

TO: JAMES L. APP, CITY MANAGER

FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: QUALIFICATION LIST TO PREPARE TRAFFIC CALMING ANALYSIS

DATE: OCTOBER 4, 2005

Needs: For the City Council to consider selection of traffic engineers to include on a list of qualified firms to prepare traffic calming analysis.

Facts:

1. In order to address public inquiries regarding the need for traffic calming and to implement the City's traffic calming policy, it would be helpful to have a list of pre-qualified traffic engineers.
2. A Request for Statements of Qualifications (RFQ) was sent to ten firms who have performed traffic engineering studies in the Paso Robles area or have expressed interest in such work. A copy of the RFQ is attached.
3. Four responses providing Statements of Qualifications were received.
4. The City Engineer, City Planner and Capital Projects Engineer reviewed the four Statements and concluded that two of the firms have the desired scope of experience to perform traffic calming studies for the City.

Analysis  
and

Conclusion: In order to facilitate the process of conducting traffic calming studies it is proposed that two firms be placed on a list of pre-qualified firms.

The City would contact the firms as needed, with the scope of work tailored to the particular circumstances.

As time passes and other firms are identified that have similar qualifications, they could be considered to be added to the list of pre-qualified firms.

Based on the review of the Statements of Qualifications that were submitted, the review panel concluded that Kimley-Horn and Omni-Means have direct and relevant experience in performing traffic calming related studies and recommended their inclusion on the City's list of pre-qualified consultants to prepare traffic calming studies in the City of Paso Robles.

Policy  
Reference: General Plan and Traffic Calming Policy

Fiscal  
Impact: None at this time; the scope of work for particular studies would determine the cost as well as the funding source.

Options:

- a. Resolution No. 05-xx establishing a list of pre-qualified traffic engineers to prepare traffic calming studies and include the firms of Kimley-Horn and Omni-Means on the subject list.
- b. Amend, modify or reject the foregoing option.

Attachments:

1. Resolution
2. Request for Proposals
3. Traffic Calming Policy Excerpt

**REQUEST FOR STATEMENTS OF QUALIFICATIONS (SOQ)**  
**PREPARATION OF TRAFFIC CALMING ASSESSMENTS**

**A. Introduction:**

In October 2003, the City Council of the City of Paso Robles adopted an update to its General Plan. That update included policies that call for implementation of traffic calming policies. A copy of the General Plan policies is attached.

Consistent with the adopted General Plan, on January 18, 2005 the City Council approved a traffic calming implementation plan. A copy of the adopted program can be found on the City's web site at [www.prcity.com](http://www.prcity.com)

Anticipating public requests for the installation of traffic calming measures, the City intends to establish a list of qualified traffic engineers who would be invited to analyze public requests for traffic calming measures and prepare recommendations for City consideration.

Three (3) copies of the SOQ must be received by the Director of Community Development no later than Friday, August 26, 2005, delivered or mailed to:

City of Paso Robles  
Community Development Director  
1000 Spring Street  
Paso Robles, CA 93446

**C. Existing / Available Information:**

1. The City's 2003 General Plan, including the Circulation Element.
2. The Environmental Impact Report and Technical Appendix on traffic that was prepared in conjunction with adoption of the 2003 General Plan.
3. Zoning Map and Zoning Code
4. City digitized base maps for parcels, General Plan, and Zoning.
5. Aerial photography and topography from 2005.

**D. Services Provided by Consultant:**

1. Analyze the public request, evaluating the circumstances and preparing response options for discussion with City staff and, as appropriate, for public presentation. Options may include a recommendation that traffic calming may not be appropriate and recommendations for alternative means to address the public concerns.

2. For those circumstances where physical improvements / installation of traffic calming measures would seem appropriate and warranted, the consultant shall prepare for and conduct specified meetings with interested public.
3. At the meetings the consultant shall display alternatives being considered so that members of the public can ask questions and comment on the proposed alternatives. Rough estimates of the cost of design and installation shall be presented.
4. Submittal of an Administrative Draft Report that would be reviewed with City staff and refined as necessary to provide Public Review Drafts.
5. Presentation of Public Review Draft report findings and recommendations to the City's Streets and Utilities Committee and, as necessary, the Planning Commission and City Council.
6. Preparation of Final Document.

E. **Anticipated Work Schedule:**

Requests for consultant assistance will be a function of public inquiries regarding traffic calming.

H. **The Statement of Qualifications:**

1. Format and requirements: Although there is no maximum proposal length, Statements of Qualifications should be kept to the minimum length necessary to address the requirements of the RFQ. Statements shall be 8.5 inch by 11 inch in size, with pages numbered sequentially.
2. Padding the proposal with "boiler plate" material is strongly discouraged. Please focus on examples of directly related experience.
3. Proposal contents:
  - a. Firm identification:
    1. Firm name, address, telephone and e-mail address;
    2. Name and telephone number of contact person;
    3. A list of the firm's principals with experience, background, academic training and registration.
  - b. Provide the following information for any sub-consultant: Firm name, address, telephone and e-mail address; contemplated role of the firm in the project.

- c. Location of office where this work would be performed.
- d. List of personnel for all firms. Indicate experience, background, academic training and registration. Describe anticipated role in the project and how the staff would be organized.
- e. Description of similar projects that the firm, its personnel, subcontractors and associates have performed previously. For each project listed include location, description of work, client and construction cost, contact information.
- f. A standard fee schedule that would apply to traffic calming analysis.
- g. A statement regarding the firm's availability / typical response time to requests for assistance in evaluating traffic calming requests.
- h. Provide a statement of what especially qualifies your firm to perform this work.
- i. Signature: Proposal shall be signed by an authorized corporate officer whose signature is binding upon the firm.
- j. Include a statement that proposal will remain valid for the term of the fee schedule.
- k. Conflict of interest: Proposal shall include a statement that no conflicts of interest exist in the provision of these services.
- l. Appendix: Include supplemental information, if any, such as firm brochure, fees for additional services, etc.

#### **I. The Selection Process:**

The City will establish a screening committee to review all Statements of Qualifications. The City may decide to interview consultants with the best Statements. Criteria used by the City in selecting a consultant team includes the following:

- 1. Demonstrated experience in preparing traffic calming related studies and analysis, for cities the size and nature of Paso Robles.
- 2. Consultant's understanding of the City of Paso Robles' desires and general approach to the project as demonstrated in the Project Understanding and Work Program.
- 3. Qualifications of the Consultant's staff being assigned to this project.

4. Demonstrated ability of the consultant to perform quality work, control costs and meet time schedules.

The top ranked firms may be invited for an interview / presentation. The most qualified firm will be invited to refine its proposal and negotiate a consultant services agreement.

The City reserves the right to reject any or all proposals, and to negotiate modifications or acceptance of parts of a proposal. Other terms and conditions of contract will be negotiated at the time of the consultant selection, subject to approval of the City Attorney.

**J. For More Information...**

Contact Bob Lata (Community Development Director) or Susan DeCarli (City Planner) at (805) 237-3970, or [bob@prcity.com](mailto:bob@prcity.com) / [sdecarli@prcity.com](mailto:sdecarli@prcity.com)

<p style="text-align: center;"><b>Granting of this contract may require disclosure of personal financial interests under the Political Reform Act</b></p>
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## Traffic Calming Decision Making Process

**Step 1 - Community Identification of the Problem.**



Citizen Complete Traffic Calming Request for Residential Street, Arterial/Collector Street, or School Area

**Step 2 - Initial City Evaluation and Findings.**



Perform Preliminary Evaluation  
IS REQUEST VALID?

No



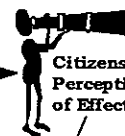
Notify Citizen

Will "BASIC MEASURE"  
Provide Relief to  
Problem?

Yes



Basic Traffic  
Calming  
Implemented



Citizens  
Perception  
of Effectiveness



Concerns  
addressed

No

No

**Step 3 - Determination of Potential Traffic Calming Measures.**



Evaluate Area for  
Comprehensive Traffic  
Calming Solution

**Step 4 - Neighborhood Meeting/Committee Formation.**

**Step 5 - Develop Traffic Calming Project Plan.**



Develop Traffic  
Calming Plan

**Step 6 - Neighborhood Evaluation & Acceptance**



Citizens Review  
Proposal

and

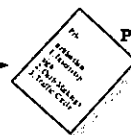


Petition for  
Comprehensive  
Traffic Calming

**Step 7 - Traffic Calming Project Prioritization.**



City Council Authorization



Prioritization of Traffic  
Calming Projects

**Step 8 - Implementation.**



Design and Implementation

**Step 9 - Funding Considerations.**



**Step 10 - Traffic Calming Project Design/Construction.**

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PASO ROBLES  
ESTABLISHING A PRE-QUALIFIED LIST OF TRAFFIC ENGINEERS  
TO PERFORM TRAFFIC CALMING STUDIES

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WHEREAS, the City of Paso Robles has General Plan policies that encourage traffic calming; and

WHEREAS, the City Council has adopted a policy to implement traffic calming measures; and

WHEREAS, in order to address public inquires regarding the need for traffic calming and to implement the City's traffic calming policy, it would be helpful to have a list of pre-qualified traffic engineers; and

WHEREAS, a Request for Statements of Qualifications (RFQ) was sent to ten firms who have performed traffic engineering studies in the Paso Robles area or have expressed interest in such work and four firms responded with Statements of Qualifications; and

WHEREAS, based on the review of the Statements of Qualifications that were submitted, the review panel concluded that Kimley-Horn and Omni-Means have direct and relevant experience in performing traffic calming related studies and recommended their inclusion on the City's list of pre-qualified consultants to prepare traffic calming studies in the City of Paso Robles.

NOW, THEREFORE, the City Council of the City of El Paso de Robles, using its independent judgment and analysis, does hereby designate the firms of Kimley-Horn and Omni-Means as pre-qualified to perform traffic calming studies in the City of Paso Robles.

PASSED AND ADOPTED by the City Council of the City of Paso Robles this 4<sup>th</sup> day of October 2005 by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Frank R. Mecham, Mayor

ATTEST:

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Sharilyn M. Ryan, Deputy City Clerk