



June 21, 2018

Los Angeles Council District 5
15760 Ventura Boulevard, Suite 600
Encino, CA 91436

Encino Neighborhood Council
P.O. Box 260439
Encino, CA 91426

c/o Eliot Cohen, ENC-PLU

**Re: PROPOSAL FOR PROFESSIONAL SERVICES
TRAFFIC MANAGEMENT STUDY FOR
ENCINO NEIGHBORHOODS
ENCINO, CALIFORNIA**

Ref: P2123

Dear Mr. Cohen:

Gibson Transportation Consulting, Inc. (GTC) is pleased to respond to your request for proposal to provide professional services concerning the preparation of a neighborhood traffic management study for the above referenced project. This package includes a description of our understanding of the project, the proposed scope of work, and our estimated fee.

UNDERSTANDING OF PROJECT

There is a concern that the Encino neighborhoods are being impacted by cut-through traffic that uses local residential and collector streets as shortcuts to avoid congestion primarily caused by the I-405/US 101 interchange. In addition, continuing development along the Ventura Boulevard corridor adds to congestion on the arterial streets, potentially causing motorists to seek shortcuts through the adjacent neighborhoods.

SCOPE OF SERVICES

GTC would review the traffic patterns in a Study Area bounded by Ventura Boulevard on the north, Sepulveda Boulevard/I-405 on the east, Mulholland Drive on the south, and Hayvenhurst Avenue on the west. In total, the Study Area stretches 1.8 miles north-south by 1.5 miles east-west.

While the Study Area contains numerous business districts, particularly along the arterial and major collector streets, this study would focus on cut-through traffic, collisions, and speeding on the local residential streets.

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GTC will study the traffic conditions in the Study Area, identifying the existing problems and paying particular attention to the conditions and patterns that may be influenced by the new development projects along Ventura Boulevard.

The detailed Scope of Services, including schedule and budget, is provided in the Attachment.

If the Scope of Services is agreeable, this work could be contracted using our standard contract or through our existing Agreement with the Los Angeles Department of Transportation. Our receipt of a signed contract will serve as our formal authorization to begin work.

GTC appreciates the opportunity to submit this proposal and we look forward to working with you on this project.

Sincerely,



Patrick A. Gibson, P.E., T.E., PTOE
President



Sarah Drobis, P.E.
Principal Associate



ATTACHMENT

SCOPE OF SERVICES

TRAFFIC MANAGEMENT STUDY FOR ENCINO NEIGHBORHOODS ENCINO, CALIFORNIA

UNDERSTANDING OF PROJECT

There is a concern that the Encino neighborhoods are being impacted by cut-through traffic that uses local residential and collector streets as shortcuts to avoid congestion primarily caused by the I-405/US 101 interchange. In addition, continuing development along the Ventura Boulevard corridor adds to congestion on the arterial streets, potentially causing motorists to seek shortcuts through the adjacent neighborhoods.

WORK TASKS

GTC will review the traffic patterns in a Study Area bounded by Ventura Boulevard on the north, Sepulveda Boulevard/I-405 on the east, Mulholland Drive on the south, and Hayvenhurst Avenue on the west. In total, the Study Area stretches 1.8 miles north-south by 1.5 miles east-west.

While the Study Area contains numerous business districts, particularly along the arterial and major collector streets, this study will focus on cut-through traffic, collisions, and speeding on the local residential streets. GTC will study the traffic conditions in the Study Area, identifying the existing problems and paying particular attention to the conditions and patterns that may be influenced by the new development projects along Ventura Boulevard.

We will also review the development proposals that are likely to affect traffic conditions in the Study Area. There is concern among the neighbors that the review of individual projects may not identify the potential problems caused by the cumulative effects of the developments.

We understand that this work effort will be a cooperative effort with the Los Angeles Department of Transportation (LADOT), City Council District 5 (CD 5), and representatives from the neighborhood groups within the Study Area. GTC will meet with all parties to identify existing problems and concerns, field review the existing traffic conditions, develop draft and final ideas for consideration, and develop a final set of recommendations.

This is a very large study area and a “neighborhood” meeting to which all residents were invited would be an unwieldy affair – certainly one in which the input of individual neighbors would be limited. Rather than large neighborhood meetings, GTC proposes that the various Neighborhood Councils and Associations appoint representatives to a Steering Committee so that members of that Steering Committee could provide meaningful input in a workshop format.



The Steering Committee members could then take the preliminary and final recommendations to their neighborhood groups for further discussion and, ultimately, approval.

PHASE 1: TRAFFIC MANAGEMENT STUDY

Task 1 – Project Initiation/Kick-off Meeting

In order to make the full kick-off meeting more productive, GTC will meet with LADOT prior to the kick-off meeting to collect all available traffic data, collision data, and traffic impact reports for projects in and near the Study Area. We will collect and review any available background information on the neighborhood traffic management ideas already discussed by the neighbors. Planned improvements and roadway/transportation changes in and near the Study Area will be discussed and any available plans collected.

GTC will meet with LADOT, CD 5, and the Steering Committee in a kick-off meeting. We will listen to the neighbors and CD 5 staff as they identify the neighborhood traffic issues that they face and their concerns with the changes that might be brought about by new traffic from developments along Ventura Boulevard.

GTC will identify the Study Area boundaries in map form and present an overview that identifies the types of neighborhood traffic management improvements that are acceptable to LADOT. GTC will prepare a summary of the data we obtained from LADOT files and identify the areas where data is needed.

We will conduct large and small group map exercises that allow Steering Committee members to present input on the traffic issues that they are most concerned about. This meeting will include a technical exercise that asks the Steering Committee members to identify their top issues and locations within the Study Area and to then identify their solutions for each of the identified problems. This exercise will allow us to use this kick-off meeting as a work session to get live input from the neighborhoods.

GTC will review the Institute of Transportation Engineers' Neighborhood Traffic Management Toolbox and compare the toolbox strategies to the ideas/solutions discussed by the Steering Committee. We will pay particular attention to matching the specific control device or strategy to the particular problem being addressed. We see this meeting and the exercise as a learning event that will allow attendees to leave the meeting knowing more about the types of neighborhood traffic control measures that address specific problems. We also want to use this exercise to identify which tools from the toolbox are applicable to this Study Area.

Products: Summary Graphic of Work to Date
 Meeting Minutes
 Refined Work Plan including Project Schedule

Budget: \$5,740



Task 2 – Review Development Proposals

GTC will review the traffic impact reports prepared for the proposed developments in and near the Study Area. We will pay particular attention to the assumptions in those reports to check for consistency and applicability and we will review the location and severity of significant impacts and the suggested mitigation for those impacts. The intent of this exercise is not to dispute LADOT's review of the reports but rather to summarize the reports and check for consistency.

While the accepted LADOT methodology does indeed take into account all known projects as "Related Projects", when so many projects are developed concurrently in close proximity to one another, the cumulative effects of these projects may be masked. We will investigate the effects of these projects when viewed on a cumulative basis.

Products: Summary of Active Development Proposals
 Discussion of Potential Cumulative Impacts of Proposals

Budget: \$4,240

Task 3 – Field Review and Data Collection

The kick-off meeting will identify the streets and locations where problems exist today and the concerns of the neighbors regarding future potential problems. Locations, issues, times of the day, and days of the week will all be summarized so that traffic conditions may be viewed at the appropriate times of the day.

GTC staff will observe traffic conditions in the field, reviewing each identified issue from the kick-off meeting to investigate the neighbors' concerns and to formulate the data collection program. We will focus on the hours of the day and the locations where the Steering Committee believes the problems are the greatest. We will photograph traffic conditions.

Locations that appear to be candidates for speed humps or traffic circles will be measured for the speed characteristics of traffic along those streets and overall traffic volumes. GTC will conduct speed studies along streets at up to 10 locations where speeding was the identified problem to establish the 85th percentile speeds so that the criteria for speed humps may be evaluated.

GTC will arrange field data counts at locations where file data is not available. We will conduct up to 12 segment counts, recording 24-hour counts by 15-minute time periods, in order to document the total daily traffic flow along a particular street, determine peak flows, and identify corridors where traffic volumes are higher than would be expected if the street were serving just local traffic. If Intersection peak hour turning movement counts are not available in GTC or LADOT files or in the traffic impact reports of the proposed developments, new counts will be collected at up to five locations.



If intersection visibility is cited by neighbors as a problem, sight distance triangles will be checked.

Three years of collision records, based on Statewide Integrated Traffic Records System (SWITRS) data, will be summarized and diagrammed on a Study Area map in order to identify collision trends in the neighborhood. The type and severity of the collision will be summarized along with the location of the collision. Collision diagrams will be prepared for problem locations and these locations will be field visited again to look for physical characteristics that may be contributing to collisions.

Products: Existing Conditions Map
Traffic Conditions Summary
Field Review showing Speed, Volume, and Visibility Problems
Intersection and Segment Counts
Speed Surveys

Collision Map showing Three Years of Collision History

Budget: \$12,770

Task 4 – First Draft Neighborhood Traffic Management Plan (NTMP)

GTC will synthesize the issues identified in the kick-off meeting with the field data and observations to identify the types and locations of improvements and traffic control strategies that would be the most effective at addressing the issues as well as acceptable to LADOT for implementation. This draft will also give the neighbors and CD 5 staff a starting point for discussions intended to refine the NTMP.

GTC will use the Neighborhood Traffic Management Toolbox to identify the appropriate nonrestrictive measures to address the current and anticipated problems. Restrictive measures that have the potential to simply transfer problems to another street will be avoided.

In addition to the traditional traffic control strategies, LADOT has asked that measures to improve the neighborhood and offset the effects of traffic be considered as part of the NTMP. These could include street trees, sidewalk enhancements, landscaping, neighborhood entry treatments, and pedestrian amenities. For example, in the Beverlywood neighborhood, GTC recommended on-street bicycle lanes striped on some of the wider local streets as a means to reduce the lane widths and reduce speeds.

The recommendations in the Draft NTMP will be prioritized based on their likely effectiveness, cost, and implementation feasibility/readiness. Key improvements will be identified as Fast Track recommendations.

The Draft NTMP will be prepared in graphic form, with written highlights describing its key elements.



GTC will present the Draft NTMP at a meeting with LADOT, CD 5 and the Steering Committee and seek their reaction to the various elements of the NTMP and their recommendations for improvements. We will discuss the recommended priority for the improvements.

Product: Draft NTMP in Graphic Form

Budget: \$17,020

Task 5 – Second Draft NTMP

Based on feedback from the Task 4 Draft NTMP workshop, GTC will revise the NTMP recommendations where appropriate. We will prepare a final ranking of effectiveness, cost, and implementation feasibility.

The Revised NTMP will be reviewed with LADOT and CD 5 staff to gain concurrence on and finalize an NTMP that would address the key neighborhood traffic issues and still be cost effective. The NTMP will be prepared in graphic form for presentation to the neighborhood representatives.

GTC will provide the updated approved NTMP to the Steering Committee so that they may carry the NTMP forward to build consensus.

To assist the Steering Committee in developing support for the NTMP, GTC will prepare a summary brochure and fact sheet that could be used as a mailer or an information piece in a neighborhood campaign. The brochure and fact sheet have been important tools in developing support in other study areas because it is very difficult to gather a sufficient number of neighbors at meetings to learn about the NTMP. A simple, straightforward brochure or NTMP summary is needed as a tool for the neighborhood representatives so that a wide variety of neighbors may be educated on the NTMP.

GTC will also prepare a PowerPoint summary of existing conditions, the NTMP development, and the recommended NTMP to provide neighborhood representatives another tool to use in consensus building.

Finally, GTC staff will be available to attend up to two full neighborhood meetings to explain the recommended NTMP and to answer questions.

Product: Second Draft of Plan in Graphic Form with Written Backup
Support Tools for Neighborhood Representatives' Use

- Brochure
- Fact Sheet
- Presentation

Budget: \$18,980



Task 6 – Final Report and Implementation Plan

Based on meetings and feedback from the consensus-building of the Steering Committee, GTC will meet with LADOT and CD 5 staffs to finalize the recommended NTMP.

The Final NTMP will be summarized in a report, prepared in both graphic and written form, detailing the work conducted in each of the project tasks. The final report will include conceptual plans for each recommended element of the NTMP. Each improvement will have a conceptual cost estimate prepared and each plan element will be categorized as Fast Track or Other.

Construction documents for near-term physical improvements are not included as part of the Phase 1 project cost estimate.

Product: Final NTMP
Final Report

Budget: \$14,400

Task 7 – City Council Approval

GTC staff will work with LADOT and CD 5 staff to prepare a request for the Fast Track recommendations to be presented to City Council. GTC will be available to present the request to City Council.

Product: Request for Approval of Fast Track Recommendations
Presentation of Request to City Council

Budget: \$2,430

PHASE 2: CONSTRUCTION DOCUMENTS

The physical improvements that make up the recommended Fast Track list will be prepared as construction drawings so that they may be implemented quickly as funds become available. Because the NTMP has not yet been prepared, the extent of the Fast Track recommendations is not known and, thus, the cost of this work is unknown at this time.

Once the Fast Track physical improvements are known, construction documents may be prepared. Typical costs for the preparation of construction documents for typical NTMP improvements such as speed humps, corner bumpouts, traffic circles, and mid-block neckdowns are in the range of \$10,000-\$25,000 per location depending on the complexity of the existing conditions (drainage, visibility, grades, catch basin locations, pavement conditions, etc.)

The actual costs of the preparation of construction plans would depend on the specific location selected for the physical improvement. Detailed cost estimates for the preparation of



construction plans would be submitted for LADOT approval once the locations are approved by City Council.

SCHEDULE

GTC understands that time is of the essence for this project and will make available all resources to ensure the development of the NTMP is complete within the window designated by LADOT.

BUDGET

The total budget for the Phase 1 Scope of Services detailed above is \$75,580, including \$6,050 for traffic counts and speed surveys.

GTC would invoice on a time and materials basis at our fully burdened hourly billing rates (below) approved in our Agreement with LADOT.

Billing Rates

President	\$350
Principal	\$280
Principal Associate	\$230
Senior Associate	\$195
Associate	\$140-\$165
Principal/Administrative Manager	\$155
Technician	\$130