

College Terrace Traffic Calming Plan

Scope of Work

A. INTRODUCTION

The City of Palo Alto Planning and Community Environment Department, Transportation Division, is seeking consultant services for the College Terrace Traffic Calming Plan. The project consists of the development of conceptual plans for physical traffic calming changes to the residential streets in the neighborhood known as College Terrace (refer to attached map), an area bounded by El Camino Real, The Stanford Research Park (south of California Avenue), The Stanford Campus (north of Stanford Avenue), and the County of Santa Clara – City of Palo Alto boundary (east of Peter Coutts Road). The purpose of the project is to reduce motor vehicle through traffic and reduce speeds without substantially shifting traffic onto other local residential streets and to carry out the aims of the Palo Alto Neighborhood Traffic Calming Program:

“Improve pedestrian and bicycle safety and neighborhood livability by reducing traffic speeds, crashes and cut-through traffic on local and collector streets”

B. BACKGROUND

The *City of Palo Alto Comprehensive Plan 1998-2010* contains a number of goals, policies and programs regarding neighborhood streets. Policy T-34 calls specifically for implementation of traffic calming measures to slow traffic on local and collector residential streets. These measures may include traffic circles, speed humps, speed table, raised intersections, gateways, medians, bulbouts, textured crosswalks, chicanes, and other devices. At the same time, Policy T-33 discourages full street closures unless there are no acceptable alternatives. The City of Palo Alto Neighborhood Traffic Calming Guidelines describe traffic calming measures in detail (<http://www.cityofpaloalto.org/ntcp/booklet.html>).

The College Terrace neighborhood is impacted by continuing development on the Stanford campus to its north and of the Stanford Research Park to its south. Funding to develop a plan for traffic calming is available from Stanford University under provisions of the Stanford General Use Permit (http://www.sccplanning.org/pdf/final_GUP_conditions.pdf). Additional funding is available from the Stanford Management Company for installation of traffic calming devices called for in such a plan.

The City of Palo Alto and College Terrace residents have completed extensive data collection on existing traffic conditions in the neighborhood, including extent of cut-through traffic by means of an origin and destination study, traffic volume counts on selected street segments, vehicle turning movement counts at selected intersections, and vehicle speeds.

It is important to note that more than twenty years ago, a series of street closures were installed in the College Terrace neighborhood. Although these devices eliminated cut-through traffic on the closed street, such traffic shifted to the remaining open streets. While the scope for additional street closures may be limited by concerns about access to the neighborhood, there is considerable scope for measures to reduce vehicle speed, thus also the benefits of using a neighborhood street as a cut-through route to another destination.

C. PURPOSE OF THE PROJECT

The purposes of the College Terrace Traffic Calming Plan are to:

1. Determine the magnitude of the traffic problem in the College Terrace neighborhood by evaluating the aforementioned existing conditions data and comparing this data to accepted standards or guidelines;
2. Develop an understanding among interested community members and City staff of possible street improvements to reduce through trips and speed, reduce negative impact of cars on residential environment, and of the

advantages and disadvantages of each type of improvement;

3. For each of several solutions, ranging from minimum to maximum traffic restrictions, prepare concept drawings, rough cost estimates, traffic impact analyses, and a description of the advantages and disadvantages of each.

D. SERVICES TO BE PROVIDED

The work will be accomplished in four stages: evaluation of existing conditions traffic data, problem analysis, development of alternative solutions, and identification of two preferred alternatives. The consultant will work with a Project Advisory Committee (PAC) drawn from the College Terrace Neighborhood Association, Stanford representatives, and City staff.

1. Evaluation of Data Collection. The consultant will perform and evaluation of traffic counts and surveys to determine the nature and magnitude of traffic problems in the neighborhood and advise regarding and produce map and tabular display of this data. City staff will provide electronic and paper files containing the pertinent data to be displayed. City staff will assist in this task. This review and evaluation will comprise the following:
 - a. Volume and turning movement counts
 - b. Speed surveys
 - c. License-plate matching surveys at gateways, and estimate of through traffic volumes
 - d. Preparation of map and tabular display of data.

It will not be necessary to analyze accident data or on-street parking as part of this study.

2. Problem Analysis. The consultant will present its findings on through traffic volumes and vehicle speeds to the PAC and other groups. The findings will

include comparison with other streets in Palo Alto, based on data provided by the Transportation Division, and with industry standards. City staff will assist in this task. The presentation should use graphics that make the findings easily understandable to a lay audience.

3. Development of potential solutions.
 - a. The consultant will make a presentation to the PAC and to a neighborhood meeting of the range of available measures that are known to reduce speeds and through traffic volumes, with a discussion of their relative effectiveness as well as the disadvantages of each. City staff will assist in this task.
 - b. Based on the problems identified in Task 2, the consultant will develop a series of potential traffic calming solutions for the residential streets in Downtown North. The consultant should feel free to consider the full range of measures from simple signage to partial street closures such as semi-diverters (subject to the guidance of the Comprehensive Plan). A residential parking permit program, which is being considered as a separate City project, will not be considered as part of this study. Fire Department access must be maintained, with potential delays to emergency services minimized and quantified.
4. Identification of final alternatives.
 - a. Based on input from City departments, the PAC and the public, the consultant will narrow the number of potential solutions identified in Task 3b to two final alternatives, ranging from minimum to maximum restriction on traffic movement, prioritized according to the preference of the neighborhood. City staff will assist the consultant in this analysis.

- b. The consultant will develop rough cost estimates for each of the final two alternatives, including hard scape and/or landscape, irrigation (if any), utility relocation (if any), signs and maintenance.
 - c. The consultant will compile a document and presentation materials showing the conceptual designs, advantages and disadvantages, rough cost estimates and traffic impact analyses for each of the final alternatives, for distribution to the public and presentation to the Planning Commission and Council.
5. Public meetings. The consultant shall participate in a number of meetings as follows. The consultant will be responsible for preparing presentation materials and conducting the neighborhood meetings. City Staff will be responsible for photocopying and mailings and will assist the consultant during the meetings.
- a. PAC meetings – up to 4 (2 hours each)
 - b. Neighborhood meetings – 2 (2 hours each)
 - c. Planning Commission – 1 (4 hours)
 - e. City Council – 1 (4 hours)
6. Depending on the quality of work performed by the consultant, and on the results of the City's trial of the selected traffic calming alternative, the consultant may be asked to bid on a supplemental scope of services to modify the design of the alternative, or design another alternative, for a possible second trial.

E. SERVICES AND INFORMATION TO BE PROVIDED BY THE CITY

Assistance in problem analysis and solution development
Assistance in meetings
Neighborhood mailings
Photocopying

Historical and current traffic volume and speed data
Current vehicle speed, turning movements (selected intersections), and cut-through traffic (selected gateways)
Aerial photos of neighborhood
2000 Census data (as available)
Maps of zoning, parcel dimensions, public rights-of-way, and utilities.
Comprehensive Plan Transportation Element
Limited 2010 traffic projections
Meeting rooms

F. SCHEDULE AND RESOURCES

The plan should be completed and ready for presentation to the Planning Commission within nine months after study initiation. Proposals should clearly demonstrate how well the consultant can meet this schedule. While the actual cost of performing the required services is to be determined through the proposal selection and negotiation process, a total of \$50,000 is available for the study, including materials and incidental expenses.

G. PROPOSAL GUIDELINES

A requested format for the consultant's response to the Request for Proposal is indicated below. These guidelines are intended to facilitate the Project Advisory Committee's review of the consultant responses.

1. Executive Summary. Include key elements of the proposal.
2. Consultant's Background. The consultant's general background and technical capabilities, and experience with studies of this nature and scale.
3. Project Statement. Prepare a brief, general statement indicating the consultant's overall understanding of the project and the services to be

provided.

4. Proposed Work Program. Identify the work elements to be undertaken, the procedures and methodology the consultant will employ to accomplish the each work element, and the output or work products to be provided. Identify what information is needed from the City.
5. Schedule. Prepare a work schedule indicating total time and staging for each work task and identify key milestone dates.
6. Resource Summary. Present a summary of the estimates of person-days and total dollar costs for each work element.
7. Staffing. Identify specific individuals proposed for this project, including: (a) their project responsibilities, (b) their specific experience related to the responsibilities for this project, (c) estimated level of effort (person days) and (d) personal resumes. This shall include subcontractors, if any, proposed as part of the project team. Identify the Project Manager.
8. Past Projects. Provide a list of all Bay Area locations (if any) where traffic calming projects designed by the consultant have been implemented.
9. References. Identify three references (name, address and phone) for recent, similar consulting work.

H. EVALUATION CRITERIA

The criteria to be used by the Project Advisory Committee to evaluate responses to the RFP and to select consultants for oral interviews are the following:

1. Responsiveness to the requirements of the RFP.

2. Completeness and general quality of the written proposal (organization, format, understandability, soundness of methodology).
3. Composition and expertise of the consultant team, including specific individuals who will perform the work, and the time to be spent by each.
4. Demonstrated recent experience reflecting the type of work, quality of work and ability to complete work within budget and schedule.
5. Demonstrated experience and skill in designing traffic calming techniques.
6. Demonstrated experience and skill in working with City staff and community groups.
7. Estimate of required resources, including proposed fee relative to the services to be provided, and projected Palo Alto staff time in assisting consultants. Professional fees are for budget and review purposes only; actual fees will be determined during negotiations.

After the Proposals are reviewed, staff will notify all consultants of their status in writing. Should it be necessary, interviews of selected consultants by the Project Advisory Committee are tentatively scheduled for the week of June 9, 2003. Key members of each consultant's project team should be present for the interview. City staff will attempt to schedule interview times that accommodate the consultants' existing time commitments.

I. PROJECT COORDINATOR

The City's project manager for this study is Joseph Kott, Chief Transportation Official, Transportation Division, (650) 329-2578, joseph.kott@cityofpaloalto.org

J. SUBMITTAL OF PROPOSAL

Ten (10) copies of the completed proposal are to be delivered to the Director of Contract Administration, 250 Hamilton Avenue, Palo Alto, California, 94301 by 3:00 p.m., June 2, 2003.

Attachments: Map of Neighborhood

