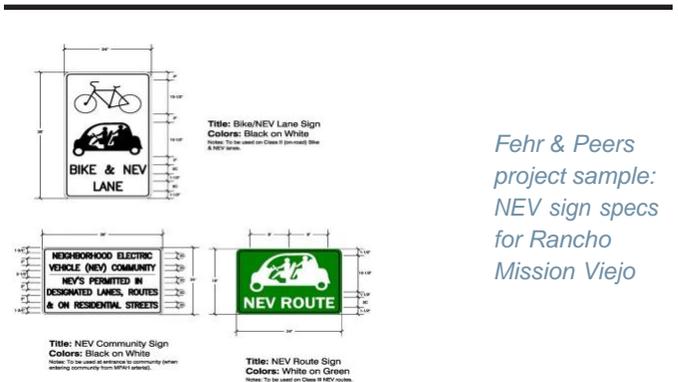
This task includes meeting materials and preparation, as well as participation for the following 1-hour meetings:

- Kick-off meeting
- Monthly Technical Advisory Committee (TAC) meeting (Fehr & Peers will participate in 6 total)
- 1-3 public workshops with City stakeholders per City (Fehr & Peers will participate in 3 total)
- Subregional stakeholder groups, including Working Groups, Steering Committee, or Board meetings (Fehr & Peers will participate in 4 total)

Fehr & Peers acknowledges the importance that city collaboration will play and we look forward to the opportunity to engage with cities directly through this project. We have indicated the number of meetings assumed as part of our proposed budget and scope, for a total of **fourteen (14)** 1-hour meetings. Fehr & Peers is happy to defer to SBCCOG related to meeting needs if SBCCOG wishes to reallocate the time allotted above across the meeting types. Additional meeting participation may be added to our proposed scope on a Time & Materials basis.

#### TASK 0 DELIVERABLES:

- Meeting agenda, notes, and other materials to support 14 meetings total, including kick-off meeting
- Monthly invoices and progress reports



*Fehr & Peers project sample: NEV sign specs for Rancho Mission Viejo*

### Task 1: Best practices for integrating sharrow design and wayfinding signage

Fehr & Peers will collect and summarize best practices related to development of pavement markings and wayfinding signage to support NEV and micromobility networks. We will do this in the following ways:

**Interview with NEV community:** We propose conducting a 1-hour interview with City staff from a leading NEV and/or multi-modal slow-speed ZEV community (e.g., Lincoln, CA or representative/similar community to South Bay). Through this interview, we will document key components for implementation of NEV and micromobility-supportive projects, including what pavement marking and signage elements have been most useful, potential funding sources, opportunities for and barriers to on-the-ground implementation, methods for evaluation, and success stories in public engagement.

**Synthesize best practice wayfinding and pavement marking guidance:** Referencing state and national guidance, such as the California State MUTCD, NACTO complete streets design guidance, and the Highway Design Manual, Fehr & Peers will produce a graphics-focused summary of best practices in engineering design guidance for pavement markings and wayfinding signs to support NEV and micromobility networks. Our summary will also draw on research related to real world implementation by jurisdictions. Elements

covered will include sharrows and other forms of pavement markings that help delineate the path of travel; frequency, position, and type (e.g. green-backed) of markings; and best practice for NEVs and micromobility at signals and stop-controlled intersections, crossings, sidewalks, and pathways. Wayfinding documentation will focus on signage typologies and purpose, allowable colors and designs, legibility and accessibility considerations, and current wayfinding industry best practice. This summary will also include examples for how NEV and micromobility wayfinding signage can support public education and engagement in mode choice. Applicable signage standards from local jurisdictions will also be documented. Guidance collected recommendations and requirements, but also on the creation of safe and comfortable networks that serve South Bay residents of all ages and abilities. In some cases, local South Bay cities may have their own related design guidance. This guidance will be documented where applicable. Recommendations will be MUTCD consistent, but we will discuss the

opportunity for SBCCOG to explore application for experimental status should there be interest in non-standard options.

#### TASK 1 DELIVERABLES:

- Graphics-focused memo documenting best practice for pavement markings and wayfinding signage
- Collection of pavement marking options

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### Task 2: NEV Plan Playbook

Fehr & Peers will create an NEV Plan Playbook that provides a “modifiable plan” to fulfill the state NEV plan requirement. Approximately 90% of the plan will be generic across all South Bay cities, with 10% able to be modified for local needs. The Playbook will provide the information cities will need in order to create these customizations and provide guidance for how to do so. The “Modifiable Plan” will include the following components, as defined in AB 2432:

1. Route selection (summary of LTN work to date)
2. Transportation interfacing with other modes
3. NEV facilities
4. Parking facilities
5. Pavement markings and signage
6. Electric charging stations

will focus not only on state

**Fehr & Peers has previously supported the City of Lincoln and Rancho Mission Viejo in developing similar State legislation for slow-speed vehicles, along with developing progress reports to the legislature.**

#### TASK 2 DELIVERABLES:

- NEV Plan Playbook for local cities, with modifiable plan each city can customize and adopt

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### Task 3: Branding

Fehr & Peers will assist SBCCOG in developing an LTN logo and wayfinding brand identity. The collaborative, stakeholder-driven approach will begin with a one-hour virtual design charrette including SBCCOG staff, representatives from participating jurisdictions, community stakeholders, and Fehr & Peers’ visual communications team. At this charrette, we will confirm desired outcomes of the LTN logo and wayfinding brand as voiced through stakeholder preferences for aesthetics and functionality. For inspiration, we will share branded wayfinding examples from precedent-setting communities. The discussion may consider:

- Colors, fonts, iconography, aesthetics, accessibility, and user interface considerations
- Elements of local culture, history, geography, and identity to reflect in the logo and branding
- Conventions for representing distance and/or time to destinations on signs
- Co-branding, interoperability, and interface with other wayfinding systems and standards (e.g. Manual on Uniform Traffic Control Devices)

From this charrette, Fehr & Peers will develop three visual identity concepts. For each, we will develop a logo design and a branded wayfinding sign mockup. We will share the design concepts with SBCCOG and the charrette attendees for two rounds of consolidated comments.

From the comments, we will produce a final logo mockup and final design intent drawing for the wayfinding sign. The design intent drawing will be to-scale; will include front, back, and side views, as necessary; will convey standards for colors, typography, iconography, co-branding, distance/time-to-destination, materials, and mounting; and will incorporate sample messaging for illustrative purposes. The drawing will be sufficient for conveying the design intent to sign fabrication vendors or municipal sign shops. Additionally, Fehr & Peers will develop a planning-level cost estimate to fabricate and install the wayfinding sign under typical conditions in South Bay cities.

### TASK 3 DELIVERABLES:

- One-hour design charrette with SBCCOG, participating jurisdictions, and community stakeholders to determine design objectives (this meeting is in addition to the meetings outlined in Task 0)
- Three logo and branded wayfinding sign concepts
- Final logo and branded wayfinding design, based on two rounds of consolidated comments
- Design intent drawing for final wayfinding sign, including production specifications (colors, typography, iconography, co-branding, distance/time-to-destination, materials, and mounting)
- Planning-level cost estimate for sign fabrication and installation
- Memo/guidance for integration of Wayfinding into existing cities' wayfinding signage
- Memo/process should take into account access issues – seniors those with disabilities, etc.

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## Task 4: Siting

Fehr & Peers will develop an SBCCOG Wayfinding Siting Playbook documenting best practices for siting wayfinding signs across the LTN. This how-to guide will provide standards and guidance to SBCCOG and participating jurisdictions for deploying wayfinding consistently across the LTN. Our recommendations will be focused on the first priority miles of the LTN, with broad applicability to all South Bay cities and the full network. It will include:

- Network-level signage planning, including:
  - Identification of key destinations
  - Selection of travel routes between key destinations
  - Identification of decision-making points
- Sign siting best practices at intersections, turns, junctions, and potentially confusing locations
- Typical number of signs per mile
- Sight distance best practices
- Interface with other sign types and sign clutter minimization
- Obstacles, issues, and challenges to implementing wayfinding

In addition, Fehr & Peers will develop two (2) two-mile sample corridor signage plans - one 2-mile plan for the Beach Cities Phase 1 LTN; and, one 2-mile plan for the Inland Cities Phase 1 LTN. Fehr & Peers will work with SBCCOG and local jurisdictions to determine the corridors. Each plan will include a GIS-based corridor map indicating planning-level sign locations and sign orientation. The signage plan will also include one design intent drawing for each proposed wayfinding sign. These drawings will apply the branded sign designs developed in Task 3. Each sign will include location-specific messaging, which depending on the Task 3 design process, may include destination name, direction to destination, and distance or time to destination.

### TASK 4 DELIVERABLES:

- SBCCOG Wayfinding Siting Playbook documenting best practices for installation of wayfinding signage along with issues, obstacles, and challenges to implementation, including details to support Measure M applications
- Two (2) two-mile sample corridor signage plans including GIS-based map of sign locations and design intent drawing with location-specific messaging for each proposed sign, including details to support Measure M applications

Fehr & Peers project sample:  
 Brand development process for I-80 Corridor, Sacramento

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## Task 5: Design Cost

Fehr & Peers will identify the appropriate items and construction costs for implementation of shared lane marking treatments (class III bikeway), and wayfinding signage. This will include items such as pavement markings, bike route and wayfinding signage, and the associated posts. We will also include recommendations for signage and markings associated with neighborhood electric vehicles (NEV). Standard specifications typically apply for these items, with the exception of specific wayfinding sign messages and styles.

A technical memo will be prepared outlining these items and the estimated costs for implementation. Parking amenities will also be explored and included in the memo where appropriate. In addition, Fehr & Peers will support with the preparation of a request for proposal (RFP) document for sourcing of the implementation and materials for these items. Our scope of work does not include foundation and structural design, or any structural engineering.

### TASK 5 DELIVERABLES:

- Memo detailing costs and specifications for implementation of LTN sharrow treatments on neighborhood streets, including details for implementation of markings
- Memo detailing costs and specifications for implementation of wayfinding signage along LTN, including details for sourcing and implementation of signs
- Memo detailing costs and specifications for implementation of parking amenities

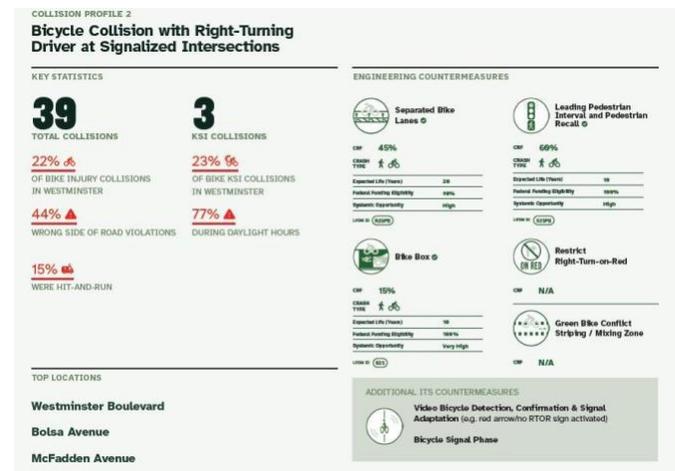
## Task 6: Safety Analysis

Safety is an important component of funding and implementing an NEV and micromobility network in the South Bay, and there is an opportunity to identify safety cobenefits in this work. In accordance with Caltrans best practice and funding guidance, Fehr &

Peers will update the current SBCCOG GIS database with the following data, covering all SBCCOG jurisdictions:

- Collision data: The most recent 5 years of available collision data from Statewide Integrated Traffic Records System (SWIRTS) and Transportation Injury Mapping System (TIMS)
- Contextual data for safety analysis: We will collect data from prior Fehr & Peers work with SBCCOG, as well as any newer datasets from the COG, including number of lanes, posted speed, land uses, and intersection control type

Using this data, Fehr & Peers will identify high-level collision trends for micromobility users in each of the South Bay cities, allowing for ranking by number of collisions, collision severity and collision characteristics, as well as these statistics on the LTN network. We will document methodology for these findings, allowing for a replicable process in the future by the COG or South Bay cities to perform before/after studies for the LTN.



*Fehr & Peers project sample:*

*City of Westminster Local Road Safety Plan crash trends*

Fehr & Peers will develop a list of safety countermeasures most relevant to key trends identified in the safety analysis. These countermeasures may include the type of pavement markings being considered for the LTN, or countermeasures that pair well with the markings. By identifying countermeasure packages, we can help SBCCOG and its cities unlock safety-focused funding sources, such as the Highway Safety Improvement

Program (HSIP) and forthcoming federal safety dollars, to support implementation of the LTN.

### Law Enforcement Interview

Additionally, Fehr & Peers will work with SBCCOG to identify law enforcement representatives from SBCCOG jurisdictions. Fehr & Peers will conduct a 1-hour interview with law enforcement to understand key trends in enforcement and roadway safety related to current NEV and micromobility use in the South Bay. The findings from this interview will be documented in the zero-emission mobility safety study.

### TASK 6 DELIVERABLES:

- Memo on methodology for pre/post testing of the LTN as a safety improvement
- Zero-emission mobility safety study to rank micromobility safety by city
- An Esri online data dashboard



Fehr & Peers project sample: Electric Carshare Station Siting for BlueLA

## Task 7: Parking Analysis

As a first step, similar to the work performed in Task 1, Fehr & Peers will document best practice in providing parking facilities and infrastructure to support the LTN. We will gather precedents from national guidance and real-world examples to guide this documentation. Concepts to be explored will include:

- Mobility hubs or other strategies for co-location of mobility services and community services (e.g. retail, banking, internet access, etc.)
- Electric charging infrastructure needed to support NEVs and other electric micromobility devices
- Curbside management strategies specific to NEVs and micromobility, including considerations for

interactions with other vehicles (e.g. loading and delivery) at the curb

### Parking Implementation Playbook

Similar to the implementation “playbook” for local South Bay cities, we will develop a resource aimed at local South Bay cities that can act as a kit of parts for installing parking and other mobility hub and curbside options for NEVs and other micromobility devices along the LTN. This playbook will include types, costs, and engineering details of parking infrastructure that can be deployed based on size and type of space available (e.g. what can be deployed in using the space of one standard parking space vs. two or three).

### LTN Parking Suitability Analysis

We will use SBCCOG land use, points of interest, and demographic data to develop a methodology for identifying potential parking locations along the priority miles of the LTN. This methodology will be documented and GIS files will be delivered to SBCCOG so that it may be replicated for additional cities and the broader network.

### TASK 7 DELIVERABLES:

- Parking suitability analysis memo and GIS layer
- Parking Implementation Playbook memo on types, costs, and engineering details of parking infrastructure that can be deployed; playbook will address aspects of scalability.
- Memo on “Mobility Hubs”

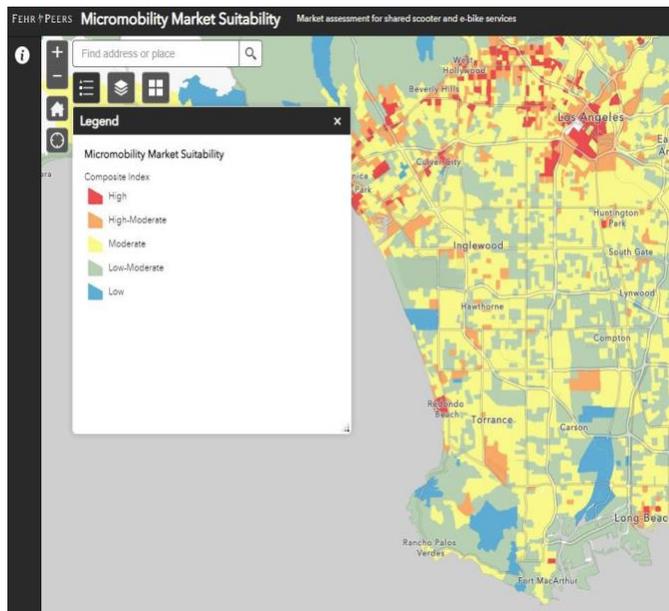
## Task 8: Special Considerations

### Community Interest and Mode Share Survey

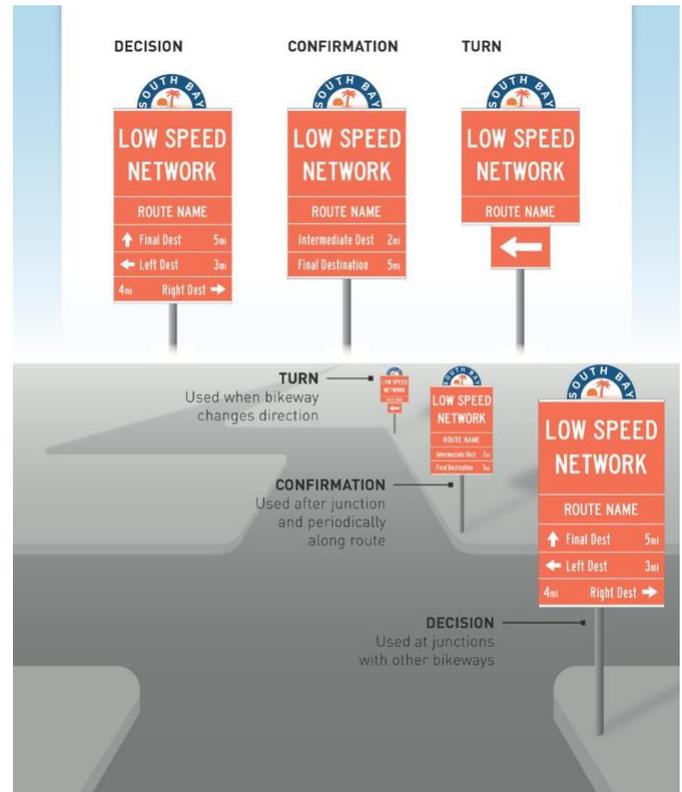
This task will cover elements largely related to public engagement and deployment in the public realm. Fehr & Peers will develop a web-based survey that will be deployed through SBCCOG’s contact lists and website, and local city websites and social media, to document community interest in NEVs and micromobility, current mode share, as well as potential mode shift. A post-implementation survey instrument will be developed with the SBCCOG to gauge brand awareness of the network, usability, and other critical metrics for success. The survey will be designed such that SBCCOG can deploy it at a future date after LTN project implementation.

## TASK 8 DELIVERABLES:

- Online Community Interest and Mode Share Survey and Post-Implementation Survey Format



Fehr & Peers project sample:  
Micromobility Suitability Index Webtool



Fehr & Peers project sample:  
SBCCOG LTN Refinement Study

## Task 9: Final Report

For each prior task, Fehr & Peers will deliver summary memos in the style of graphics-focused easy-to-read report chapters. With this approach, the memos created will build into a final report, minimizing the need for rework and reformatting. Where applicable, maps and graphics will be delivered in place of written summaries. Fehr & Peers will respond to one round of consolidated comments to finalize the report. These work products will be delivered in a format compatible with the Storymap that has been developed to showcase LTN work. We will provide a PowerPoint Presentation Executive Summary. The presentation can be used during stakeholder engagement and can be easily shared with stakeholders. All final deliverable formats will be confirmed during the kick-off meeting.

## TASK 9 DELIVERABLES:

- Final report, including Storymap-ready maps and graphics
- Executive Summary PowerPoint
- GIS and design files for work produced

# Budget

| Staff                                                                                | Jeremy Klop         | Steve Brown           | Emily Finkel    | Claude Strayer          | Sean Reseigh    | Cullen McCormick           | Melody Wu             | Mike Johnstone     | Andrea Bjornlie |             |                  |
|--------------------------------------------------------------------------------------|---------------------|-----------------------|-----------------|-------------------------|-----------------|----------------------------|-----------------------|--------------------|-----------------|-------------|------------------|
| Title                                                                                | Principal-In-Charge | NEV Technical Advisor | Project Manager | Engineering Design Lead | Data & GIS Lead | Wayfinding & Branding Lead | Visual Communications | Engineering Design | Admin Support   |             |                  |
| Hourly Rate                                                                          | \$330               | \$340                 | \$195           | \$210                   | \$140           | \$195                      | \$155                 | \$200              | \$140           | Total Hours | Labor            |
| Tasks Subtotals                                                                      |                     |                       |                 |                         |                 |                            |                       |                    |                 |             |                  |
| <i>Task 0 - Project Management &amp; Meetings</i>                                    | 30                  | 6                     | 46              | 4                       | 0               | 4                          | 0                     | 0                  | 20              | 110         | \$25,330         |
| <i>Task 1 - Best Practices for Integrating Sharrow Design and Wayfinding Signage</i> | 6                   | 6                     | 12              | 24                      | 0               | 12                         | 0                     | 8                  | 0               | 68          | \$15,340         |
| <i>Task 2 - Regulatory Planning</i>                                                  | 8                   | 16                    | 8               | 0                       | 0               | 0                          | 6                     | 0                  | 0               | 38          | \$10,570         |
| <i>Task 3 - Branding</i>                                                             | 4                   | 0                     | 12              | 0                       | 0               | 22                         | 24                    | 0                  | 0               | 62          | \$11,670         |
| <i>Task 4 - Siting</i>                                                               | 4                   | 8                     | 6               | 16                      | 8               | 8                          | 0                     | 16                 | 0               | 66          | \$14,450         |
| <i>Task 5 - Design Cost</i>                                                          | 4                   | 2                     | 10              | 16                      | 0               | 4                          | 0                     | 8                  | 0               | 44          | \$9,690          |
| <i>Task 6 - Safety Analysis</i>                                                      | 4                   | 2                     | 8               | 0                       | 28              | 0                          | 0                     | 0                  | 0               | 42          | \$7,480          |
| <i>Task 7 - Parking Analysis</i>                                                     | 4                   | 4                     | 24              | 4                       | 8               | 0                          | 0                     | 4                  | 0               | 48          | \$10,120         |
| <i>Task 8 - Special Considerations</i>                                               | 4                   | 2                     | 4               | 2                       | 0               | 4                          | 4                     | 0                  | 0               | 20          | \$4,600          |
| <i>Task 9 - Final Report</i>                                                         | 12                  | 2                     | 20              | 4                       | 8               | 4                          | 20                    | 0                  | 8               | 78          | \$15,500         |
| <i>Task Labor Subtotal</i>                                                           | <b>80</b>           | <b>48</b>             | <b>150</b>      | <b>70</b>               | <b>52</b>       | <b>58</b>                  | <b>54</b>             | <b>36</b>          | <b>28</b>       | <b>576</b>  | <b>\$124,750</b> |
| <i>Direct Costs: Mileage</i>                                                         |                     |                       |                 |                         |                 |                            |                       |                    |                 |             | \$100            |
| <i>Total Cost</i>                                                                    |                     |                       |                 |                         |                 |                            |                       |                    |                 |             | <b>\$124,850</b> |

**Note: Fehr & Peers will maintain flexibility to shift funds between personnel within a given task, based on SBCCOG needs. For flexibility in shifting funds between tasks, SBCCOG and Fehr & Peers will agree to scope and budget changes in writing before beginning a task.**

# Schedule

