

REQUEST FOR PROPOSALS (RFP)
PROFESSIONAL SERVICES FOR
THE ANAHEIM RESORT AREA MOBILITY PLAN AND
PEDESTRIAN BRIDGE ENGINEERING FEASIBILITY
ANALYSIS

The Anaheim Resort Area Mobility Plan

Background:

On May 11, 2018, the California Department of Transportation (Caltrans) awarded the City of Anaheim \$287,000 of Sustainable Communities grant funds, as part of the SB 1 – The Road Repair and Accountability Act of 2017, to prepare The Anaheim Resort Area Mobility Plan. A copy of the City’s agreement with Caltrans (Agreement No. 74A1031) is provided in Appendix A to this RFP. A copy of the City’s grant application to Caltrans is provided in Appendix B (this application provides further background on the City’s goals and objectives in preparing the Plan).

The Consultant may recommend additional services (not included in the Scope of Work) for the successful completion of the Plan; however, those additional services must be clearly marked as “ADDITIONAL SERVICES” in the Proposal and in the Fee Proposal.

Schedule:

Per the City’s agreement with Caltrans, all work on The Anaheim Resort Area Mobility Plan, including completion of the Final Plan must be completed by December 2020 (see schedule in Exhibit H of this RFP and in the Executed Agreement with Caltrans in Appendix A).

Scope of Work:

The following Scope of Work is included as Attachment II of the City’s Agreement with Caltrans in Appendix A of this RFP and is repeated here for ease of reference.

INTRODUCTION:

The Plan. The City of Anaheim (“City”) will retain a consultant to prepare a sustainable transportation plan (“The Anaheim Resort Area Mobility Plan” or “Plan”) for The Anaheim Resort and surrounding area, one of the region’s and the state’s main economic engines. The Plan will identify circulation and safety improvements for pedestrians,

bicyclists, motorists, and transit users throughout the 1,078-acre, heavily traveled project area.

Nearly two decades have passed since the establishment of The Anaheim Resort (which employs approximately 37,000 area residents – primarily in service industry jobs) (source: Anaheim Community and Economic Development, 2018). Over the last 20 years, the project area – including the major arterial routes, pedestrian pathways, adjacent freeways, and transit providers – has experienced tremendous growth. Last year, the Anaheim Convention Center completed a 200,000 sq. ft. addition, resulting in more employees and more visitors. Likewise, additional developments planned at area attractions and hotels are expected to generate thousands of additional new jobs in the project area, as well as tens of thousands of new daily visitors.

The City is in need of this study to create and enhance active transportation opportunities, improve wayfinding signage, and reduce barriers to mobility to address major changes in transportation needs and priorities. The City’s collaborative planning strategy will engage employees, residents (including residents of the surrounding disadvantaged communities), active transportation advocacy groups, neighboring jurisdictions, transit agencies (including OCTA), Caltrans, and visitors. It will culminate in an action plan for addressing traffic patterns and increases in residents/employees/visitors, with the goal of increasing opportunities for active transportation, improving access to transit, with particular consideration of first and last-mile connections, and reducing traffic congestion, in order to reduce GHG emissions and mitigate the negative effects of climate change. The Plan will help to ensure environmental equity and justice and improved access to multimodal transportation options in the midst of significant growth. The Plan will be coordinated with local and regional transportation goals outlined in existing plans, including: the Southern California Association of Government’s (SCAG’s) **Regional Transportation Plan/Sustainable Communities Strategy** (RTP/SCS) and SB375 mandates for reducing GHG emissions from passenger vehicles, the City’s **General Plan**, the **Anaheim Bicycle Master Plan**, General Plans of neighboring jurisdictions, **OC Active** (the countywide active transportation plan), and other Specific Plans and landscaping and identity plans relevant to the project area. The Plan design will support a vibrant and growing travel and tourism economy (the third largest economic driver in the state) and enhance motorized and non-motorized circulation for the thousands of employees and residents, and the millions of visitors to this destination. The Plan will utilize the Smart Mobility Framework (Caltrans, February 2010) by focusing on the principles of efficiency, reliable mobility, health and safety, environmental stewardship, social equity, and robust economy. The proposed Plan is essential to address the needs of residents, workers, and the extensive travel and tourism that occurs year-round in Anaheim’s entertainment center.

The Plan will also provide regional benefits to the entire City of Anaheim by addressing traffic congestion in a heavily traveled area, including three of the busiest arterial corridors in the City (Harbor Boulevard, Ball Road and Katella Avenue), as well as several freeways (Interstate 5, State Route 91, State Route 57, and State Route 22). It will also benefit the entire Southern California Region as follows: 1) the City will partner

with the Anaheim Transportation Network (ATN) to identify plans for transit stops and multimodal transportation options serving residents from all over Orange County and beyond, and 2) the City will coordinate efforts with the future Caltrans Integrated Congestion Management (ICM) System, which will include system interoperability between Anaheim, Caltrans, and other jurisdictions.

The Plan will focus on building “climate-ready transportation” that adheres to the principles of Executive Order B-30-15, including: 1) giving priority to plan elements that build climate preparedness and reduce GHG emissions, 2) preparing for the uncertainty of climate impacts with flexible and adaptive approaches, 3) protecting vulnerable populations, including communities identified as being environmentally disadvantaged, and 4) prioritizing natural infrastructure solutions.

The City will utilize Caltrans Sustainable Transportation Grant funding to identify and address deficiencies in the current transportation, mobility, and transit plans, and to identify strategic and innovative alternatives that will enhance multi-modal traffic and circulation in and around the project area. Our collaborative strategy will engage employees of area businesses, local residents, neighboring jurisdictions, transit agencies, and visitors to maximize integration into existing and anticipated local and regional transportation plan visions and goals. During the planning process, the City will work closely with Caltrans on their future ICM project to ensure incorporation of a wayfinding signage system that integrates with the 5, 91, and 57 freeways – key to moving traffic efficiently and effectively through our regions’ corridors. The Plan will also incorporate key findings from the Orange County Transportation Authority (OCTA) *Central Harbor Boulevard Transit Corridor Plan*. [Note: *This Corridor Plan is complete*. It evaluated transit improvements along the Harbor Corridor (which travels through the project area) and an east-west transit connection between the project area and Anaheim Regional Transportation Intermodal Center (ARTIC). Problems identified in that study include: current traffic conditions limit the speed and reliability of existing transit service, and restricted street configuration supports auto use (limiting options for transit, bike and pedestrian uses).] In addition, the Plan will benefit from the efforts of ATN, which operates the Anaheim Resort Transportation (ART) buses within The Anaheim Resort. These buses provide free transit to employees of the 170 area businesses participating in the Anaheim Transportation Network. ATN has prepared a study called *ART 2035 Imagine Possibilities* which identifies potential route adjustments and technology enhancements (including ATN’s ART2GO mobile ticketing application and real-time transit information electronic messaging signs). The Mobility Plan will benefit from its findings. The City will conduct project-specific public outreach, in coordination with Visit Anaheim and ATN, which will be incorporated into the Plan, with the goal of improving access and safety for residents and employees who travel daily to reach their homes or jobs in the area, integrating technologies and system enhancements stemming from the Caltrans ICM system, updating wayfinding signage, enhancing facilities to encourage active transportation, and ultimately reducing transportation-related greenhouse gases.

The Need: Mode of Transportation. Anaheim is aiming to shift the transportation paradigm. More than 37,000 people work in businesses located within the project area, and despite free transit options from ATN for many thousands of people employed by participating ATN businesses, these employees typically arrive by car (ATN estimates that less than 10 percent of employees utilize ART buses to reach their place of employment). The same is true for visitors, which number over 24 million annually (source: OC Register, 2018) – despite the high density of attractions within a 2 to 3-mile radius, most visitors arrive to The Anaheim Resort via motorized transit. Nearly 70% of visitors arrive by car (Anaheim Resort Specific Plan, 1994) and 57% use a car for local travel while visiting. The Anaheim Tourism Improvement District (ATID) was established in 2010, with the support of the hotel community, in part to address the transit and transportation needs unique to The Anaheim Resort and Platinum Triangle areas of the City. The City will utilize matching funds from ATID (which designates that 25% of funds collected are to be allocated for transit and transportation improvements to The Anaheim Resort and Platinum Triangle) as part of this proposed project. The proposed Plan will allow the City to cohesively address significant ongoing and planned growth in order to maximize and enhance the safety and efficiency of all residents, employees, and visitors to the area, while increasing opportunities for active transportation.

The Need: Significant Growth. Over the next decade, the City expects significant growth in the number of employees and visitors within the project area. Active investments (current and future) are creating an influx of new residents and visitors to the City of Anaheim for work and enjoyment. Just a few miles away from the project area, development is moving forward within the Platinum Triangle, a major mixed-use development area that includes existing and proposed hotels, apartments, condominiums, offices and entertainment space. In 2017, the Anaheim Convention Center, the largest convention center west of the Mississippi, completed an expansion that added 200,000 square feet of new space. In addition, other area businesses have begun expansions that are anticipated to bring thousands of new employees to the project area, as well as tens of thousands of new visitors. This growth will result in thousands of new daily trips to, from, and around the area. All of this growth represents a significant investment in the City of Anaheim and its residents, creating more jobs and opportunities for local residents. While the City has taken every measure to ensure impacts from increased traffic are mitigated, this rapid growth and dependence on car-based travel, still presents a host of transportation challenges to a region contending with dense urban traffic.

The Plan will identify improvements to accessibility that will help ease congestion with a positive impact on the thousands of people living and working within the project area. Improvements will also benefit residents and commuters living in or traveling through the neighborhoods surrounding project area. Transportation improvements will contribute to ease of movement between project area destinations by creating safe and seamless walking environments, making shuttle trips more efficient, and increasing the accessibility of transit options.

The Result. The Plan will allow the City to engage in long-term, cohesive planning in order to implement transit and pedestrian safety enhancements. Through the proposed

Plan, the City will be able to cohesively address changing traffic patterns and mobility options (particularly related to active transportation), while advancing the City's efforts to reduce transportation-related greenhouse gases, in response to and in preparation for this dynamic growth. It will allow the City to identify and define new standards and priorities for wayfinding signage, landscaping, lighting and other mobility-related issues, to promote environmental justice and equity for employees and area residents, and to ensure the growth and development in the project area remains at the highest caliber. It will complement the major investments from private industry, and safely and efficiently coordinate the movement of pedestrians, bicyclists, and motorists with minimal traffic impacts.

One of the primary drivers of the Plan is to address transportation related needs of several Disadvantaged Communities, which both overlap and border project area. Working towards environmental justice, the proposed Plan will address these communities' needs related to toxic releases (scores ranging from 96 to 100) and traffic (scores ranging from 95 to 98) by identifying measures to reduce traffic congestion and idling, and the resulting emissions – through improved signage, increased active transportation, and a reduction in single occupancy vehicles. It will also address issues of poverty (scores ranging from 84 to 94), by actively engaging residents and area employees in the public input process in order to determine transportation needs, including transit and active transportation connections that might provide more economical options.

Indeed, the proposed Plan will provide a long-term foundation upon which a high-quality active transportation environment will be built. By broadening the existing non-motorized infrastructure, identifying technology to update and improve pedestrian wayfinding, traffic signal and electronic information sign coordination, and vehicle operation, the Plan will outline steps to increase the safety of pedestrians and bicyclists, and reduce vehicular travel demand and environmental effects. Our resource efforts will include culturally appropriate and engaging outreach to residents, community groups, employees, and visitors to identify priority projects to remove barriers to non-motorized transportation. The City will address those needs, and identify strategic alternatives to enhance multi-modal traffic and circulation in and around the project area.

Our stakeholders are committed to participating in this important planning process, demonstrated through the letters of partnership and support that are included with this application. As the ongoing planning process is completed, additional stakeholders will be identified, and the City will work diligently to include them in the process. Current project partners include:

1. Anaheim Transportation Network (ATN)
2. Visit Anaheim

Additional support for the project has been offered by:

1. Orange County Transportation Authority (OCTA)
2. The City of Garden Grove

3. Orange County Health Care Agency
4. Alliance for a Healthy Orange County
5. Anaheim Chamber of Commerce
6. The Disneyland Resort
7. Area residents

Project Area Demographics. The Anaheim Resort is located in Anaheim (Orange County), bordered by Interstate 5 on the east and Walnut Street on the west, and primarily between Vermont Avenue to the north and Chapman Avenue to the south (though the northern and southern borders are more “jagged”). The project area is primarily a commercial area, with an estimated residential population of approximately 7,000 (source: California State Parks, Community Fact Finder Report, based on data from Claritas Pop-Facts, 2010). Approximately 21% of these residents live below the poverty level, and the median household income is just \$47,500, well below the State average of \$61,489. While the project area is focused on The Anaheim Resort, the Plan will benefit everyone who travels into the area, including residents, commuters, employees and visitors. This includes the 37,000 people employed within the project area (Anaheim Community and Economic Development, 2018), as well as the more than 24 million visitors that travel to Anaheim each year (OC Register, 2018).

Sample Table of Contents. The City of Anaheim is committed to providing a Plan that will identify ways to improve circulation and safety for pedestrians, bicyclists, motorists, and public transit throughout the 1,078-acre project area. The following is a sample Table of Contents that will be used as a "starting point" for the City’s planning efforts. As previously stated, community input and best practices will guide our final Plan content.

Chapter 1 – Introduction. Policy Statement: The City of Anaheim is pursuing The Anaheim Resort Area Mobility Plan to address the following:

- Improve access and safety of residents and employees who travel daily to reach their homes or jobs in the area
- Accommodate the expanded surge of employees and visitors traveling to major destinations and employment centers in the project area with sustainable planning practices (multimodal transportation options)
- Enhance transportation facilities to improve pedestrian and bicycle routes
- Integrate electronic messaging signs with the Caltrans Integrated Corridor Management System
- Update wayfinding signage
- Provide opportunities for residents to increase physical activity and improve health
- Improve air quality and environment
- Reduce vehicle speeds and reckless driving on City streets
- Reduce the area’s prior history of collisions
- Evaluate the area’s travel demands

- Improve and modify landscaping to enhance elements of the natural environment, promote energy conservation and compliment active transportation pathways and wayfinding signage.

Chapter 2 - The Anaheim Resort Area Mobility Plan Team. Development of a Team comprised of a variety of stakeholders that each lend their own unique perspective and expertise for a complete and comprehensive Plan. Caltrans will be invited to all meetings. The project partners for the team will include at a minimum:

- City of Anaheim Staff (Public Works, Planning and Anaheim Police staff)
- Consultant(s)
- Neighboring cities
- Active transportation advocacy groups (including the Orange County Bike Coalition and California Walks)
- Community-based organizations from vulnerable communities
- Disadvantaged community residents
- Local employee organizations
- Orange County Transportation Authority
- Anaheim Transportation Network (ATN)
- Visit Anaheim
- Orange County Health Care Agency
- Alliance for a Healthy Orange County
- Disneyland Resort
- Anaheim Chamber of Commerce
- Anaheim Resort Maintenance District Board
- Other area businesses.

Chapter 3 - The Public Input Process. The City of Anaheim will actively include residents, employees, and businesses within a 2-mile radius of the project area, as well as visitors, in developing The Anaheim Resort Area Mobility Plan (see the list of Team members above). To accomplish this, community-based organizations and residents will be an integral part of the mobility plan team, engaged through community meetings, social media, and other outreach efforts. In addition, the City will partner with Visit Anaheim and a specialized outreach Consultant to administer:

- Public Meetings with Community Residents/Employees/Visitors
 - A minimum of four (4) meetings with residents, employees, businesses, and visitors to address a variety of topics including barriers to transportation and transit, modes of transportation, routes for active transportation, etc. Meetings will be held within the project area or within Disadvantaged Communities bordering the project area.
- Public Meetings with Other Project Stakeholders
 - A minimum of two (2) meetings with other project stakeholders (Caltrans, OCTA, ATN, Anaheim Chamber of Commerce, Visit Anaheim, the Disneyland Resort, Anaheim Resort Maintenance District Board, neighboring cities, representatives of area residents, and others identified during the planning process) to address

transportation and transit needs, mobility concerns, and The Anaheim Resort standards (lighting, signage, landscaping, etc.)

- Surveys of residents/visitors/employees for feedback on planning process and proposed solutions.
- Participation in local planned events to solicit additional input from the community (local festivals, farmers markets, etc.)
- Conduct Facebook Live meetings with selected disadvantaged groups to obtain feedback on priority issues. Neighboring communities have reached close to 3,000 residents through Facebook Live meetings related to transportation projects.

Chapter 4 - Existing Conditions and Findings. The Anaheim Resort Area Mobility Plan will address existing conditions of City's street corridors in and around the project area and detail the following:

- Existing, built environment
- Roadway conditions (includes speed limits, intersections, right-of-way design)
- Pedestrian/Bicycle facilities (accessibility of existing facilities and areas where facilities may be lacking)
- Transit availability/limitations
- Active transportation users, including pedestrian and bicycle counts at strategic locations
- Review of the City's General Plan, the Bicycle Master Plan, adjacent cities' general plans, OC Active plan, Specific Plans, and landscape and identity plans that are part of or adjacent to the project area.

Chapter 5 - Proposed Conditions, Evaluations, and Recommendations. The Anaheim Resort Area Mobility Plan will address proposed recommendations to improve upon the City's street corridors in and surrounding the project area and will detail the following:

- Proposed reconstruction of the built environment (i.e., potential pedestrian bridge location(s), sidewalk modifications, vehicular and pedestrian wayfinding signage improvements, and roadway changes)
- Roadway improvements that address controlling speed limits and reducing most prevalent collisions
- Pathways and mobility opportunities for residents, workers, and visitors, including improvements to Pedestrian/Bicycle facilities (with a focus on crossings)
- Improved connectivity to transit for area works and residents, as well as visitors
- Transit improvements to maximize access and efficiency while minimizing costs (including number of stops, signage, and bus stop placement)
- Enhancements to landscaping and green streets
- Seamless connections with neighboring cities
- Specific actions coordinated with the goals of:
 - The 2017 RTP Guidelines and SB 375 Sustainable Communities Strategies, and reducing transportation related GHG emissions to meet regional targets

- The Smart Mobility Framework, including planning efforts to address regional, multimodal accessibility
- The State’s six key climate change strategy pillars and priorities of Executive Order B-30-15, giving priority to climate preparedness actions, uncertainty of climate impacts, efforts to protect vulnerable populations and use of natural infrastructure solutions
- Environmental Justice, engaging low-income disadvantaged communities in the planning process to ensure decisions meet the needs of these communities.

Chapter 6 - Estimated Construction Costs. The Anaheim Resort Area Mobility Plan will provide cost estimates for the proposed improvements, and identify opportunities for future implementation funding, as well as ongoing operation and maintenance.

Chapter 7 - Relevant Maps and Figures. The Anaheim Resort Area Mobility Plan will include planning level maps and figures.

Chapter 8 - Phased Plan of Implementation. The Anaheim Resort Area Mobility Plan will provide a phased implementation plan of improvements and a proposed timeline that will allow the City to strategically seek funding opportunities to implement improvements in phases that accommodate resource limitations.

OVERALL PROJECT OBJECTIVES:

The proposed tasks and sub-tasks identified below were specifically designed to support and address the following primary objectives (fully described in response to Questions 2 and 3 in the grant application form in Appendix B of this RFP).

1. Encourage local and regional multimodal transportation and land use planning
2. Contribute to the State’s GHG reduction targets and other State goals
3. Address the needs of Disadvantaged Communities
4. Assist in achieving the Caltrans Mission and Overarching Objectives.

These tasks are intended to lead to the creation of a plan that will direct the City’s future investments and capital projects in and around The Anaheim Resort to:

- Remove barriers to non-motorized transportation and improve multi-modal mobility and accessibility, with a focus on enhancing public safety measures, including pedestrian-friendly corridors/pathways with direct and convenient access to job centers in the project area and public transit.
- Engage low-income employees and residents, nonprofits, and advocacy groups to ensure their transportation and transit needs are addressed.

- Implement strategies to move traffic more efficiently and reduce idling, such as improved sign technology, signal improvements, infrastructure such as pedestrian bridges, and changeable message signs.
- Coordinate with Caltrans and adjacent cities to enhance wayfinding from the local freeway system through the project area.
- Use sustainable landscape features and plantings to enhance the environment and practice environmental stewardship, while maintaining major arterial corridors through water-wise streetscape improvement.
- Utilize standards for lighting, wayfinding from the state highway system, and other elements, to enhance transportation and transit, and promote efficient system management and operation.
- Create incentives/educational resources to encourage commuters and visitors to use non-motorized or zero-emission transportation, with an emphasis on reducing GHG emissions, to foster healthy communities and promote social equity.

RESPONSIBLE PARTIES:

The City of Anaheim will be responsible for the overall project performance. The City will engage the services of qualified consultants to assist in convening and conducting stakeholder meetings, managing and securing meaningful public input, completing studies evaluating potential transportation improvements and whether these improvements would impact utilities (water and electric), storm drain, sewer, traffic and pedestrian and vehicular wayfinding, conducting active transportation (pedestrian and bicycle) counts at key locations, and developing and finalizing The Anaheim Resort Area Mobility Plan.

SCOPE OF WORK TASK LIST & DELIVERABLES:

Task 1: Project Kick-off / Project Administration

Task 1.1: Project Kick-off Meeting with Caltrans

The City will conduct a kick-off meeting with Caltrans officials to review the final Scope of Work, the grant agreement, the project timeline and deliverables, review procedures for selection and hiring of a consultant and the process for project reporting and invoicing, and identify action items.

- **Responsible Party:** City of Anaheim

Task 1.2: Procure a Qualified Consultant (including Public Outreach Sub-consultant)

The City will develop and issue an RFP for a qualified consulting firm to lead the planning activities that will ultimately result in The Anaheim Resort Area Mobility Plan. The selected firm will also include a team member (either employee or subconsulting firm) that will be specifically identified to lead public outreach efforts. The competitive procurement process will follow the City's established procedures to select the most

qualified and cost-effective consultant, and will be in compliance with any and all Caltrans rules.

- **Responsible Party:** City of Anaheim

Task 1.3: Project Kick-off with Project Partners

The City will conduct a kick-off meeting with project partners that include all identified stake holders, including area residents, employees, active transportation advocacy groups, neighboring cities, the Anaheim Transportation Network (ATN), OCTA, Visit Anaheim, the Orange County Health Care Agency, Alliance for a Healthy Orange County, and others to define roles and expected contributions, as well as partner expectations regarding data sharing.

- **Responsible Party:** City of Anaheim & Consultant

Task 1.4: Project Coordination and Quality Control

During the course of the project, the City will conduct quarterly meetings with the Consultant and Caltrans to monitor the project’s progress, including review of completed and upcoming tasks. These meetings will provide the opportunity for staff to discuss obstacles and conduct problem-solving to ensure that the project stays on schedule and within the framework of the grant budget.

- **Responsible Party:** City of Anaheim & Consultant

Task 1.5: Invoicing and Quarterly Reporting

The City of Anaheim will conduct the following invoicing and quarterly reporting tasks:

- Develop and submit invoices to Caltrans in a timely manner as prescribed in the grant agreement.
- Develop and submit quarterly reports to Caltrans detailing project progress and obstacles and including copies of deliverables required during the calendar period, and any other requirements as prescribed in the grant agreement.

- **Responsible Party:** City of Anaheim

Task 1.6: Final Report

The City will develop and submit a final close-out report to Caltrans as prescribed in the grant agreement. The City will submit a draft report to Caltrans a minimum of sixty (60) days in advance of the contract end date. The City will meet by phone with Caltrans to discuss any deficiencies. The City will then resubmit a revised final report a minimum of fifteen (15) days before the contract end date.

- **Responsible Party:** City of Anaheim

<i>Task</i>	<i>Deliverable</i>
1.1 Project Kick-off Meeting with	<i>Participant List and Meeting Notes (the meeting will follow Caltrans’ agenda)</i>

Caltrans	<i>and Action Items</i>
1.2 Procure a Qualified Consultant (including Public Outreach Sub-consultant)	<i>Procurement Procedures, RFP, Executed Agreement</i>
1.3 Project Kick-off with Project Partners	<i>Participant List, Meeting Notes, Identification of Partner Roles, List of Data Sharing Reports</i>
1.4 Project Coordination and Quality Control	<i>Participant List and Meeting Notes</i>
1.5 Invoicing and Quarterly Reporting	<i>Invoices and Quarterly Reports</i>
1.6 Final Report	<i>Draft Final Report, Final Report</i>

Task 2. Community Outreach

Task 2.1: Develop Community Outreach Action Plan

The Consultant will develop a Community Outreach Action Plan with structured outlines to: 1) conduct a minimum of four community-based meetings; 2) conduct two stakeholder meetings with project partners, 3) conduct surveys and focus groups of employees, residents and visitors, 4) participate in local planned events with the goal of soliciting input on planning activities, and 5) other online and social media outreach activities.

The Community Outreach Action Plan will be a simple, comprehensive Technical Memorandum and will include the following elements: meeting format (workshop, presentation, etc.); topics to be covered; strategy for community outreach (public announcements, flyers, social media, public events); costs of community engagement strategy; suggested times and duration of meetings; points of contact for each meeting, and method for collecting feedback. Although community meetings will focus on residents and employees living and working within a 2-mile radius of The Anaheim Resort, all residents of Anaheim will be encouraged to attend community meetings and provide input.

- **Responsible Party:** City of Anaheim & Consultant

Task 2.2: Conduct Community Meetings

The City and Consultant will lead a minimum of four (4) community meetings to solicit input from residents, employees, visitors, and businesses. Participants will be recruited through direct mail invitation to all area residents, posters and flyers posted on community bulletin boards (including at local apartment complexes, motels, parks, and churches), contacts with local community-based organizations, phone, mail and email invitations, and door-to-door personal invitations to small businesses in the project area.

All area residents, employees, visitors, and community members will be welcomed and encouraged to attend through multiple modes.

Meetings will take place within the project area or within the disadvantaged communities located immediately adjacent to the project area, including, potentially, at the newly opened Ponderosa Community Center. With approval from Caltrans (per page 15 of the Guidelines), the City may use grant funds to provide a meal or refreshments during the meetings to encourage additional public participation. The meetings will begin with a brief overview of the planning process and a clear definition of the goals for the specific meeting.

During at least two of the meetings, the Consultant will engage all participants in identifying barriers or concerns related to active transportation, environmental equity, use of public transit, traffic congestion, and safety for all travelers. Meetings will be conducted in English and Spanish. Participants will be asked to give verbal or written feedback, and will be asked to complete a survey at the end of the meeting with specific questions targeting key areas of the proposed Plan.

At least two additional meetings will focus on sharing preliminary drafts of the mobility plan. The Consultant will develop materials to communicate important components to the public, including a summary of input received during earlier meetings other public input activities, results of the pedestrian and bicycle audit, and brief presentation of the proposed solutions. The Consultant will solicit both verbal and written feedback. Again, the meetings will be conducted in English and Spanish, and all participants will be encouraged to complete a short survey at the end of the meeting.

- **Responsible Party:** City of Anaheim & Consultant

Task 2.3: Conduct Stakeholder & Partner Meetings

The City and Consultant will lead a stakeholder meeting with Caltrans, OCTA, ATN, Orange County Health Care Agency, active transportation advocacy groups, Anaheim Chamber of Commerce, Visit Anaheim, neighboring jurisdictions, the Disneyland Resort, Anaheim Resort Maintenance District Board, representatives of local residents, and others identified during the planning process. The Consultant will provide a summary of input from community outreach efforts and present a brief presentation of the proposed project for feedback and input from stakeholders. Stakeholders will be asked to identify key concerns related to transportation, congestion management, public transit use and active transportation. Key areas surrounding The Anaheim Resort will be identified to focus efforts to improve transportation facilities for residents, visitors, and employees.

The City and Consultant will lead a second stakeholder meeting of the same stakeholders to review the draft findings and recommendations for the Plan, including a synthesis findings from the public outreach efforts, findings from the Pedestrian and Bicycle Audit, and proposed solutions for inclusion in the Plan. Stakeholders will be asked to provide both verbal and written feedback.

- **Responsible Party:** City of Anaheim & Consultant

Task 2.4 Conduct Community Surveys and Focus Groups

With the assistance of Visit Anaheim, local active transportation advocacy groups, and community-based organizations, the City and Consultant will use the same survey instrument utilized at Community Meetings to conduct online surveys via email and the City’s Facebook, short focus group interviews, and other data collection efforts to collect additional community feedback. The intent is to garner as much public input as possible, utilizing a variety of data collection methods. This may include, but is not limited to, in-person survey data collection at Anaheim Resort transit stops, small focus groups at local community gathering places (e.g., the newly opened Ponderosa Community Center) or labor union meetings, interviews of those attending events at the Anaheim Convention Center.

- **Responsible Party:** City of Anaheim & Consultant

Task 2.5 Participate in Local Planned Events

The City and Consultant, in collaboration with the City’s Neighborhood Services division, will identify up to four local planned events in or surrounding the project area, at which to solicit input on mobility issues (barrier to transit or transportation, active transportation opportunities, traffic congestions, etc.) as well as reactions to components of the proposed Plan. The City has successfully utilized ongoing or planned events in the past as a way to garner large amounts of public input. Presentation boards highlighting key questions or potential solutions will be displayed at a City booth, and representatives from the City and Consultant will engage participants in discussion to obtain input. Possible events include nearby Center City Anaheim Farmer’s market and other festivals and activities.

- **Responsible Party:** City of Anaheim & Consultant

Task 2.6 Other Online and Social Media Outreach Activities

The City is determined to maximize opportunities for public input and engagement in the planning process, and recognizes that traditional methods (meetings, surveys, focus groups), still miss a significant portion of the community, particularly younger residents/employees who are more likely to provide responses and input via social media. The City will work with the specialized public outreach consultant to develop other innovative ways to seek input and buy in from the community, including hosting a Facebook Live meeting – modeled after the success of another local jurisdiction in reaching 3,000 residents on a transportation related issue. Other “outside the box” ideas will be utilized, including outreach to online groups, include NextDoor, Neighborhood Buzz pages, and employee groups, Facebook and Instagram polls, and other opportunities.

- **Responsible Party:** City of Anaheim & Consultant

Task	Deliverable
2.1 Develop Community Outreach Action Plan	<i>Community Outreach Plan</i>
2.2 Conduct Community Meetings	<i>Copy of invitation (or summary of actions taken to recruit participants), meeting agenda, photographs, summary of community feedback (written, verbal and survey response) (completed for each of four meetings)</i>
2.3 Conduct Stakeholder & Partner Meetings	<i>Meeting agenda, participant list, summary of participant comments, meeting photographs (completed for each of two meetings)</i>
2.4 Conduct Community Surveys and Focus Groups	<i>Copy of survey instrument, calendar of focus group events, summary of focus group and survey responses.</i>
2.5 Participate in Local Planned Events	<i>Calendar of events attended, copies of display materials, photographs, summary of participant comments</i>
2.6 Other Online and Social Media Outreach Activities	<i>Summary of social media outreach efforts, screen grabs of posts, summary of participant comments, tally of “views,” “likes” or other contacts.</i>

Task 3: Analysis and Development of Mobility Plan

Task 3.1: Review of Existing Plans

The Consultant will review the following plans to inform the preparation of a comprehensive Mobility Plan. Existing Plans include, but are not limited to:

1. General Plan
2. The Bicycle Master Plan
3. SCAG’s Regional Transportation Plan/Sustainable Communities Strategy
4. OC Active (OCTA Countywide Active Transportation Plan)
5. General Plans from neighboring jurisdictions
6. Disneyland Resort Specific Plan
7. Anaheim Resort Specific Plan
8. Hotel Circle Specific Plan
9. Anaheim Resort Identity Program
10. Anaheim Resort Public Realm Landscape Program
11. Central Harbor Boulevard Transit Corridor Plan
12. ART 2035 Imagine Possibilities,
13. Existing right-of-way and infrastructure plans
14. Existing wayfinding plans
15. Other relevant plans – The City will work with project partners to identify other plans and/or sources of data for review.

- **Responsible Party:** City of Anaheim & Consultant

Task 3.2: Safety Analysis

The Consultant will conduct a safety analysis that will evaluate the roadway network surrounding The Anaheim Resort using a defined criteria. The analysis will look at crash history and evaluate high-collision concentration locations throughout the project area.

- **Responsible Party:** Consultant

Task 3.3: Pedestrian & Bicycle Audit

The Consultant will conduct daily pedestrian and bicycle counts at six locations to audit potential use of active transportation options within the project area. The counts will be for two to three non-consecutive days to obtain fluctuations in activity. The Consultant will also survey City streets surrounding the project area to ensure the proposed Plan incorporates connectivity to the best advantage for both pedestrians and bicyclists. Consultant will compile a Geodatabase and AutoCAD drawing base of the project areas with proposed improvements.

- **Responsible Party:** Consultant

Task 3.4: Recommendation of Appropriate Countermeasures/Improvements, including first/last mile connections to transit

Data collected from prior tasks will be used to guide the Consultant in selecting and prioritizing countermeasures for deficiencies. Appropriate countermeasures will include, but not be limited to:

- Engineering strategies including the addition of sidewalks, pedestrian bridge(s), traffic calming measures, and other pedestrian and bicycle infrastructure, incorporating associated first and last-mile connections to transit;
- Plans for lighting standards;
- Impact on major utilities (water/electric), storm drain, sewer, traffic, pedestrian, and vehicle wayfinding;
- Identification of potential new or modified bus stops;
- Addition or changes to wayfinding signage; and
- Changes to landscaping standards and investigation of green street elements.

The Consultant will estimate preliminary costs for the most appropriate countermeasures identified, including construction and maintenance costs.

- **Responsible Party:** Consultant

Task 3.5: Implementation/Next Steps: Cost Analysis

The Consultant will prepare a cost analysis for each proposed improvement and alternative for the City's consideration. Ongoing maintenance costs will be included in

this analysis. The Consultant will also identify potential funding streams to complete the proposed project, including developer funds, implementation grants, etc.

- **Responsible Party:** Consultant

Task 3.6: Implementation/Next Steps: Prioritize Projects

The Consultant will develop a procedure to prioritize proposed projects and list them in order of priority. This list will be included in the *draft* and *final* “The Anaheim Resort Area Mobility Plan”.

- **Responsible Party:** Consultant

Task 3.7: Screencheck and Draft “The Anaheim Resort Area Mobility Plan”

The Consultant will develop a screencheck and draft “The Anaheim Resort Area Mobility Plan,” which will integrate safety, connectivity, physical fitness, traffic relief, and environmental awareness to align with Caltrans Overarching Objectives. The Plan will include a list of Priority Projects and engineering strategies to implement proposed improvements; a time schedule for phased implementation strategies; a map of the areas covered by the Plan; and an explanation of how the project will be evaluated. A draft Table of Contents was provided earlier in this Scope of Work as a preliminary outline of The Anaheim Resort Area Mobility Plan, which will also identify next steps including environmental work, permitting, and preliminary engineering. Consultant will receive feedback from City staff on the screencheck document and prepare the Draft document. Following City staff’s determination that the Draft document addresses city comments, the Draft document will be presented to the public for feedback.

- **Responsible Party:** Consultant

Task 3.8: Presentation of Draft Plan

The Consultant will present the draft plan to key stakeholders and partners that include: Caltrans, OCTA, ATN, neighboring cities, active transportation advocacy groups, community-based organizations, area residents and employees, the Orange County Health Care Agency, Anaheim Chamber of Commerce, Visit Anaheim, area businesses, Anaheim City Council members, and others identified during the planning process. The Consultant will gather feedback from all stakeholders and incorporate recommendations into the Final Plan.

- **Responsible Party:** Consultant

Task 3.9: Final Plan

The Consultant will develop the Final Plan for presentation at an Anaheim City Council Meeting. The final Plan will include next steps for environmental work, permitting, and engineering. The community will be encouraged to attend these open, public meetings, to provide final comments on the Plan. The Consultant will invite Caltrans staff to the

Final Plan presentation and acknowledge Caltrans for making the planning effort possible.

- **Responsible Party:** Consultant

Task	Deliverable
3.1 Review of Existing Plans	<i>Technical memoranda describing existing plans, policies and conditions</i>
3.2 <u>Safety Analysis</u>	<i>Safety Analysis of entire roadway network within and surrounding The Anaheim Resort</i>
3.3 Pedestrian & Bicycle Audit	<i>Bike/ped audit within and surrounding The Anaheim Resort for connectivity, compile Geodatabase and AutoCAD drawings depicting project areas</i>
3.4 Recommendation of Appropriate Countermeasures/ Improvements, including first/last mile connections to transit	<i>Technical Memorandum of recommended countermeasures and improvements with preliminary costs estimates for next steps</i>
3.5 Implementation/Next Steps: Cost Analysis	<i>Cost Analysis Technical Memorandum</i>
3.6 <u>Implementation/Next Steps: Prioritize Projects</u>	<i>List Projects in Priority</i>
3.7 Screencheck and Draft Plan	<i>Screencheck and Draft “The Anaheim Resort Area Mobility Plan”</i>
3.8 Presentation of Draft Plan	<i>Meeting agenda, participant list, summary of comments, list of action items</i>
3.9 Final Plan	<i>Final “The Anaheim Resort Area Mobility Plan”</i>

Scope of Work Clarification: The above Scope of Work was included in the City’s application to Caltrans (see Appendix B) and the Caltrans executed agreement with the City of Anaheim (see Appendix A). The following information below is provided to further clarify the tasks in this Scope of Work:

- Chapter 4 (Existing Conditions and Findings) and Chapter 5 (Proposed Conditions, Evaluations, and Recommendations) tasks and information includes, but is not limited to, the identification and analysis of the following: curb-side issues and management (i.e., such as delivery vehicles and rideshare services and other services that impact public right-of-way curb-side areas), alternative transportation modes including, but not limited to, pedicabs and dockless rideshare (i.e., e-scooters), parking supply and any recommended changes to minimum parking requirements.
- Chapter 5 (Proposed Conditions, Evaluations, and Recommendations) – The third bullet in this section includes the following words: “Pathways and mobility

opportunities for residents, workers, and visitors, including improvements to Pedestrian/Bicycle facilities (with a focus on crossings). Note that “with a focus on crossings” does not mean that crossings will be the only area to be considered as part of this effort.

- Chapter 6 tasks and information includes identifying potential additional revenue sources for operation and maintenance, especially for any new facilities and/or improvements that are identified as part of the Plan.
- Task 3.4 (Recommendation of Appropriate Countermeasures/Improvements, including first/last mile connections to transit) – Note that the first bullet includes evaluating and identifying potential connectivity improvements to the Bicycle Master Plan in and around The Anaheim Resort area, taking into consideration public comments received during the outreach tasks in this RFP, and public comments received by the City during the preparation of the Bicycle Master Plan.
- Regarding traffic analysis, an overall traffic study is not part of the Scope; however, focused traffic analysis to determine the effectiveness of potential transportation strategies is part of the Scope. This includes, but is not limited to, analysis of the following: traffic benefits/potential impacts of pedestrian bridges, potential traffic impacts if right-turn lanes at signalized street intersections are proposed to be removed in order to provide enough area to install a pedestrian bridge structure, potential impacts of curb-side management solutions, potential impacts of pedicabs, potential impacts associated with other transportation solutions identified during preparation of the Plan, etc... For this proposal, provide the cost for eight focused traffic analysis. If additional analysis are needed, provide a typical cost per analysis and include this in a section titled **ADDITIONAL SERVICES**.

B. Pedestrian Bridge Engineering Feasibility Analysis

This scope shall also include preparation of a Pedestrian Bridge Engineering Feasibility Analysis and rough order of magnitude cost estimate for construction of potential pedestrian bridges at the two locations (intersection of Harbor Boulevard and Katella Avenue and intersection of Harbor Boulevard and Disney Way) in The Anaheim Resort. Funding for this analysis is provided by the Anaheim Tourism Improvement District.

The proposal shall provide a description of the Scope of Work the Consultant will use to develop and manage the project. The scope shall include, but not be limited to, the following provided that the proposal may recommend additional tasks be considered in the scope for the successful completion of this task (these additional items shall be listed as **ADDITIONAL SERVICES**):

Task 1: Project Kick-off/Project Administration/Schedule - A kick-off meeting will be held after award of contract. Consultant and its team will meet with City of Anaheim staff to conduct introductions, discuss scope of services, information needed from various City departments, overall schedule and the implementation process including scheduling of team meetings and processing of invoices. Note, these meetings are separate from The Anaheim Resort Area Mobility Plan meetings, but they may be held immediately after those meetings

and may potentially include the same Consultant team members. Invoicing for this task must be prepared separate from invoicing of The Anaheim Resort Area Mobility Plan tasks.

Deliverables:

1. Preparation of Participant List, Meeting Notes and Action Items.
2. Ongoing project management coordination including, but not limited to:
 - a. At a minimum, reoccurring weekly meetings with the City are expected for at least one hour each. The Consultant shall prepare and distribute a meeting agenda a minimum of three (3) working days prior to the meeting and prepare and submit meeting minutes to the City Project Manager within one week after the meeting. As the project progresses, the City may change the meeting time to monthly. As required by the City, meetings may be in person or via conference call.
 - b. Participation at up to ten meetings, including, but not limited to, community and City Council meetings and other stakeholder meetings required by the City, including preparing presentation materials, presenting information as necessary, and responding to questions.
 - c. Provide administrative related presentation materials or PowerPoint presentation slides if needed.
 - d. Provide updates to project schedules
 - e. Prepare monthly progress reports and invoicing
 - f. Other Project Administration tasks
3. The Consultant shall update the project schedule submitted with the proposal to reflect the Notice to Proceed date. The schedule shall be reviewed each month with the City and any potential issues with meeting the project deadlines or opportunities to accelerate the work shall be discussed with City staff.
4. The Consultant shall collaborate with Public Works staff and other City interdepartmental staff members working on the project.

Task 2: Field investigation with City staff – Coordinate, schedule and lead a field visit with City staff to discuss site options/opportunities/constraints at each of the two intersections.

Deliverable – Participant List, Meeting Notes and Action Items

Task 3: Research and Presentation of Options to City.

- Review pedestrian bridges at signalized street intersections in other jurisdictions and identify institutional, operational, physical, aesthetic and maintenance challenges and lessons learned.
- Review Building Codes and Zoning and Planning requirements.
- Provide a comparison of advantages and disadvantages between different types of pedestrian bridges.

- Identify and recommend concepts that will provide the most protection for pedestrians while maintaining Americans with Disabilities Act (ADA) access at each side of the intersection.
- Identify and recommend concepts that will complement the aesthetics of The Anaheim Resort.
- Other factors to consider in recommending a potential pedestrian bridge including, but not limited to: size, height, access, location and impacts to adjacent properties, vehicle line of sight, traffic signals, traffic benefits/impacts, cost, maintenance and potential public right-of-way changes (i.e., traffic lanes, sideways and parkway areas, utility relocation, etc...).
- Include other information/analysis deemed by the Consultant to be pertinent to the preparation of the Pedestrian Bridge Engineering Feasibility Analysis.

Deliverables: Provide a Power Point presentation to City Staff and prepare a draft and final Technical Memorandum summarizing findings. Include up to two staff reviews of the Technical Memorandum.

Task 4: Create two Feasible Concept Plans for each of the two intersections for City staff review and consideration.

- Identify Concept Plan boundaries for staff's review and approval.
- Survey (if needed) – Survey of Concept Plan boundaries will be completed by Anaheim Public Works Survey Section and a topographic file will be provided to the selected Consultant. If additional land surveying is needed, Anaheim Survey Section will provide it.
- Records Research and Potholing – Research all information pertinent to the project such as records and documents in order to complete the project. Obtain a certified list of all utilities and agencies within the project limits from Underground Service Alert. As required by the City, the Consultant shall also coordinate with all utilities (including wet and dry) including the City of Anaheim Public Utilities Department (the City may move this requirement to Task 5). The Consultant shall identify all existing utilities within the project limits and potential conflicts. Items that require verification at a later design phase will need to be identified as part of the feasibility plan. Perform all potholing as necessary for potential conflicts with utilities (include 15 potholes per intersection in the proposal, with an additional cost per pothole if more are needed). The Consultant is responsible for all reproduction costs of necessary existing records and documents in order to complete the project.
- Identify in the field and document all affected utilities located under, over, or nearby proposed pedestrian bridge concepts, and, rough order of magnitude costs to relocate utility infrastructure.

- Identify pedestrian bridge concept options that minimize the need for utility modification/relocation.
- Identify any need to repair and/or relocate traffic signal infrastructure including signal heads to provide visibility due to pedestrian bridge concepts.
- Identify impacts to and potential relocation needs for Anaheim Resort Streetscape Features, including, but not limited to, street lights, wayfinding and regulatory signs, changeable message signs and associated fiber connections, bus stop and shelter areas, walkways and landscape.
- Provide rough order of magnitude costs to implement the concept plans at each of the two street intersections, including, but not limited to, relocate, restore and/or replace all affected utility infrastructure to current regulatory and ADA standards, modification of affected traffic signals and changeable message signs (including associated fiber connections), applicable permits/approvals from the appropriate City of Anaheim Departments, and other public agencies, construction of the bridge and all required right-of-way and any off-site improvements and restore all affected areas to meet the aesthetic standards in The Anaheim Resort. Also include rough order of magnitude costs to preparation of 50%, 90% and 100% Plans, Specifications and Estimates, an Engineer's Estimate, associated environmental documentation and technical studies (i.e., soils testing, traffic studies, etc...) required to satisfy the requirements of the California Environmental Quality Act (CEQA) and any other items recommended by the Consultant for the successful implementation of the bridge.
- The Anaheim Resort Area Mobility Plan Scope includes focused traffic analysis for potential transportation solutions, including for two potential pedestrian bridge locations. Consultant team shall provide sufficient design information for that analysis to be prepared. The focused traffic analysis results shall be evaluated and considered in the preparation of feasible concept designs as part of this Pedestrian Bridge scope.

Deliverables: Prepare two (2) draft feasible concept options (site plan and concept level elevation view rendering to scale) for each of the two intersections and estimated rough order of magnitude costs of construction, for presentation to City staff. Provide up to two revised draft concept option(s) for each intersection addressing staff comments. Provide final concept plan and rendering for each intersection for City staff approval.