

Summary of Proposed Scope of Work for February 25, 2014 Mountain View City Council

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UPDATE TO BICYCLE TRANSPORTATION PLAN

SUMMARY OF PROPOSED SCOPE OF WORK

TASK 1 PROJECT WORK PLAN AND MANAGEMENT

1.1 PROJECT INITIATION AND KICKOFF MEETING

Upon notice to proceed, an internal kickoff meeting will be held including all key City and consultant staff to confirm project objectives, expectations, and communication procedures. The scope of work and schedule will be reviewed and refined as necessary.

TASK 2 COMMUNITY ENGAGEMENT

2.1 COMMUNITY WORKSHOPS

Alta will hold two (2) community workshops during the Plan process to solicit input from a broader audience of community members.

The first workshop would be held early in the process to explain the planning process, outline the objectives for the plan, and solicit public comments about needs, concerns, and recommendations. The second workshop will be held toward the end of the process to present Alta team's findings and recommendations and obtain public feedback on recommended facility projects and programs.

2.2 COMMITTEE/CITY COUNCIL MEETINGS

The Alta team will develop presentation materials and documents for the Bicycle/ Pedestrian Advisory Committee (B/PAC), Council Transportation Committee, Parks and Recreation Commission, Youth Advisory Committee, Senior Advisory Committee and City Council, and attend meetings or study sessions for each group.

2.3 BICYCLE PLAN PROJECT WEBSITE

Alta will host a project website for the project, with the web address to be confirmed with City staff. The webpage will provide the public and interested stakeholders with a digital, quarterly update of project and contact information. Website materials can be made available in one language in addition to English.

2.4 USER/BUSINESS SURVEY

The Alta team will develop a survey to determine the community's general needs and concerns surrounding bicycling. Alta will provide the City with a copy of the survey to be sent out to residents via citywide mailings, the project website, at workshops, and be distributed at civic locations such as libraries and local bicycle shops.

A text message survey will also be used to capture commuter input. Prior to the first community workshop, Alta will develop and launch a text message survey for mobile phone users. Text message surveys are an effective way to gather perspectives from today's commuters to and from Mountain View. The text survey would be deployed with the launch of the project media campaign. Public notices—strategically displayed at strategic locations like the Downtown Transit Center, public buildings, and interested shops and offices—will invite commuters to take the text survey.

To provide an alternative feedback mechanism for engaging the business community, Alta will prepare a survey to gather insights and opinions from downtown businesses and the Mountain View Chamber of Commerce on the benefits and role of bicycling in promoting economic development.

2.5 BICYCLE PLANNING SPEAKER SERIES

The Alta team will collaborate with and support the City to develop and execute a bicycle planning-related speaker series, which will take place at the two public workshops. The Alta team envisions engaging professionals who speak to bicycle and transportation topics such as sustainable streets design, level of service and complete streets, and bicycle networks. Alta will help develop topics, recruit keynote speakers, and create materials.

TASK 3 DOCUMENTS RELATED TO CITY'S BICYCLE TRANSPORTATION NEEDS

The Alta team will review available relevant plans, practices, policies, standards, and designs as they relate to the bicycling environment and needs in Mountain View.

3.1 REVIEW PROJECTS UNDERWAY

Review of transportation, bicycle and pedestrian projects that are planned, proposed, currently underway, or recently completed, and any ongoing bicycle safety programs. These projects include (but are not limited to):

- Regional Bay Area Bike Share Pilot Program
- San Antonio Precise Plan
- El Camino Real Precise Plan
- North Bayshore Area Precise Plan
- CIP Project 14-36, Modifications to Castro Street, between El Camino Real and Miramonte Avenue
- CIP Project 14-38, Permanente Creek Trail, Charleston Road, and Amphitheatre Parkway Crossings
- CIP Project 14-41, California Street/Escuela Avenue Improvements
- CIP Project 14-44, Shoreline Transit Corridor, Feasibility Study
- CIP Project 14-45, Downtown Bike Racks
- Fiscal Years 2013-15 Transportation Development Act (TDA) Article 3 Funded Project(s)

3.2 REVIEW GOALS, POLICIES AND ACTIONS

The Alta team will compare the goals and policies of the Mountain View 2030 General Plan Mobility Element with Alta's library of 'best practices' plans from around the country, and make recommendations for any modified policy language in City standards, codes, and/or ordinances.

TASK 4 EXISTING CONDITIONS ANALYSIS

4.1 COLLECT BASE MAPPING

The Alta team will collect available GIS data to be used in preparing existing conditions base maps.

4.2 FIELD INVENTORY OF EXISTING AND PROPOSED BICYCLE FACILITIES

The Alta team will conduct a field review of existing and proposed bicycle facilities, including surveying existing streets and paths by bicycle or on foot. Field investigations will be documented using field notes, taking field measurements with GIS/GPS devices, and using digital photography.

Alta will put special emphasis on the study of facilities and zones identified in the 2030 General Plan Figure 4-2 (Bicycle Network). Strategic corridors and routes to recreational, shopping, employment, and school destinations throughout the city will be identified based on (a) existing systems, (b) directness and convenience for bicyclists, (c) connectivity to the surrounding residential areas and major destinations, (d) connectivity to existing multi-modal centers such as the train station and bus stops, and (e) input from City staff and key stakeholders.

Alta will determine the adequacy of existing facilities based on criteria such as safety, connectivity, completeness of network, ability to serve employment, recreational and transit destinations, barriers and constraints, and ability to serve the needs of different types of bicyclists based on age, physical ability and general skill/comfort levels. Alta will note Americans with Disabilities Act (ADA) needs to accommodate bicyclists with disabilities.

4.3 IDENTIFICATION OF SYSTEM GAPS

The Alta team will identify and characterize the existing bicycle and pedestrian system gaps. Gaps exist in various forms, ranging from short “missing links” on a specific corridor to larger geographic areas with few or no bicycle facilities. In addition to locations that lack facilities, Alta will identify gaps in the ‘low-stress’ network, in which a bicyclist who may be uncomfortable riding on major roads would be challenged. This characterization can help identify solutions for problem areas.

4.4 PREPARE EXISTING CONDITIONS MAPS

Alta will prepare GIS base maps of the city’s existing bicycle facilities and gaps. Using available GIS, bikeways in adjacent jurisdictions will be displayed to show the connectivity and continuity of the City’s bikeway network to nearby communities and regional destinations.

TASK 5 NEEDS ASSESSMENT AND BICYCLE COUNTS

5.1 DEMAND/TRIP TYPE ANALYSIS

Alta will assemble a multi-modal “transportation profile” for Mountain View. This profile will summarize key transportation patterns within the City, and will provide pertinent data to make informed decisions related to expanding the bicycle network. The profile will identify major destinations for bicyclists as well as key routes. The profile can also help identify the potential for nonmotorized trips. The transportation profile may include commute patterns by mode, weekday trips, trip purpose, and transit use.

The profile will additionally identify the needs and characteristics of different types (ages, comfort levels, experience levels) of bicyclists as well as different trip types. It will estimate bicycle travel demand for all skill levels of bicyclists using the best available data and studies.

The Transportation Profile will be informed by multiple data sources, including US Census data, transit agency information, Safe Routes to School surveys, and other existing data on local and regional travel patterns and behavior. The profile could also include pertinent information on origin-destination data, travel choices, and behavior from the user survey of residents and employees.

5.2 COLLISION AND SAFETY ANALYSIS

Alta will perform a detailed analysis of the City's collision data or use Statewide Integrated Traffic Records System (SWITRS) data to identify and map individual streets and intersections experiencing high numbers of collisions involving bicyclists for the past five (5) years of available collision data. Alta will evaluate individual street characteristics to identify the relationship between collisions and roadway conditions. In addition, Alta will develop a synopsis of bicycle safety concerns.

5.3 BICYCLE COUNTS

To supplement counts provided by the City of Mountain View, Alta proposes bicycle counts be conducted utilizing local volunteers based on the Metropolitan Transportation Commission standard for data collection. Alta will manage the count effort, train the volunteers, and ensure each location is staffed at the correct time. Alta will work with City staff to confirm the final list of count locations and schedule.

TASK 6 IDENTIFY AND PRIORITIZE CHANGES TO THE BICYCLE NETWORK

Alta will develop a recommended citywide bicycle network based on selection criteria consisting of needs, connectivity, safety, and meeting the objectives as outlined in the City's 2030 General Plan. Alta will recommend and City Staff will finalize the criteria metrics. Kimley-Horn and Associates (KHA) will provide the engineering lens for the recommendations, including traffic signal modifications, striping, and roadway geometries.

6.1 BICYCLE NETWORK DEVELOPMENT

The existing conditions evaluation, B/PAC meetings, public meeting events, and user needs assessment will inform development of the proposed bicycle network recommendations. The recommendations will be based on a comprehensive review and analysis of available infrastructure data provided by City staff. Network development will consider directness of route, barriers, and system connectivity. The network will include bikeways for various skill levels and ages and other bicycle capital improvement projects (e.g., traffic calming, bicycle parking, etc.). The network will incorporate previously proposed and planned facilities and residential neighborhoods and bicycle attractors.

For liability, funding, and other purposes, Alta proposes to describe the recommended bikeway facilities using the Caltrans classification system identified in the Highway Design Manual: Planning and Design of Bicycle Facilities. If desired, Alta can propose high-value enhanced bicycle facilities for development within that classification, consistent with FHWA Request to Experiment requirements. Examples could include colored bike lanes, bike boxes, or other elements consistent with concepts being developed in Santa Clara County.

Alta will prepare a detailed spreadsheet listing the improvements and describing key characteristics of each proposed route, including lengths and facility types.

6.2 MAP OF BICYCLE IMPROVEMENTS

Alta will prepare a map of the recommended bicycle improvements, existing and proposed routes, and their classification. Alta will utilize ArcGIS and can also employ Adobe Illustrator as needed to create a map design that maximizes clarity, readability, and attractiveness, as these are critical elements for the functionality of any map. All data will be provided to the City of Mountain View so that maps can be updated and revised as needed in the future.

6.3 RECOMMENDED BICYCLE NETWORK SUPPORT FACILITIES

Support facilities for bicyclists include bicycle parking, wayfinding signs, repair shops, kiosks, water fountains, benches, bicycle racks and lockers, bike racks on buses, shower facilities, and staging areas at trailheads. Support facility types will be described and classified whenever possible. Recommended improvements will be described as a series of specific standards, except at major destinations such as regional parks, where the actual number and type of support facilities will be identified.

6.4 BICYCLE SIGNAL DETECTION RECOMMENDATIONS

Bicycle signal detection is an important feature of any city's functional bikeway network, and one that can be common frustration of cyclists. The Alta team will make recommendations for bicycle signal detection so that detectors are functional (e.g. can detect even aluminum or carbon fiber bikes in common use) and that appropriate markings are provided for positioning.

6.5 RECOMMENDED PROGRAMS AND BIKE- FRIENDLY GUIDEBOOK

Alta will lead development of a compendium of policies, incentives, and ideas designed to promote bicycling in and among Mountain View commercial areas. This compendium will be expanded with existing and recommended education, encouragement, enforcement, and evaluation activities to form a "Bike-Friendly Mountain View Guidebook" for inclusion in the final plan. Recommendations may include: Sunday Parkways, Share the Path campaigns, bike ambassadors, bike buddy programs, traffic safety diversion program, Safe Routes for Seniors, and more.

6.6 BIKEWAY COST ESTIMATES

KHA will lead the development of planning-level costs for proposed bikeway projects that include land cost (if any), site preparation, planning, design and engineering costs, construction costs, and environmental documentation/ mitigation costs (if any). The Alta team will use the latest unit costs provided by the City in tandem with the most recent figures from comparable communities to develop cost estimates for bicycle and pedestrian improvements. Maintenance costs for each segment will be evaluated according to an estimated cost-per-mile and estimated annual maintenance and operation costs by implementation phase based on comparable experiences.

6.7 PROJECT RANKING

The recommended bicycle improvements will be ranked according to general planning criteria and submitted to the B/PAC for review and comment. A Decision Matrix will be used to attach weights to each criterion and determine which recommendations meet the highest number of criteria. These criteria may consist of those listed below and others developed with City staff, B/PAC, and other local agency representatives.

- Suitability for bicycling without improvements
- Suitability for bicycling with improvements
- Enhances mobility for critical bicycling user group
- Provides a connection to transit
- Closure of critical gap
- Improvement that serves an immediate safety need
- Destinations served
- Enhances system connectivity
- Geographic distribution of city coverage

- Segment which will attract high usage
- Current availability / suitability of right-of-way
- Cost effectiveness
- Projected reduction in vehicle trips and vehicle miles traveled
- Integration with existing facilities
- Local political and community support

TASK 6.8 PRIORITY PROJECT DESCRIPTION SHEETS

Findings from the engineering review will be translated into Draft Project Description sheets for up to 10 priority projects. These sheets can serve as an excellent tool for future implementation funding applications. Project sheets will describe key characteristics of each proposed route or route segment including street name, location, proposed facility, land use, safety issues, cost estimates, and required actions.

TASK 7 IMPLEMENTATION AND FUNDING STRATEGY

7.1 GOLD BIKE FRIENDLY COMMUNITY IMPLEMENTATION PLAN

The recommended improvements will be evaluated according to criteria listed in funding sources such as regional, state, and federal grant programs. Selected routes or improvements will be developed in sufficient detail to qualify for the most stringent program requirements.

Bicycle Implementation and Phasing Plans will be developed based on the ranking outcome combined with (a) funding availability and requirements, (b) other programmed transportation improvements, (c) eliminating an immediate bottleneck or safety hazard, and (d) ensuring that the system grows rationally rather than as a series of disconnected pieces over time. The Phasing Plans will recommend a ranking (low, medium, high) to accomplish a Phase I and II system over the life of the Plan.

In 2012, the City of Mountain View received a Bicycle Friendly Community (BFC) silver level designation. The implementation plan will be developed to position Mountain View for a gold-level designation.

7.2 FUNDING

The Alta team will identify potential matching and major funding sources, associated criteria, and requirements. Costs of the phased improvements will be compared with funding needs, so that long term programming for local matching funds can be accomplished.

7.3 BIKEWAY MONITORING AND MAINTENANCE PROGRAM

The purpose of the monitoring effort is to (a) ensure that bicycle facilities are adequately maintained and promoted, (b) integrate and coordinate various City department efforts, (c) maintain strong regional support, and (d) promote use and enjoyment of the network through commute, recreational, and educational events. Included in this effort will be recommendations for updating the City's bicycle licensing requirements. Alta will recommend an organizational format for successful monitoring of the system, which could take the form of an annual Report Card that informs the public of work conducted on Plan implementation to date.

Maintenance and other operating expenses (including added policing costs) will be estimated based on local experiences and in comparable regions. A recommended maintenance program will be developed for existing and proposed facilities.

7.4 PREPARE GRANT APPLICATIONS

As part of this scope of work, Alta will package up to three (3) of the priority projects for grant applications such as Safe Routes to School (state and federal). Alta will complete grant application paperwork provide the supplemental support materials such as the Project Description Sheet and graphics, and submit the package to the funding agency.

TASK 8 UPDATED CITY BIKE MAP

8.1 UPDATED BIKE MAP FOR PRINT

The Alta team will update the 2010 City Bike Map to include existing and planned bicycle networks and amenities. The map will be developed at a scale that makes it easy to read in print or on the web.

8.2 UPDATED INTERACTIVE ONLINE BIKE MAP

The Alta team will create an interactive online bike map for the project website. The interactive map will be created using fusion table functionality for benchmarking bike plan goals and user-friendly interface. The map will allow users to query the map for existing bikeway facilities, planned bikeways, and bikeways in development. In addition to being a user-friendly experience for residents, the map can be easily updated by City staff.

TASK 9 ENVIRONMENTAL DOCUMENT

The Alta team will prepare an appropriate environmental document under the California Environmental Quality Act. CEQA reforms related to bicycle planning have been signed into law during the previous two legislative sessions in California. These new regulatory rules, specifically AB 2245 and AB 417, provide an exemption from the long and costly environmental clearances previously required for bicycle plans that recommended the removal of automobile travel lanes for the purpose of implementing on-street bicycling facilities. Following noticed public hearings in which our team would hear and respond to public comments, and inclusion of measures in the Updated Plan that address vehicular traffic impacts and bicycle and pedestrian safety impacts, a Notice of Exemption would be prepared and filed with the Office of Planning and Research (OPR) and the County Clerk in compliance with CEQA Section 21080.20.

Alta can guide the City through using AB 417 for a CEQA exemption on all elements of the Bicycle Transportation Plan Update dealing with on-street bicycling facilities. The CEQA exemption still requires analysis of traffic impacts, safety impacts, and requires proposed mitigation for any identified impacts. Outside of the standards and timelines of the CEQA process, such study and consideration can be faster and less costly.

In the process of meeting with members of the public, if issues are raised that warrant further study in the form of an Initial Study and Mitigated Negative Declaration, Alta's environmental planner, will conduct the additional analysis. This approach provides the City with the flexibility to craft a superior policy document, while meeting all requirements of CEQA.

9.1 HEARING NOTICE AND NOTICE OF EXEMPTION

Publish a Hearing Notice in paper of general circulation in the project area, attend public hearing and file a Notice of Exemption.

9.2 PREPARE MITIGATED NEGATIVE DECLARATION

Prepare an Initial Study/Mitigated Negative Declaration for circulation by the City of Mountain View, and file a Notice of Determination

TASK 10 FINAL UPDATED PLAN

10.1 ADMINISTRATIVE DRAFT BICYCLE TRANSPORTATION PLAN UPDATE

Alta will prepare an Administrative Draft Bicycle Transportation Plan for submittal to City staff. The Administrative Draft Plan will be based on previous tasks, incorporating City comments received to date.

10.2 PUBLIC REVIEW DRAFT PLAN

After responding to one set of consolidated City comments on the Administrative Draft Plan, Alta will prepare a Public Review Draft Bicycle Plan for submittal to the City and B/PAC.

10.3 PUBLIC HEARING DRAFT PLAN

Alta will respond to one set of consolidated public comments on the Public Review Draft, and will prepare a Public Hearing Draft Bicycle Transportation Plan Update for submittal to the City.

10.4 FINAL BICYCLE TRANSPORTATION PLAN UPDATE

Alta will address the Committee/Council comments in one round of revisions into a Final Bicycle Transportation Plan Update. We will submit one “screen-check” electronic version of the Final Plan to City staff for review that all comments have been addressed. Upon approval, Alta will produce the Final Bicycle Transportation Plan Update.