

TASK 5: Initial Strategies and Recommendations

Additional Work – Contract Amendment #2

To respond to requests from OOC members, additional recommendations and strategies materials will be prepared, including:

1. To answer specific requests raised by the OOC, using readily available data
 - i. *What are the net new traffic trips attributable to the new projects, and new plan areas in the City?*

The trip generation potential of the proposed and planned projects in the City of Menlo Park was determined during the ConnectMenlo environmental review process. This data can be collected and presented; however, it is not currently available in a format that translates directly to public presentation. The distributed trip generation data is available publicly in the Draft EIR Appendix as turning movement counts at study intersections for the Future and Future plus Project scenarios. From these scenarios, the project generated trips at the study intersections can be determined and presented. In addition to using the publicly available data in the Draft EIR, the project team could extract the trip generation information by transportation analysis zone (TAZ) from the travel demand model output from the ConnectMenlo process. W-Trans would coordinate with ConnectMenlo project team or City staff to obtain the necessary output tables.
 - ii. *What is the associated vehicle miles traveled (VMT) of the trips, or changes in VMT associated with TMP projects?*

The ConnectMenlo Draft EIR includes the VMT associated with the trip generation of the proposed and planned projects at the citywide level, reported as VMT per Capita. The ConnectMenlo travel demand model output has the potential to provide more granularity compared to the publicly available citywide data. The model output could include VMT estimates by TAZ and could show areas of low and high VMT per capita. No new additional travel demand modeling efforts would be undertaken in order to develop and present the VMT associated with the trip generation potential.
 - iii. *What are the total traffic counts on those routes?*

Updated average daily traffic counts could be collected on major corridors and presented on the flow map.
2. Creation of project groups per the needs assessment and identified project strategies and organization. City staff will take the lead on this task, and provide direction to the consultant team.
3. Revisions to project tables, sketches, and other supporting materials. We will re-visit the prioritization and scoring after the strategies and project groupings have been agreed upon.

TASK 6: Public Engagement (2)– Options, Strategies and Recommendations

6.0 Outreach Strategy and Reporting

Additional work – Contract Amendment #2

EnviroIssues and Dyett & Bhatia will work together to develop an outreach strategy that aligns with the technical team’s schedule moving forward. The outreach strategy will serve as a road map for outreach for the remainder of the project and allow the team to clarify the purpose and desired outcomes of outreach activities. Strategy development will include: preparing the draft, coordinating review with the project team and OOC, finalizing, and updating the strategy occasionally to reflect new information and/or outreach results.

EnviroIssues will prepare summaries of outreach activities and themes of community input provided through community outreach and OOC meetings. During the first outreach phase in 2017, the team received 60 pages of public comments from open-ended survey responses – this was beyond what was anticipated, and the consultant team was not scoped to summarize the responses. Summarizing them now will help the team and the OOC further understand the themes of public input and how the input is informing the TMP recommendations. This includes up to two summaries of comment analyses, including the input provided during outreach covered under Task 3, that each categorize and provide a comprehensive overview of input provided throughout each outreach phase.

Deliverables:

- i. Outreach strategy (1, plus up to 2 updates)
- ii. Outreach reports, including comment analysis and community input themes (up to 2)

6.1 Online Survey/Open House #2

Work remaining under existing contract:

EnviroIssues will set up a second online survey/open house, similar to that developed in Task 3, to solicit feedback from the public on various options and strategies. The online tool will be set up prior to the in-person open house and will utilize content developed by W-Trans and D&B. Results from the online engagement will be summarized in a short report.

Per Contract Amendment No 1, Task 6.1 also includes:

- **Site design:** This remains the same between the current contract and this contract amendment as W-Trans and EnviroIssues do not anticipate changes to the design or how the site is structured. We will gain the same efficiencies to site design that were originally anticipated between OOH #1 and OOH #2. (OOH is Online Open House)
- **Content:** EnviroIssues’ assumption in the original scope/budget was that they would be loading content developed by others on the team for both OOHs. Since, for OOH #1 (under Task 3), EnviroIssues ended up spending significant time reworking the content and simplifying it for the public audience. EnviroIssues anticipates a similar level of additional effort will be required for OOH #2.
- **Survey:** EnviroIssues originally assumed the survey for OOH #2 would be very simple, essentially a handful of questions on one page of the OOH. Based on conversations about how the draft TMP will be organized and the desired feedback from OOH #2, this task will be more robust and could require multiple surveys on different types of recommendations or geographic areas of the city. Additional effort is assumed to develop the survey and build it within Survey Gizmo.

- **Summary:** An expanded summary will accompany the expanded survey. The current contract included a summary that was essentially an export of data from Survey Gizmo. However, similar to the summary that EnviroIssues provided for OOH #1, they expect additional organization, formatting and high-level analysis will now be required. (EnviroIssues did not increase the budget for the full comment analysis under this task, but that can be provided as an optional task.)

EnviroIssues will set up a second online survey and open house, similar to that developed in Task 3, to solicit feedback from the public on various options and strategies. The online tool and survey will be set up and launched prior to the in-person open house. Additional work by EnviroIssues will include:

- Prepare an outline and concept for review and approval in advance of fully developing the content.
- Develop the content based on technical information provided by W-Trans, and previously-prepared public materials as relevant.
- Provide limited graphic design support for new or updated graphics as needed.
- Summarize the results from the online engagement in a short report.

The deliverables for this task will now be more complex/robust, including the addition of the actual content.

Assumptions

- The format will be consistent with online tool prepared under Task 3, with new content for up to 5 pages.
- The comment report will provide site analytics and exported survey responses. The report will not include an analysis and summary of open-ended responses.

Per Contract Amendment No 1 (contingency), Task 6.1 also includes:

Changes to second online open house:

The second online open house will include an interactive mapping tool through Social Pinpoint. EnviroIssues was scoped through Contract Amendment 1 for basic mapping integration using Social Pinpoint. However, thoroughly implementing the tool will require a higher effort than anticipated in Contract Amendment 1. EnviroIssues activities will include: coordinating with the team on data formats and files, organizing the data to ensure seamless integration, integrating multiple data sets into the map, stylizing of the map and data, and embedding the mapping tool into the online open house site. EnviroIssues will export the data from the online open house and Social Pinpoint tool and use those to inform a comprehensive outreach phase 2 summary (scoped under Task 6.0).

6.2 Community Open House

Work remaining under existing contract:

Preliminary strategies and recommendations will be shared with the community at an open house. Following a short presentation, participants will be invited to visit various “stations” that present different concepts or topics, designed to share ideas and solicit feedback. Input gathered at the open house will inform the refinement of the strategies and recommendations to be included in the Draft TMP.

Deliverables:

- i. Meeting materials and notes
- ii. Online Survey and Results Memo
- iii. Community Open House Education and Outreach Materials

Services (*per Contract Amendment No 1*) include Dyett & Bhatia developing materials for the open house, including outreach materials, boards, and handouts, based on content provided by W-Trans. Dyett & Bhatia will also provide staff to assist in facilitating the open house.

Alta will support W-Trans and City of Menlo Park staff by attending one (1) community open house. Alta will also

support these meetings with standalone collateral for Active Transportation elements of the TMP.

EnviroIssues will support one (1) Community Open House. Tasks include:

- Preparing meeting plan to identify materials, staffing, equipment needs, logistics tasks, agenda and format.
- Traveling to, setting up, facilitating and cleaning up open house.
- Reviewing materials and presentation for clarify to public audience.

Per Contract Amendment No 1 (contingency), Task 6.2 also includes:

Second Community Open House:

W-Trans and team members can prepare and lead a second community open house if requested.

6.3 Supplemental outreach activities and materials

Additional work – Contract Amendment #2

Dyett & Bhatia and EnviroIssues will collaborate to plan and implement up to three (3) additional supplemental outreach activities to supplement the community open house (Task 6.2, work remaining under existing contract), to help reach community members who are not already participating in the TMP process. This could include pop-up meetings, briefings to neighborhood groups or residents, or other activities we identify in our strategy. These activities will be further developed through the outreach strategy under Task 6.0. Dyett & Bhatia will prepare materials for the outreach activities, which may include updates to the FAQ, neighborhood-specific fact sheets, presentations, displays, or graphics.

TASK 7: Transportation Master Plan

Work remaining under existing contract:

The W-Trans Team will prepare an Administrative Draft Menlo Park Transportation Master Plan that incorporates each element noted above. The Administrative Draft Transportation Master Plan will be provided to City staff electronically for review and comment. Upon receipt of comments, a Draft TMP will be prepared for review by the Complete Streets Commission and the City Council. A Final Menlo Park TMP will be prepared incorporating comments by decision making bodies.

Working with W-Trans, D&B will design the TMP to be engaging, user-friendly, and accessible, emphasizing maps, graphics and other images. The document will be prepared following the basic graphic style established in Task 3. We will create a layout template and sample pages to review with staff, which will then be revised based on comments before the final document layout is prepared.

The TMP will include the vision, goals, performance metrics, and analysis of each mode in separate chapters, implementation plan, and financing strategy.

Deliverables:

- i. One (1) Administrative Draft TMP (electronic)
- ii. One (1) Draft TMP (electronic)
- iii. One (1) Final Transportation Plan (5 hard copies & all electronic files)

TASK 8: Transportation Impact Fee (TIF) Update

Work remaining under existing contract:

The Menlo Park Transportation Impact Fee will be updated upon completion and adoption of the TMP, including recommended projects and fee estimates.

8.1 Research Transportation Impact Fee Programs

W-Trans will research “alternative” TIF programs that go beyond LOS. VMT or trip based programs and make a recommendation to City staff regarding the appropriate approach for Menlo Park. We will submit a research memo for discussion.

Note – the following subtasks 8.2-8.4 are based on a “traditional” TIF and a vehicle trips analysis. If an alternative approach is used to prepare the TIF, then these tasks and associated fee estimate will be modified at that time.

8.2 Trip Generation and Improvement Measures

The number of daily, a.m. and p.m. peak hour trips to be generated under cumulative conditions will be taken from the ConnectMenlo documentation. The data will be summarized, along with a description of the intersections, roadways or other facilities impacted, and their recommended improvement measures from the TMP.

8.3 Cost Estimation

Planning level cost estimates will be developed for each improvement measure. If a measure was previously identified in the TIF or Downtown Plan Supplemental TIF, and not yet built or funded but still included in the TMP, then we will update the information as accordingly. We will confirm with City staff that no outside funding is anticipated for any of these projects, such as developer fees, grants or Caltrans-funded projects. If there is other funding for any project, we will deduct the amount as needed from the cost estimate. The cost estimates will include unit costs for specific elements, but will not include detailed design or CAD drawings of the improvements. All estimates and assumptions will be documented.

8.4 Impact Fee Structure

An impact fee structure based on daily and/or peak hour trips will be developed that would provide a fee per trip. The fee will be based on the total cost estimate of all improvements, and not a subset of the total amount, with a goal of collecting adequate monies to fund all of the mitigation measures.

8.5 TIF Reports (Draft, Final)

A Draft Transportation Impact Fee Report will be prepared that details all of the data utilized, assumptions applied, procedures followed, results and recommendations, with appropriate tables and appendices. This report will provide the City with the information needed to establish the basis of the fee as well as the fee itself. One Draft TIF Report is assumed.

Comments on the Draft TIF Report will be addressed and a Final TIF Report will be prepared. One Final Report is assumed.

Deliverables:

- i. One (1) Research Memo of alternative approaches to TIF programs
- ii. One (1) Draft TIF (electronic)
- iii. One (1) Final TIF (electronic)

TASK 9: Meetings and Project Administration

Work remaining under existing contract:

- Two (2) City Council Meetings

Work remaining under existing contract (per Contract Amendment No 1):

W-Trans will lead, support, and prepare materials for the following additional meeting:

- (One (1) Complete Streets Commission meeting (to present the TIF)

Alta will support W-Trans and City of Menlo Park staff by attending one (1) Community Workshop. Alta will also support these meetings with standalone collateral for Active Transportation elements of the TMP.

- OOC Mtg No. 8 (April 2019) – Present Projects Groups and Recommended Scoring and Prioritization of Projects

At this meeting we will present SocialPinpoint mapping of project groups, present the outreach tool, and identify gaps in projects groups. The goal of this meeting is to confirm the TMP projects and groupings so that they are ready for public input, and to present the recommended scoring and prioritization of projects.

Additional Work – Contract Amendment #2:

9.1 One (1) Additional OOC Meeting

The project team will attend one additional (1) OOC meeting.

- OOC Mtg No. 9 (July 2019) – Review of Draft TMP.

At this meeting we will present the Draft TMP. The goal of this meeting is to solicit input on the Draft TMP report.

9.2 Project Team Meetings and Project Administration

This task includes meetings with City staff to prepare for OOC, public and other meetings.

Additional budget has been requested to attend additional in-person project team meetings, as budget resources allow, to strategize on project and/or outreach activities, to prepare for OOC meetings, as well as overall project administration.

The estimated number of additional hours is provided on the budget summary.