

AGREEMENT AMENDMENT

City Manager's Office
701 Laurel St., Menlo Park, CA 94025
tel 650-330-6620



Amendment #: 2373 A-1

AGREEMENT FOR SERVICES BETWEEN THE CITY OF MENLO PARK AND ALTA PLANNING + DESIGN

THIS FIRST AMENDMENT is made and entered into this 23 day of May, 2019, by and between the CITY OF MENLO PARK, a Municipal Corporation, hereinafter referred to as "CITY," and ALTA PLANNING + DESIGN, hereinafter referred to as "FIRST PARTY."

1. Pursuant to Section 4. COMPENSATION AND PAYMENT of Agreement No. 2373, ("Agreement"), Section 4. COMPENSATION AND PAYMENT [amendment to section] to read as follows"

"A. CITY shall pay FIRST PARTY an all-inclusive fee that shall not exceed \$180,000 as described in Exhibit "A, A-1," Scope of Services. This compensation shall be based on the rates described in Exhibit "A, A-1." All payments, including fixed hourly rates, shall be inclusive of all indirect and direct charges to the Project incurred by FIRST PARTY. The CITY reserves the right to withhold payment if the City determines that the quantity or quality of the work performed is unacceptable."

2. Pursuant to Section 24. TERM OF AGREEMENT of Agreement No. 2373, ("Agreement"), Section 24. TERM OF AGREEMENT [amendment to section] to read as follows"

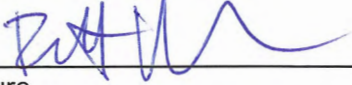
"This agreement shall remain in effect for the period of July 1, 2018 through June 30, 2020 unless extended, amended, or terminated in writing by CITY."

Except as modified by this Amendment, all other terms and conditions of Agreement No. 2373 remain the same.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the day and year first above written.

SIGNATURE PAGE TO FOLLOW

FOR FIRST PARTY:



Signature

5/6/19

Date

Brett Hondorp

Printed name

President, as duly authorized

Title

68-0465555

Tax ID#

APPROVED AS TO FORM:

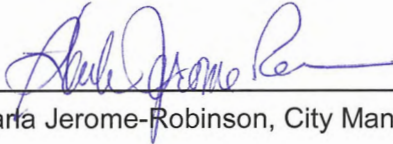


William L. McClure, City Attorney

5/29/19

Date

FOR CITY OF MENLO PARK:

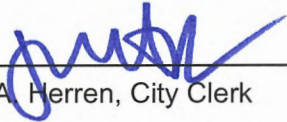


Starra Jerome-Robinson, City Manager

5/23/19

Date

ATTEST:



Judi A. Herren, City Clerk

5/28/19

Date



City of Menlo Park Safe Routes to School Program

Proposed Phase II Scope of Work

Revised April 10, 2019

In Phase 1 of the Menlo Park Safe Routes to School (SRTS) program, Alta met with stakeholders, collected baseline data, and prepared a SRTS Strategy for the City as well as developing Suggested Route Maps for 14 schools. We also worked with the City to hire Andre-Anne Cadieux as the part-time Menlo Park SRTS Coordinator. We are now transitioning into Phase 2, which will begin implementing the key recommendations from the Strategy.

The following scope of work is based on our understanding of the needs of the City, and our experience with similar projects and national best practices. We are flexible in our approach and look forward to refining this based upon your feedback.

Phase 2: SRTS Program Operations

Task 1. Community Engagement

The Menlo Park SRTS Coordinator will act as the feet-on-the-ground for the project, working directly with City, school district, school, and community partners in implementing the project. Other Alta staff will support the Coordinator and provide resources, graphics assistance, best practices experience, and other support for implementing the program. The Coordinator will work on-site at the City in a part-time capacity for the duration of the project.

Alta's SRTS Coordinator will begin by reaching out to stakeholders to set up meetings, attending staff and PTA meetings, visiting the schools, attending San Mateo Countywide meetings and MTC's Spare the Air Youth meetings, and joining other meetings as time allows. The Coordinator will work with local stakeholders to:

- Share information about SRTS in general and specific resources, highlighting the menu of selected activities and outreach materials
- Develop a monthly Menlo Park SRTS e-newsletter, and provide copy for newsletters and social media
- Participate in community events, planning safety demonstrations, and other activities
- Help local stakeholders plan bicycle/walking themed school events such as Walk to School Day/Week/Month.

Alta will use our outreach toolkit of SRTS statistics and success stories to share the message that walking and biking can be fun, normal, and safe parts of everyday life.

Throughout the project, Alta's Project Manager, Hannah Day-Kapell, will be in regular communication with the City of Menlo Park Project Manager via email and hold bi-weekly calls with the SRTS Coordinator to discuss the ongoing efforts and next steps. Alta will also provide monthly project status reports that will include:

- Budget spent, and budget remaining
- Deliverables submitted, meetings attended, and SRTS activities conducted in the previous month
- In-progress deliverables and planned meetings

Deliverables:

- Monthly reporting of activities and maintain a list of meetings attended, stakeholders convened, and activities organized.
- Outreach copy

Task 2. Suggested Route to School Maps

Task 2.1 Map Edits

In Phase 1, Alta developed 14 Suggested Route Maps for schools in Menlo Park and worked with district representatives to conduct an initial review. In Phase 2 (as part of Task 1), the SRTS Coordinator will bring these developed maps to the parent and school communities, to confirm suggested routes and notes. Alta's GIS and graphic design team will update each of the 14 original map one additional time to accommodate any changes identified through this process.

We will also provide Spanish translations of maps of up to five maps upon school or district request.

Task 2.2 Additional Walk and Roll Maps

Alta will develop additional Suggested Route Maps upon school or City request, up to 8 total maps.

Using information provided by the City from the Data Request Memo, Alta will develop school base maps for each of the schools using the selected template. We assume the public outreach and route selection will be led by the SRTS Coordinator, working with each school staff, PTA, and the SRTS Advisory Committee/Task Force to draw routes on the draft base maps.

Alta will develop a Walk and Roll map for 15 schools using the information provided by the SRTS Coordinator. We will revise each map one (1) additional time and package final files in GIS, Adobe Illustrator, and Adobe InDesign.

Task 2 Deliverables:

- Revised versions of 14 original maps
- Up to 5 maps recreated in Spanish
- Draft and final Suggested Routes to School map brochures up to 8 additional schools

Task 3. Crossing Guard Study

Task 3.1 Crossing Guard Analysis

Adult Crossing Guards can play an integral role in fostering a safe and comfortable environment for children walking and bicycling to school. They can help create gaps in traffic on busier neighborhood collector roads, remind drivers of the presence of pedestrians, help instill safe walking skills in children and parents, and help drivers yield when appropriate.

Having assisted in the development of the California School Crossing Guard Training Guidelines, SRTS Advisor Kristin Haukom is well-versed in the requirements under the California MUTCD for Crossing Guard operations, and she has previously developed materials and assisted with implementation of Crossing Guard evaluation and training programs. Led by Kristin, the Alta team will conduct an evaluation of the crossing guard programs, schedule, and current placement at all four Menlo Park school districts and all Menlo Park public schools.

Utilizing the data from the Menlo Park Transportation System Plan Update, the team will develop recommendations for crossing guard placement near schools, including criteria for future placement decisions, potentially including a crossing guard policy for the City to consider adopting. Alta will recommend how the Crossing Guard program could be administered, including funding and insurance considerations. Recommendations will be summarized in a Crossing Guard Summary Memo, which will be provided to the City for review and revised based on one set of consolidated, internally-consistent comments.

Task 3 Deliverables:

- Review memo summarizing existing Crossing Guard policy, placement, and timing at all Menlo Park school districts and schools, as well as best practices for citywide Crossing Guard policies
- Recommendations for a Menlo Park Crossing Guard program, policy guidance, administration, costs, and ongoing support

Task 4. Safe Routes to School Curriculum

Menlo Park SRTS Program

The SRTS Coordinator will work with schools, school districts, and community centers to identify and implement educational curriculum focused on bicycling and walking skills. SRTS curricula teach students how to walk and bike safely and about the benefits and impacts of active transportation. Alta has developed a PE-based pedestrian safety curriculum and bicycle safety education, which we will refine for use at Menlo Park schools. In Phase I, Alta reviewed best practices and developed a matrix of age, subject, and learning objectives, which can serve as the basis for further discussions around curriculum.

Task 4.1 Teacher Working Group

Alta will outreach to the school districts to determine interest in participation, and solicit PE teachers to join in a curriculum workshop and test-teach curriculum. Alta will discuss required parameters with district staff or interested teachers, to determine the grade level, number and length of lessons, materials needed, and other factors.

The full-day workshop with PE teachers will cover the basics of pedestrian and bicycle education and give teachers the opportunity test-teach curriculum, providing feedback on how SRTS lessons could best fit into their existing curriculum.

Task 4.2 Menlo Park SRTS Curriculum

Alta will refine the curriculum to suit teachers' needs, modifying content and lessons for up to six lessons. Participating teachers will be asked to test-teach the curriculum and provide timely feedback for finalizing the lessons.

Once the draft lessons are approved, Alta's graphic designers will develop up to three handouts for parents and up to three posters for classrooms, to reinforce safety messaging.

Task 4 Deliverables:

- Outreach to district and PE teachers on SRTS curriculum
- Teacher curriculum development workshop, with agenda, presentation, notes, refreshments, as well as funding for substitute teachers and/or teacher stipends
- Draft and final Menlo Park SRTS curriculum
- Materials for SRTS education
- Up to three handouts for parents and up to three posters for classrooms

Task 5. Encouragement Implementation

To support locally-relevant activities at individual schools, the SRTS Coordinator will meet with school leadership and parents/PTAs to discuss potential SRTS activities. This task sets aside budget for working with these local stakeholders to develop high-quality graphics or communications pieces, which can be shared with the school. Examples may include:

- Walking School Bus maps, guidelines, forms, or trainings.
- Monthly themes and encouragement messages.
- Circulation guides for traffic patterns near the school.
- Materials for new SRTS activities like Winter Walk to School Day, Earth Day, local poster contest, bike fairies, or other activity.

The SRTS Coordinator will work with Menlo Park staff to confirm the approach and estimated cost or number of hours (not including SRTS Coordinator time, which is included in Task 1) prior to developing new materials. The Alta Team will work with the City to best allocate funding among schools and districts, aiming to serve the entire community and focusing resources in the most underserved communities first.

Task 5 Deliverables:

- Technical assistance and graphic design collateral for individual schools, to support encouragement programming. Specific deliverables will be confirmed with the Menlo Park Project Manager.

Task 6. Demonstration Project

The best way to help the community envision and understand a new street design is for them to experience it. Demonstration projects are being conducted all over the country, often described as action-planning, guerilla urbanism,

Menlo Park SRTS Program

pop-up projects, city repair, D.I.Y. Urbanism, and Tactical Urbanism. Alta has planned and executed dozens of temporary bicycle and pedestrian demonstration events throughout California.

Alta will work with the City to select two locations to conduct live demonstrations of proposed infrastructure treatments to improve bicycle and pedestrian access to school. Alta will work with the school community to determine the best approach for each school.

Alta will first develop a modified striping plan that will include the proposed facilities and any additional lane, roadway, and parking changes that need to occur to accommodate the bikeway. As a temporary facility, components of this design will have to be constructed with different materials than the more standard materials of a permanent facility. Alta will assist with materials research and selection.

We will develop advertising content for the event, including a flyer, a mailer, web content, social media posts, and other information needed. We assume the City and stakeholders will be responsible for distributing the content to residents of the corridor and the public. Alta will provide several methods to gather input, including comment cards, public display boards that can be marked up by members of the public, and direct discussion with project team members.

We have estimated costs for the materials assuming use of temporary chalk, paint, rolled burlap and planters to create the bikeway and trailhead and we will help the City identify potential donors and partners who can help fund any additional costs for these activities. The City will be responsible for any permitting required to implement, as well as all traffic control management plans and having police officers present.

Task 6 Deliverables:

- Tactical Urbanism Demonstration Project Plan, Procurement of Materials, and Installation at up to two locations

Task 7. Evaluation

Program evaluation is key to achieving success, delivering on performance measures, and enabling continuous improvement. While much data analysis naturally focuses on quantitative inputs such as mode split and participation, a more complete picture of a program's impact will include qualitative data and storytelling as well.

Alta will work with school partners to collect data, providing technical assistance and support to schools via email and phone calls. Alta will create data entry forms and support partners' data entry. We will assess the results and prepare a report that reflects both hard numbers as well as success stories or learning opportunities. Finally, we will recommend program adjustments based on evaluation results to improve effectiveness, efficiency, and to better reach diverse audiences.

Task 7.1 Student Hand Tallies

Alta will administer student travel tallies in fall 2019. We will focus resources on schools not already conducting tallies through the Countywide SRTS program. We will target at least two classrooms per grade, providing the minimum sample size needed for a statistical sample of students. Alta will provide the tallies in hardcopy and online, and can provide technical assistance to schools that need support to administer the tallies.

Alta has a very efficient process in place to minimize staff time and facilitate a high response rate. We prepare a packet to be sent to each school administrator with forms, detailed instructions, and postage-paid return envelopes for returning hard copy surveys. In general, schools still prefer to fill out the short paper tally forms—although as schools are increasingly incorporating tablets and computers into all their classrooms, we will make a greater push toward our web-based input form.

Task 7.2 Parent Surveys

While student travel tallies have been shown to be a more valid representation of mode than parent surveys, surveying parents is important to understand attitudinal shifts about walking, biking, and transit use over time. Alta proposes using the National Center for Safe Routes to School's standard parent survey or a slightly modified version to evaluate parents' concerns about allowing their children to walk or bike to school. We recommend conducting parent surveys every other

year, as they are more time-intensive than student travel tallies and doing them too frequently lowers response rates without providing much benefit.

Task 7.3 School Administrator Surveys

Alta will develop a school administrator survey to ask administrators about efforts of SRTS programming, what they feel is effective, and ideas for ways to improve implementation of activities. This online-only survey will help identify focus areas for the SRTS Coordinator to work with each school.

Task 7.4 Reporting

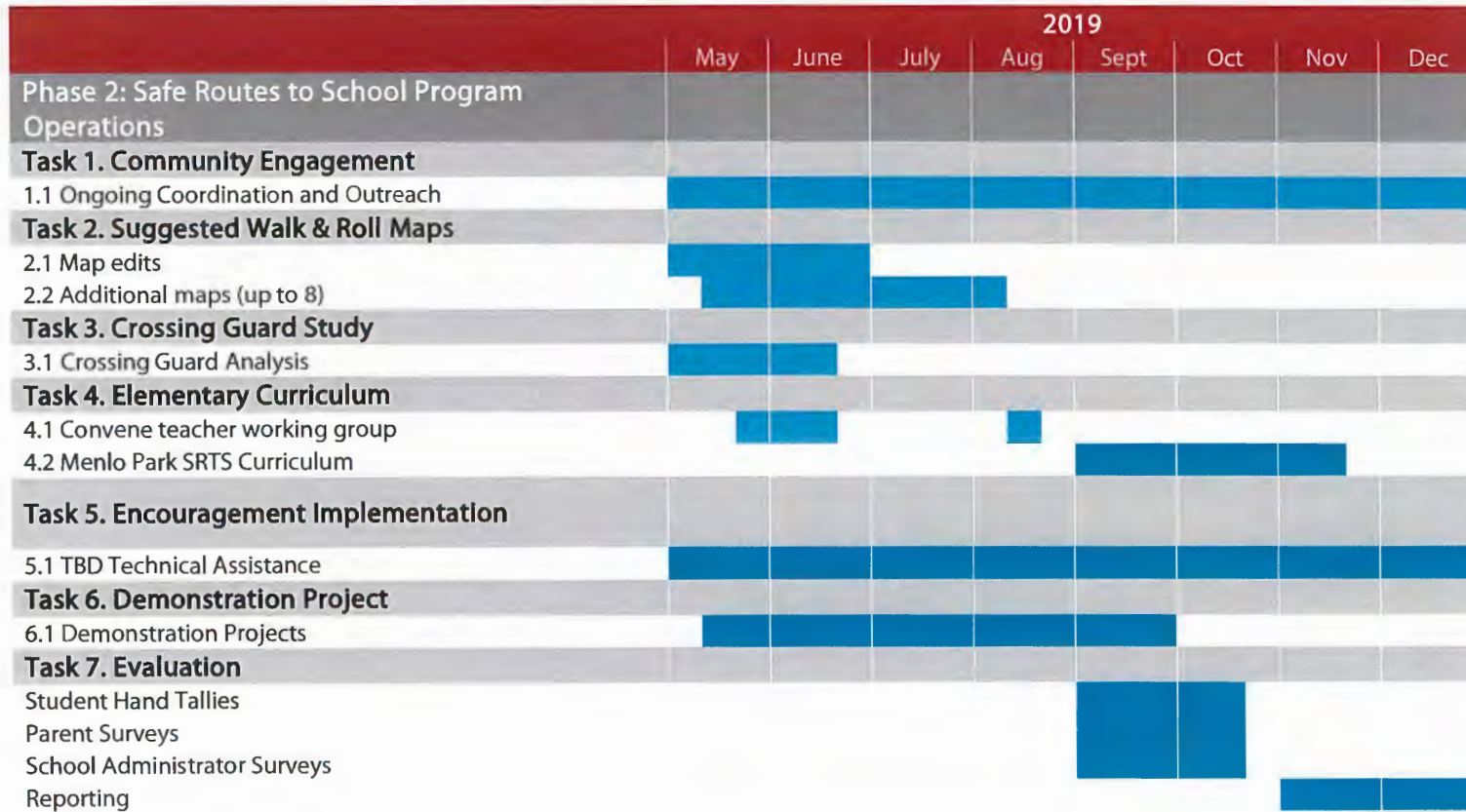
Based on the data collected in the previous tasks, as well as the information and feedback provided through stakeholder meeting and other engagement. Alta will prepare two reports:

- **School Summaries.** For each school we will prepare a 1-page summary outlining the school's history of participation and SRTS program resources allocated to each school during the evaluation period (i.e. number and types of SRTS activities implemented, types and level of communications, teacher trainings, staff support, events, etc.).
- **Annual Report.** We will prepare a final report that summarizes activities over the past year and identifies key next steps for the city, districts, and schools. The Annual Report will measure progress toward goals identified in the Menlo Park SRTS Strategy.

Task 7 Deliverables:

- Hand tally process, forms, support for data collection, data entry, and reporting
- Parent survey process, online and paper forms, promotion, data collection support, data entry, and reporting
- School administrator survey process, online forms, promotion, and reporting
- School Reports for all public schools, draft and final
- Annual Report, draft and final

Schedule



Budget

TASK	Alta Planning + Design													Task Hours	Total Task Fee
	Principal-In-Charge	Project Manager	SRTS Coordinator	Assistant Project Manager	SRTS Advisor	Planner	Planner/ Spanish Translation	Engineering Associate	Engineer 1	GIS	Graphics	Admin	Expenses/ non-Alta tasks		
	Brett Hondorp	Hannah Day-Kapell	Andre-Anne Cadieux	Lola Torney	Kristin Haukom	Cailin Henley	Jose Palma	Carlos Valadao	Joe Paull	Lisa Schroer	Anne Bothner-By	Amanda Boyd			
2018 Hourly Rate*	\$272	\$150	\$74	\$106	\$152	\$90	\$104	\$186	\$122	\$98	\$106	\$74			
Phase 2: Safe Routes to School Program Operations															
Task 1. Community Engagement	5	24	720	12	0	0	0	0	0	0	24	10		795	\$62,796
1.1 Ongoing Coordination and Outreach	5	24	720	12							24	10		795	\$62,796
Task 2. Suggested Walk & Roll Maps	0	3	0	6	0	0	6	0	0	112	0	0		127	\$12,686
2.1 Map edits		1		2			6			48				57	\$5,690
2.2 Additional maps (up to 8)		2		4						64				70	\$6,996
Task 3. Crossing Guard Study	1	6	0	4	26	0	0	0	0	44	0	0		81	\$9,860
3.1 Crossing Guard Analysis	1	6		4	26					44				81	\$9,860
Task 4. Elementary Curriculum	2	18	0	0	4	44	8	0	0	0	24	2		102	\$13,136
4.1 Convene teacher working group		10				18						2	1300	30	\$4,568
4.2 Menlo Park SRTS Curriculum	2	8			4	26	8				24		500	72	\$8,568
Task 5. Encouragement Implementation	2	6	0	12	4	0	16	0	0	12	36	0		88	\$9,980
5.1 TBD Technical Assistance	2	6		12	4		16			12	36			88	\$9,980
Task 6. Demonstration Project	2	6	0	24	0	0	16	6	12	0	12	0		78	\$10,504
6.1 Demonstration Projects	2	6		24			16	6	12		12		1000	78	\$10,504
Task 7. Evaluation	2	17	0	12	0	0	4	0	0	4	24	18	1000	81	\$10,050
Student Hand Tallies		6		6								6	600	18	\$2,580
Parent Surveys		4					4					12	400	20	\$2,304
School Administrator Surveys		1		2						4				7	\$754
Reporting	2	6		4							24			36	\$4,412
Staff Hours	14	80	720	70	34	44	50	6	12	172	120	30	1000	1352	
Reimbursable Expenses & Travel															\$500
Phase 2 Subtotal	\$3,808	\$12,000	\$53,280	\$7,420	\$5,168	\$3,960	\$5,200	\$1,116	\$1,464	\$16,856	\$12,720	\$2,220	\$1,000		\$125,712

Remaining budget as of April 1:
 Additional budget
 Unencumbered budget

\$35,734
 \$90,000
 \$22

Note: SRTS Coordinator hours are all included in Task 1.1 (20 hours/week for 36 weeks), although they will be assisting in outreach for other tasks.