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March 29, 2023

City of Salinas
200 Lincoln Ave.
Salinas, CA 93901

Attn: Andrew Easterling, Traffic Engineer
Re: Alisal District Streetscape Master Plan
Salinas, CA SPWT301

Dear Mr. Easterling:

We are pleased to submit the following proposal for Professional Services in connection with the project referenced above.

This Agreement is by and between SWA Group (SWA), a California corporation, and City of Salinas (the Client), Salinas, CA.

I. APPROACH AND UNDERSTANDING

The City of Salinas ("City"), a charter city located in Monterey County, California, has requested proposals from qualified consultants to develop the Alisal Vibrancy Plan: Streetscape Master Plan for Alisal's major commercial corridors, specifically East Market Street, Sanborn Road, East Alisal Street, and Williams Road within the Alisal Community. The Streetscape Master Plan shall build upon the work from the Alisal Vibrancy Plan (AVP) and East Alisal Street Corridor Plan, and refine the street corridor concepts further into more tangible final streetscape concepts.

SWA and Team is excited to work on the Alisal Streetscape Master Plan to develop streetscape concepts, community engagement strategies, and analysis of traffic operations that is highly representative of the Alisal neighborhood character defined by previous planning and community engagement. As part of the team chosen for the Alisal District Identity Master Plan (ADIMP) project, we see this streetscape master plan as a seamless and natural extension of our efforts on that project. SWA will work in incorporate community feedback and develop alternative streetscape concepts. Through a robust community engagement process with the community and project stakeholders, consensus will be reached on a final concept for each corridor.

II. SCOPE OF SERVICES

The primary objective of the Streetscape Master Plan is to further develop street concepts for the commercial arterial roads within the Alisal community, specifically East Market Street, Sanborn Road, East Alisal Street, and Williams Road Please see attached Exhibit A for Limit of Work. The Streetscape Master Plan will integrate the goals, policies and actions from the AVP, Vision Zero, Alisal Complete Streets, and all other referenced City Plans. Key AVP recommendations to be addressed in the Plan include the following goals.

Goal TI 1: Design and Maintain Safe Streets.

GOAL TI 2: Establish a Connected and Equitable Multimodal Transportation Network.

GOAL TI 3: Provide High Functioning Infrastructure and Attractive Streets with Pedestrian Amenities.

GOAL TI 4: Improve Parking Management for Both Residents and Businesses.

GOAL HS 1: Ensure that Streets, Parks, and Public Spaces in the Alisal are Safe.

GOAL YAP 5.2.a: Increase Transportation Options to Access Programs and Community Facilities. Ensure residents have safe, efficient, and affordable access to community facilities whether biking, walking, taking transit, or driving a car.

Development of the Streetscape Master Plan shall consider and support the following AVP goals which address housing and mixed-use production and redevelopment opportunities:

GOAL LU 3: Expand Mixed-Use Development to Increase Capacity for New Businesses, Services, and Housing.

GOAL LU 4: Redevelop the Alisal Marketplace as a Unique, Dynamic, Pedestrian-Oriented Urban District Connecting the Downtown and the Alisal.

GOAL HN 4.2: Facilitate the Production of Affordable Housing.

III. PROCEDURE

A. Task 1: Project Management

The scope outlined below for Task 1-Project Management will cover activities throughout the project lifecycle. SWA will be prime consultant with sub-consultants, BKF, Nelson\Nygaard, and TBD Cost Consultants rounding out the team. SWA will bill monthly invoices and provide monthly progress reports. This task includes Discovery, Kick-off Meeting, and Bi-Weekly meetings.

a. Discovery

   i. Through dedicated research and review of past efforts, SWA will develop a memo summarizing the major themes in preparation for the kick-off meeting to confirm we are aligned with the City's project goals.

b. Kick-off Meeting

   i. An in-person kick off meeting will be the opportunity to review the discovery effort. We recommend joining this meeting with a site visit of the neighborhood. SWA will work with the City to prepare an agenda for the meeting.

c. Bi-Weekly Meetings

   i. SWA will hold standing bi-weekly meetings on zoom to review the state of the project and address critical issues. Meeting agendas and minutes will be kept and distributed afterwards. Given the 8-month schedule, we anticipate 16 Meetings.

Deliverables

d. Discovery Memo

e. Kickoff Meeting Agenda

f. Bi-Weekly Meeting Agenda and Minutes

g. Monthly Invoicing and Progress Report

Schedule

h. Two (2) weeks - Discovery and Kick-off Meeting

i. Bi-Weekly Meetings for length of project (Maximum of 16)

B. **Task 2: Data Gathering and Existing Conditions**

The scope outlined below for Task 2 will cover the baseline data for which the streetscape master plan is based. SWA will oversee the effort with BFK and Nelson\Nygaard working toward the deliverables.

a. BKF will review City ortho-image photos and City-provided block maps and/or as-built plans and incorporate them into AutoCAD format for the consultant team to use. This will include main lines only (no laterals to individual properties) and cover storm drain, sanitary sewer, water, PG&E/comm/fiber facilities. All information shown will be of varying accuracy until confirmed by underground utility locating, potholing and/or supplemental topographic survey and utility dipping.

b. BKF will undertake an Aerial Survey of entire scope of work. Aerial Survey will provide a complete and accurate record of the existing conditions along the corridors complete with curbs, trees, street lights, etc.

c. Nelson\Nygaard shall develop an aerial base map for use on the project utilized aerial images taken on May 19, 2022, and obtained through Nearmap. The aerial base map drawing will use NAD83 CCS Zone IV.

d. Nelson\Nygaard shall prepare collision diagrams and heat map exhibits for the corridors based on existing collision records provided by the City of Salinas. It is assumed that the City of Salinas will provide collision records for use in the collision diagrams and heat map exhibits.

e. Nelson\Nygaard shall prepare transit exhibits including Monterey-Salinas Transit (MST) route alignments, route frequencies, existing bus stops, and ridership data. It's assumed that the City of Salinas shall provide existing MST transit ridership data along the corridors.

f. Nelson\Nygaard shall review and organize the data provided by the City of Salinas. No additional traffic counts shall be collected. It is assumed that the City of Salinas will provide existing Synchro base files with relevant traffic count data.

Deliverables

g. Base Maps (PDF and DWG)

h. Collision Diagrams and Heat Maps (PDF)

i. Transit Exhibits (PDF)

Schedule

j. Four (4) Weeks.

C. **Task 3: Streetscape Concepts**

The team will work closely together to develop a streetscape concepts for the major corridors of the Alisal District based on the goals of the Alisal Vibrancy Plan.

a. SWA will work with Nelson\Nygaard and BKF to develop streetscape concepts for each of the four corridors. It's anticipated that there will be a maximum of three (3) concepts developed for each corridor. These concepts will approach the differently corridor from a bike-, transit-, and pedestrian- focus in order to weigh

community priorities and benefits. Key to these concepts will be illustrative street cross sections inclusive of distinct placemaking and creative design ideas closely tied to the Alisal District Identity Master Plan.

b. Alternative Streetscape Concepts will be inclusive of street configurations, intersection configurations, transit facilities, sidewalk programming, and opportunities for gateways and public art.

c. BKF will provide input on potential surface and sub-surface existing conditions conflicts.

d. Through this process, and using the existing Synchro files provide and reviewed in Task B.1.e., Nelson\Nygaard shall model in Synchro "with project" conditions for a select number of locations along the corridors, as defined below. The traffic model shall be used as a tool to help inform the streetscape concepts. Only a subsection of interactions within the project area shall be modeled. Synchro models shall include both AM and PM peak analysis. A comprehensive traffic report or memorandum shall not be produced. The "with project" modeling shall utilize existing traffic counts; no future year traffic forecasting shall be performed.

   i. East Alisal Street

      (i) 20 total models for the "transit" scenario, including both AM and PM peak periods for the seven (7) existing signalized intersections along East Alisal Street and up to three (3) additional intersections.

      (ii) 10 total models for additional modeling of other scenarios, as needed

   ii. East Market Street, Sanborn Road, and Williams Road

      (i) 20 total models for additional modeling of scenarios along these corridors, as needed

Deliverables

e. Initial Streetscape Concepts, up to three (3) concepts per corridor.

   i. Graphics:

      (i) Illustrative Street Cross Sections, up to two per corridor per concept (PDF)

      (ii) Conceptual Plan for a representative block and intersection, up to two per corridor per concept. (PDF)

f. Synchro output files for up to 50 model configurations (PDF, 50)

Schedule

g. Ten (10) Weeks.

D. **Task 4: Community Engagement**

The Community Engagement Strategy will build on the momentum of community engagement that began with the AVP, PRLMP, PAMP, and our teams work on the ADIMP. SWA will support City staff with content for community engagement activities with the Alisal Community. SWA's role is to assist with creating visuals and tools to be presented, including digital presentations, materials for workshops, surveys, social media and website content. SWA will lead the Community Engagement. BKF and Nelson\Nygaard will be available at meetings to answer questions related to their expertise on an as needed basis. They will also assist in developing materials which will all be bilingual. The community engagement process will be a three (3) step process.

a. Step 1-Initial Streetscape Concepts,

   i. This step will introduce the initial streetscape concepts developed in Task 3 to the community via

Community Meeting. Feedback from this engagement will be funneled into Step 2.

ii. During this step SWA will attend Community Meetings #1 (in-person) and #2 (virtual).

iii. SWA will assist in the creation of Community Survey #1. It is assumed that the City will be administering the survey. Feedback from both the survey and the meetings will be compiled, reviewed, and used to develop recommendations for Step 2.

b. Step 2-Alternative Streetscape Concepts.

i. This step will use the feedback received in Step 1 to focus the streetscape concepts to two (2) revised alternatives per corridor.

ii. SWA will assist in bringing these revised alternatives back to the community for additional feedback via community workshops, a survey, and social media in order to identify a preferred alternative for each of the four corridors.

iii. During this step SWA will attend Community Meetings #3 (in-person) and #4 (virtual).

iv. SWA will assist in the creation of Community Survey #2. It is assumed that the City will be administering the survey. Feedback from both the survey and the meetings will be compiled, reviewed, and used to develop recommendations for Step 3.

c. Step 3- Draft Streetscape Master Plan

i. Consensus around the Preferred Alternative for each corridor will allow for refinement along with further recommendations into the Draft Streetscape Master Plan.

ii. SWA will assist in bringing the Draft Streetscape Master Plan back to the community via two (2) virtual meetings to gather additional feedback and questions.

Deliverables

d. Community Engagement Memo summarizing strategy developed with staff.

e. Community Engagement Materials including:

i. Two (2) Community Surveys (Digital)

ii. Social Media/Website and Workshop materials

f. Alterative Streetscape Concepts

g. Draft Streetscape Master Plan

h. Six (6) Community Workshops/Meeting facilitation. Two (2) in-person, Four (4) virtual.

Schedule

i. Ten (10) Weeks.

E. **Task 5- Final Streetscape Master Plan**

a. This task will develop a Final Streetscape Master Plan that reflects design decisions and community input. The entire team will contribute to the development of the plan including looking into utilities, stormwater and overall project costs. SWA will support the city in presenting the Master Plan to the Traffic and Transportation Commission and Planning Commission as well as City Council for adoption. Assistance with bidder inquiries.

b. The Team will prepare 30% PS&E drawings, defined to be conceptual plan line study based on the final streetscape master plan. Information will include centerline stationing, curb, sidewalk, general striping/markings and curb returns at intersections that will match existing conditions. In 30% PS&E drawings, the intent is to have the 2D plan drawings more or less finalized. This would mean having all the hardscape design complete, showing the final location and geometry (width, transitions/tapers, etc.) for sidewalks, landscaping, pavement, and medians. The 30% drawings are usually referred to as the geometric approval of design (GAD). This shall exclude elevations, profiles, drainage, underground utilities, electrical, and design details. Existing conditions will be used as an overlay on all sheets. All information provided will be in plan-view format only, at 1"=40' scale.

Deliverables:

c. Basis of Design Technical Memo

d. 30% PS&E Drawings/Geometric Approval of Design (GAD)

e. Final Streetscape Master Plan consisting of:

   i. Street Configurations, Intersection Configurations, and Transit Facilities

   ii. Sidewalk Programming, Opportunities for Gateways and Public Art and Lighting

   iii. Stormwater Facilities and Public Utilities

f. Opinion of Probable Construction Costs

g. Funding Opportunities and Maintenance Discussion

h. Three (3) Public Meetings including Commissions and Council Hearings

Schedule

i. Eight (8) Weeks.

IV. DESIGN APPROVAL

Andrew Easterling has been designated as the person responsible for design direction to SWA for this project and has the authority for design approval. In the event that the design, as approved by Andrew Easterling is rejected by others, and re-design is required, such re-design services shall be compensated as Additional Services.

V. EXCLUSIONS TO SCOPE OF SERVICES

The Client shall provide the following information or services as required for performance of the work. SWA assumes no responsibility for the accuracy of such information or services and shall not be liable for error or omissions therein. Should SWA be required to provide services in obtaining or coordinating compilation of this information, such services shall be charged as Additional Services.

Topography and boundary surveys.

Soils testing and/or engineering.

Legal descriptions of property

Site environmental information required for planning processing.

Economic or market analyses.

Any item not specifically addressed in this proposal.

VI. FEES AND TERMS

Services shall be provided on an hourly basis. The Fee for Professional Services shall not exceed Three-Hundred Ninety-Nine -Thousand Nine-Hundred Dollars ($399,900) without further authorization. We estimate the cost of Reimbursable Costs (included in this total) will not exceed $4,000 without further authorization from the Client.

We estimate the following fee breakdown by phase:

Phase	Fee	Duration
Project Management and Initiation	$30,000	32 weeks
Data Gathering and Existing Conditions	$52,900	4 weeks
Streetscape Concepts	$90,000	10 weeks
Community Engagement Strategy	$70,000	10 weeks
Final Streetscape Master Plan	$153,000	8 weeks
Fee Subtotal	$395,900	
Reimbursables	$4,000	
Fee Total	**$399,900**	32 weeks

We estimate reimbursables will include travel to site visits and meetings in Salinas as well as printing some graphics for community meetings in excess of $500 per meeting. If more printing is necessary, it will be considered an additional service.

VII. HOURLY RATES

Hourly rates for project team members are below:

SWA	Position	Rate
Rene Bihan	Managing Principal	$341
Richard Crockett	Principal	$225
Mariana Ricker	Associate	$155
Karla Damken	Designer	$137
Phi Diep	Designer	$102
BKF Engineers		
Patrick Chan	Principal	$288
Marcelo Cosentino	Associate Principal	$260
Vitina Mandella	Project Manager	$247

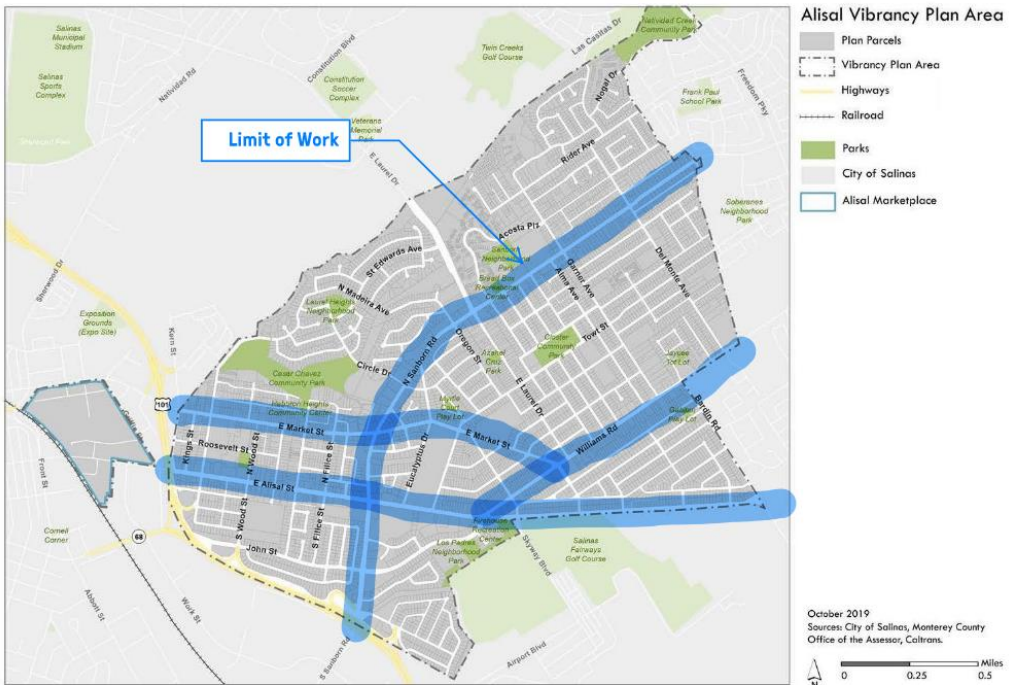
Kevin O'Halloran	Project Engineer	$186
Ryan Kaufman	Design Engineer	$162

Nelson\Nygaard

Thaddeus Wozniak	**Principal**	$295
Michael Riebe	**Associate Principal**	$215
Michael Bjork	**Senior Associate Engineer II**	$200
Charlie Felder	**Senior Associate I**	$160
Maria Boehm	**Associate EIT I**	$115
Oliva Potash	**Intern**	$90

Exhibit A-Limit of Work

Figure 1.1 Alisal Vibrancy Plan Area



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