

3.9 PROPOSAL RESPONSE

SCOPE OF WORK

Following a Notice-to-Proceed (NTP), Mark Thomas will initiate and advance the Project utilizing the following outline of tasks.

TASK 1. PROJECT MANAGEMENT AND COORDINATION

TASK 1.1. PROJECT MANAGEMENT

The Mark Thomas Project Manager (PM), Stephen Decker, will communicate directly with the City of Rancho Cucamonga's PM and manage the internal project team for project delivery. Project management will include delivery of monthly progress reports and invoices for review and approval by the client. The progress reports will include:

1. Work during reporting period
2. Work anticipated during next reporting period
3. Project challenges and solutions
4. Status of project schedule

TASK 1.2. PROJECT KICK-OFF MEETING

We will organize and facilitate a virtual project kick-off meeting with City staff to discuss the project background, goals, key milestones, approach to delivery, involved agency partners, and key stakeholders for involvement. The kick-off meeting provides an opportunity to hear the City's project vision, goals, objectives, potential challenges, and important deadlines. The kick-off meeting will be held within two (2) weeks of the notice-to-proceed (NTP) agreement. We will identify key project outcomes to ensure that expectations and deliverables are well-defined for project success. The Mark Thomas Team will listen to the discussion to determine how best to serve the City.

TASK 1.3. MONTHLY PROJECT MANAGEMENT MEETINGS

Throughout the duration of the project, we will host monthly PM status meetings via a Mark Thomas-provided videoconference link. The videoconference is recommended to allow for a screenshare opportunity where meeting notes are recorded in real-time to document discussion, provides accountability, and establish clear action items. The frequency of PM status meetings is intended to maintain a conversational approach to

delivering the project and to quickly secure guidance and direction on project elements to deliver the project consistent with the proposed schedule. The meetings will be concise, organized, and led by the Mark Thomas PM. Participation in the monthly PM status meetings is anticipated to include the City of Rancho Cucamonga designated PM and additional team members will be invited to the status meetings as needed to review the status of deliverables and solicit Client direction.

Additional focus meetings with City staff may be needed to review key items and deliverables. We assume up to four (4) focus meetings in addition to the PM status meetings.



TASK 1 DELIVERABLES:

- » Organize and Lead Project Kick-Off Meeting (materials and action notes for 1 meeting)
- » Schedule (draft and final)
- » Progress Report and Invoices (assume monthly)
- » PM Status Meetings (assume monthly agenda and notes)
- » Focus Meetings (assume four meetings)

TASK 2. EXISTING CONDITIONS ANALYSIS

TASK 2.1. LITERATURE REVIEW

The Mark Thomas team will conduct a literature review of applicable local SRTS and active transportation plans to utilize for the Project. Plans for review are anticipated to include the following:

- Connect Rancho Cucamonga (2023)
- Rancho Cucamonga General Plan (2021)
- Existing Rancho Cucamonga Suggested Safe Routes to School Maps (2007 and 2017)
- Regional Safe Routes to School Plan Phase II, Volume II – City of Rancho Cucamonga, San Bernardino County Transportation Authority (2017)
- Active Transportation Plan, San Bernardino County Transportation Authority (2022)



TASK 2.2. DATA REQUEST DOCUMENT

In order to obtain the necessary data within a timeline that advances the project document, our team will draft a Data Request Document. The Data Request Document will outline the project data sets, data set owners, request process, timeline, and data delivery checklist. The data requests will be executed through a Data Request Memorandum developed by the Mark Thomas team for submission to the City following the project kick-off.

TASK 2.3. SITE VISITS

As needed, Mark Thomas will conduct site visits to supplement the literature review for schools without existing maps and schools within the four areas designated by the States Environmentally Disadvantaged Communities to ensure equitable developed suggested routes south of Foothill Boulevard. Including schools in census tracts include 21.10, 21.07, 21.05, and 13.11. Mark Thomas will use the Site Visit to develop GIS datasets by inventorying missing pathways and corridors, (i.e. side paths, local roadways, etc). See task 5.1 below for more information.

TASK 2 DELIVERABLES:

- » Literature Review (technical memorandum)
- » Site Visits (over 2-3 day)
- » Data Request Document

TASK 3. COMMUNITY OUTREACH AND ENGAGEMENT

Mark Thomas will gather feedback and engage students, families, school district officials, community-based organizations, first responders, regional and local stakeholders, and City departments to gain input to refine and adjust recommended routes to schools.

Our team has a demonstrated history of developing multi-faceted outreach strategies by utilizing traditional grassroots methods, innovative tools and technology, and the development of strategic partnerships with community-based organizations (CBOs) and other key stakeholders. Our layered outreach approach seeks to meet stakeholders where they are while providing a variety of methods for engagement.

TASK 3.1 PUBLIC ENGAGEMENT PLAN

We will develop a Public Engagement Plan (PEP) that outlines the planned effort for engaging the public, school representatives, disadvantaged and underserved community members, businesses, Parent Teacher Associations, community-based organizations, and other local and regional stakeholders. We will use input from the kick-off meeting to refine and tailor the proposed outreach scope and will prepare a detailed and organized PEP. The PEP will discuss goals and objectives, focused audiences, communications and outreach tools, proposed activities and timelines, language translation, and roles and responsibilities.

Strategies in this PEP will include a variety of traditional and digital notification efforts to inform and engage the public, particularly disadvantaged and underserved communities in the study area. In addition to describing the strategic vision and a detailed schedule, the PEP will identify:

- Focus audiences and tailored notification tactics, including equity approach.
- Digital outreach and engagement tools and platforms and methods of making them more accessible to the public.
- Strategies to engaging historically underrepresented stakeholders, including Spanish speakers.
- Goals for public input and review process.

TASK 3.2. COLLATERAL MATERIALS

We will develop and produce collateral materials for the project. This includes project fact sheets, meeting flyers, display boards, and meeting presentations. We will provide English and Spanish translation of a select number of materials as needed. Materials can include lawn signs and banners soliciting input on the online map.

TASK 3.3. VIRTUAL COMMUNITY WORKSHOPS

To increase awareness and provide opportunities for public input, we will coordinate up to two virtual (2) public meetings. The meetings will be virtual to allow broad citywide engagement and participation. We will work with all four school districts to share district-wide notifications, and we will target notification efforts in prioritized study areas south of Foothill Boulevard to ensure equitable resource distribution.

We have developed a draft approach to meeting content as follows:

- Meeting #1 will present the existing 2007 and 2017 suggested routes to schools maps and gather participants initial feedback, include their lived experiences and any infrastructure or traffic pattern changes since the routes were created.
- Meeting #2 will present and gather participant feedback on a mock suggested safe routes to school. We will gather feedback on the users experience navigating the web interface, and how to improve the platform for ease and function. Each meeting will utilize project communications tools to offer an engaging and immersive experience, as requested. Meeting formats can include small group discussions, polling and surveying.

We will lead the coordination and support of the public meetings including coordination of meeting times, virtual platforms. Simultaneous Spanish interpretations can be provided, as requested. Meeting materials may also be translated and provided, as needed. All meetings will be held during the evening hours to accommodate working individuals. Following each meeting, our team will send out a meeting summary capturing the number of participants, key stakeholders and key issues and common themes raised by meeting attendees. Comments received at meetings will be recorded and input into a Meeting Comment Log.

TASK 3.4. POP-UP TABLING AT COMMUNITY EVENTS

In addition, our team recommends hosting up to four (4) pop-up tabling events, prioritizing the States

Environmentally Disadvantaged Communities, leading up to the public meetings. The pop-up events will serve to increase project awareness, particularly among diverse communities and provide in-person opportunities to talk with stakeholders and further solicit input. At the first two pop-up tabling events, we will display the existing 2007 and 2017 suggested route to school maps to gather feedback, similar to the virtual workshops. At the last two pop-ups, we will display the updated suggested routes to schools. We will work with the City to identify the best locations or existing school events for pop-up attendance or key destinations near schools and high pedestrian volume.

Logistics and support for the events will include site selection, equipment needed, comment cards, photography, and English and Spanish collateral materials, along with post-event documentation.

TASK 3.5. PUBLIC ENGAGEMENT SUMMARY

Upon completion of the public engagement activities, we will prepare an Engagement Summary memorandum that details the project-related engagement activities including a summary of comments received. The report will outline outreach strategies conducted to establish clarity about the process and illustrate community input. The Engagement Summary memorandum will also include appendices with meeting collateral, materials, and additional supporting documents.

TASK 3 DELIVERABLES:

- » Public Engagement Plan (draft and final)
- » Collateral Materials
- » Virtual Community Workshops and Materials (assume 2 meetings)
- » Pop-Up Tabling Event Attendance (assume 4 pop-ups/ event attendance)
- » Engagement Summary Memorandum (draft and final)



TASK 4. UPDATE EXISTING SUGGESTED SAFE ROUTES TO SCHOOL

Utilizing literature review, field conditions analysis, and public input, Mark Thomas will update walking, biking, and rolling routes for students and families traveling to and from schools.

TASK 4.1. DEVELOP ROUTE CRITERIA

Based on priorities identified by the City, Mark Thomas will utilize criteria to refine the suggested routes. Criteria for use will include but is not limited to:

- Traffic volume (as available)
- Traffic calming features
- Intersection crossings
- Facility types (street adjacent sidewalks, off-street trails, park pathways, etc.)
- Street lighting (as available)
- Availability of bike facilities and sidewalks
- Distance to school

Mark Thomas will utilize the route criteria list to update the currently available suggested routes to schools.

TASK 4 DELIVERABLES:

- » Suggested Route Criteria List (draft and final)



TASK 5. DIGITIZED SUGGESTED SAFE ROUTES TO SCHOOL

TASK 5.1. GIS DATASETS

Mark Thomas will develop GIS datasets to expand the identified sidewalks or possible routes. Mark Thomas will expand the routes network based on site visits conducted by staff. The current GIS data set excludes some sidewalks, paths, local and collector roadways. Mark Thomas anticipates adding these facilities in GIS to create additional accessible, and efficient suggested safe routes to school.

TASK 5.2. ONLINE SUGGESTED SRTS PLATFORM

Mark Thomas will design and develop a dedicated interactive online tool utilizing Esri's ArcGIS software that allows users to view their current location, isolate the suggested safe routes to the intended school destination, and filter the routes based upon mode. We propose the following tabs and content to include upon website launch:

- **Pop-up Window:** Summary of purpose and how to use the tool. The window will require user to click the "I've read" check box before closing the pop-up window to use the platform.
- **Legend:** Host clear visualization of important infrastructure elements, such as crosswalks, bicycle facilities, controlled intersections, schools, and more.
- **Crash Data:** Heat map of historically high crash rates (most recent 5 years of available and comprehensive data from TIMS).
- **GIS-based Map:** The map will host the City of Rancho Cucamonga's roadways, routes, trails, parks, and ability to isolate schools.
- **Suggested Routes:** The Suggested SRTS routes for each school enrollment area will be highlighted upon selection.
- **Walk/Roll Time:** Estimated travel times will be highlighted via colored polygons and displayed on the legend.
- **School Details:** Interactive GIS-based map illustrating access points into the school. Schools can be organized by school district or school level, and can be selected through a drop-down menu.
- **Additional FAQ:** List additional frequently asked questions as needed.
- **Funding:** Office of Traffic Safety (OTS) logo and narrative detailing the project's funding source.
- **Contact:** a dedicated project email will be listed to

collect feedback and comments. The tab will also feature a comment box and name of the City Point of Contact.

We anticipate refinement of the list of items included above based on input from City staff.

The digital platform will be compatible with smartphone mobile devices for on-the-go user access. The platform interface will include instinctive SRTS and active transportation infrastructure icon elements to provide clear visuals of what users can expect on their routes, including crosswalks, bike facilities, traffic signals, and more.

TASK 5.3. DEVELOP BACKEND SYSTEM

Mark Thomas will develop the online platform with easy updates and maintenance in mind, to ensure the tool remains relevant and accurate. Future platform managers will be able to easily update the map as new infrastructure projects or updates are implemented over time.

TASK 5.4. NEW AND UPDATED DATA INTEGRATION PROCESS

Mark Thomas will create a list of key events or data the City can monitor for updates. Data that might trigger updates might include:

- Annual crash data updates (local data and statewide systems including SWITRS and TIMS crash data)
- Attendance boundaries changes
- Local Capital Improvement Projects and development updates
- Unforeseen events such as unexpected manmade or natural disasters

TASK 5.5. TRAINING AND MAINTENANCE MANUAL

Mark Thomas will develop an SRTS Platform Training Manual for internal City staff use. The Manual will equip



City staff to manage, maintain, and troubleshoot the tool, over time. The Manual will include but is not limited to a suggested maintenance schedule, how to update school and regional changes and map collaboration permissions.

TASK 5.6. PLATFORM COMPLETION AND TRANSFER OF OWNERSHIP

Upon completion of the platform, Mark Thomas will transfer ownership of the application, supporting map, and feature datasets to an ArcGIS Online account under the City's ArcGIS Online organization.

TASK 5 DELIVERABLES:

- » Online Platform Interface (draft and final)
- » Training and Maintenance Manual (draft and final and response tracking database)

TASK 6. SUMMARY REPORT

Mark Thomas will prepare a report to summarize the literature review analysis, a community engagement plan and outreach summary, an explanation of recommended route criteria, and a digital tool maintenance plan.

TASK 6.1. DRAFT REPORT

Mark Thomas will develop a draft report for City staff's review.

TASK 6.2. FINAL REPORT

Mark Thomas will update the draft report based on the City's review, to develop the final report.

TASK 6.3. PRESENTATION MATERIALS

Mark Thomas will assist City staff in preparing a high-level presentation of the project process, analysis, findings, and website for presentation to the City Council.

TASK 6 DELIVERABLES:

- » Summary Report (draft and final)
- » Prepare Presentation Materials (presentations)

ASSUMPTIONS

We assume the following items:

- The Client will share the 2007 and 2017 static map and raw files for the Consultant to use as a starting point for updated suggested routes, site conditions, and community input.