Envelope #1

WORK PROPOSAL

CITY OF RIALTO

FEASIBILITY STUDY, PLANNING, AND IMPLEMENTATION OF A PROPOSED BIKE SHARING PROGRAM

RFP 18-085 | Project No. 170810

May 3, 2018

PREPARED BY:
Alta Planning + Design

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May 3, 2018

City of Rialto
Public Works Department
335 W. Rialto Avenue
Rialto, CA 92376
Attn. Robert G. Eisenbeisz, Public Works Director/City Engineer

Re: Proposal for the Feasibility Study, Planning, and Implementation of a Proposed Bike Sharing Program, Project No. 170810

Dear Mr. Eisenbeisz and Members of the Selection Committee:

On behalf of Alta Planning + Design (Alta), I am pleased to submit this proposal to assist the City of Rialto with a feasibility study, planning, and implementation of a bike share system.

We are excited for the City of Rialto's success in securing grant funding for bike share. The Request for Proposals (RFP) shows that significant work has already been invested into learning about bike share and its potential benefits for the Rialto community. We are not only the premier firm for bike share planning, but also bring extensive experience working in the City of Rialto as the prime consultant for both the Rialto Citywide Safe Routes to School project and the Right on Rialto! Go Human demonstration event. Our staff understand the unique challenges to active transportation in Rialto, and have worked diligently to help the City shape infrastructure solutions and programs to educate children and their families. In concert, we would value the opportunity to assist the City in connecting people to transit and helping more members of the community embrace bicycling through a bike share system.

Alta is a national leader in bicycle and pedestrian planning and design, and the only firm in the country with a full range of experience in all aspects of planning, evaluating, and managing bike share systems. Alta staff have detailed experience on the operations side from experiences gained during our previous ownership of Alta Bicycle Share (ABS), now Motivate, the largest bike share operator in the United States. Our senior staff have worked with most bike share suppliers in the U.S. and beyond. We can provide the most accurate assessments of the advantages and disadvantages of different systems within differing contexts. In addition, our current Alta staff have extensive and accurate knowledge of all aspects of bike share—from the most current technology and business models to operating costs and service levels.

Alta believes that multimodal transportation and bike sharing are important solutions to a wide range of challenges including physical inactivity, local economic development, and creating a high quality of life. We are proud of the bike share systems that we supported from plan to implementation, including those in Reno, NV; San Mateo, CA; and Marin, CA; among others.

We have thoughtfully assembled an all-Alta team rooted in national bike share expertise, public outreach experience, and skilled project management. I will serve as Alta's Principal-in-Charge, bringing 17 years of non-motorized transportation planning and design experience along with national bike share expertise. Your Project Manager will be Ryan Johnson, LCI, with whom I have personally worked on several bicycle and pedestrian planning projects in Southern California. Ryan will provide day-to-day management, strategy, and focus for the planning process, and he is intimately familiar with downtown Rialto from his work managing the Right on Rialto! demonstration event. Mike Sellinger will serve as Assistant Project Manager, bringing his bike share expertise as co-leader of Alta's Bike Share Practice

Group. Mike's experience includes work on all aspects of bike share, from leading the system planning and site planning for BIKETOWN bike share in Portland, Oregon, to drafting the RFP for Columbia, South Carolina to select a bike share operator. Additionally, Jean Crowther will serve as Implementation, Governance, and Private-Public Partnership Advisor. She has led multiple cities through the process of selecting and implementing the ideal governance structure for a bike share system. Jessica Roberts, Alta's Programs Manager, will lead the development of the outreach, equity, and employer incentive plans.

I look forward to having the opportunity to work together. If you have any questions about our proposal, please contact me at (510) 788-6871 or at bhondorp@altaplanning.com, or Project Manager Ryan Johnson at (213) 437-3392 or ryanjohnson@altaplanning.com. Alta guarantees that all contents of this proposal will remain valid for a period of 120 calendar days.

Sincerely,

Brett Hondorp, Principal-in-Charge and President
Alta Planning + Design
Individual Authorized to Bind the Firm

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Cost Proposal. . . . . (separate envelope)

Alta Planning + Design has significant experience in site design and permitting, system management and expansion, and financial modeling for city and regional bike share systems in North America.

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SECTION A: PROJECT UNDERSTANDING

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Project Understading

A transformative change is underway in the City of Rialto. In the past two years, the City has invested many hours studying the on-street bicycle network surrounding schools and worked to develop realistic solutions to better connect Rialto's neighborhoods and businesses for people traveling by bicycle. As the Prime Consultant on this effort—the Rialto Citywide Safe Routes to School Plan—Alta understands that the City is poised to create meaningful change, making bicycling a viable option for families. In addition, Alta helped the City host a week-long bicycle lane pilot to demonstrate the positive effects of the roadway reconfiguration on mobility and traffic calming. However, improving physical infrastructure around schools and elsewhere in the city will only help increase bicycle mode share if parents and others are comfortable riding in Rialto. **To help create this culture shift, and help adults embrace bicycling as a viable everyday transportation option, creating easy opportunities for adults to bicycle in their daily life is critical.** Bike share is a key component of creating this shift and will create opportunities for Rialto's residents to try out a bicycle in a fun, low-investment manner. A few bike share trips can turn into a multimodal habit, which can help shift the tide toward increased bicycle use in Rialto. Thus, bike share has the potential to expand bicycling in the area and help meet the air quality goals of the City of Rialto and the Mobile Source Air Pollution Reduction Committee.

While bike share programs can provide a wide range of benefits—increasing mobility for residents, access for visitors, physical activity, improving air quality, and providing first-last mile transit connections—the bike share system type and scale must provide the right recipe for success. The feasibility and planning tasks of this project are set up to find this recipe for Rialto.

In planning for bike share, a critical first step is understanding how residents, students, and visitors interact within and between destinations, as well as identifying areas of the community that offer similar hubs of activity. Task 2 will provide a fast and efficient starting point for understanding the local context as it relates to the success of the bike share system.

We will begin by working with the City to establish the goals and objectives for bike share in Rialto, which will inform the rest of the project. Alta will conduct a local context analysis to examine the current state of bicycling in Rialto. We will analyze bike share demand throughout

Bike share is a key component of creating easy opportunities for adults to bicycle in their daily life, and will provide opportunities for Rialto's residents to try out bicycling in a fun, low-investment manner. A few bike share trips can turn into a multimodal habit, which can help shift the tide toward increased bicycle use in Rialto.

the City, provide an understanding of how bike share will interact with Metrolink and OmniTrans, and conduct a thorough opportunities and constraints analysis.

Given the increasingly wide variation in system types, equipment vendors, and system operators within the bike share industry, Alta will review the state of bike share technology, and develop case studies of peer systems to provide an in-depth understanding of bike share as it relates to Rialto. This includes consideration of new "dockless" bike share providers and innovations in conventional bike share equipment such as electric pedal-assist bicycles.

Concurrently with the local context analysis, Alta will create plans to guide public outreach, the social equity strategy, and the employer incentive program. **Public outreach will take place throughout all phases of the project** and will begin with a project website and a platform for community members to weigh in with their ideas and concerns, and to learn about the impacts and elements of a bike share system. Alta will also hold targeted focus groups with key community stakeholders to understand their objectives for bike share and identify potential roles within a bike share system. The social equity plan will identify traditionally underserved populations and develop targeted strategies to help implement an equitable bike share system in Rialto. The employer outreach and incentive plan will develop a strategy to both encourage and financially incentivize employees to use the bike share system.

Integration with existing transit systems is an important factor in the siting of new stations as the system expands. Alta's bike share analysis will provide an understanding of how bike share can interact with Metrolink and OmniTrans.

Task 3 will provide Rialto with a system plan and business plan for bike share. The task will begin by identifying the specific system type that will best meet Rialto's goals and objectives for bike share. The system plan will include recommendations for the service area, station locations, and system phasing plan. The business plan will directly address the governance structure, fare structure, projected use, and cost/revenue estimates. The cost estimates will provide an understanding of the funding needed to procure and operate the system over five years. Alta will survey and draft detailed site plans for each of the identified bike share station locations. Once the planning work is complete, Alta will draft an RFP for procuring the necessary equipment and services for the recommended bike share system.

In Task 4, Alta will support Rialto staff in implementing and launching the new bike share program. Through our team's experience assisting Tulsa, OK, and Columbia, SC, implement their programs, **we know the importance of being responsive to and available for the specific needs and priorities of the City of Rialto at that time.** This is likely to include: developing a detailed timeline for implementation and launch; drafting interagency or public/private partnership memorandums of agreements; drafting contract or negotiation terms; developing sponsor solicitation materials and a benefits program; establishing service level agreements for bike share operations and/or a permitting and fee structure for operations; and other similar services that set the program up for success before it even begins.

Alta will also implement the outreach and incentive plans developed in Task 2. This will involve working with local partners to provide bike share education and trainings, and hold outreach events surrounding the launch of the system.

Finally, Alta will provide ongoing support to the City of Rialto for 20 months after the launch of the system. This will include quarterly evaluation reports of the system with recommendations to improve the service.

The Alta team will combine our understanding of local opportunities and constraints with our national and international experience in bike share to provide a customized system design and the information and guidance needed to plan and implement bike share in Rialto.

SECTION B: SCOPE OF WORK

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Scope of Work

Task 1: Project Management, Grant Administration, and Meetings

TASK 1.1 KICK-OFF MEETING

Alta will attend an in-person meeting with the City of Rialto to review the proposed scope of services and schedule, introduce team members and their roles, provide a list of data needs, and discuss key issues that will impact the success of the study. This meeting will be an opportunity to confirm, or discuss refinement of, the project goals as outlined in the RFP, and determine procedures for review and coordination. Following the meeting, Alta will tour Rialto to better understand the bicycling environment and potential service area.

TASK 1.2 ONGOING MEETINGS AND COMMUNICATION

We take quality control, communication, and project value very seriously. Throughout the project, Alta's Project Manager and other key team members will be in regular contact with City staff to keep them apprised of project progress, the challenges and to seek input at key decision points. Alta will provide project invoicing with monthly progress reports summarizing tasks completed. Alta's Quality Assurance (AQUA) process includes internal peer review of submittals and leadership review of draft and final deliverables. Alta Project Manager Ryan Johnson will hold monthly coordination and status update calls with Rialto's Project Manager. For all meetings, Alta will prepare and distribute agendas and minutes with action items. Alta staff will also assist the City of Rialto with presentations related to bike share at public meetings, as needed.

TASK 1.3 ONGOING MEETINGS AND COMMUNICATION

Alta will provide grant administration of the Mobile Source Air Pollution Reduction Committee's Clean Transportation Funding for the duration of the grant. We have experience successfully managing numerous grant programs in California and understand the requirements of similar grants, including required evaluation, reporting, limitations on reimbursable items like incentives, and providing airtight invoice backup.

Alta will identify ongoing program funding and the pricing structure for the bike share system during the development of the business plan (Task 3.2).

Task 1 Deliverables:

- Facilitation of one (1) in-person kick-off meeting and field tour
- Facilitation of monthly conference calls with between the Alta and Rialto project managers
- Monthly project status reports
- Grant Administration for the duration of project

Task 2: Feasibility Analysis

TASK 2.1 DEFINE GOALS AND OBJECTIVES

Program goals and objectives will define the recommended system type and operational model. A system with a primary goal of providing first/last mile transit access may look different than a system that prioritizes tourism usage. Alta will work with the City of Rialto to finalize the goals and objectives for bike share in Rialto.

TASK 2.2 LOCAL CONTEXT ANALYSIS

The Local Context Analysis will examine the existing conditions in Rialto that may impact the success of the system or influence system size, location, or preferred type. Specific tasks will include:

A. Plan and Policy Review

The analysis will begin with a review of existing plans, studies, and ordinances that are relevant to bike share in Rialto. Our team will incorporate the key findings of the Plan and Policy Review into the opportunities and constraints analysis.

B. Base Map and Bike Share Demand

Alta will use available data to develop a base map of Rialto including key destinations, centers of employment, and the transit system. Bike share demand will be calculated and mapped through a quantitative and qualitative analysis using the following inputs:

- Where people live: location and density of housing
- Where people work: location and density of employment
- Where people shop and eat: location and density of retail and restaurant-based employment
- Where people take transit: weighted location of transit hubs and bus lines and stops
- Identification of key destinations (e.g., convention center, college campuses, museums, ballparks) and

the population of the school or annual number of visitors to each

- Identification of trails and bikeways

C. Bike Share and Transit Integration

Bike share expands option for first mile and last mile access to transit. It is uniquely positioned to solve many of the challenges that commuters face when making their day to day decisions about accessing transit – such as unfamiliarity with using a bike-on-bus rack, availability of bike parking, concerns about bike theft, and even the hurdle of owning a bike at all (in terms of affordability and ongoing maintenance). Bike share also allows for multimodal round trips, in cases where a commuter is best served by one mode (or route) in the morning, and a different mode (or route) in the evening. This task will describe the relationship between bike share and transit and the associated benefits, as well as the critical identify opportunities and constraints specific to improving access to transit. Our analysis will consider:

- In-depth analysis of bike share at the Rialto Metrolink Station
- An expanded bike-shed around transit stops if an e-bike system is considered
- Opportunities for fare integration and multimodal trip planning with bike share transit
- Increased access to bike share for low-income transit users
- Bike share's role in filling "time gaps" in transit service
- Bike share parking needs and limitations.

D. Potential User Profiles

Alta will develop potential bike share user profiles for Rialto. This will include an assessment of "market segments" (e.g. visitors, commuters, etc.) and demographics (i.e. gender, age, income, etc.). This assessment will be informed by available data collected from peer bike share systems coupled with local information, and the results of the online survey in Task 2.6.

E. Sponsorship Analysis

Based on our experience assisting cities in securing major and minor bike share sponsors, Alta will evaluate funding opportunities for bike share in Rialto. This analysis will include a description of typical public and private sector funding sources and their appropriateness and potential level of impact in Rialto. Funding sources include advertising, sponsors, and local private foundation support. As part of the sponsorship analysis, Alta will conduct up to four (4) stakeholder interviews with persons or entities identified by City staff. The goal of the interviews will be to gain further information regarding the local climate for sponsorship and to gauge preliminary interest of potential sponsors.

F. Opportunities and Constraints Analysis

Alta will evaluate opportunities related to bicycling in Rialto that could impact the success of bike sharing and influence system type, service area, and operations. This includes analysis of the existing and future bike network, existing bicycling rates, land use context, topography, transit network, and climate, as they pertain to bike share. The opportunities and constraints analysis will identify any significant challenges that will need to be overcome for a successful bike share system.

TASK 2.3 BIKE SHARE TECHNOLOGY

A. Bike Share System Types

In order for there to be a common understanding of how available bike share systems function, Alta will develop a PowerPoint summarizing the pros and cons (as it relates to Rialto) of each system's characteristics including:

- User interface (methods to check out and return a bike)
- Membership options (daily, monthly, annual)
- Typical operations of dock-based, hybrid (or smart-bike), and dockless systems
- Characteristics and use of bicycle models and styles

B. Dockless Bike Share Best Practices

Dockless bike share is still new to the United States, and cities are currently experimenting with the best ways to regulate dockless operators. Alta will research permitting and laws that govern dockless providers in cities with these types of systems and develop a dockless bike share best practices report. The report will include recommendations on how to regulate the components of dockless bike share, including:

- ADA Adherence
- Bicycle quality standards (lights, size, etc.)
- Data sharing
- Equity requirements
- Geofence boundaries
- Helmet provision
- Insurance coverage

- Fleet size
- Fleet phasing
- Liability
- Maintenance requirements
- Parking requirements, including specific recommendations for parking at the Rialto Metrolink Station
- Required rebalancing levels
- User education

C. Peer System Comparison

Alta maintains information on dozens of bike share systems in the United States, and many more around the world. Using this information, we will identify key lessons from up to five (5) bike share systems in communities that are similar to Rialto. The case studies will be carefully selected from bike share systems that have comparable land uses, demographics, bicycle mode share, climate, and other characteristics. The selected systems will include **both dock-based and dockless systems**. Alta will develop a matrix identifying characteristics and performance measures of the five peer bike share systems.

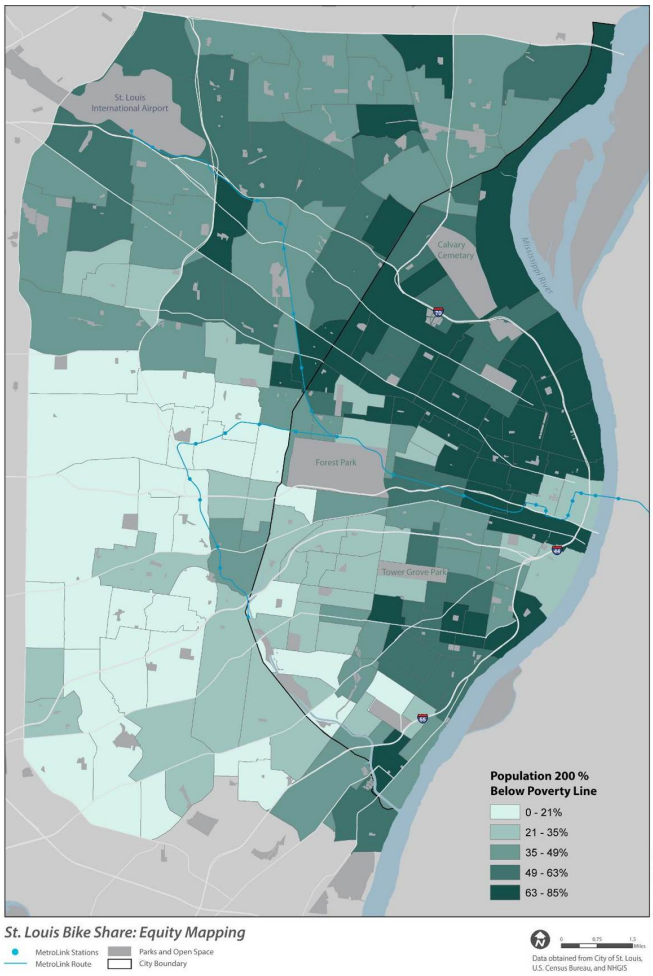


Figure 26: Equity map layer 2: Percentage of households below 200% of poverty level

Alta will perform an equity analysis to identify underserved populations in Rialto in order to make sure these populations are considered throughout the feasibility study and implementation of bike share.

TASK 2.4 FEASIBILITY ANALYSIS TECHNICAL MEMO

The results of analyses in Tasks 2.3 and 2.4 will be combined and synthesized to provide a summary report. The summary report will inform the subsequent tasks of the study, as well as providing an informational document for decision-makers and members of the public who may not be familiar with the bike share concept or how it might apply to Rialto.

TASK 2.5 SOCIAL EQUITY PLAN

A. Equity Analysis

Alta will analyze population and socioeconomic indicators to identify traditionally underserved populations in Rialto. This analysis will ensure that underserved populations are considered throughout the feasibility study and implementation of bike share. We will work with the City of Rialto to determine which indicators are included in the analysis. Typical indicators for this analysis include:

- Access to a Motor Vehicle
- Income
- Educational Attainment
- Limited English Proficiency
- Race

B. Bike Share Equity Research

Alta will research and evaluate the current equity programs in bike share systems throughout North America. These programs include:

- Discounted memberships for low-income users
- Partnerships with nonprofits and social service agencies
- Free trainings on how to use the system
- Cash payment options
- Providing adaptive bikes
- Targeted marketing

This task will also include a literature review of the latest research on equity in bike share, and a summary of the lessons learned.

C. Equity Strategies

Based on the equity analysis and research, Alta will develop a Social Equity Plan for bike share in Rialto. The plan will recommend a combination of strategies to address equity in both planning and implementing bike share in Rialto. It will include detailed guidance on how to set up and maintain the recommended programs.

TASK 2.6 PUBLIC OUTREACH AND INCENTIVE PLAN

A. Public Outreach Plan and Strategy

As a first step, Alta will work with City staff to lay out an overall outreach and public engagement strategy. The Public Outreach Plan will identify key goals, project milestones, audience types, translation/interpretation needs, and communications tools, and then organize these concepts into a schedule of activities with roles and responsibilities for each task.

The outreach strategy will include public engagement in two distinct phases: during the feasibility and planning work, and then surrounding the launch and implementation of the bike share system. The first phase of the work is included in Task 2.6, and the subsequent outreach efforts are included in Task 4.2. The Public Outreach and Engagement Plan will be documented in a draft memo for review by the City.

B. In-Person Public Outreach

As a complement to online public survey tools, Alta will conduct an in-person targeted approach to gathering additional public input. Alta and the City of Rialto will work to together to identify target groups, such as:

- Nonprofits
- Local business owners or districts
- Hospitality industry representatives
- Partner agencies, such as the County, SBCTA, and SCAG
- Neighborhood associations
- Bike clubs
- Health department
- Major employers
- Community foundations
- Tourism and visitor groups

The goals of the meetings would be to 1) educate participants about the function and nature of bike share as public infrastructure and 2) gain insight into what would determine success of a Rialto bike share system. This two-fold approach will allow participants to provide useful feedback regarding the system type (i.e., dockless, hybrid, or dock based), potential for electric assist bikes, promotional and marketing strategies, customer service, and fee structure. Alta will available for up to an entire day to conduct as many meetings and interviews as possible.

C. Employer Outreach and Incentive Plan

Alta will create a plan for employers to encourage and incentivize their employees to use the bike share system. Alta will work with the City of Rialto to determine the specific programmatic elements (within the allotted budget). Potential elements include:

- Work through any existing large employer TDM or outreach programs to integrate bike share into their ongoing communications and offerings
- Offer financial incentives to employers whose employees meet ride-mile benchmarks
- Create and market group bike share membership specials and/or products aimed at large employers (similar to employer-purchased transit pass programs)
- Create marketing and outreach material for employers to share with their employees (e.g. break room poster; brochures for employee orientation)
- Work with employers to communicate with staff (e.g. letting them know where the closest station is; let them know when there are special offers or events)
- Offer brown bag presentations and/or transportation fair tabling about bike share

D. Initial Outreach Results Memo

The results of the online survey, station location exercise, and focus groups will be combined and summarized in a public outreach results memo. The summary report will help inform Task 3 and provide information to decision-makers and interested members of the public.

The public outreach results memo will also include an analysis of relevant stakeholders in the region and their potential roles. This analysis will help inform the optimal governance structure for the system.

Task 2 Deliverables:

- Goals and objectives memo (draft, one round of client review, and final)

- Conditions analysis technical memo (draft, one round of client review, and final) including the following elements:
  - Base map
  - Demand analysis map
  - Potential user profiles
  - Sponsorship analysis with up to four stakeholder interviews
  - Opportunities and constraints analysis
  - Bike share technology overview
  - Peer system comparison
- Social equity plan (draft, one round of client review, and final)
- Public outreach plan (draft, one round of client review, and final)
- Employer outreach and incentive plan (draft, one round of client review, and final)
- Employer outreach materials

Direct outreach to the community (e.g. at farmers' markets or libraries) is an efficient way to raise the visibility of the program.

- Project website and online public outreach tool
- Focus groups
- Initial public outreach results memo (draft, one round of client review, and final)

Task 3. Planning

TASK 3.1 DEFINE SYSTEM PARAMETERS

Based on the findings from the previous tasks and the City's goals and objectives, we will determine a preferred system type. Alta will then define the key system parameters. Alta's experience in planning bike share programs and our specially-designed planning tools will inform this process, along with our findings from the analyses and public input in Tasks 2 and 3. We will design a system that is customized to Rialto's context and is best suited to serve the specific goals and objectives of a Rialto bike share program.

Alta will develop a System Plan which will include the following elements:

- Appropriate program service area, including a map of the coverage area
- Recommended density of stations and hubs
- Appropriate program size, specifying recommended quantities of bikes and of stations or hubs and the bike-to-dock ratio
- State-of-the-practice report regarding use of electric assist bikes in bike share systems and evaluating appropriateness
- Proposed locations for the bike share stations and hubs
- Phasing concept that considers a Phase 1 launch area and areas for expansion
- Bike share system cost estimates based on the chosen system type and the recommended system size and scale
- Research on best practices surrounding bike share and helmet law compliance
- Guidelines for data collection, protection, and sharing, including a plan for tracking bicycle use
- Appropriate customer service response times and complaint procedures
- Recommended user interface type
- Procedures for maintenance and repair

Alta will also explore opportunities to integrate bike share within "mobility hubs" that seamlessly integrate other shared mobility modes (e.g. rideshare, TNCs, carshare, transit, and similar), as well as address concerns regarding bike share's use of curb space in relationship to broader curb management strategies (access for bicyclists and pedestrians, as well as TNCs, transit buses, and similar).

TASK 3.2 BUSINESS PLAN DEVELOPMENT

Alta will develop a Bike Share Business Plan for Rialto that includes a market analysis, funding mechanisms, pro-forma and cash flow models, performance standards, and marketing strategies. Alta's Business Plan will outline the necessary steps to make an informed decision about equipment, timing, funding options, and business model to launch a bike share system.

The "business model" is one component of the plan and refers to the organizational structure of the bike share system (i.e., who owns, administers, and operates the system). This section will specify the optimal ownership and management structure for the system.

Key elements of the Business Plan include:

- Ridership projections (based on the selected station locations in the System Plan)
- Recommended fare structure
- Cost/revenue projections for five years
- Costs for including adaptive bikes to provide access to bike share for people who are physically disabled
- Recommended service levels that address goals and objectives of the program
- An implementation plan and timeline
- Five-year pro forma financing plan analysis, including identifying potential funding sources to support the bike share system after the grant has expired

TASK 3.3 VENDOR PROFILES

Alta will develop profiles of five bike share equipment providers and/or operators that would be able to meet Rialto's needs for a bike share system. The profiles will include a summary of each vendor's bike share equipment, costs, and performance history.

Alta developed a five-year financial pro forma, provided research to enable selection of an equipment model, and assisted with recruitment of corporate sponsor(s) to fund ongoing operations for the Pioneer Valley Bike Share Feasibility Study in Massachussets.

TASK 3.4 SITE PLANS AND PERMITTING

A. Finalize Station Locations

Alta will perform a detailed evaluation of the bike share station locations identified in Task 3 to confirm that they are feasible. The site evaluation will assess:

- Safety
- Accessibility
- Constraints (utilities and site obstacles)
- Station placement recommendations

B. Site Surveys

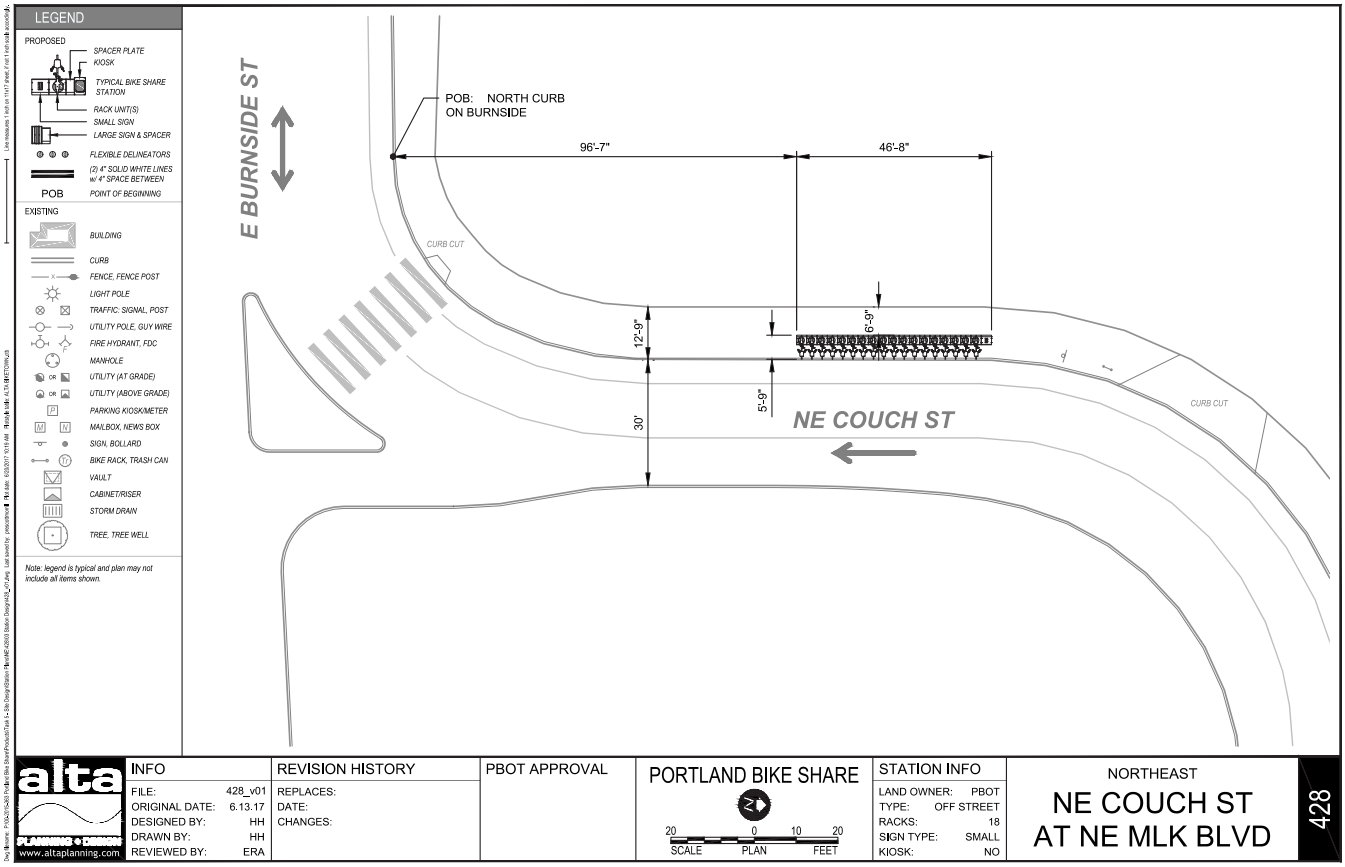
Alta and the City will review and provide feedback on the data to be collected prior to the field review. Site measurements may include measuring clearances to building and curb lines, sidewalk widths, building entrances, crosswalk, stairs, ramps, manholes and other utility access points, trees, driveways and street furnishings and fixtures that could affect the site including, but not limited to, fire hydrants, parking meters, signposts, street lights and/or traffic signal poles.

Alta will complete a final survey of up to 12 locations (Metrolink station, five stations at workplaces and/or public facilities, two additional stations, and four backup locations, if necessary) to gather the data needed for the completion of technical drawings.

C. Preliminary and Final Site Drawings

Based on Alta's extensive experience developing station drawings for other cities, we have created an efficient system for station design. Alta will develop and draft an appropriate site design template that is suitable to its purpose and context, and meets the specifications and requirements of the City of Rialto. The City will review and provide a set of internally-consistent edits prior to Alta developing preliminary site drawings for all sites.

Alta will generate site plans for the station locations (up to 12 total) and submit to the City of Rialto for approval. After initial submission, there will be up to two rounds of revisions, during which Alta will provide updates and edits to the technical drawings based on one consolidated set of internally-consistent comments from the City.



Alta provided planning and design services for Portland's bike share system, BIKETOWN. Following the selection of the 100 station locations, Alta performed the final field surveys and drafted detailed site plans for the stations.

TASK 3.5 RFP DEVELOPMENT

Alta will work closely with Rialto to develop a Request for Proposals (RFP) or, if appropriate, an "Expression of Interest" Invitation for a bike share equipment provider and operator. The coordination with City of Rialto staff and the findings of Tasks 1 through 3 will provide an important basis for understanding the best course of action. This can include procuring for a joint equipment and operations team; procuring for each separately; seeking proposals from local community nonprofits (Chamber of Commerce, Downtown Association, bike advocacy organization, etc) or quasi-governmental entities (such as the Business Improvement District Association or social services organizations) interested in providing operations or other complementary services.

For this task, Alta will:

- Research similar RFPs and provide up to three (3) case study examples
- Develop a review matrix identifying RFP elements included (or not included) in sample RFPs reviewed
- Provide a memo outlining important questions for the City of Rialto to confirm key decisions related to necessary elements of the RFP (such as liability requirements)
- Facilitate one conference call with City staff to share results of the RFP review
- Develop a framework for key elements and requirements to include in the RFP

Alta will create a draft RFP (in digital format) and allow review by the City of Rialto, and other stakeholders. The City of Rialto will provide a consolidated list of non-contradictory edits in writing from the review. Alta will provide a final draft of the RFP (in digital format).

TASK 3.6 CITY COUNCIL PRESENTATION

Alta will make a final presentation of the study to the City of Rialto City Council. The presentation will provide an overview of the findings and recommendations of the project and will raise public awareness of and potential support for bike share implementation. A final PowerPoint will be provided to the City for use in presenting the information to other audiences.

TASK 3.7 FINAL REPORT

Alta will compile the results of each element of this study into a final Bike Share Report. The report will summarize the results of the feasibility study, system plan, and business plan, and will include additional information in the appendix, as needed. Alta will provide the report in PDF format.

Task 3 Deliverables:

- System plan (draft, one round of client review, and final)
- Business plan (draft, one round of client review, and final)
- Vendor profiles (draft, one round of client review, and final)
- Site plans and permitting
- In-person City Council presentation and final PowerPoint
- Final report (draft, one round of client review, and final)

Task 4. Implementation

TASK 4.1 PROCURE BIKE SHARE EQUIPMENT AND OPERATOR

Alta will serve as technical support for the process of procuring a bike share equipment provider and operator. We have learned from client communities that procuring for bike share is often a unique process, distinct from other City procurement approaches. Our team brings experience connecting City goals and desired outcomes with the mechanics of contract language, service level agreements, and negotiation terms. Our team will work closely with City of Rialto staff, including the City's internal legal or procurement specialists. This task is expected to span a 90 day period and require up to 60 hours of staff time to provide the written content needed as well as be available for an estimated four (4) phone calls for interdepartmental coordination and review.

TASK 4.2 IMPLEMENT OUTREACH AND INCENTIVE PLANS

A. Outreach Events

A robust outreach and promotion program is key to the success of any bike share system. Alta will develop the messaging and content for all outreach materials for the City of Rialto to review. The copy will include high level messaging to be used by outreach staff as well as content for all printed material.

The team will consider the timing and location of the bike share station rollout, and will design up to five (5) marketing materials for this campaign. This suite of

materials will be determined as part of the Outreach Plan developed in Task 2.6; we expect it to include a variety of community-based outreach collateral. For example, flyers may be the most effective marketing tool for promoting an upcoming ribbon-cutting event, whereas geo-targeted online social media may be more appropriate for people who live in close proximity to a new bike share station. Further, outreach materials and staffing at community events such as street fairs, health fairs, or business events may be the most effective way to forge relationships with bike share users and gather feedback, and may be more effective than online promotions in some communities. Examples of campaign materials include the following:

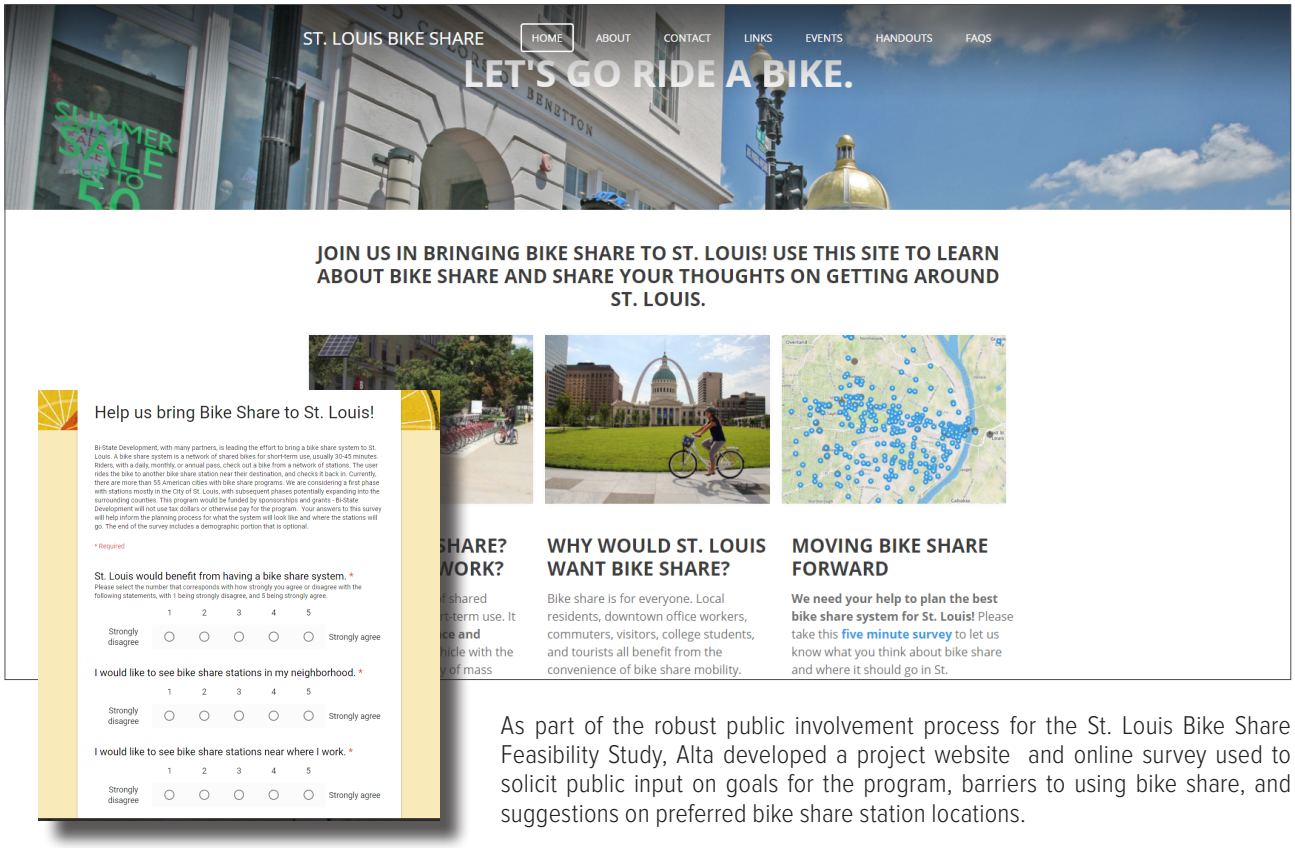
- Social media advertisements
- Collateral materials, such as brochures, stickers, keychains, and reflective accessories
- Branded t-shirts, tablecloth, A-board, or other identifying items for outreach staff
- Design support for games or engaging activities at outreach events

Outreach Materials Messaging and Content

Based on the campaign goals and desired behaviors defined at the kick-off meeting and the project team's knowledge of effective bike share messages, Alta will develop the messaging and content for all outreach and collateral materials for the City to review. The copy will include high level messaging to be used by outreach staff as well as content for all printed material. The project team will present draft messaging and content for each piece of collateral to the City. Following up to two rounds of consolidated, consistent comments, Alta will finalize the messaging and content for the campaign.

Campaign Design

Following the development of campaign messaging and upon the City's approval of the campaign concept, Alta will prepare two (2) design concepts for overall look and feel, including colors, fonts, and graphics. This task assumes the City will provide all high resolution photos or images needed for the materials. If stock photography and/or icon purchases are called for, Alta can provide guidance to the City, or Alta can purchase stock photography and icons if the appropriate funds are added to the current budget. The City will provide bike share branding



As part of the robust public involvement process for the St. Louis Bike Share Feasibility Study, Alta developed a project website and online survey used to solicit public input on goals for the program, barriers to using bike share, and suggestions on preferred bike share station locations.

guidelines plus vector (AI, PDF, EPS) versions of any logos needed. Alta will present the concepts to City staff for comments.

Alta will provide up to two (2) draft concepts for overall look and feel using one of the chosen print collateral items. The City will select one draft design to move forward with, and Alta will finalize the design based on City staff feedback.

Materials Production

With the City's approval of the final campaign design, Alta's graphic design team will design and produce campaign materials as set forth in the marketing plan. Alta will produce up to five (5) possible materials. As described in more detail above, example campaign materials include print and online ads, posters, brochures, t-shirts, table-cloths and other outreach collateral. Alta will produce one draft proof for each item and will present those draft

From implementing city-wide media campaigns to community events to in-school or at-work pedestrian and bicycle education programs, Alta's messaging reaches hundreds of thousands of families and residents.

materials to the City for comment. Based on one set of consolidated comments from City staff, we will produce a final graphic file (PDF and native graphic file) of each item.

Implementation

This task is where we put the campaign into action. At this stage, we will have already finalized the marketing approach, but we will need to print and procure collateral, and conduct outreach activities to get our messages out to the community. This task assumes that the City is responsible for all costs associated with material printing.

Outreach Events

We have budgeted for in-person outreach and will work with the City to help define the appropriate implementation strategy. Alta will coordinate their outreach activities with local partners such as Inland Empire Biking Alliance, MHM & Associates, and Loma Linda University. These partners can provide an important community-based voice to the project, while working closely with the support of both Alta and City staff.

As part of this subtask, we will develop a training for outreach staff to prepare them for outreach activities in the community. Possible outreach activities include the following:

- Hanging posters in businesses and distributing yard signs to residents
- Talking with residents and distributing promotional materials at existing community events, such as farmers markets and street fairs
- Hosting activities at large employers and organizations, or at community centers, to provide information about Bike Share

As the City may have specific ideas and interests related to conducting community outreach related to the campaign, we look forward to working together to craft an appropriate and effective suite of education and outreach activities.

B. Implement Employer Incentive Plan

Alta will implement the strategies and programs from the Employer Incentive Plan developed in Task 2.6. We have budgeted 80 hours of staff time for this task which will includes the development of the materials for the program and in-person events to promote the program.

TASK 4.3 BIKE SHARE TRAINING AND EDUCATION

To complement and enhance the implementation of Rialto's bike share system, Alta will host up to six (6) adult-focused bicycle safety training workshops that will show participants how to ride confidently and safely on city streets and trails. These workshops will include training on how to properly use the chosen bike share hardware vendor's bicycles and other equipment (e.g., docking stations, racks, locks, mobile applications, etc.). Alta has 20 years of experience creating engaging and exciting opportunities to educate people on traffic safety. Our staff have created curricula in hundreds of cities across the country, educating tens of thousands of participants, of all ages, skill levels and languages. Alta understands the community's needs and has long-established ties to other groups and leaders throughout the region, such as the Inland Empire Biking Alliance, allowing our workshop outreach efforts to be extremely effective.

- Three (3) units of three-hour 'Need to Know' Bike Safety Workshops, in English and Spanish languages
- Three (3) units of eight-hour 'Traffic Skills 101' classes as proscribed by the League of American Bicyclists. These longer classes include an on-road group riding session following an in-classroom portion that covers the essentials. Classes may be taught in Spanish if there is sufficient demand.

Workshops will serve a diverse audience, including youth programming (under 20 years of age) and community leaders including city and district staff. Whenever possible, the 3-hour 'Need to Know' workshops will be hosted in partnership with community groups, elected officials, and city departments, to increase outreach efforts – and the staff of these groups will be encouraged to participate in the program, lending additional visibility to the education efforts.

To encourage a broad range of individuals to participate in the safety workshops, our team will create eye-catching, exciting, and welcoming materials to reach diverse audiences. Themed workshops will provide a 'fresh' take on the classes, and appeal to diverse audiences, who may otherwise not be connected to the

cycling community. Examples of these types of themes may include: Women-only classes during Women's History Month; or LGBTQ classes during Pride Month; or a 'Senior Cycling' program for older residents. Workshops will take place at locations where community members already congregate (such as community centers, parks, or libraries), to reach the widest possible audience for the workshops.

TASK 4.4 ONGOING MONITORING AND SUPPORT

Once the program is launched, the City will need ongoing coordination with the chosen vendor. Alta's monitoring and support services will focus on: 1) evaluating bike share program usage against established performance measures; 2) evaluating bike share program operations against the provider's service level agreement; 3) evaluating the impacts and any new opportunities or challenges related to outreach, education, and encouragement programs; and 4) recommending any modifications to the station locations, system size, or operational model based on usage and operations data available. Based on our experience providing ongoing monitoring and support for programs like Capital Bike Share in Washington, DC (quarterly data analysis and reporting) and BIKETOWN in Portland, OR (on-call (on-call station siting for relocation and expansion), we anticipate up to 40 hours per quarter is needed over the 20 month timeframe (totaling 280 hours). This includes seven (7) quarterly reports of usage, service level, and outreach based on available data and monthly coordination calls (three (3) per quarter, or 20 total).

Task 4 Deliverables:

- Procure bike share equipment and operator
- Implement outreach and incentive plans
- Up to six (6) bike share trainings
- Ongoing monitoring and support

Alta develops graphically compelling photo simulations to help agencies, elected officials, stakeholders, and the general public envision how their communities will look with bike share.

SECTION C: STAFF QUALIFICATIONS

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Senior Team Leadership Qualifications

Brett Hondorp, AICP

Prncipal-in-Charge

Brett has more than 17 years of non-motorized transportation planning and design experience. Brett has managed multimodal projects and program efforts throughout California. He is a leading national bicycle and pedestrian expert, and has led numerous technical trainings attended by local agency staff and community leaders. He is an avid bicycle commuter and League of American Bicyclists certified LCI bicycle safety instructor. He is recognized by the Pedestrian and Bicycle Information Center as a National Safe Routes to School instructor, and served on the Board of the Association of Pedestrian and Bicycle Professionals.

Number of Similar Projects Completed: Brett was a Principal of Alta's sister company, Alta Bicycle Share, and provided regular input in a number of areas. This included assessing general feasibility; identifying potential benefits of systems, initial locations and best practices; and addressing specific issues for Alta systems from New York City to Melbourne, Australia. Additionally, Brett has served as Principal-in-Charge for the Bay Area Bike Share Site Planning as well as the San Mateo County Bike Share Study. **More information about Brett's experience and qualifications can be found in his resume included on page 20.**

Employment History:

- Alta Planning + Design, 2001-present
- Design, Community & Environment, Project Planner, 2000-2001
- Santa Clara County Planning Office, Planner II, 2000
- Impact Sciences, Staff Planner, 1997- 2000

Direct Supervisor:
George Hudson, CEO

Ryan Johnson, LCI

Project Manager

Ryan excels at interagency collaboration, bringing key players together for decision making and coordination. He brings a range of skills including project management, multimodal master planning, transit access studies, Safe Routes to School program coordination, community outreach, and festival and event production. Ryan served as Project Manager for the 2017 Tactical Urbanism component of SCAG's "Go Human" campaign, a region-wide safety and encouragement campaign that included the Right on Rialto! demonstration event. An estimated 500 Rialto community members participated in the demonstration event.

Number of Similar Projects Completed: Ryan has led more than a dozen active transportation planning projects across Southern California, including bike network planning, site planning for bike parking, and bike share analysis. **More information about Ryan's experience and qualifications can be found in his resume included on page 21.**

Employment History:

- Alta Planning + Design, 2012-present
- Intern/Event Staff, CicLAvia, 2010-2012
- Bike-Friendly Business District Intern, Bike Long Beach, 2011-2012

Direct Supervisor:
Greg Maher, Principal and Vice President

Capacity: Ryan has ample availability to complete the work outlined in the RFP. Ryan will have strong support from Assistant Project Manager Mike Sellinger throughout the project's duration. Alta project managers use Deltek Vision software to balance resources and manage the complete lifecycle of a project. This ensures staff are not overcommitted. Our 30 offices across the US and Canada are able to track and manage project progress with streamlined collaboration and information sharing across a distributed project team.

Key Staff and Roles

Jean Crowther

Implementation, Governance, and Private-Public Partnership Advisor

Jean leads Alta's bike share planning service area and has 15 years of experience planning for active transportation and outdoor recreation. Jean skillfully applies her hands-on experience in program development, community engagement, and project implementation to her projects. Prior to joining Alta, Jean has led a variety of bike share studies, pedestrian and bicycle master plans, trail plans, and corridor studies, and has helped communities secure funding for planning and implementation.

Number of Similar Projects Completed: As the leader of Alta's bike share planning service area, Jean has led a variety of bike share studies including feasibility studies, system planning, site design, business models, and permitting work. **More information about Jean's experience and qualifications can be found in her resume included on page 23.**

Employment History:

- Alta Planning + Design, 2010–present
- Associate Director, Partners for Active Living, 2006–2009
- Program Manager/Interim Upstate Office Director, Palmetto Conservation Foundation, 2005–2006
- Program Manager, Austin Parks Foundation, 2003–20052

Direct Supervisor:
Katie Mangle, Principal and Vice President

CITY OF RIALTO

ALTA PLANNING + DESIGN

Project Management, QA/QC

Brett Hondorp, AICP
Principal-in-Charge

Ryan Johnson, LCI
Project Manager

Mike Sellinger
Assistant Project Manager and Planning Lead

Planning, Implementation, and Governance Support

Jean Crowther, AICP
Implementation, Governance, and Private-Public Partnership Advisor

Kendra Ramsey
Planning Associate

Olivia Burry-Trice
CAD Drafter

Mary McGuirk
Planner

Marketing, Outreach, and Education Support

Jessica Roberts
Marketing, Outreach, and Education Advisor

Marc Caswell, LCI
Programs Lead

Cat Cheng
Graphic Designer

Ethan Kurtz
Web Developer

Resumes

Brett Hondorp, AICP

Principal-in-Charge

Brett has more than 17 years of non-motorized transportation planning and design experience. Brett has managed multimodal projects and program efforts throughout California. He is a leading national bicycle and pedestrian expert, and has led numerous technical trainings attended by local agency staff and community leaders. He is an avid bicycle commuter and League of American Bicyclists certified LCI bicycle safety instructor. He is recognized by the Pedestrian and Bicycle Information Center as a National Safe Routes to School instructor, and served on the Board of the Association of Pedestrian and Bicycle Professionals.

EDUCATION

Masters in Urban and Regional Planning, San José State University, 2000

BA, Biology, University of California at Santa Cruz, 1995

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2001-

Design, Community & Environment, Project Planner, 2000-2001

Santa Clara County Planning Office, Planner II, 2000

Impact Sciences, Staff Planner, 1997-2000

PROFESSIONAL REGISTRATIONS

American Institute of Certified Planners

League of American Bicyclists, League Cycling Instructor #845

National Safe Routes to School Training Instructor

RELEVANT EXPERIENCE

BAY AREA BIKE SHARE SITE PLANNING

Brett was Principal-in-Charge of the station siting process for the Bay Area Bike Share system. His work involved local agency coordination of planning and siting of approximately 100 bike share stations in 5 separate jurisdictions between San Francisco and San Jose. The work involved developing an initial demand model of potential station locations for each target area, preparing ridership and revenue forecasts, conducting fieldwork of local site constraints, preparing photosimulations for public outreach, developing detailed site design drawings, and working with each partner agency to obtain encroachment permits and develop traffic control plans for installation. Approximately 75 stations were installed as part of the Bay Area Bike Share Phase 1 launch in August 2013. As part of his work with Alta Bicycle Share Brett serves as the Principal-in-Charge of ongoing operations for the Bay Area Bike Share system.

SAN MATEO COUNTY BIKE SHARE STUDY

Brett was Principal-in-Charge for a focused bike share study developed as part of the City of San Mateo Bicycle Master Plan. A demand and revenue model was developed which indicated focusing the system on the city's downtown and key rail transit stops. The study involved evaluation of different equipment/hardware types, operating structures, and business models. The study included recommendations to ensure that a system developed in San Mateo would be able to link to the Bay Area Bike Share program in the future.

ALTA BICYCLE SHARE

Brett was a Principal of Alta's sister company, Alta Bicycle Share, and provided regular input in a number of areas. This included assessing general feasibility; identifying potential benefits of systems, initial locations and best practices; and addressing specific issues for Alta systems from New York City to Melbourne, Australia. Alta Bike Share was acquired in 2014.

IMPROVING TRANSIT ACCESS FOR CYCLISTS AND PEDESTRIANS, SAN BERNARDINO VALLEY

Brett was Principal-in-Charge of the award-winning Improvement to Transit Access for Cyclists and Pedestrians project. The project built upon recent efforts in the Inland Empire region to improve alternative transportation options. Challenges addressed by the project included numerous freeway over and underpasses, at-grade railway crossings, several multi-lane high-speed arterials (including the original Route 66), and non-ADA compliant pedestrian environments.

Ryan Johnson, LCI

Project Manager

Ryan excels at interagency collaboration, bringing key players together for decision making and coordination. He brings a range of skills including project management, multimodal master planning, transit access studies, Safe Routes to School program coordination, community outreach, and festival and event production. He is experienced at collaborating with various stakeholders in multiple jurisdictions to gain consensus on bikeway plans and establish linkages across city boundaries. Ryan has managed numerous regional planning efforts, including the San Gabriel Valley Bicycle Master Plan and Las Virgenes-Malibu Regional Bicycle Plan. His work has won the respect of his peers and his clients, leading to him being named the 2016 Professional of the Year by the Association of Pedestrian and Bicycle Professionals.

EDUCATION

Master of Urban and Regional Planning, University of California, Los Angeles, 2012

BA, Sociology and Political Science, University of Mississippi, 2008

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2012-

Intern/Event Staff, CicLAvia, 2010-2012

Bike-Friendly Business District Intern, Bike Long Beach, 2011-2012

Volunteer Coordinator, Pro Walk/Pro Bike/Pro Place, Long Beach, CA, 2012

PROFESSIONAL REGISTRATIONS

League of American Bicyclists, League Cycling Instructor #3994

RELEVANT EXPERIENCE

RIGHT ON RIALTO! - SCAG GO HUMAN TACTICAL URBANISM EVENTS, CA

Alta worked with SCAG to develop and implement the 2017 Tactical Urbanism component of "Go Human", a region-wide safety and encouragement campaign. It was comprised of ten events in ten different locations. Right On Rialto! was a three-part event that transformed Rialto's streets through a pop-up project, evening kick-off celebrations, and a week-long pop-up safety demonstration that allowed residents to try out pop-up bike lanes along Rialto Avenue. An estimated 500 community members participated in the Right on Rialto! evening event, and residents who filled out the survey were almost overwhelmingly supportive of making the temporary street installations permanent. Ryan was the Project Manager.

MONROVIA BICYCLE MASTER PLAN AND BIKE SHARE ANALYSIS, CA

Ryan was the Project Manager for the Monrovia Bicycle Master Plan, which included a Bike Share Demand and Suitability Analysis. Alta considered the location of major activity centers (such as schools, parks, community centers, and major employers) and the existing state of transportation infrastructure to highlight areas where bike share stations and bikes might be best suited.

FRESNO STATE ACTIVE TRANSPORTATION PLAN AND BIKE SHARE PEER REVIEW, CA

As Assistant Project Manager, Ryan reviewed previous plans and policies, analyzed existing conditions for active transportation modes, organized public outreach and stakeholder meetings, conducted site visits, and developed infrastructure and programmatic recommendations to make walking, bicycling, and riding transit safer and more attractive on and around the Fresno State campus. As part of the project, Ryan conducted a peer review of the University's Bike Share Study.

LA METRO FIRST-LAST MILE STRATEGIC PLAN GUIDELINES, CA

The First-Last Mile Strategic Plan Guidelines advance the objectives established by Metro's Board to promote active transportation. Ryan contributed to intermodal planning on the consultant team, developing technical analyses to support the development of an Active Transportation and Design Policy. He also provided recommendations for multimodal access to transit facilities.

Mike Sellinger

Assistant Project Manager and Planning Lead

Mike is an experienced Project Manager with a background in active transportation planning and research. He co-leads Alta's Bike Share Planning practice and has experience working on projects involving all aspects of bike share. His specialized skills include system planning, data analysis, public engagement, and GIS. Mike seamlessly applies his skillset to a variety of active transportation and safety projects, with a focus on delivering projects on time and on budget.

EDUCATION

MURP, Portland State University, 2014

BA, Brandeis University, Economics and Politics, 2010

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2014–

Alta Incubator, "Accuracy & Innovation: The Next Wave of Active Transportation Data Collection," 2016

Research Assistant, Oregon Transportation Research and Education Consortium (OTREC), 2013–2014

Planning Intern, Seattle Parks and Recreation, 2011–2012

RELEVANT EXPERIENCE

CEDAR RAPIDS BIKE SHARE FEASIBILITY STUDY, IA

Mike was the Assistant Project Manager for the Cedar Rapids Bike Share Feasibility Study. The study will assist Cedar Rapids with implementing all aspects of bike share, including determining the system type and size, developing a systems operations and maintenance plan, and crafting a business plan.

BIKETOWN BIKE SHARE SYSTEM, PORTLAND, OR

Alta provided planning and design services for Portland's bike share system, BIKETOWN. As Lead Planner, Mike was in charge of determining the service area alternatives, and identifying and evaluating potential station locations. Mike also led the field surveys for the final station locations.

WALK BIKE COLUMBIA AND BIKE SHARE PLAN, SC

Mike served as Project Planner for the bike share component of this award winning active transportation plan. The Bike Share segment of the plan advances Columbia's goal of creating a more connected city by identifying practical strategies for developing a successful bike share system that is integrated with the local bikeway network and transit system. In addition to planning support, Mike drafted the RFP for the City to use to procure a bike share operator.

AUCKLAND TRANS CYCLE SHARE, NZ

As the City of Auckland, New Zealand moves towards implementation of a citywide bike share system, Alta is part of an international team leading demand analysis and system design and developing a financial pro forma. Mike serves as Lead Planner, including researching and writing related to pedal-assist bikes as part of bike share systems and current estimates of capital and operating bike share system costs.

GRESHAM ACTIVE TRANSPORTATION PLAN, OR

As Assistant Project Manager and Lead Analyst, Mike was in charge of the mapping and analysis for this project, including a citywide evaluation of the bicycle and pedestrian networks. Mike provided state-of-the-practice non-motorized transportation analysis, sharp policy analysis to advise the City on how to transform policies to better meet the community's goals, and communication tools for the City to use when working with the community.

OTHER RELEVANT PROJECTS:

- New York City Bike Share Expansion
- Jersey City Bike Share, NJ

Jean Crowther

Implementation, Governance, and Private-Public Partnership Advisor

Jean leads Alta's bike share planning service area and has over ten years of experience in planning for active transportation and outdoor recreation. Jean applies her hands-on experience in program development, community engagement, GIS analysis, and project implementation to every task. She has led a variety of bike share studies, pedestrian and bicycle master plans, trail plans, and corridor studies around the country, and assisted communities in securing funding for planning and implementation. Prior to joining Alta, Jean co-managed a local Bicycle Friendly Community Campaign. This campaign led the City of Spartanburg to earn the first Bicycle Friendly Community designation in the State of South Carolina. She is currently managing the Salt Lake City, UT regional bike share expansion and governance study.

EDUCATION

Master of City and Regional Planning, Clemson University, 2011

BA, Religion and History, Furman University, 2002

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2010–

Associate Director, Partners for Active Living, 2006–2009

Program Manager/Interim Upstate Office Director, Palmetto Conservation Foundation, 2005–2006

Program Manager, Austin Parks Foundation, 2003–2005

PROFESSIONAL ORGANIZATIONS

Certified League Cycling Instructor

Eat Smart Move More SC Board of Directors, 2013–

globalbike Board of Directors founding member, 2006–

RELEVANT EXPERIENCE

SAN BERNARDINO COUNTY RIDE SHARING STUDY, CA

Alta was part of the consultant team that assisted San Bernardino County in maximizing the use of transit investments and increasing ridesharing, vanpooling, and active transportation throughout the County. The strategy involved creating an integrated, customer-focused system that increased both the choices of transportation modes and the visibility of those choices. Alta's role focused on active transportation integration, first-last mile solutions, a rapid bike share scan process, and a workshop for a targeted employment corridor. Jean served as the Lead Bike Share Advisor on this project.

MEMPHIS BIKE SHARE FEASIBILITY STUDY, TN

Jean provided a review of bike share experiences in other cities and an analysis of the local context in Memphis as it relates to bike share, assessing characteristics such as tourism, transit usage, and demographics. Jean participated in field investigation and stakeholder outreach, and developed a recommended bike share system size, footprint, and phasing plan for the City of Memphis.

CHATTANOOGA BIKE SHARE PROGRAM, TN

Alta provided field assessment, station siting, and station footprint design services for the Chattanooga Bike Share program, launched in 2012. The system features 300 bikes and 30 stations. Chattanooga was one of the first southern cities to launch a high-technology bike share system.

COLUMBIA BIKE SHARE PLAN, COLUMBIA, SC

Jean is serving as Project Manager for a city-wide bike share study for the City of Columbia. The Bike Share Plan further identifyies practical strategies for developing a successful bike share system that is integrated with the local bikeway network and transit system. The Implementation Plan for this project includes a 10-year Capital Improvement Plan and six priority projects that will be implemented within three to six months of Plan adoption. Alta also developed step-by-step action plans to guide the City of Columbia as it pursues South Carolina's first Walk Friendly Community designation and a Silver Level Bicycle Friendly Community designation.

OTHER RELEVANT PROJECTS:

- Bike Share Feasibility Study, Greenville, SC*
- Hub Cycle Community Bike Lending Program, SC*

*Completed prior to joining Alta

Kendra Ramsey

Planning Associate

Kendra has a decade of experience in active transportation and sustainable land use planning, policy, program design, and implementation. She has cross-sector expertise in community engagement, public health, and equitable development. Her experience includes state and local government, as well as the non-profit sector. Kendra has managed bicycle and pedestrian accommodation scoping for statewide roadway projects, provided active transportation technical assistance to diverse stakeholders, and developed plans, policies, and programs for clients from the neighborhood to the state level.

EDUCATION

MS, Community Development, University of California Davis, 2009

BA, Sociology with highest honors, University of California Santa Cruz, 2005

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016–

Transportation Program Consultant II, North Carolina Dept. of Transportation, 2015–2016

Project Coordinator, California Dept. of Public Health, 2013–2014

PROFESSIONAL REGISTRATIONS

Safe Routes to School National Course Instructor

RELEVANT EXPERIENCE

RIALTO CITYWIDE SAFE ROUTES TO SCHOOL PROGRAM, CA

Alta is leading a Citywide Safe Routes to School program for the City of Rialto. Alta is developing a comprehensive program that promotes the five E's (Engineering, Education, Encouragement, Enforcement and Evaluation) for 29 schools within the Rialto Unified School District, covering 19 elementary schools, 5 middle schools, and 5 high schools. Alta is working with parents, students, school staff, police, community leaders, and elected officials to create a safe and encouraging environment for students to walk or bicycle to school. Kendra served as Project Manager for the 2016-2017 school year, and now serves in an advisory role.

RIALTO CALTRANS SUSTAINABLE TRANSPORTATION PLANNING GRANT APPLICATION, CA

Alta assisted the City of Rialto in preparing and winning a Caltrans Sustainable Transportation Planning Grant in December 2017. Kendra served as Project Manager for this effort, in which the City was funded to develop an Active Transportation Plan.

CALIFORNIA STATE BICYCLE AND PEDESTRIAN PLAN

Alta developed California's first statewide bicycle and pedestrian plan. The plan will help fulfill Caltrans' mission to "provide a safe, sustainable, integrated and efficient transportation system to enhance California's economy and livability." Kendra provided expertise on social equity policy and implementation strategies, and assisted with engagement of Division staff to assess improvements for internal processes to achieve statewide multimodal mobility and accessibility goals..

OAKDALE ACCESSIBILITY MASTER PLAN, CA

Kendra is serving as Project Manager on the Accessibility Master Plan for the City of Oakdale, an update to the 2006 Bikeways and Trails Master Plan Update being developed concurrently with the City's ADA Transition Plan. The Accessibility Master Plan seeks to improve safety, access, and mobility for all users, including pedestrians, bicyclists, equestrians, and transit users.

MARYSVILLE SAFE ROUTES TO SCHOOL, CA

Alta led the development of a Safe Routes to School report for three schools in the City of Marysville. The project includes outreach to schools, parents, community partners, and community organizations through a project website, stakeholder interviews, walk audits and community meetings. A parent survey was distributed at all three schools to gain a better understanding of parent and engineering needs. Kendra served as the Project Manager.

Olivia Burry-Trice

CAD Drafter

Olivia earned a graduate degree in landscape architecture from the University of Oregon, concentrating on landscape preservation, interpretation, and wayfinding. Prior to joining the team at Alta, she gained experience as a historical landscape designer with the National Park Service, contributed to a grant concentrating on the effects of climate change in National Parks, and assisted with residential and commercial landscape designs. Her skills and areas of interest include project visualization, schematic design, community placemaking, wayfinding and interpretation, bike share programs, and graphic representation.

EDUCATION

MLA, Master in Landscape Architecture, University of Oregon, 2015

BA, Art History, Architecture minor, University of Washington, 2008

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016–

PROFESSIONAL ORGANIZATIONS

American Society of Landscape Architects (ASLA)

RELEVANT EXPERIENCE

NEW YORK CITY BIKE SHARE, NY

Olivia assisted the design team as New York expanded its bike share system in winter 2016. Expanding the existing system involved coordinating multiple offices to conduct surveys and draft over 50 new station site plans in Manhattan, Brooklyn, and Queens. Olivia was directly involved with station drawings for expansion phases 2C and 2D that launched in summer of 2016.

BIKETOWN BIKE SHARE, PORTLAND, OR

Alta provided planning and design services for Portland's bike share system, BIKETOWN. Olivia provided design support, including site surveying and station drafting for the final stations locations.

CV LINK, COACHELLA VALLEY, CA

This three-year, $1.5M planning and design project involves a seven-firm consultant team led by Alta. The team is preparing a parkway master plan, a Neighborhood Electric Vehicles Plan to meet legislative requirements, preliminary engineering for a core 50-mile segment, and an implementation strategy with immediate next steps and segments for near term construction or upgrades. A wayfinding plan was developed with a bold color palette and an array of site furnishings and lighting. Olivia provided design support for the 60% design submittal and design assistance for the wayfinding design intent package.

ST. HELENS BRANDING AND WAYFINDING MASTER PLAN, OR

Alta led development of a community-supported branding and wayfinding plan for the City of St. Helens. The goal of the project was to enhance the visitor experience through strategically placed and branded signage. As part of the project, Alta developed a Branding & Wayfinding Master Plan, a Design Intent Package for fabrication, site specific Sign Placement Plans, and a Sign Demo and Relocation plan for the Highway 30 corridor within the City limits. Olivia's involvement included drafting in AutoCAD the design intent wayfinding package that included pedestrian, bicycle, and vehicular on-street and off-street signs, kiosks, and pavement markings.

WESTMINSTER WAYFINDING, CO

Alta worked with the City of Westminster to develop a wayfinding design intent package for the City's network of shared use paths and on-street bikeways. Alta guided the process to develop wayfinding elements, identify wayfinding destinations and develop placement plans and message schedules. Olivia's drafted in AutoCAD the design intent wayfinding package that included pedestrian, bicycle, and vehicular on-street and off-street sign, kiosks, and pavement markings.

Mary McGuirk

Planner

Mary has experience in active transportation, specifically within environmental justice communities. She is interested in bridging the gap between community and regional planning in order to create healthier and more equitable communities. She is also interested in advocacy, design, and policy. Mary recently graduated from the Urban Studies and Planning program at UC San Diego.

EDUCATION

BA, Urban Studies + Planning, UC San Diego, 2016

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016–

Active Transportation Intern, City Heights Community Development Corporation, 2015-2016

RELEVANT EXPERIENCE

RIALTO CITYWIDE SAFE ROUTES TO SCHOOL PROGRAM, CA

Alta is developing a Safe Route to School Plan for the 29 schools within the City of Rialto, which includes 19 elementary schools; 5 middle schools; and 5 high schools. The plan includes school audits that identify challenges and opportunities for improving walking and bicycling conditions, as well as infrastructure recommendations for each school. Program elements include walk and roll to school education as well as encouragement and enforcement activities that will increase walking and biking to school. Mary is the Project Planner and helps facilitate community outreach and engagement.

SANBAG POINTS OF INTEREST PEDESTRIAN PLAN, CA

This regional plan will assist member agencies with the development of tools and guidelines for identifying and prioritizing pedestrian improvements, while also expanding the historically bicycle-centric Countywide Non-Motorized Transportation Plan (NMTP) to include more robust pedestrian focused components. 25 priority points of interest, one for each jurisdiction in San Bernardino County, were selected and inventoried for specific pedestrian infrastructure and program recommendations. Mary analyzed existing conditions and conducted site visits in order to propose specific pedestrian improvements.

FONTANA ACTIVE TRANSPORTATION PLAN, CA

Mary was the Project Planner on the Fontana Active Transportation Plan (ATP). The growing city of Fontana had no city-level pedestrian, bicycle, or Safe Routes to School (SRTS) plan to help guide its non-motorized infrastructure development. By improving and expanding the existing non-motorized network through this ATP, the City will provide access to transit nodes, schools, libraries, job centers, and parks. The ATP includes a public health objective, and will provide a “Best Practices” toolkit for implementation of all identified non-motorized transportation facilities.

SAN BERNARDINO COUNTY SAFE ROUTES TO SCHOOL PROGRAM, CA

Mary is the Project Planner on this countywide Safe Routes to School program that targets 25 priority school throughout the County with education, encouragement, enforcement, and evaluation activities. The program involves student and parent workshops, school and community rodeos, walking events, and bike and pedestrian audits.

FULLERTON PRIORITY BIKE CONNECTION PLAN, CA

Alta developed a connection plan to increase non-motorized connectivity on the Malvern Avenue/Brea Creek Corridor and along the SR-57 Freeway Crossings in Fullerton. As a Planner on the project, Mary gathered and analyzed data and documented of existing conditions.

Jessica Roberts

Marketing, Outreach, and Education Advisor

Jessica has devoted her career to creating human-friendly communities. She manages programs and projects around the country that help people drive less, and walk and bicycle more. She specializes in education, promotion, and marketing programs, including SmartTrips (individualized marketing) programs, Safe Routes to School programs, and Transportation Demand Management (TDM). Jessica has led over 45 programs and written grant applications that have resulted in over $23 million in grant awards for clients. She and her family enjoy bicycling, walking, and taking transit together as part of their car-free lifestyle.

EDUCATION

BA, Lewis & Clark College, 1999

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2006–

Board, Portland Chapter of Women's Transportation Seminar, 2012–

Instructor, Making Cycling Irresistible: The Role of Encouragement, Initiative for Bicycle and Pedestrian Innovation (IBPI) at Portland State University, 2012

Instructor, Integrating Bicycles with Streetcar Webinar, Association of Pedestrian and Bicycle Professionals (APBP), 2011

Instructor, Innovative Public Engagement for Bicycle and Pedestrian Planning, Initiative for Bicycle and Pedestrian Innovation (IBPI) at Portland State University, 2011

RELEVANT EXPERIENCE

RIGHT ON RIALTO! - SCAG GO HUMAN TACTICAL URBANISM EVENTS

Alta worked with SCAG to develop and implement the 2017 Tactical Urbanism component of "Go Human", a region-wide safety and encouragement campaign. It was comprised of ten events in ten different locations. Right On Rialto! was a three-part event that transformed Rialto's streets through a pop-up project, evening kick-off celebrations, and a week-long pop-up safety demonstration that allowed residents to try out pop-up bike lanes along Rialto Avenue. An estimated 500 community members participated in the Right on Rialto! evening event, and residents who filled out the survey were almost overwhelmingly supportive of making the temporary street installations permanent. Jessica was the Principal-in-Charge.

GO PROGRAMS, CHICAGO, IL

The Go Programs are individualized marketing campaigns aimed at helping Chicago residents walk, bike, and use transit more often. Alta managed this campaign which will reached nearly 40,000 Chicago households in five neighborhoods. Jessica was the Principal-in-Charge.

WAY TO GO!, MARIN COUNTY, CA

Jessica led this three-year individualized marketing program that was a key part of WalkBikeMarin. The Way to Go! program reached over 14,000 residents and employees, offering customized information about travel options as well as fun events. Nearly 20% of the target area participated, and two-thirds of post-program survey respondents reported that the "Way to Go!" program motivated them to walk, bike, and take transit more instead of driving.

KING COUNTY IN MOTION PROGRAMS, CA

These community-based social marketing program are designed to reduce drive-alone trips in target King County communities by encouraging residents and employees to explore new travel options. Alta has planned, implemented, and evaluated six successful In Motion campaigns to date in 10 communities. Across all these campaigns, we have reached more than 35,000 King County residents and reduced more than 40,000 drive-alone trips. Jessica was the Principal-in-Charge.

DESTINATION DOWNTOWN TDM PROGRAM, VANCOUVER, WA

Through branded commute information, trip tracking and rewards, encouraging events, and ongoing messaging, Destination Downtown has actively engaged 500 employers and over 1500 residents and employees to reduce drive-alone commute trips since 2011. Jessica is the Principal-in-Charge.

Marc Caswell, LCI

Programs Lead

Marc has more than a decade of experience in transportation planning in communities across California including Richmond, San Francisco, and Long Beach. Since joining Alta, Marc has worked with cities across southern California on bicycle and pedestrian master plans, applications for grants and funding, safe routes to school trainings, and public safety campaigns. He has extensive experience creating safety messages and training curricula for drivers and bike riders. He has personally trained thousands of Californians how to safely share the road – whether behind the steering wheel or on two wheels. Marc brings his expertise in project management, coalition-building, and civic engagement to encourage safer, more inviting walking and bicycling.

EDUCATION

Masters in Urban and Regional Planning, University of California, Los Angeles, 2016

BA, Religion, Sociology, University of Florida, Gainesville, 2004

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2016-

City of Long Beach Public Works Department Traffic Engineering, 2015-2016

Climate Resolve, 2013-2014

San Francisco Bicycle Coalition, 2008-2013

Urban Habitat, 2006-2008

PROFESSIONAL REGISTRATIONS

League of American Bicyclists, Certified Cycling Instructor (LCI) #4088

RELEVANT EXPERIENCE

MY FIGUEROA STREETSCAPE MARKETING AND SAFETY EDUCATION, LOS ANGELES, CA

Alta developed a marketing and safety education campaign for the Figueroa Corridor Streetscape project. The project was developed to address concerns about vehicular access and an anticipated level of congestion along the corridor once construction begins. The objectives of the campaign are to reduce greater congestion, promote alternative modes of transportation, and to increase the safety of vulnerable road users once the protected bicycle lanes are in operation. Marc was a Senior Planner on the project.

IRVINE CITYWIDE BICYCLIST, PEDESTRIAN, AND MOTORIST SAFETY PROGRAM, CA

Marc is the Project Manager for a citywide traffic safety and encouragement campaign for the City of Irvine. The three-year program includes an integrated encouragement campaign, safety messages for all modes, and bicycle safety workshops. The outreach will work in partnership with city staff, the police department, and schools. The project also funds bike and pedestrian counts to evaluate the success of the campaign. This project is expected to be complete in early 2019..

ARROYO GRANDE HALCYON ROAD COMPLETE STREETS VISIONING, CA

In partnership with an engineering firm, Alta led outreach and active transportation planning efforts in a complete re-envisioning of the city's main north/south arterial roadway. Marc coordinated website development, neighbor surveys, outreach, and facilitated four community meetings with more than 200 attendees throughout the process. The project included a Level of Traffic Stress analysis, as well as a variety of Complete Streets public participation.

CULVER CITY BICYCLE AND PEDESTRIAN ACTION PLAN, CA

Facilitating a large, broad-based outreach effort throughout Culver City, Marc is leading the project team to update the City's 2010 Bicycle and Pedestrian Master Plan to reflect current and future project plans. The project includes demonstration projects, development of a Vision Zero Action Plan, and a full citywide plan.

OCTA PARTNERSHIPS WITH POLICE, CA

Working with OCTA and SCAG, Marc is developing an engaging, up-to-date curriculum related to how police officers can improve the safety of people walking and bicycling throughout Orange County. The program includes 15 trainings for local police agencies, informed by a collision analysis and context-sensitive knowledge of the area.

Cat Cheng

Graphic Designer

Cat is a graphic designer with fifteen years of experience in print and brand identity. She brings fresh concepts and thoughtful typography to print and web for Alta's marketing programs, and has worked on numerous projects involving strategy, concept development, branding, design, layout, and print production/management.

EDUCATION

BA, Washington University, St. Louis, MO, 2003

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2013–

Grapheon Design, 2007–2012

RELEVANT EXPERIENCE

- Broadway Dress Rehearsal Evaluation Report, Los Angeles, CA
- Pasadena Safe School Zones Campaign, CA
- Drive Less Save More Individualized Marketing Programs, OR
- Destination Downtown, Vancouver, WA
- Go Programs, Chicago, IL
- Drive Less Connect: Southern Oregon University
- Behavioral Insights into Transportation Demand Management, TransLink, Vancouver, BC
- El Monte Walking School Bus Program, CA

Ethan Kurtz

Senior Web Developer

Ethan is a front and back-end web developer with experience in creating rich interactive web applications and managing enterprise-wide websites for various large organizations. His experience includes developing applications for healthcare, municipal agencies, and corporations including Nike and Regence Blue Cross projects. Ethan both leads and supports development and maintenance for new and existing web applications and software. He sees that customer's needs are continually being met and works to see that applications are error-free and function as intended. Ethan is skilled at providing technical knowledge and stays current on emerging trends related to web design and development.

EDUCATION

Boise State University, 1993-1996

PROFESSIONAL HIGHLIGHTS

Alta Planning + Design, 2018–

Freelance Developer, 2012-2018

Oregon Health Sciences, 2007-2012

RELEVANT EXPERIENCE

- Oakland Bicycle Master Plan Update, CA (
- Santa Rosa Bicycle and Pedestrian Master Plan, CA
- MTC Spare the Air Youth, Bay Area, CA

SECTION D: FIRM QUALIFICATIONS

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Firm Qualifications

Alta's mission is to create active communities.

Alta Planning + Design is North America's leading multi-modal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, park, and trail corridors and systems. Founded in 1996, Alta has more than 200 staff in 30 offices across North America and an international workload. Most of our staff walk, bike, or take transit to work. We are committed to transforming communities, one trip at a time, one step at a time, and one street, intersection, and park at a time.

Alta has experienced positive growth over the past five years. In response to a steady, healthy increase of project work, our staff size has grown from 50 employees in 2009 to 225 in 2017. Our net income has increased by 43 percent in the last five years. We are currently on track to grow our revenue this year by 30 percent. We will continue a pattern of growth adding offices and staff as needed to meet workload requirements. Additionally, the company is expanding in the marketing sectors of new mobility, including dockless bike share, and international markets with Alta Global Operations (AltaGO).

BIKE SHARE EXPERIENCE

Alta has been engaged in bike share system launch, operations, and management since the inception of modern day bike share in North America. We bring a sophisticated understanding of the issues facing bike share today, such as changing technology, equity and social issues, and integration with other forms of mobility. More information about our relevant experience has been included on the following pages.

DEDICATION

Alta staff are at the forefront of the sustainable transportation movement. We have conducted national studies for the U.S. Department of Transportation, Federal Highway Administration, and Transportation Research Board. We have authored many of the resources used nationally for bicycle and pedestrian planning and design, including the NACTO Urban Bikeway Design Guide and the FHWA Small and Rural Town Multimodal Networks Guide.

BICYCLE FRIENDLY BUSINESS

Firm's Complete Name: Alta Planning + Design, Inc.

Type of Firm: CA Corporation

Telephone Number: (213) 489-7443

Contact Person: Ryan Johnson, Project Manager
ryanjohnson@altaplanning.com

Firm's Principal Officers:

- George Hudson, CEO
- Brett Hondorp, President
- Michael Jones, Director of Strategic Initiatives
- Greg Maher, Vice President
- Hugh Louch, Vice President
- Natalie Lozano, Vice President
- Steve Durrant, Vice President
- Joe Gilpin, Vice President
- John Cock, Vice President
- Carolyn Sullivan, Vice President and CFO
- Katie Mangle, Vice President
- Mike Rose, Vice President
- Matt Hayes, Vice President
- Wade Walker, Vice President

Relevant Experience: Our relevant experience is included on the following pages.

Subconsultants: None.

Bike Share Approach

Alta recognizes the power that bike share has to enhance mobility and generate a powerful sense of place in a city or region. Alta's tools inform bike share system design from concept to station placement, offering a complete package.

LOCAL CONTEXT ANALYSIS

Alta uses GIS and census data to map the demographics of a community, such as household income, vehicle ownership, bicycle and pedestrian commuters, employment centers, parks, greenways, and key destinations. Individual maps are overlaid to form a composite heat map that shows where demand for bike share is likely to be highest and help provide a system that is sustainable.

SYSTEM SIZE, DEMAND, AND STATION LOCATIONS

Alta's heat maps show areas that are well-suited for bike share, and are used to make recommendations for system size and service area. Alta also uses GIS data to create analysis maps focused on bike share system equity.

DEVELOPMENT OF TAILORED BUSINESS PLANS

Our business plans define expected system costs and develop diversified funding strategies for dock-based, smart-lock, and hybrid bike share systems. We explore all avenues of potential revenue, including user fees, sponsorship opportunities, and public and private funding. Our plans generate interest in bike share with decision makers, potential sponsors, and the general public.

PUBLIC ENGAGEMENT

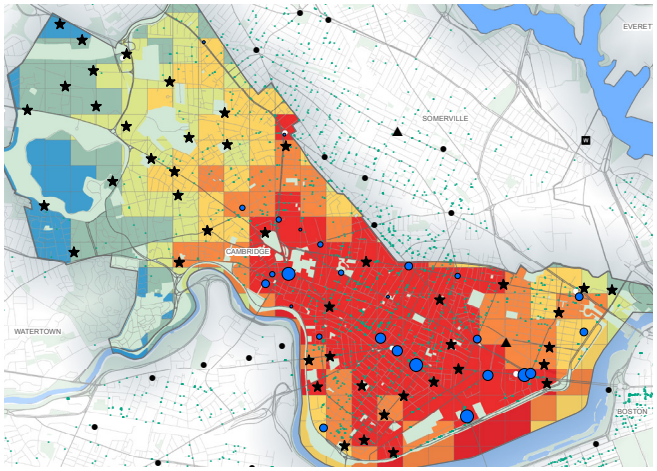
Alta understands a city's or region's need to solicit community comments related to the overall system plan, service area, and station sites. We work with clients to host a series of public meetings, as well as create a web or social media-based engagement strategy. Online input maps (aka "Wikimaps") are a particularly effective means that we use to gather input from a large number of stakeholders.

SITE PLANNING AND PERMITTING

Our planning experience includes siting station locations, station site design, and working with local and state agencies to obtain permits for station placements. We help agencies understand station siting requirements through design drawings and visualizations.

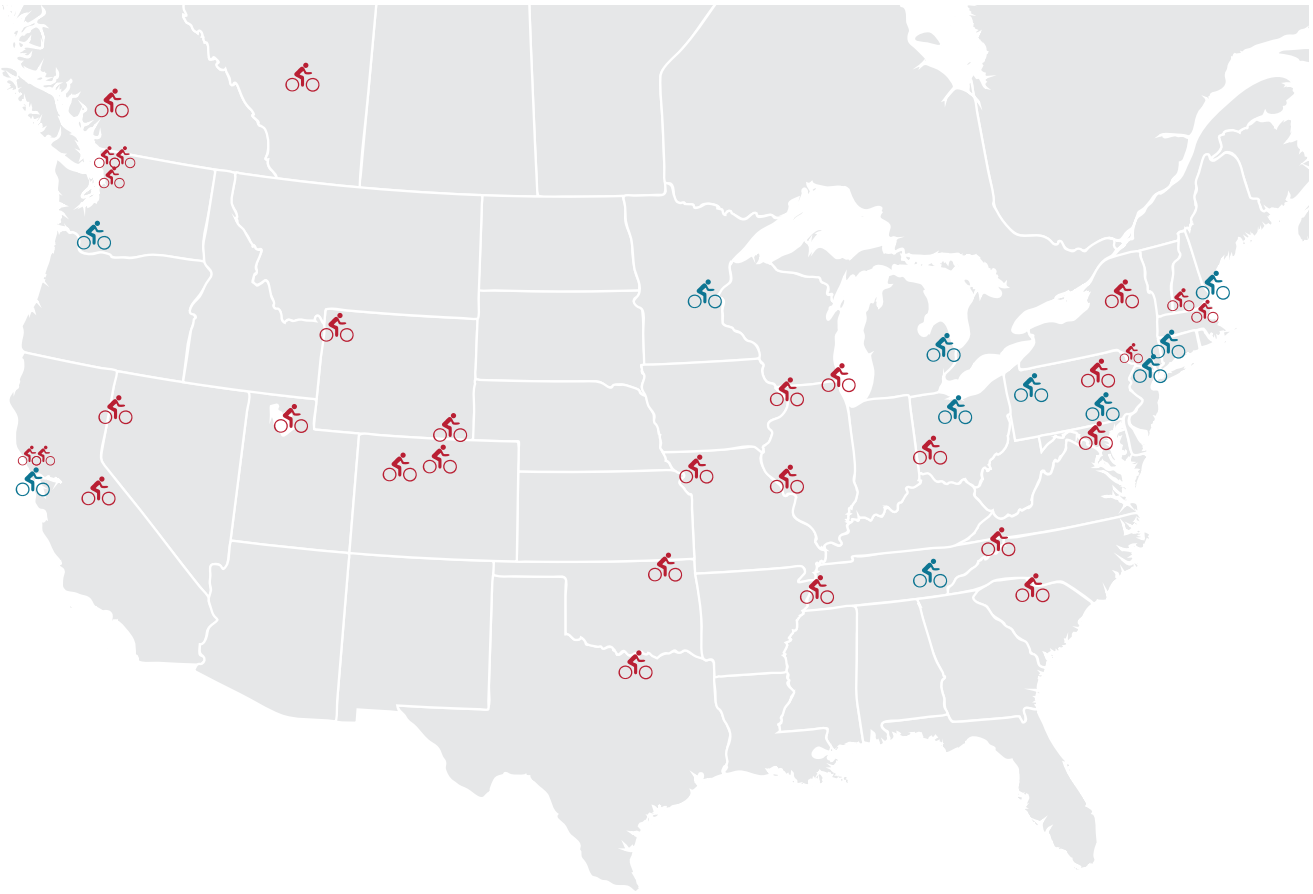
For the cities of Detroit, Portland, and Pittsburgh, Alta guided the client from bike share feasibility studies and business planning, through site planning, station design, and permitting prior to launch.

Alta hosted multiple bike share planning public workshops in St. Louis, MO.



Hubway Bike Share GIS heat map for system planning in Boston, MA.

Alta's bike share work spans North America.



FEASIBILITY STUDY AND SYSTEM PLANNING WORK:

Albany, NY
Aspen, CO
Auburn, WA
Baltimore, MD
Calgary, AB
Cincinatti, OH
Chicago, IL
Columbia, SC
Dauphin County, PA
Denton, TX
Denver, CO
Fort Collins, CO
Fresno, CA
Jackson Hole, WY
King County/Seattle, WA
Marin County, CA
Memphis, TN
Pioneer Valley, MA
Providence, RI
Quad Cities Region, IL & IA
Redmond, WA
Reno, NV
Reston, VA
Salt Lake City, UT*
San Mateo, CA
St Louis, MO
Tacoma, WA
Toronto, ON
Tulsa, OK
Vancouver, BC

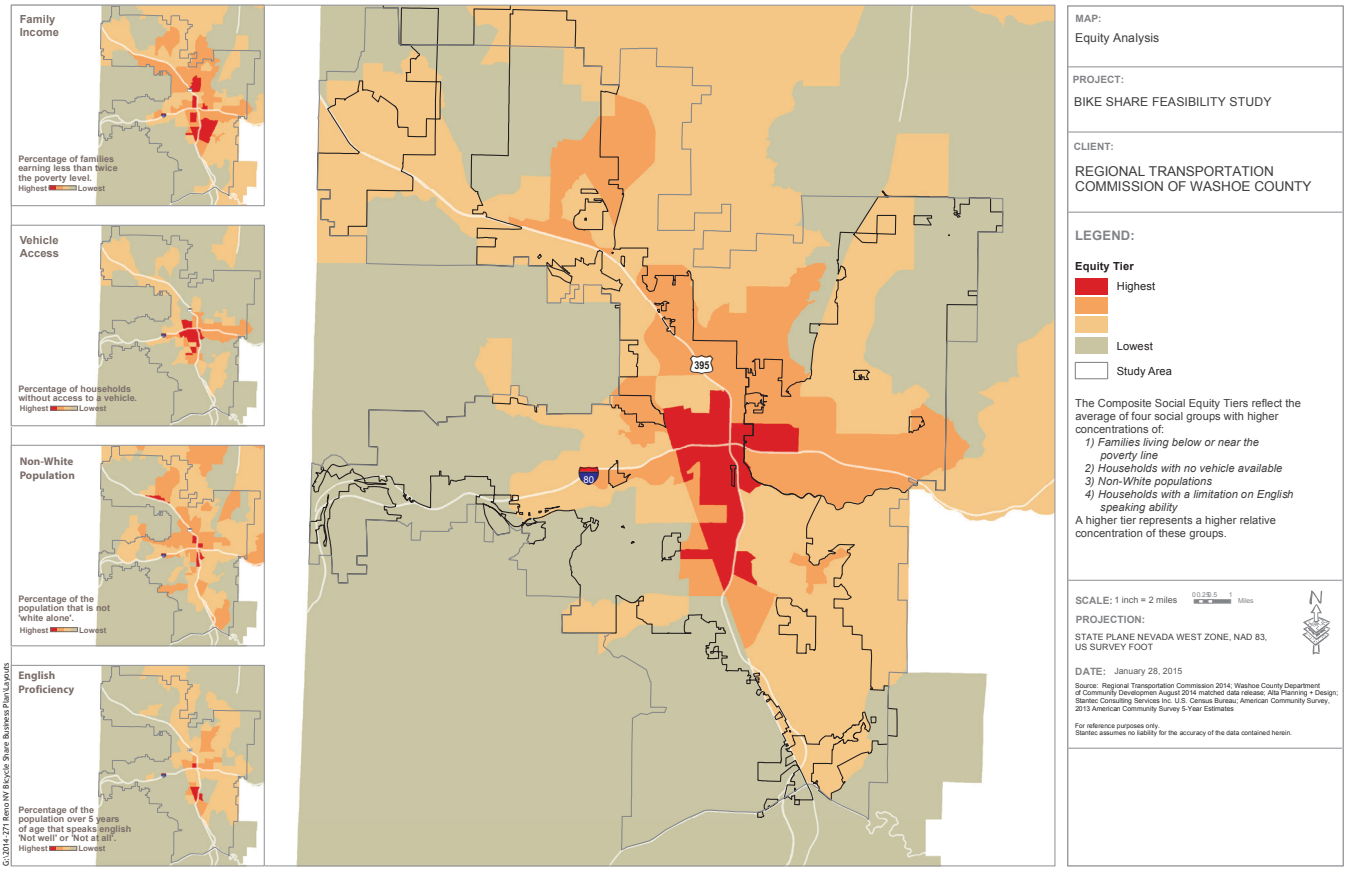
SYSTEM PLANNING, SITE DESIGN, AND PERMITTING WORK:

Bay Area Bike Share, CA
BIKETOWN, Portland, OR
Capital Bikeshare, Washington DC/Arlington County, VA
Chattanooga Bicycle Transit System, TN
Citi Bike, New York, NY
Citi Bike, Jersey City, NJ
CoGo, Columbus, OH
Healthy Ride, Pittsburgh, PA
Hubway, Greater Boston, MA
MoGo, Detroit, MI
Nice Ride, Minneapolis, MN**

**Regional Governance Study Only*
***Site Design/Permitting Only*

Relevant Projects and References

Reno Bike Share Feasibility Study, NV



The Regional Transportation Commission of Washoe County is working with a team to develop an implementation strategy and business plan for a regional bike share program. This program will make available bicycles to the public via kiosks which will be located near employment centers, high density residential areas, transit centers, and other key destination areas within the Truckee Meadow, in order to provide an alternative to auto use and to reduce vehicle miles traveled (VMT), and to aid in the reduction of auto emissions. In addition to feasibility analysis and demand forecasting, Alta developed the local context analysis, Maintenance & Operations Plan, Financial Plan, the Public-Private Partnership Plan, and was responsible for the draft and final report.

Client: Cynthia J Albright, Community Development Director, Stantec (prime), (775) 398-1270, cynthia.albright@stantec.com

Dates: 2014-2015

San Bernardino County Ride Sharing and Interconnectivity Study, CA

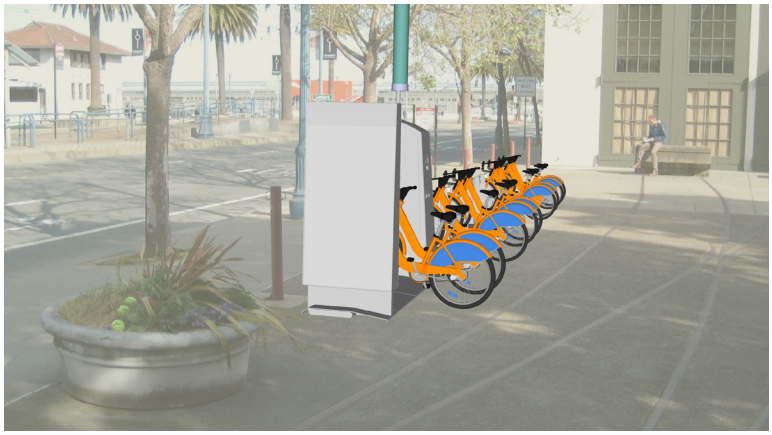
Alta is part of the consultant team that is assisting San Bernardino County, in partnership with the Southern California Association of Governments, in maximizing use of transit investments and increasing ridesharing, vanpooling, and active transportation throughout the County. The strategy involves creating an integrated, customer-focused system that increases both the choices of transportation modes and the visibility of those choices. Alta's role focused on active transportation integration, first-last mile solutions, a rapid bike share scan process, and a workshop for a targeted employment corridor.

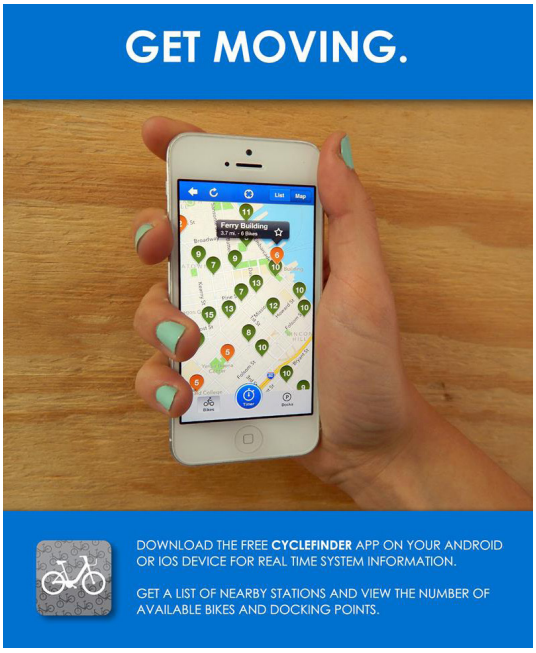
Client: San Bernardino County Transportation Authority (SBCTA) and Southern California Association of Governments (SCAG)

Prime Consultant/Reference: AMMA Tranist Planning, Heather Menninger, Principal, (951) 784-1333, heather@ammatransitplanning.com

Dates: 2016-ongoing

Bay Area Bike Share Site Planning, CA



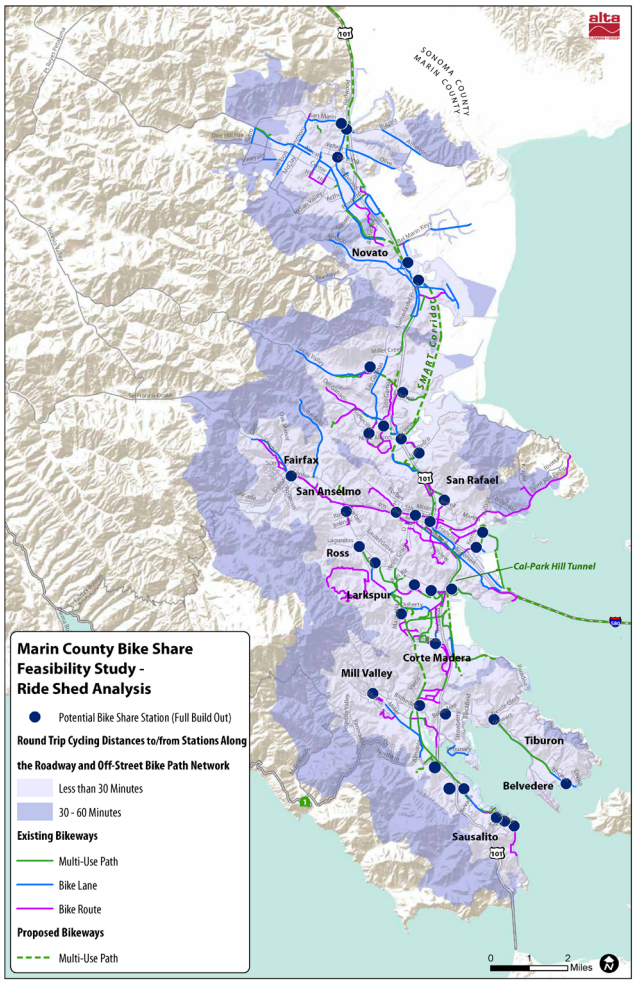


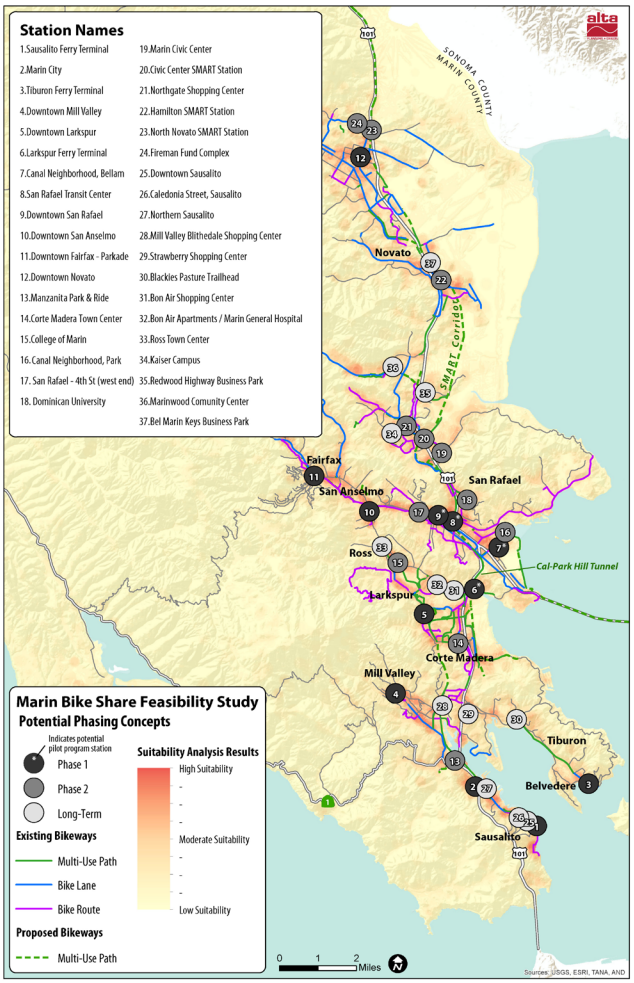
Alta's work involved local agency coordination of planning and siting of approximately 100 bike share stations in 5 separate jurisdictions between San Francisco and San Jose. The work involved developing an initial demand model of potential station locations for each target area, preparing ridership and revenue forecasts, conducting fieldwork of local site constraints, preparing photosimulations for public outreach, developing detailed site design drawings, and working with each partner agency to obtain encroachment permits and develop traffic control plans for installation.

Client: Karen Schkolnick, Air Quality Program Manager, Strategic Incentives, Bay Area Air Quality Management District, (415) 749-5070, kschkolnick@baaqmd.gov,

Date: 2012-2013

Marin County Bike Share Feasibility Study, CA



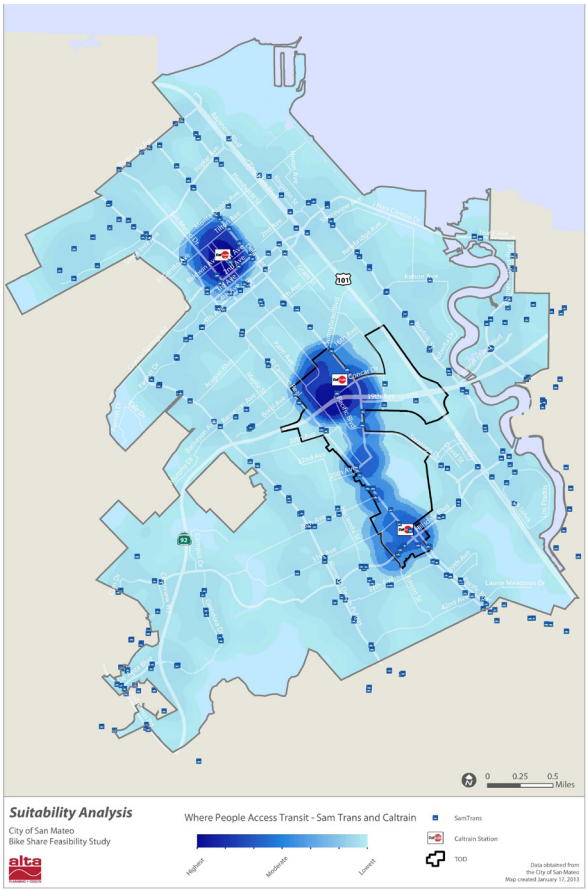


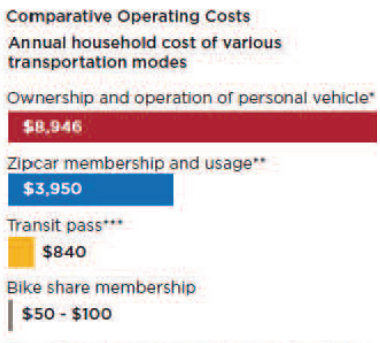
In 2012, Alta prepared a comprehensive feasibility report for the Transportation Authority of Marin (TAM) that outlines the goals, benefits, context, estimated demand, financial needs, and implementation steps for a countywide bike share program in Marin. Working with TAM staff and an ad hoc advisory group over a 9-month process, Alta used Census data, local knowledge, and a proprietary bike share demand model based on existing U.S. systems to define a potential 300-bicycle phased system with customized elements for Marin's unique environment. The report includes a detailed financial summary that breaks down cost obligations and potential revenues, as well as case studies and resources to assist with business model development. In 2013, Alta also prepared a marketing brochure and advised on sponsorship framework development as part of a follow-up effort to secure initial sponsors for the potential program.

Client: Scott McDonald, Transportation Authority of Marin, (415) 226-0826, smcdonald@tam.ca.gov

Dates: 2012–2013

San Mateo County Bike Share Feasibility Study, CA





Maintenance staff and programs to rebalance bikes amongst the stations and maintain the system infrastructure.

A fleet of **bicycles** - specially designed for short trips and constructed of customized components to limit their appeal to theft and vandalism.

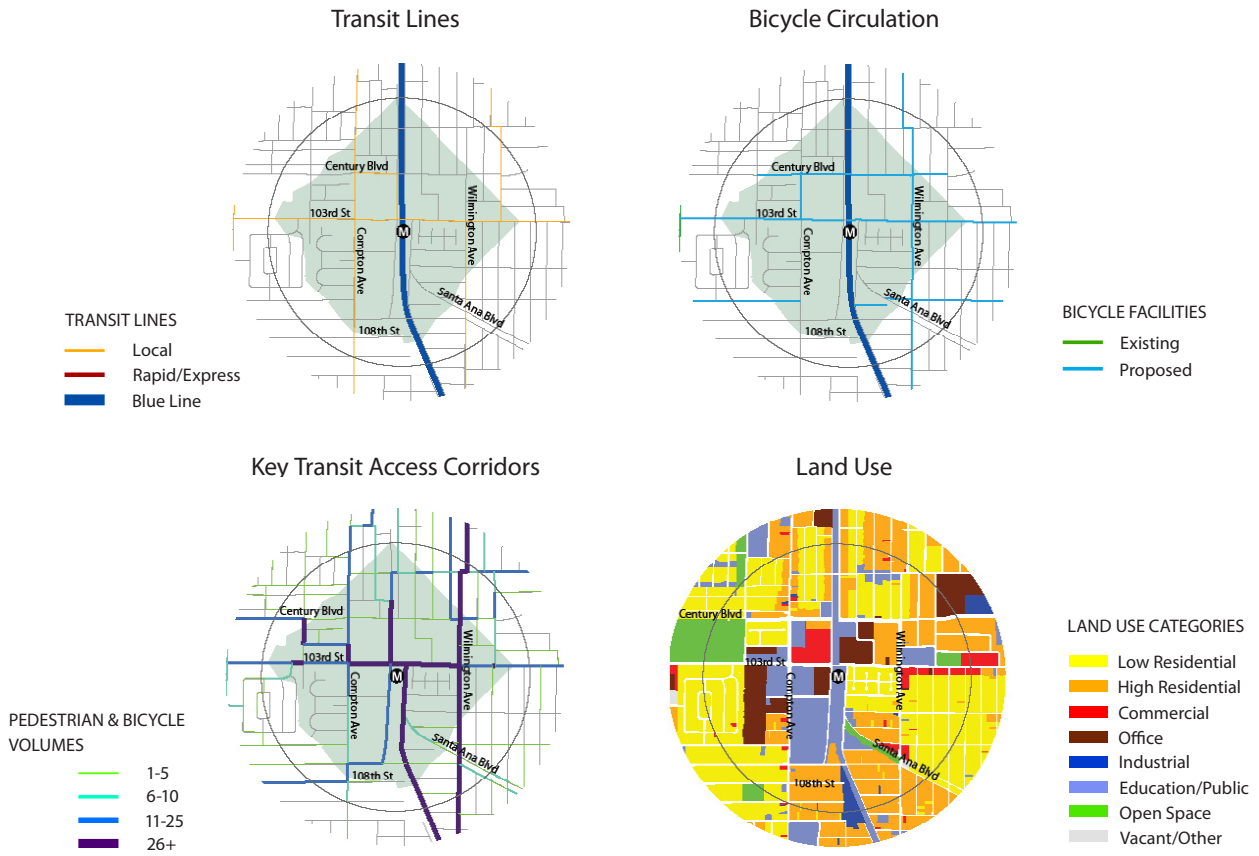
A network of **stations** spread across a broad area to provide convenient access to bikes. Each station includes a terminal where transactions are made and docking points where the bicycles are secured when not in use. Recent technologies have introduced modular station platforms that can be relocated, expanded, and have solar power and wireless communications.

After completing a bicycle master plan for the City of San Mateo, Alta was retained to lead a bicycle share feasibility study for the City. The study used heat mapping to analyze the areas in San Mateo most suitable to bike sharing; defined the extents, size, and phasing of the program; identified potential bike share station locations; estimated the capital, launch, and operating costs; and reviewed potential funding options for the program. Some of the characteristics considered in the review included the potential financial, environmental, health, tourism, and transportation benefits of bike sharing in San Mateo; comparison of the characteristics of other bike share systems including population and employment, density, transit service, land use, topography, weather, bike infrastructure, and other factors; identification of the potential market segments for bike sharing in San Mateo; and identification of possible system risks and potential mitigations.

Client: Gary Heap (Formerly with the City of San Mateo, now City Engineer with the City Gilroy), (408) 846-0451, gary.heap@cityofgilroy.org

Date: 2012-2013

LA Metro First-Last Mile Strategic Plan, CA



Alta was part of the consultant team on this effort to identify a series of station typologies designed to guide strategic improvements throughout the Metro service area. The plan addresses policies and goals for multimodal access and system integration, and includes a set of guidelines that will lead regional implementation focused on transit connectivity, social justice and community health. The team developed a physical active transportation network-based strategy for improving station access in LA County. The strategy (referred to as the "Pathway") supports system access and multimodal transfer activity, and extends the reach of transit throughout the County through transit stop enhancements and broader catchment area improvements. The team developed a series of station typologies to guide strategic improvements throughout Metro's service area. Using data, internal and external stakeholder outreach, and site visits, the team developed specific access improvements based on land use, residential and commercial densities, roadway network characteristics, and other factors.

Client: Shahrzad Amiri, Deputy Executive Officer, Los Angeles Metropolitan Transportation Authority (LA Metro), (213) 922-3061, AmiriS@metro.net

Dates: 2012–2013

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SECTION E: PROJECT SCHEDULE

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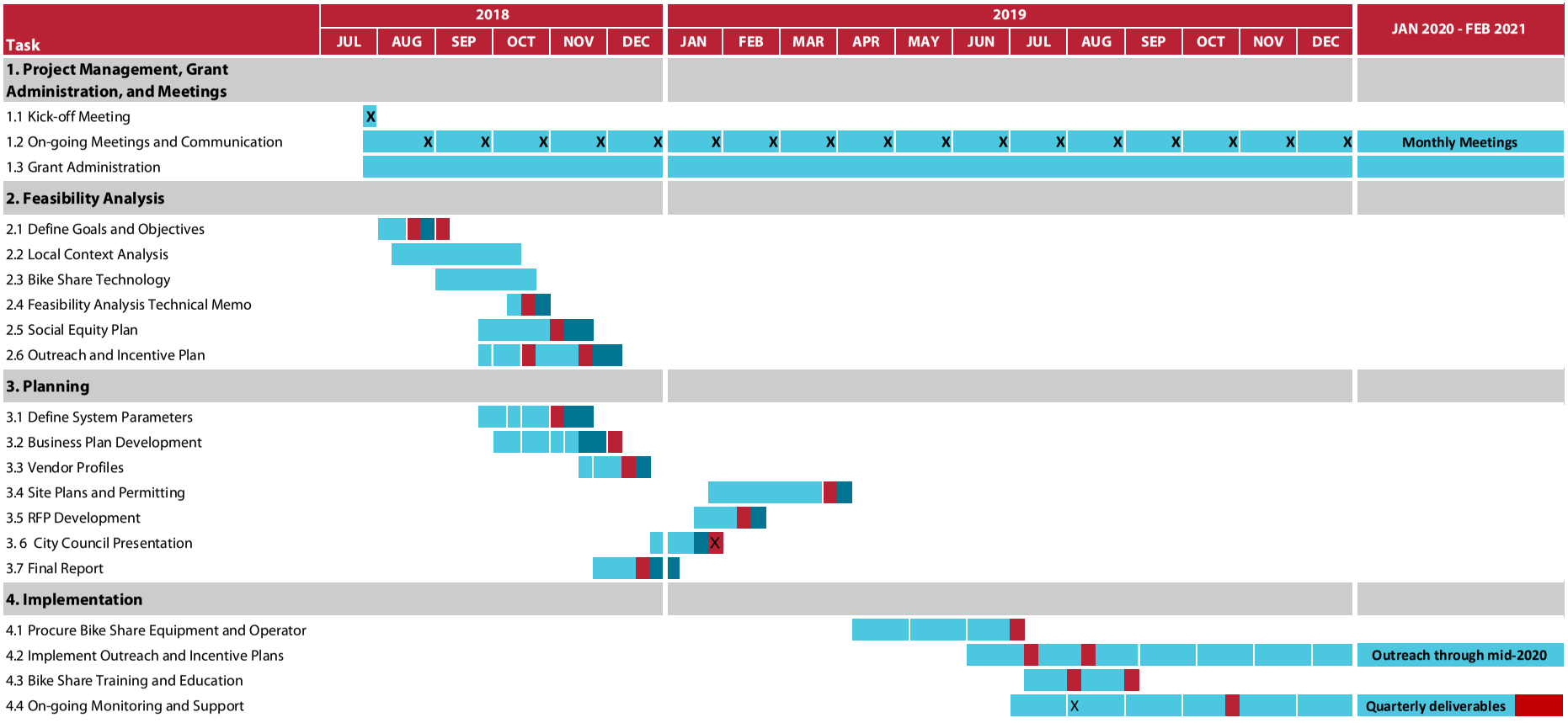
Time Frame for Completed Relevant Projects:

PROJECT	TIMELINE	ALTA'S ROLE
Portland Bike Share, OR	6 months	System planning and site plan drafting
Tulsa Bike Share, OK	6 months	Feasibility study
Tulsa Bike Share Implementation, OK (two separate add-ons)	3 months each	Implementation
Columbia Bike Share, SC	12 months	Bike share system and business plan as part of Citywide Walk Bike Master Plan
Columbia Bike Share Implementation (two separate add-ons)	2 months (first add-on); 3 months (second add-on)	Implementation

Project Schedule

The schedule has been carefully organized to sequence key tasks, meetings, and deliverables, providing an efficient process and thorough review of all products as they are developed.



LEGEND

- Task Progress
- X Meeting / Workshop
- Deliverable
- Client Review

APPENDIX: ATTACHMENTS

ATTACHMENT "A"

NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED INSIDE ENVELOPE #1, "WORK PROPOSAL"

FEASIBILITY STUDY, PLANNING, AND IMPLEMENTATION OF
A PROPOSED BIKE SHARING PROGRAM
PROJECT NUMBER 170810

SIGNATURE AUTHORIZATION

PROPOSER: Alta Planning + Design

A. I hereby certify that I have the authority to submit this Proposal to the City of Rialto for the above listed individual or company. I certify that I have the authority to bind myself/this company in a contract should I be successful in my proposal.

Brett Horlop
_____
SIGNATURE

B. The following information relates to the legal contractor listed above, whether an individual or a company. Place check marks as appropriate:

1. If successful, the contract language should refer to me/my company as:

____ An individual;
____ A partnership, Partners' names:_____
_____
_____

____ A company;
_X_ A corporation

2. My tax identification number is: 68-0465555

ADDENDA ACKNOWLEDGMENT:

Acknowledgment of Receipt of any Addenda issued by the City for this RFP is required by including the acknowledgment with your proposal. Failure to acknowledge the Addenda issued may result in your proposal being deemed non-responsive.

In the space provided below, please acknowledge receipt of each Addenda:

Addendum(s) # 1 is/are hereby acknowledged.

ATTACHMENT "B" -

NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED INSIDE ENVELOPE #1, "WORK PROPOSAL"

REQUESTS FOR PROPOSALS (RFP # 18-085)
FEASIBILITY STUDY, PLANNING, AND IMPLEMENTATION OF
A PROPOSED BIKE SHARING PROGRAM
PROJECT NUMBER 170810

Business Concerns Information

The Proposer shall furnish the following information. Additional sheets may be attached, if necessary.

(1) Name: Alta Planning + Design

(2) Address: 617 W. 7th Street, Ste. 1103, Los Angeles, CA 90017

(3) Phone No.: (213) 489-7443 Fax No.: N/A

(4) E-Mail: bhondorp@altaplanning.com

(5) Type of Firm: (Check all that apply)

_____ Individual _____ Partnership X Corporation

_____ Minority Business Enterprise (MBE) _____ Women Business Enterprise (WBE)

_____ Small Disadvantaged Business (SDB) _____ Veteran Owned Business

_____ Disabled Veteran Owned Business _____ Other

(6) Business License: _____Yes X No License Number: _____

(7) Tax Identification Number: 68-0465555

(8) Number of years as a firm practicing the requested services: 22

(9) Three (3) projects of this type recently completed:

Type of project: Reno Bike Share Feasibility Study, NV
Contract Amount: $49,000 Date Completed: 2015
Owner: Regional Transportation Commission of Washoe County (Owner); Stantec (Prime) Phone: (775) 398-1270 (Stantec)

Type of project: Bay Area Bike Share Site Planning, CA
Contract Amount: $142,000 Date Completed: 2013
Owner: Bay Area Air Quality Management District Phone: (415) 749-5070

Type of project: Marin County Bicycle Share Feasibility Study
Contract Amount: $30,000 Date Completed: 2013
Owner: Transportation Authority of Marin Phone: (415) 226-0826

(10) Person who reviewed the RFP for your firm:

Name: Brett Hondorp Date of Review: 5/1/2018

Attachment B

ATTACHMENT "C"

NOTE: THIS FORM MUST BE COMPLETED AND INCLUDED INSIDE ENVELOPE #1, "WORK PROPOSAL"

REQUESTS FOR PROPOSALS (RFP # 18-085)
FEASIBILITY STUDY, PLANNING, AND IMPLEMENTATION OF
A PROPOSED BIKE SHARING PROGRAM
PROJECT NUMBER 170810

DEBARMENT AND SUSPENSION CERTIFICATION

TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29

The Consultant, under penalty of perjury, certifies that, except as noted below, he/she or any other person associated therewith in the capacity of owner, partner, director, officer, and manager:

- Is not currently under suspension, debarment, voluntary exclusion, or determination of ineligibility by any federal agency;
- Has not been suspended, debarred, voluntarily excluded or determined ineligible by any federal agency within the past 3 years;
- Does not have a proposed debarment pending; and
- Has not been indicted, convicted, or had a civil judgment rendered against it by a court of competent jurisdiction in any matter involving fraud or official misconduct within the past 3 years.

If there are any exceptions to this certification, insert the exceptions in the following space.

N/A

Exceptions will not necessarily result in denial of award, but will be considered in determining Proposer responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of action.

Notes: Providing false information may result in criminal prosecution or administrative sanctions.

Consultant Name: Alta Planning + Design

5/1/2018
(Date)

Brett Hondorp
(Signature)

Brett Hondorp, President, as duly authorized
(Name & Title)

CITY OF RIALTO

DISCLOSURES REQUIRED BY PERSONS OR ENTITIES CONTRACTING WITH THE CITY OF RIALTO

Pursuant to Rialto Municipal Code section 2.48.145, all persons or business entities supplying any goods or services to the City of Rialto shall disclose whether such person or entity is related to any officer or employee of the City by blood or marriage within the third degree which would subject such officer or employee to the prohibition of California Government Sections 87100 et. seq., Fair Political Practices Commission Regulation Section 18702, or Government Code Section 1090.

By submitting this proposal, or supplying any goods or services to the City, the undersigned hereby attests under penalty of perjury, personally or on behalf of the entity submitting this proposal or supplying any goods or services to the City, as well the entity's officers, representatives and the undersigned, that it/they have no relationship, as described above, or financial interests, as such term is defined in California Government Section 87100 et. seq., Fair Political Practices Commission Regulation Section 18702, or Government Code Section 1090, with any City of Rialto elected or appointed official or employee, except as specifically disclosed immediately below:

Vendor/Contractor/Consultant: Alta Planning + Design

City of Rialto Official/ Employee Name(s)	The nature of the relationship with the person listed is:
N/A	N/A

By: Brett Hondorp

Name: Brett Hondorp

Title: President, as duly authorized

01180.0001/427275.1 11/27/17

Acceptance of Standard Agreement:

Alta has reviewed the Agreement, and respectfully requests that we maintain the negotiated contract terms from Alta's 2016 contract for the Citywide Safe Routes to School Program.