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Firm Profile

IBI

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Intelligence: communications systems design, software development, safety and security, systems integration

Buildings: building architecture, interior design, landscape architecture, building engineering (mechanical, structural, electrical)

Infrastructure: planning, urban design, transportation, and engineering

IBI Group is in excellent financial health and no conditions exist that would impede its ability to provide the professional services for this contract. The firm has been growing steadily for the past ten years and is in excellent financial condition.

IBI Group – Irvine

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Tel 949-833-5588
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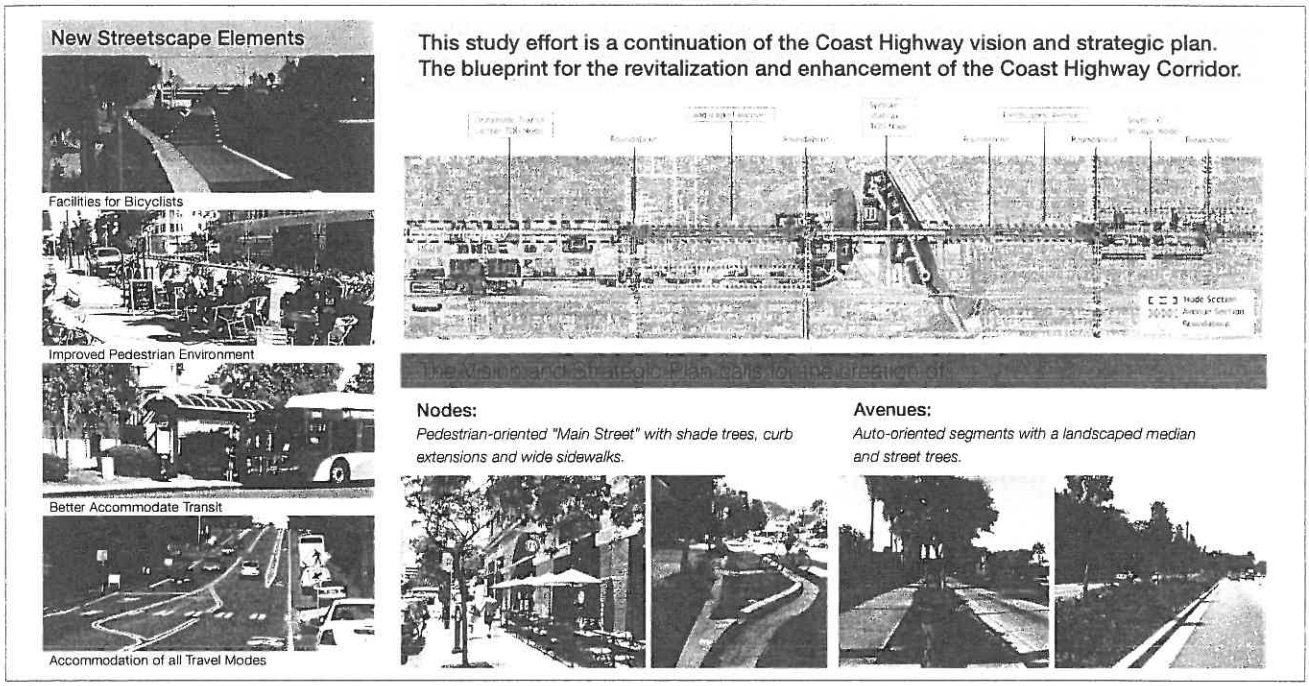
Email bdelo@ibigroup.com

For more information, visit
www.ibigroup.com

IBI Group is a multi-disciplinary consulting firm, offering services since 1974. We are a leading international, multidisciplinary provider of a broad range of professional services focused on the physical development of cities. Our expertise spans urban design and planning, building and landscape architecture, engineering, advanced transportation management and traffic systems, active transportation planning, communications specializations, and software development. We have organized these services into three streams – Intelligence, Buildings and Infrastructure – to ensure a holistic approach to creating innovative, responsive, and intelligent solutions for our clients in both the public and private sectors. The collaborative nature of our practice allows the firm to effectively address the complexities inherent in the development of sustainable environments.

Since our founding in 1974, IBI Group has grown both organically and through strategic acquisitions. Today we have 80 offices located around the world, employing more than 2,100 professionals and support staff. More than 300 of our staff architects, planners, designers, and engineers are LEED accredited. IBI Group's approach to any project balances the three pillars of sustainability: the social, environmental, and economic spheres of influence. We strive to create projects that communities can be proud of and that benefit the community now and for generations to come.

Within Southern California, IBI Group is well-known for its innovative transportation planning practice, which focuses on identifying active and sustainable transportation solutions for a variety of public sector clients and projects. The firm's transportation planning capabilities and experience spans a variety of transportation modes, from transit to autos to walking and cycling, allowing our staff to identify and implement tailored solutions for to meet the needs of the clients and communities we work for on a day-to-day basis. Award-winning projects that IBI has led or been involved in include the Metro First-Last Mile Strategic Plan, the Agua Caliente Band of Cahuilla Indians Section 14 Complete Streets Plan, the Michigan Avenue Neighborhood Greenway, and the Bringing Back Broadway Streetscape Plan for Downtown Los Angeles.



1 Oceanside Parking Management Strategy

Project Information

Location
Oceanside, California

Client
City of Oceanside

Client Contact Information
John Amberson
City of Oceanside
300 North Coast Hwy
Oceanside, CA 92054
(760) 435-5091
jamberson@ci.oceanside.ca.us

As part of IBI Group's work on the Coast Highway Corridor Study, the firm is preparing a parking management plan for Downtown Oceanside and neighboring activity centers along Coast Highway. The introduction of a road diet and transformation of Coast Highway to a Complete Street is helping to transform Downtown Oceanside and the overall corridor from an auto-oriented thoroughfare to a series of activity nodes that bring walkable streetscapes and land uses. This transformation has also created parking challenges, particularly in the South "O" community where there are limited public parking resources available. IBI Group is identifying new parking standards for the corridor, helping the city to identify potential sites for new public parking resources, and identifying strategies to better accommodate and manage parking demand and avoid spillover parking into the adjacent neighborhoods.

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2 Santa Ana Regional Transportation Center Parking Management Plan

Project Information

Location
Santa Ana, California

Client
City of Santa Ana

Client Contact Information
Alma Flores
20 Civic Center Plaza,
Santa Ana, CA 92701
(714) 647-5091
aflores@santa-ana.org

The City of Santa Ana selected IBI Group to prepare a parking management plan for the Santa Ana Regional Transportation Center (SARTC), focusing on the implementation of a parking fee at the station to offset the city's ongoing maintenance and operation costs for the facility. SARTC serves Metrolink commuter rail, Amtrak, intercity and local bus lines. The station has been experiencing recent increases in transit ridership and parking demand. The facility is also home to office and restaurant uses, creating a dynamic parking demand condition. Elements of the study include identification and evaluation or parking pricing strategies, a public workshop, and surveys of station users to gauge acceptance levels for a parking fee program.

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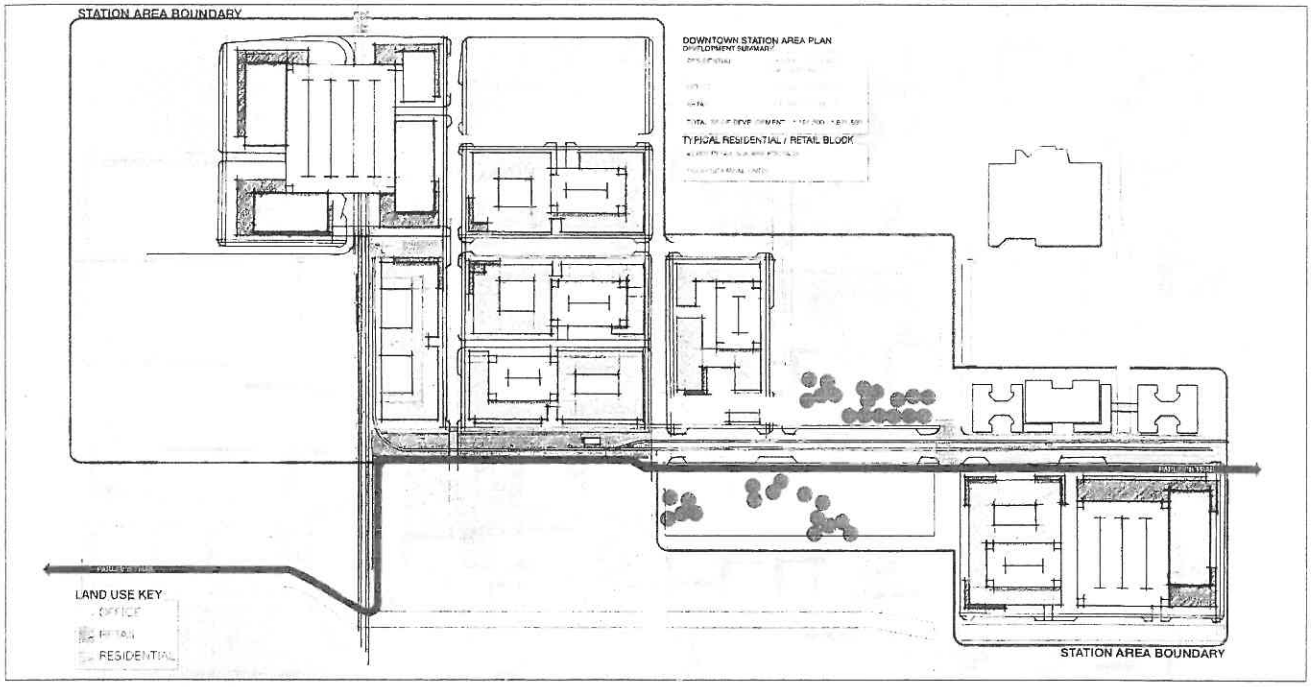

3 South Salt Lake Downtown Parking Standards

Project Information

Location
South Salt Lake City California

Client
City of South Salt Lake City

Client Contact Information
Sharen Hauri, Urban Design Director
City of South Lake City
220 East Morris Ave.
South Salt Lake, UT 84115
(801) 464-6771
shauri@sslc.com

IBI Group provided parking planning services to the City of South Salt Lake to identify new parking standards for the city's downtown as part of the development of a Downtown TOD Area Plan. The parking study focused on the identification of potential sites for the construction of public parking garages, modifications to the city's minimum parking requirements to reflect the proximity of transit services (TRAX Light Rail) and the provision of public parking resources, and the identification of strategies and policies to encourage shared parking and use of public parking to facilitate new development in the downtown. South Salt Lake's downtown is currently very industrial in nature and the city seeks to encourage new mixed-use development that would take advantage of the proximity of downtown to TRAX and the new Sugarhouse Streetcar Line.

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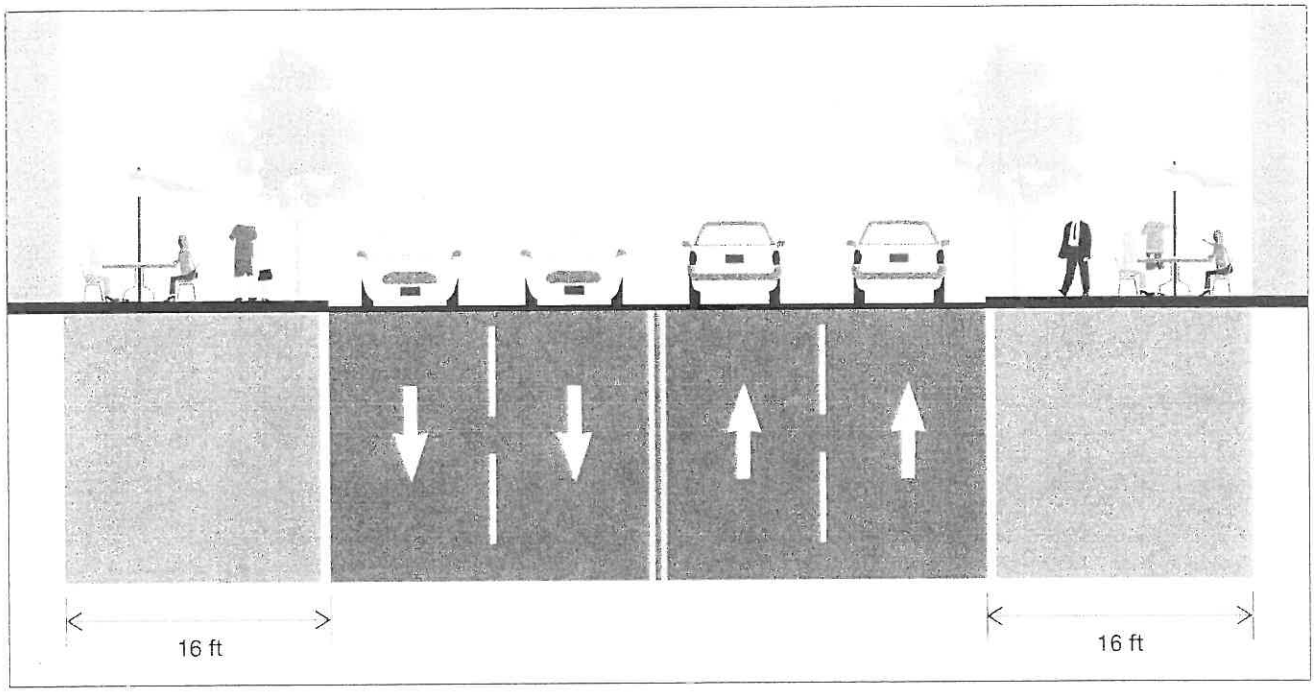

4 West Carson Parking Study

Project Information

Location
West Carson, California

Client
Placeworks

Client Contact Information
Karen Gulley
3 MacArthur Place
Santa Ana, CA 92707
(714) 966-9220
kgulley@placeworks.com

IBI Group is currently preparing a parking plan for the West Carson community in Los Angeles County, focusing on the establishment of new parking standards for the community given the transit opportunities presented by the new Silver Line BRT service. IBI Group's work includes examining the current parking standards and parking demand, and using this information to identify reformed parking standards for new development. Specific challenges in this community include the presence of Harbor-UCLA Medical Center, which is a major generator of parking demand, as well as the auto-oriented land uses and streets that currently occupy the station area.

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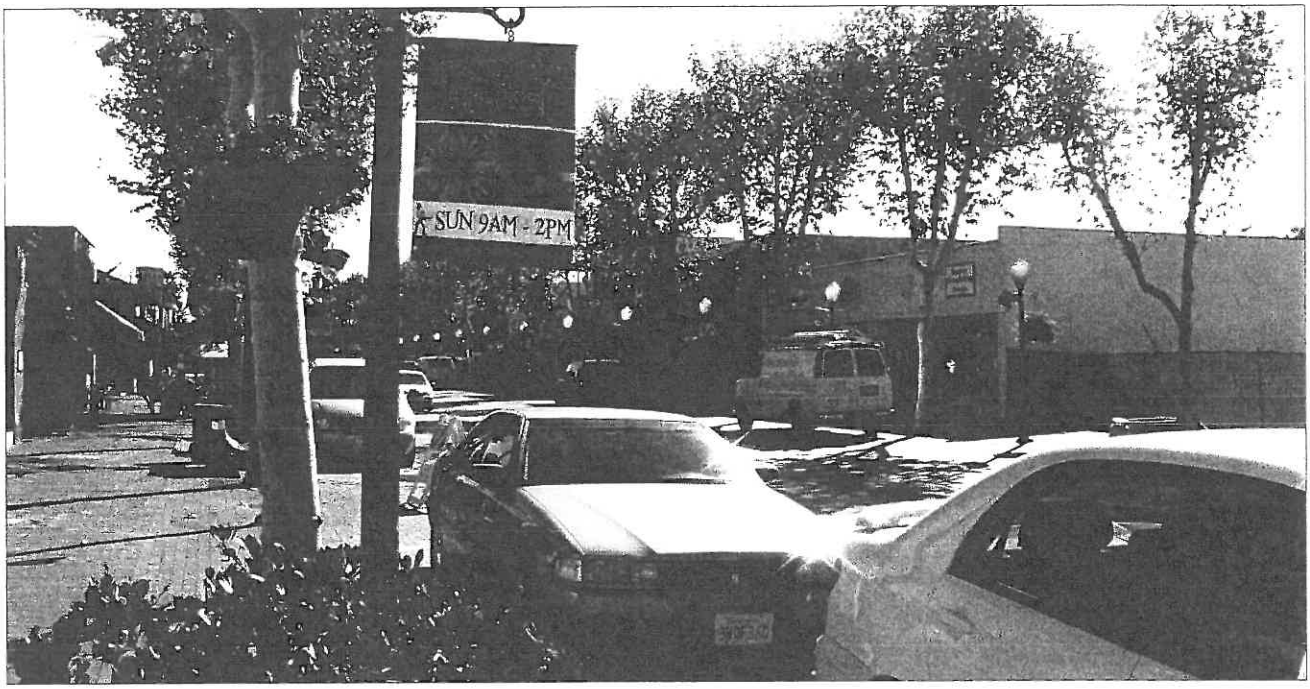

5 Downtown Parking Utilization Study

Project Information

Location
Garden Grove,, California

Client
City of Garden Grove

Client Contact Information
Monica Covarrubias
11222 Acacia Parkway,
Garden Grove, CA 92840
(714) 741-5144
monicac@ci.garden-grove.ca.us

IBI Group was contracted by the City of Garden Grove in 2002 and 2010 to perform a parking supply inventory, occupancy, and duration study for downtown Garden Grove. The existing downtown public parking lots serve adjacent land uses on Main Street, a historic area in the City of Garden Grove with a mixture of retail, commercial, and residential uses. The purpose of the study was to determine whether sufficient parking spaces in the immediate area were available to meet existing demand and to recommend operational strategies to improve conditions. The 2010 study was an update of the previous work efforts, allowing the city and IBI Group to examine how the parking supply was functioning with the implementation of the recommendations from the 2002 study.

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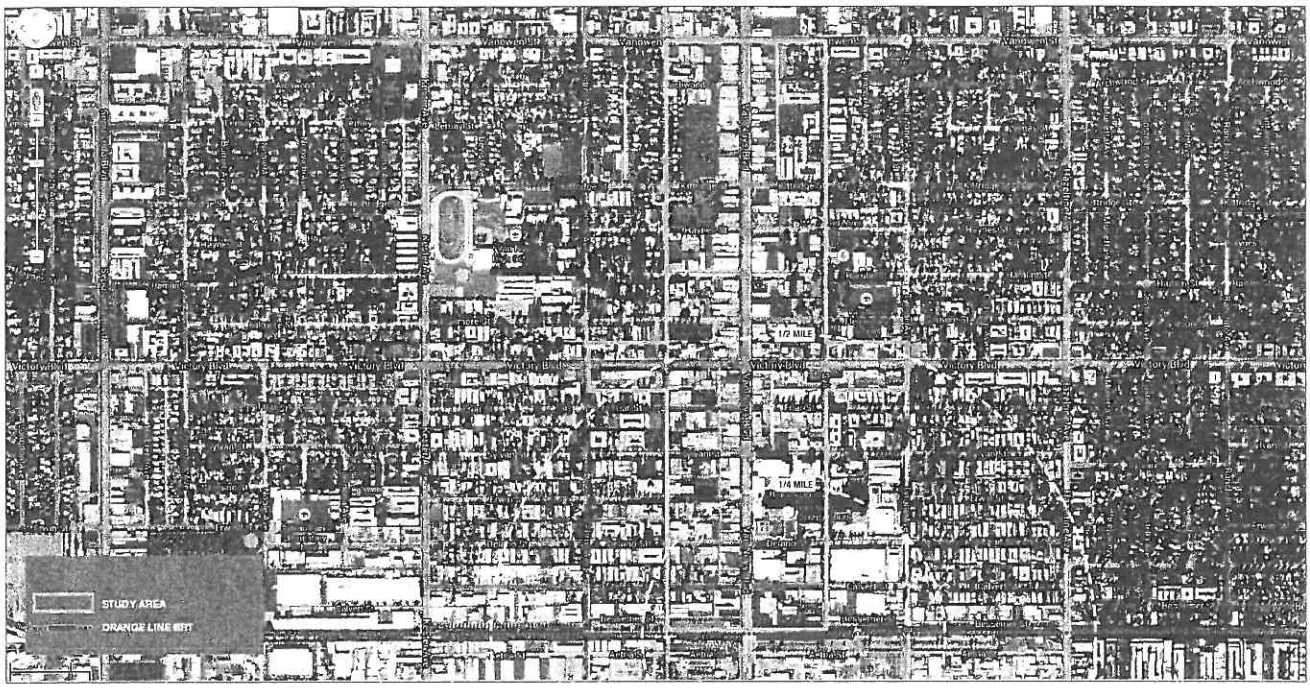

6 Van Nuys and Boyle Heights Parking Management Plans

Project Information

Location
Los Angeles, California

Client
Southern California Association of Governments

Client Contact Information
Haydee Urita-Lopez
City of Los Angeles Community Planning
(213) 928-1162
haydee.urita-lopez@lacity.org

IBI Group was recently selected by the City of Los Angeles to complete parking management plans for Van Nuys and Boyle Heights, two distinct communities within Los Angeles. Each study area functions as a neighborhood downtown, supporting a significant amount of commercial development that is served by on-street and off-street (public and private) parking supplies. The city recently adopted a modified parking requirements ordinance, which allows for new parking standards to be applied to existing and proposed development within certain districts of the city. This study effort is focused on developing the appropriate modified parking requirements for both communities. Examination of on-street parking demand, locations, and operations was an integral part of the analysis.

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Key Personnel 2

William Delo, AICP
Principal-in-charge

Mr. Delo is a Managing Principal of IBI Group and a Transportation Planner with over 16 years of experience in transportation planning and traffic engineering. Mr. Delo is an experienced project manager, responsible for the successful completion of numerous projects ranging from traffic and parking studies to regional multi-modal transportation studies. Of particular relevance to this assignment, Mr. Delo is the project manager for IBI's work in the communities of South Salt Lake, Van Nuys and Boyle Heights, and Oceanside. He has extensive experience leading projects that involve the planning and design of complete street principles, as well as detail traffic and transit operational analysis. These experiences highlight Mr. Delo's ability to identify parking solutions that are specifically tailored to the needs of each unique and diverse community.

Mike Arizabal
Project Manager

Michael Arizabal is a senior transportation planner with practical analysis and management experience. He has led the technical work for numerous transportation planning , traffic engineering, and parking projects in Southern California, and is an expert on all traffic analysis software and tools. Mr. Arizabal has a broad background of professional experience, focusing on transportation planning and traffic engineering, and specializing in site access/circulation, transit planning, active transportation application, technical reports in support of California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) documentation, parking management plans, data collection, and traffic impact analysis. Most recently, Mr. Arizabal led the Reformed Parking Standards Study in the City of Oceanside, which refined minimum parking standards and implemented alternative means of managing on and off-street parking for the purposes of increasing flexibility of infill development.

David Chew
Parking Lead

Mr. Chew is a Transportation Planner at IBI Group with 5 years of experience in transportation planning and traffic engineering. His experience in planning and engineering includes the preparation of specific plans, long range transportation plans, traffic impact analyses, and transportation modeling. His skills include geospatial analysis and data visualization with ArcGIS, transportation and land use planning, transit analysis, traffic modeling, parking studies and microsimulation.

Cathy Chea
GIS Lead

Ms. Chea is a Transportation Planner at IBI Group that specializes in the strategic planning and implementation of multimodal transportation projects. Her experience includes projects ranging from transit planning, complete streets and active transportation planning, multimodal corridor studies, TOD and station area planning, traffic impact studies, and parking studies. In addition, Ms. Chea's expertise also includes land use planning, geospatial analysis and data visualization with ArcGIS, and financial forecasting and analysis. Ms. Chea applies her background in both transportation and land use planning to design truly balanced and sustainable transportation systems.

Danielle Berger
GIS Support

Ms. Berger is a Transportation Planner with over five years of experience in planning and geospatial analysis. Her experience ranges from small-scale analysis of neighborhood mobility concerns to regional transportation issues , investment strategies, conceptual design and data analysis. Ms. Berger's area of expertise lies within mobility issues and data visualization and sustainable planning.

William Delo AICP
Principal-in-Charge

Mr. Delo is an Associate of IBI Group and a Transportation Planner with over sixteen years of experience in transportation planning, parking planning, and traffic engineering. Mr. Delo is an experienced project manager, responsible for the successful completion of numerous projects ranging from traffic and parking studies to regional multi-modal transportation studies.

Representative Experience

Van Nuys and Boyle Heights Modified Parking Requirements Study, Los Angeles, CA – Project Manager of this ongoing study developing new parking requirements for land uses in the Van Nuys and Boyle Heights communities in Los Angeles. New city regulations allow for modified parking requirements in neighborhood downtown areas. IBI is study current parking conditions and identifying potential refinements to the parking standards in these diverse communities.

Santa Ana Regional Transportation Center Parking Management Strategies Study, Santa Ana, CA – Project Manager of this study that is focused on the implementation of parking pricing for the Santa Ana Regional Transportation Center. IBI Group is tasked with identifying an appropriate pricing strategy for the station for existing and future conditions. Elements of the study included a focused meeting with current station tenants and a public workshop and surveys on-site.

Coast Highway Corridor Parking Study, Oceanside, CA – Project manager for this study examining the operational feasibility of implementing a road diet and parking management plan for the Coast Highway Corridor in Oceanside. The traffic analysis examines 2035 traffic volumes and land uses, consistent with a vision plan adopted for the corridor. The parking management plan is identifying revised parking standards, opportunity sites for public parking resources, and strategies for better managing parking demand in the corridor.

South Salt Lake Downtown Parking Plan, South Salt Lake, CA – Mr. Delo is the task lead for the parking and mobility tasks. The parking plan has identified new parking requirements for the downtown area, identified sites for new public garages, and refinements standards to reflect the availability of parking resources owned and operated by the city.

Metrolink Station Parking Management Strategies Study, Orange County, CA – Project Manager of this study, which identified parking management strategies for the 11 Metrolink commuter rail stations. Candidate strategies include pricing parking, improving mode of access options, technology, and parking management districts. The objective of the study was to identify a "toolkit" of potential strategies tailored to the existing and future environment at each station.

Education

B.A. (Environmental Analysis and Design), University of California, Irvine, 2000

Experience

2001-Present
IBI Group, Irvine, CA, Transportation Planner/ Associate

2000-2001
Civic Solutions, Inc. (City of Santa Monica, City of Ontario, City of Rancho Santa Margarita), Assistant Planner

1999-2000
Orange County Transportation Authority, Orange, CA, Assistant Transportation Analyst

Memberships & Registrations

American Planning Association

Certified Planner, American Institute of Certified Planners #019993

Mike Arizabal
Senior Transportation Planner/Project Manager

Michael Arizabal is a senior transportation planner with practical analysis and management experience. He has led the technical work for numerous multimodal transportation planning and traffic engineering projects in Southern California, and is an expert on all traffic analysis software and tools.

Mr. Arizabal has a broad background of professional experience, focusing on transportation planning and traffic engineering, and specializing in site access/circulation, transit planning, parking studies, parking demand management, corridor studies, active transportation application, technical reports in support of California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) documentation, and traffic impact analysis.

Representative Experience

Century Boulevard Reconstruction Project, Inglewood, CA – Mr. Arizabal served as the primary technical analyst on the Century Boulevard Reconstruction Project on behalf of the City of Inglewood and the Los Angeles County Metropolitan Authority. The purpose of the project was to enhance flow of traffic and increase level of safety for motorized vehicles and pedestrians alike. On-street parking demand was also analyzed to determine the number of spaces impacted by the roadway diet. Other benefits included improved security enforcement as a result of the improved lighting illumination in the area, reduction of excess fuel emissions, which improves air quality, and calmer traffic flows. The traffic analysis investigated opportunities and constraints to provide a corridor that was consistent with the City's "Complete Streets" objective and vision - streets that intertwine all modes of traffic (vehicular, bicycle, pedestrian) while promoting enhanced mobility and safety.

Coast Highway Development Incentive Overlay Zone, Reformed Parking Standards, Oceanside, CA – Served as the primary staff to prepare a technical memorandum to inform and recommend reformed parking standards to be included in the Coast Highway Overlay as an incentive for encouraging development and redevelopment within the corridor. Mr. Arizabal developed and justified reformed parking standards that were based on an assessment of parking demand, current requirements, and potential opportunities for new parking areas. The memorandum also identified recommendations for future programs/actions that the City should consider to better address parking management within the corridor. The memorandum utilized the City's Toolbox Parking Strategies such as pricing, transportation demand management programs, transit passes, unbundled parking costs, and shared parking districts.

Rancho Santiago Community College District, Santa Ana College Master Plan Traffic and Parking Study, Santa Ana, CA – Conducted traffic impact analysis and parking demand analysis for the proposed Master Plan build out of Santa Ana College in the City of Santa Ana. The traffic study identified the short- and long-term traffic impacts and

Education

B.S. (Civil Engineering)
Specialization in Transportation Information Control Systems
University of California, Irvine, CA, 2004

Experience

2015–Present
IBI Group, Irvine, CA, Senior Transportation Planner

2009–2015
AECOM, Orange CA, Senior Transportation Planner

2004–2009
LSA Associates, Inc.,
Irvine, CA, Transportation Engineer

Memberships

Institute of Transportation Engineers (ITE)

American Society of Civil Engineers (ASCE)

Orange County Traffic Engineering Council (OCTEC)

References

City of Costa Mesa SR-55 Access Analysis, Pritam Deshmuk, 714-754-5183

Century Boulevard Reconstruction, Keith Lockard, 310-412-5383

Tehachapi City-Wide Traffic Model, Jay Schlosser, 661-822-2200

determined mitigation as required for California Environmental Quality Act (CEQA) compliance and was prepared in accordance with the objectives and requirements of the City of Santa Ana's General Plan Circulation Element. Special analysis included a detailed site access evaluation and peak hour link analysis along study area roadway segments.

Metro Gold Line Phase 2B Parking Garages, Los Angeles, CA – Served as the primary staff for transportation, circulation, and parking analysis for the planned six Gold Line stations in the cities of Glendora, San Dimas, La Verne, Pomona, Claremont, and Montclair. Participated in the advanced conceptual engineering stage to determine access locations, internal parking structure circulation, and modes of access.

Los Angeles County Metropolitan Transportation Authority (LACMTA), Eastside Extension EIR/EIS, Los Angeles, CA – Assisting the environmental team by preparing the traffic and circulation impact analysis for the DEIR/DEIS. The traffic impact analysis evaluates intersection, highway, and roadway conditions for existing and future scenarios (with and without project), and any potential impacts to parking, bicycle/pedestrian facilities, freight, and transit. Mitigation measures to reduce or eliminate any impacts will be recommended.

Metro SR-710 North Parking Study, Long Beach, CA – Served as the primary technical analyst for the SR-710 North Parking Study. Oversaw the data collection effort that included on-street and off-street parking inventory, occupancy, and demand. The SR-710 alignment would displace a large amount of on-street parking and the parking demand analysis evaluated opportunities for additional parking areas based on a quarter-mile walking distance threshold. The parking analysis identified the number of parking spaces displaced and/or removed by the alignment and determined whether or not adequate supply existing within reasonable distances. In places where parking was displaced without any reasonable replacements, off-street parking lots were identified.

City of Anaheim, Fixed Guideway EIR/EIS, Anaheim, CA – Serving currently as the primary staff for traffic planning and operations for the Anaheim Fixed Guideway study. Conducted a technical review of the ridership forecasts for two project alternatives to determine preliminary traffic assignments and trip diversion. Currently preparing a traffic impact analysis consistent with the requirements of the City of Anaheim and Caltrans guidelines.

City of Garden Grove, Haster Basin Traffic and Parking Assessment, Garden Grove, CA – Conducted a preliminary traffic assessment for the Haster Basin and Pump Station Improvement project in the City of Garden Grove. Traffic issues such as parking, traffic operations, and parking design features were evaluated for the development of new soccer fields consistent with local zoning and transportation guidelines.

City of Placentia, Orange County Gateway (OCG) Draft EIS/EIR, Placentia, CA – Assisted the project team with the preparation of the traffic, transportation, pedestrian, and bicycle facilities section of the draft EIS/EIR. The analysis identified traffic and circulation impacts to state highways, local arterial streets, transit operations, and bicycle and pedestrian facilities within the OCG study area consistent with the CEQA guidelines Appendix G checklist. Measures of evaluation included daily traffic volumes, intersection levels of service (LOS), vehicular traffic delay estimates, rail volume and corresponding delay, transit disruption, and bicycle and pedestrian blockage. Project documentation was prepared in compliance with both the CEQA and the National Environmental Policy Act (NEPA).

David Chew
Transportation Planner/Parking Lead

Mr. Chew is a Transportation Planner at IBI Group with 5 years of experience in transportation planning and traffic engineering. His experience in planning and engineering includes the preparation of specific plans, long range transportation plans, traffic impact analyses, and transportation modeling. His skills include geospatial analysis and data visualization with ArcGIS, transportation and land use planning, transit analysis, traffic modeling, and microsimulation.

Representative Experience

Coast Highway Corridor Parking Study, Oceanside, CA – IBI Group is conducting corridor analysis of Coast Highway from State Route 76 to the southern City Limits. The objective of the study is to examine the operational feasibility of roundabouts and changes in lane configurations to create a more pedestrian-friendly corridor. The traffic analysis is examining 2035 traffic volumes and land uses, consistent with a specific plan adopted for the corridor. The parking management plan is identifying revised parking standards, opportunity sites for public parking resources, and strategies for better managing parking demand in the corriror.

Santa Ana Regional Transportation Center Parking Management Strategies Study, Santa Ana, CA – Santa Ana Regional Transportation Center (SARTC) is a multi-modal transportation center, serving Metrolink commuter rail, Amtrak, inter-city bus, and local bus travelers. The station also includes restaurants and city offices. Working with the City of Santa Ana, Mr Chew provided analysis of existing parking demand for the station and identified appropriate pricing strategies for the station for existing and future conditions.

Downtown Parking Management Plan, San Mateo, CA – Mr Chew worked with the City of San Mateo to provide short- and long-term strategies to allow for an adequate parking supply and financially sustainable operation of parking facilities in the downtown. As a planner, Mr. Chew reviewed prior parking analyses prepared for the city, reviewed existing parking management strategies, observed and confirmed current parking behaviors downtown, oversaw data aollection efforts, analyzed GIS mapping of data, and researched parking management practices in neighboring cities to serve as a comparable basis for recommendations.

MTC Value Priced Parking (VPP) Project, Oakland, CA – Mr Chew was an analyst working with the Metropolitan Transportation Commission (MTC) to conduct a regional policy analysis and develop a local jurisdiction toolbox. The Project's goal was to establish a regional parking database framework to structure the organization of and assess parking data; collect parking and related data; integrate data into the framework; build and use land use and transportation models to evaluate alternative approaches to regional parking pricing; and develop parking analysis tools for local jurisdictions.

Downtown Parking Management Plan, San Leandro, CA – Working with the City of San Leandro, Mr Chew provided policy analysis and opportunities for parking within downtown San Leandro. Responsibilities included collection and analysis of data, review of prior parking analyses and existing parking management strategies, and policy recommendations for opportunities.

Education

M.U.P. (Masters of Urban Planning), California State University, San Jose, CA 2013

B.A. (Environmental Analysis and Design), University of California, Irvine, CA 2008

Experience

2015-Present
IBI Group, Irvine, CA Transportation Planner

2012-2015
CDM Smith, San Francisco, CA Transportation Planner

2011-2012
City of San Jose, San Jose, CA, Transportation Modeling and Analysis Intern

Memberships

American Planning Association

Berkeley Value Priced Parking Study, Berkeley, CA – Mr Chew worked with the City of Berkeley and project stakeholders in project planning of the demand-responsive parking pricing pilot program for three commercial districts, development of related parking policies, and complete the planning phases of the FHWA-required Systems engineering Management Plan (SEMP) for Intelligent Transportation Systems (ITS) projects. Mr Chew's efforts included extensive outreach, the development of three pilot studies, the associated data collection plan, GIS mapping and analysis of data, assistance with the procurement of needed equipment, and implementation of the studies.

Downtown Parking Management Plan, Los Altos, CA – Mr Chew worked with the City of Los Altos to provide short- and long-term strategies to allow for an adequate parking supply and financially sustainable operation of parking facilities in the downtown. As a planner, Mr. Chew reviewed prior parking analyses prepared for the city, reviewed existing parking management strategies, observed and confirmed current parking behaviors downtown, oversaw data aollection efforts, analyzed GIS mapping of data, and researched parking management practices in neighboring cities to serve as a comparable basis for recommendations.

Metropolitan Bakersfield Transit Center Study, Bakersfield, CA – Mr. Chew worked with the Kern Council of Governments (Kern COG), in collaboration with Golden Empire Transit District (GET) and Kern Transit, to study and identify suitable locations for transit centers within Metropolitan Bakersfield. Mr. Chew provided support for deomographic analysis, review of existing transit network, assistance with public outreach, application of projected employment and population growth, and GIS mapping and analysis of data.

Roosevelt to Downtown HCT Project, Seattle, WA – Mr. Chew worked with the Seattle Department of Transportation (SDOT) to explore options for high capacity transit (HCT) along the Roosevelt to Downtown Corridor. The study evaluated all transit modes, including bus, rail, and pedestrian. Mr. Chew conducted a pedestrian analysis evaluating connectivity and overall quality of the pedestrian realm along the corridor.

Tri Delta Transit System Resdesign Title VI Equity Analysis, Antioch, CA – Mr. Chew conducted systemwide analysis and GIS mapping of ridership and demographic data for the Tri Delta Transit System Redesign Project. The purpose of the study was to analyze existing ridership and demographic data and the effects of a system redesign based on the Federal Transit Administration (FTA) Title VI requirements and guidelines.

BART Oakland Airport Connector New Service and Fare Title VI Equity Analysis, Oakland, CA – Mr. Chew conducted systemwide analysis and GIS mapping of ridership and demographic data for the BART Oakland Airtport Connector Project. The purpose of the study was to analyze the effect of the new service and fare change of the Oakland Airport Connector Project based on the Federal Transit Administrations (FTA) Title VI requirements and guidelines.

Cathy Chea
Transportation Planner/GIS Lead

Ms. Chea is a Transportation Planner at IBI Group with experience in parking studies, transit-oriented development (TOD) studies, multimodal planning, transit planning, and corridor analysis for various transportation projects in California. Her expertise includes transportation and land use planning, geospatial analysis and data visualization with ArcGIS, as well as financial forecasting and analysis.

Representative Experience

Transportation Planning

Van Nuys/Boyle Heights Parking Study, Los Angeles, CA – IBI Group was tasked with evaluating existing parking conditions and developing parking strategies that would allow for sustainable growth in the Van Nuys and Boyle Heights neighborhoods of Los Angeles. Each study area encompasses several Metro rail stations with different needs, opportunities, and constraints to manage parking. As a part of the project, Ms. Chea was responsible for providing technical support for the development of parking strategies that would manage parking demand as well as improve utilization and land use.

La Palma Parking Study, Anaheim, CA – IBI Group was tasked with conducting a parking study for a multi-family development project in the City of Anaheim. The purpose of the study was to examine the potential parking demand for the development project and to quantify an appropriate parking ratio. As a part of this project, Ms. Chea was responsible for analyzing parking occupancy and peak parking demand.

Central Pointe Station Master Plan, South Salt Lake, UT – IBI Group was tasked for developing the South Salt Lake Central Pointe Transit Station Area Master Plan. The transit station is a major transit hub for South Salt Lake County and represents one of the most transit rich environments along the Wasatch Front. Three TRAX light rail lines serve this station as well as the S-Line streetcar system and several heavily utilized bus routes. For this project, Ms. Chea was responsible for analyzing parking supply and demand to develop a set of parking management strategies optimize the utilization of parking resources. These parking management strategies include determining optimal ratio requirements, parking rates, shared parking, and more.

West Carson TOD Specific Plan, West Carson, CA – IBI Group was tasked with developing the Mobility Element of the West Carson TOD Specific Plan. The focus of the Specific Plan is to identify strategies that would leverage existing transportation infrastructure and lay the groundwork for future mobility enhancements. For this project, Ms. Chea was responsible for analyzing existing conditions relating to the street, transit, bicycle, and pedestrian network, as well as identifying strategies that would improve multimodal connections within the area and increase transit ridership. This task included analyzing existing on-street and off-street parking supply and mapping the data via ArcGIS. The projects also involved providing in-depth corridor analyses, developing street design concepts, identifying land use and

Education

Masters of Urban and Regional Planning,
University of California, Irvine 2014

Bachelor of Arts Psychology,
University of California, Los Angeles, 2005

Experience

2014–Present

IBI Group, Irvine, CA, Transportation Planner

2013–2014

Long Beach Transit, Service Development Intern

2013

City of Sacramento, Community Development Intern

2008–2012

Bio-Rad Laboratories, Financial Analyst

Memberships

Women's Transportation Seminar

American Planning Association

transportation policies to facilitate a safe and efficient multimodal network, as well as developing parking management and transportation demand management (TDM) strategies.

Franklin Street Corridor Analysis, Portland, ME – The City of Portland Maine is interested in redesigning the Franklin Street corridor, a major arterial traversing the city. The goal of the project is to redesign the corridor so it can better serve vehicular traffic, pedestrians, and other modes of transportation, while creating opportunities for economic development and strengthening the urban character of the corridor. For this project, Ms. Chea was tasked with evaluating the multimodal level of service (MMLOS) for each of the design alternatives. The analysis included the evaluation of pedestrian, bicycle, transit, and vehicular traffic flow.

Riverside Streetcar Feasibility Study, Riverside, CA – The City of Riverside is interested in studying the feasibility of implementing a streetcar system that would connect the community with various key destinations throughout the City. Ms. Chea was responsible for analyzing the land use compatibility, noise impacts, connectivity to existing transit, as well as circulation and traffic impacts for each of the proposed streetcar routes. Ms. Chea was also responsible for providing geospatial land use analysis using ArcGIS.

Long Beach Transit Safety Study, Long Beach, CA – Ms. Chea managed a transit safety study for Long Beach Transit that identified six high accident risk corridors throughout the City. She was responsible for identifying locational patterns of transit accidents using ArcGIS. The study also evaluated the correlation between vehicle type, accident type, and accident frequency. As a result of the study, the transit agency developed a new training plan for transit operators that focused on transit safety measures along the high accident risk corridors.

Wilshire Avenue Bicycle Boulevard, Fullerton, CA – The City of Fullerton is proposing a bicycle boulevard along Wilshire Avenue near downtown Fullerton. The City is interested in studying various potential traffic calming strategies for the corridor and their associated impacts on traffic. As a part of the project, Ms. Chea was responsible for facilitating public outreach and providing technical support for the development of the bicycle boulevard design concepts.

L.A. Metro TOD Toolkit, Los Angeles, CA – The Los Angeles County Metropolitan Transportation Authority (Metro) is interested in creating a TOD best practices toolkit that will provide local jurisdictions with planning and policy strategies to support TODs and reduce GHG emissions. The TOD toolkit is part of a larger regional planning strategy that could potentially transform LA County's regional land use and transportation landscape. In this on-going project, Ms. Chea was responsible for facilitating advisory forums with various City Planning Staff throughout LA County, as well as providing technical support for the creation of the TOD Best Practices and Implementation User Manual.

Yucaipa Circulation Element, Yucaipa, CA – IBI Group was tasked with updating the Circulation Element for the City of Yucaipa's General Plan. The City wishes to incorporate the principles of "Complete Streets" into their updated plan and look for ways to promote multimodal and active modes of transportation. For this project, Ms. Chea was responsible for providing technical support in the analysis of the City's existing circulation network and for drafting the Circulation Element of the General Plan update.

Danielle Berger
Transportation Planner/GIS Support

Ms. Berger is a Transportation Planner with experience in planning and geospatial analysis. Her experience ranges from small-scale analysis of neighborhood mobility concerns to regional transportation issues, investment strategies, conceptual design and data analysis. Ms. Berger's area of expertise lies within data visualization, transportation, and sustainable land use planning.

Representative Experience

Highpark Development, Los Angeles, CA – Ms. Berger managed the development, design, and implementation of an interactive asset infrastructure webmap for iStar's Highpark Development in Los Angeles, CA. Ms. Berger wrote the scope of work for the task order, which included CAD to GIS data conversion and storage and webmap design using ArcGIS Online. The final product will allow for the visualizaiton of utilities, parcel data, and other relevant development information.

Improving Bus Operations and Traffic (IBOTS) – Ms. Berger provided traffic analysis and transit analysis support for the identification of corridors recommended for Transit Signal Priority (TSP) implementation across the San Diego region. Ms. Berger managed the outreach portion of the project, which included multi-format surveys, agency meetings, and stakeholder presentations. The project identifies the best locations throughout the region to implement TSP on existing local bus routes. The project works with in collaboration with the region's transit operators and local jurisdictions to identify corridors that would benefit from TSP implementation. The project will develop a cost – benefit analysis to determine the best locations to implement TSP from a cost and operational standpoint.

Syracuse Regional Transit Study – Ms. Berger provided GIS analysis of existing conditions in Syracuse, NY for the identification of transit improvement corridors as part of the Syracuse Regional Transit Study. The analysis looked at a variety of socio-economic characteristics to identify transit dependent populations and commuting patterns as well as existing transit routes and forecasted population and employment growth to implement new transit corridors. The study builds upon the analysis and findings of the 2014 Syracuse Transit System Analysis completed by the New York State Department of Transportation as a component of The I-81 Challenge. The goal of the project was to develop a strategy to assist the Syracuse metropolitan area in achieving a balanced transportation system that supports economic growth, improves quality of life, and supports the vision of the communities it serves.

I-805/47th Street Bus Rapid Transit and Light Rail PSR-PDS, San Diego, CA – Ms. Berger provided transit and traffic analysis for the SANDAG I-805/47th Street Bus Rapid Transit and Light Rail PSR-PDS project. The project examines the role and function of the new I-805 BRT/Orange Line trolley station at 47th Street, both in terms of a regional transfer facility between the Orange Line/planned BRT station and local bus routes, and as an access point to the planned BRT for the

Education

Master of Science in Urban Planning, Columbia University, New York, NY, 2013. Thesis - A GIS Suitability Analysis of the Potential for Rooftop Agriculture in New York City

Bachelor of Arts (Geographic Information Systems, English and Geography), University of Toronto, Toronto, ON, 2009

Experience

2015 – Present
IBI Group, San Diego

2014 – 2015
Kleinfelder, San Diego, CA, GIS Analyst

2013 – 2013
Metrolinx an Agency of the Provincial Government of Ontario, Toronto, ON , GIS Analyst

2011 – 2013
Urban Design Lab, The Earth Institute, New York, NY, GIS Specialist & Planner

2010 – 2011
Canadian Urban Institute, Toronto, ON, GIS Analyst & Planner

2009 – 2010
University of Toronto, Toronto, ON, Geographic Data Processor

Teaching Experience

2012 – 2013

Columbia University, New York, NY, Introduction to GIS (graduate-level) Teaching Assistant

Membership & Registration

American Planning Association

Institute for Sustainable Infrastructure, Envision Sustainability Professional, 2014

Women's Transportation Seminar

surrounding communities. Ms. Berger examined alternative bus route options, reviewed and modified technical engineering drawings for map creation, analyzed transit ridership data, and existing and forecasted traffic volumes at the major intersections within the study area. Findings were presented as a technical memorandums, maps and technical drawings.

Los Angeles Metro Freeway Beautification Project, Los Angeles, CA – Ms. Berger served as the GIS/data visualization lead for the Los Angeles Metro Freeway Beautification Project that identified Los Angeles freeway 'hot spots', based on areas of high visibility and congestion. These hot spots were then further evaluated based on graffiti, litter, and landscaping, to determine which freeway segments should be included in Metro's Freeway Beautification Program. Ms. Berger was responsible for data collection, analysis, methodology development, visualization, QA/QC, and technical writing. The end product will be an interactive map that identifies segments of the Los Angeles freeway that will participate in the Freeway Beautification Program. This project has been selected to be presented at the 2016 ESRI User Conference in San Diego, CA.

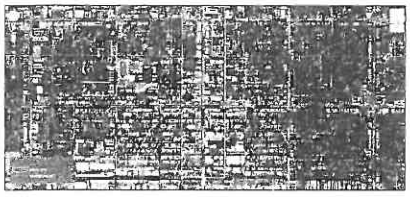
Orange County Transit Authority Streetcar Project, Santa Ana, CA – Ms. Berger provided land use planning support and data visualization for the FY16 Federal Transit Administration New Starts Application for the OCTA Streetcar Project in Santa Ana, CA. HDR is the prime consultant on the project. Ms. Berger used GIS to display and extract land use and demographic data including employment, population and dwelling units for the proposed streetcar corridor and individual station areas.

Regional Mobility Hubs Implementation Strategy, San Diego, CA – Ms. Berger provided planning support and analysis for the Regional Mobility Hubs Implementation Plan for San Diego County and Imperial Valley. This project will be led by SANDAG in conjunction with the Imperial County Transportation Commission (ICTC). The focus of the plan is to develop recommended improvements, conceptual designs, and implementation strategies for different mobility hub station place types for both regions. Mobility hubs provide an integrated suite of transportation services, supporting amenities, and urban design enhancements that reduce the need for single occupant vehicle trips by increasing first mile/last mile access to high-frequency transit stations. Mobility hubs can help maximize the capital investment in transit services and support the region's emphasis on smart growth and transit-oriented development. To date Ms. Berger has written the sub-contractor contracts, created the project timeline for all project tasks, wrote the Existing Plans Document review technical memorandum, has begun database design and management for the geospatial data that will be used in selecting mobility hub site locations, and created material for public outreach activities including agency workshops and an online interactive webpage.

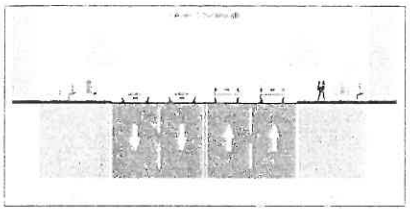
Mobility Solutions for Environmental Justice Communities, San Diego, CA – Ms. Berger provided data analysis support and report creation for the existing conditions section of the environmental justice communities mobility solutions report for City Heights. The study is overseen by SANDAG and is on-going. City Heights is a low-income neighborhood of San Diego with a young population where many residents are non-English speakers. There is a need to identify and find solutions to mobility issues for this community. Existing mobility infrastructure and services were visualized and analyzed to identify gaps such as limited bus service, incomplete bike networks and dangerous walking paths. Passenger data was used to create heat maps and focus group feedback was incorporated into the report. The end product of the study will be a toolkit which can be applied to other environmental justice communities to identify and address mobility issues.

Downtown Layover/Office Building Alternatives Screening Report, San Diego, CA – Ms. Berger provided visualization support for the Downtown Bus Layover/Office Building Alternatives report overseen by SANDAG. Graphics included site photographs, land use maps, aerial imagery and route graphics. Ms. Berger was responsible for the accurate visualization of on-the-ground conditions. The report will be used for site selection for a future bus layover facility and the possible site for SANDAG's new offices with an option for retail and residential units.

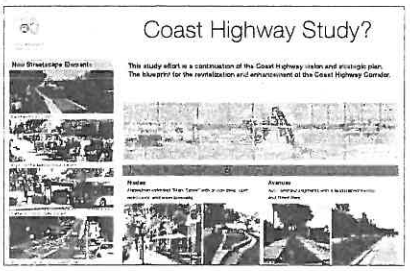
References 3



1. **Client:** City of Los Angeles
   Contact: Haydee Urita-Lopez, City of Los Angeles Community Planning
   Address: 201 N Figueroa St #4, Los Angeles, CA 90012
   Email: haydee.urita-lopez@lacity.org
   Telephone: (213) 978-1162



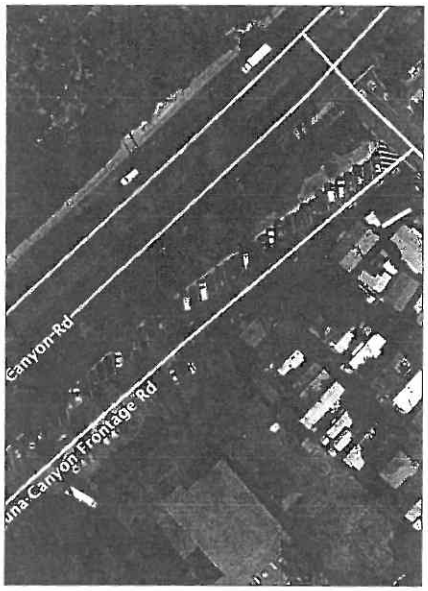
2. **Client:** Placeworks
   Contact: Karen Gulley
   Address: 3 MacArthur Place, Santa Ana, CA 92707
   Email: kgulley@placeworks.com
   Telephone: (714) 966-9220



3. **Client:** City of Oceanside
   Contact: John Amberson
   Address: 300 North Coast Hwy Oceanside, CA 92054
   Email: jamberson@ci.oceanside.ca.us
   Telephone: (760) 435-5091

Scope of Work 4

Project Understanding



A multifaceted challenge faced by many communities and downtowns is parking. The majority of downtown businesses in Laguna Beach were permitted before the City adopted minimum off-street parking requirements. As a result, these businesses do not provide any off-street parking and rely solely on existing on-street parking supply to accommodate demand. This interaction, along with the influx of visitors, has resulted in parking deficiencies throughout the downtown area.

The City is presently undergoing a comprehensive update of the Downtown Specific Plan. The Downtown Specific Plan, in conjunction with the Municipal Code, regulates the minimum parking requirements for new development and redevelopment projects in the downtown area. In order to ensure that optimal parking ratios are incorporated into the plan, the City is in need of current data and corresponding analysis related to actual parking demand in the study area.

The City needs to understand actual parking demands specific to Downtown Laguna Beach to inform minimum parking requirements and to identify strategies for accommodating additional growth and flexibility in land uses. IBI Group is well-suited to conduct this parking demand

study, given the firm's knowledge of the relationship between parking and land use and expertise in parking demand and management studies downtown areas. In addition to developing the parking demand study and recommending parking requirements, the management of parking spaces is paramount in our approach to ensure optimal utilization and operation.

Our firm understands not only the parking side of the planning challenge that exists, but also the land use, urban design, and transportation challenges that will need to be addressed to ensure a successful demand study. Furthermore, IBI Group understands the level of coordination needed with City staff, residents, the surrounding business community, and other interested stakeholders to determine parking needs and to tailor our approach based on the unique nature of Downtown Laguna Beach.

IBI recently completed a Reformed Parking Standards Study for the Coast Highway Development Incentive Overlay Zone for the City of Oceanside in which the principal goal was to refine minimum parking standards and to implement alternative means of managing on and off-street parking for the purpose of increasing flexibility for infill and redevelopment with specialized parking requirements consistent with the City's Vision Plan. This project highlights our experience working in a coastal community and analyzing downtown parking demands in the unique coastal community setting.

IBI's approach is to identify fiscally and environmentally sustainable recommendations and strategies that meet the needs of the City, visitors, businesses, and residents based on sound data collection and our experience with similar projects.

Our work plan is presented below and is tailored to fulfill the objectives outlined above.

Scope of Work

Task 1: Existing Parking Facilities Supply and Demand

Task 1A: Administration, Management, and Kick-Off Meeting

The project management effort will be led by Mike Arizabal, our Project Manager, and William Delo, our Principal-in-Charge, who will serve as the primary points of contact for City staff and will be responsible for the deliverables submitted under this assignment. The project management effort will be ongoing throughout the duration of the project. This task includes oversight of the consultant team and the administrative tasks required to support the overall work effort.

Our first order of work will be to schedule a project kick-off meeting with the City' staff and urban planning consultant (MIG) for the Downtown Specific Plan Update after receiving the notice to proceed (NTP). This meeting will have the purpose to introduce the team, confirm goals/desires/objectives, and establish lines of communication and procedures/protocol. The kick-off meeting will also present an opportunity to refine parking demand metrics as they relate to the project goals and objectives. It is anticipated that this meeting will be the forum to present and discuss project issues, to review scope and schedule, and to determine if any refinements to the work plan are necessary.

Task 1A: Baseline Parking Conditions Evaluation

IBI Group will review all existing parking documentation and information (all pertinent planning documents and parking studies to be provided by the City) with the intent to identify any missing gaps in data. With over twenty documents and studies, IBI Group will compile and organize the data into a format that the City can use to facilitate decision-making.

TASK 1 DELIVERABLES

- *Provide Kick-off Meeting notes to the City*
- *ArcGIS shapefile, map, and table documenting existing on-street inventory (public and private) parking spaces in the study area*
- *ArcGIS shapefile, map, and table documenting existing off-street inventory (public and private) parking spaces in the study area*
- *ArcGIS shapefile a, map, and table documenting existing land use inventory, including location, type, size, and building occupancy*
- *Technical memorandum summarizing existing land use and parking conditions in the form of graphs, tables and maps.*

Task 1B: Parking Inventory

For this task, the IBI team will conduct an existing conditions assessment of on-street and off-street parking in the Downtown Specific Plan area. The off-street assessment shall include not only the location and number spaces, but will also any parking regulations imposed by the City, such as price, span of operation, and access. The on-street parking inventory will document all curb-side regulations, including, but not limited to no parking areas, loading zones and bus stops. IBI will compile and document existing on-street and off-street parking (with geocodes) via an ArcGIS shapefile and database to be provided to the City.

Task 1B: Land Use Inventory

Adjacent land use often influences the functionality and character of the street environment with parking supply and demand being dictated primarily by the surrounding built environment. In order to determine actual parking demand, an inventory of all land uses by location, type, and size is necessary.

This assessment shall include zoned use, existing use, and building footprint by square footage. It will also provide data regarding whether the site is currently occupied or vacant. The IBI team shall leverage the City's existing data to determine zoning, parcel size, and building footprint. To ascertain building occupancy of each parcel, a field survey will be conducted as a part of the parking occupancy counts. Survey teams will observe whether each parcel is occupied by tenants or is vacant. Data from this survey will be used in order to determine actual parking demand levels per land use. We will compile and document the results of this assessment via an ArcGIS shapefile and database, which will be provided to the City.

Task 2: Parking Utilization and Data Analysis

Task 2A: Parking Utilization (Data Collection)

IBI will conduct a data collection survey of all the public and private, on and off-street parking spaces identified as part of Task 1 to evaluate existing parking utilization during the non-summer and summer periods. IBI Group has assumed conducting the summer (August) and non-summer (September) hourly parking counts during a typical weekday (Wednesday) and a weekend day (Saturday) for 12 hours from 8:00 AM to 8:00 PM. This time period is anticipated to capture the parking profile of the Downtown Laguna Beach area.

Special attention will be made to ensure the validity of the counts by avoiding holidays, special events and construction. The non-summer period will be counted while adjacent schools are in session. IBI will also leverage any available data in conjunction with the annual Downtown Laguna Beach and Laguna Canyon Road Parking Occupancy (Count) Data Collection (Existing Public Parking Conditions on a Weekday (Wednesday) and Saturday during the 2016 Summer Festival Season).

Task 2B: Data Analysis

Based on the data collection effort, IBI will analyze the data to determine the parking demand as it relates to land use, beach amenities and festival activities in the study area. The analysis will utilize the following parking demand metrics:

- Occupancy
- Duration of stay
- Turnover
- Stays of 5 hours or more
- Number of unique vehicles
- Rate of Violation
- Moving to evade

TASK 2 DELIVERABLES

- *Determine parking utilization for on-street parking spaces (public and private) during non-summer months (one weekday and one weekend day)*
- *Determine parking utilization for off-street parking spaces (public and private) during non-summer months (one weekday and one weekend day)*
- *Provide parking supply data for on and off-street parking spaces organized by location, type and accessory use*
- *Determine parking ratios for Built Supply and Actual Demand*
  - *Actual Built Ratio of available parking stalls, in relation to total built land uses in the Downtown Laguna Beach study area*
  - *Actual Current Demand Ratio for parking stalls per total built land uses in the Downtown Laguna Beach study area based on actual usage data from the "typical day" survey.*

It should be noted that the metrics of number of unique vehicles, rate of violation, and moving to evade will be discussed during the kick-off meeting and may be refined based on applicability to project goals and objectives.

IBI Group will reference the land use inventory (built versus occupied square footage) in Task 1B to derive both the actual built ratio of parking supply spaces and the actual current demand ratio. The actual built ratio will be determined based on available parking stalls in relation to the total built land uses in the study area. The actual current demand ratio will be a function of parking stalls per total built land uses in the study area based on the actual usage data from the typical day surveys.

These parking ratios will be compared to the existing City parking ratios in order to determine a recommended blended demand rate for minimum parking requirements.

TASK 3 DELIVERABLES

- *Preliminary Findings Memo to City Staff for review with the Planning Commission*
- *Draft Report (including PowerPoint presentation) to Planning Commission (1 meeting)*

Task 3: Preliminary Findings and Draft Report

IBI Group will provide a complete, clear, and concise memorandum that documents all the findings from Tasks 1 and 2, including tables, maps, and/or other graphics. The memorandum format and structure will lean towards one that is easily digestible by City Staff and the Planning Commission to facilitate the decision-making process. IBI will provide one round of preliminary findings for review and comment from City Staff and the Planning Commission.

Based on comments received on the preliminary findings memorandum, IBI Group will then prepare a Draft Report to submit to the Planning Commission. As part of the Draft Report, our firm will provide a PowerPoint presentation that highlights all the key issues and findings of the actual parking demand analysis with the intent to engage the Planning Commission regarding potential solutions.

TASK 4 DELIVERABLES

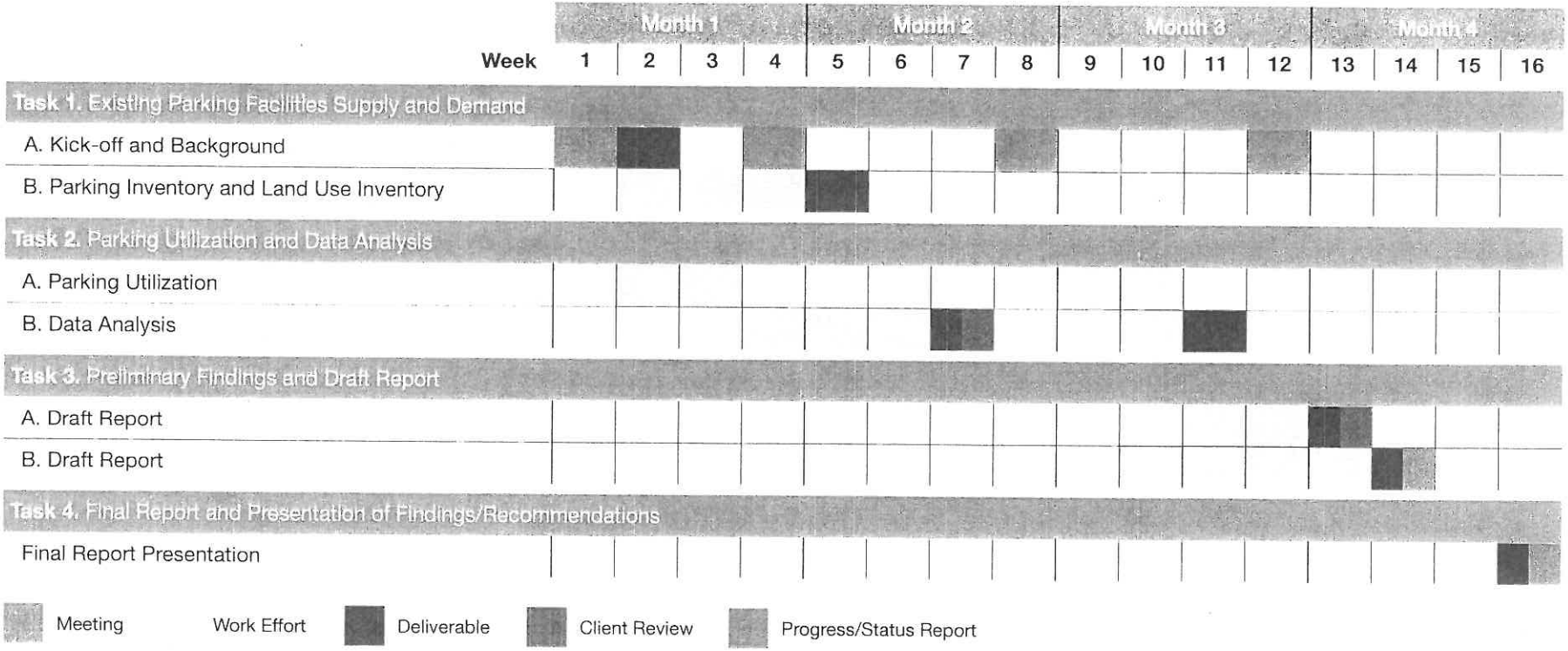
- *Final Report*
- *Presentation of findings and recommendations (including PowerPoint presentation) to the Planning Commission and City Council (2 meetings)*

Task 4: Final Report and Presentation of Findings/Recommendations

IBI Group intends to incorporate any comments made by City Staff and/or the Planning Commission on the Draft Report to develop and submit the Final Report. The Final Report is anticipated to include recommendations of blended parking rates, site-specific parking rates, strategies for accommodating additional growth and flexibility in land uses, and to optimize usage of parking resources. IBI will provide one round of Final Report for review and comment from City Staff and the Planning Commission.

Once concurrence is received on the Final Report, IBI Group will present at up to two (2) meetings the findings and recommendations via PowerPoint to the Planning Commission and City Council. IBI Group will provide up to ten (10) Final Report hard copies, and one (1) electronic (Word and PDF) of the Final Report and PowerPoint presentation.

Schedule


Month 1
Month 2
Month 3
Month 4
Week
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16
Task 1. Existing Parking Facilities Supply and Demand
A. Kick-off and Background
B. Parking Inventory and Land Use Inventory
Task 2. Parking Utilization and Data Analysis
A. Parking Utilization
B. Data Analysis
Task 3. Preliminary Findings and Draft Report
A. Draft Report
B. Draft Report
Task 4. Final Report and Presentation of Findings/Recommendations
Final Report Presentation
Meeting
Work Effort
Deliverable
Client Review
Progress/Status Report

Cost Proposal 5

	William Delo Principal-in-charge	Mike Arizabal Project Manager	David Chew Parking Lead	Cathy Chea GIS Lead	Danielle Berger GIS Support	Total Hours	Total Labor Fees
	$221	$148	$100	$82	$80		
Task 1. Existing Parking Facilities Supply and Demand							
A. Kick-off and Background	4	4	2	2		12	$1,842
B. Parking Inventory and Land Use Inventory		12	32	40	40	124	$11,446
Task 2. Parking Utilization and Data Analysis							
A. Parking Utilization	2	4	16			22	$2,633
B. Data Analysis	4	8	40	24	24	100	$9,948
Task 3. Preliminary Findings and Draft Report							
A. Draft Report	4	12	16	24	12	68	$7,189
B. Draft Report	4	8	16	8	4	40	$4,644
Task 4. Final Report and Presentation of Findings/Recommendations							
A. Final Report	8	16	16	24	12	76	$8,667
B. Presentation	2	4	4	4	2		
Total Hours by Staff	26	68	142	126	94	456	
Total Direct Costs	$5,751	$10,064	$14,179	$10,352	$7,486		$47,851
Firm Totals							$47,851

Total Project Expenses	
Parking Inventory/Utilization	$49,000
Meeting Supplies	$500
Travel/Mileage	$500
Printing and Communications	$1,000
Misc	$500
Subtotal	**$51,500**
Total Project Cost	**$99,351**

IBI Group

August 3, 2016

Revised Scope of Work and Cost Proposal

Scope of Work

Task 1: Existing Parking Facilities Supply and Demand

Task 1A: Administration, Management, and Kick-Off Meeting

The project management effort will be led by Mike Arizabal, our Project Manager, and William Delo, our Principal-in-Charge, who will serve as the primary points of contact for City staff and will be responsible for the deliverables submitted under this assignment. The project management effort will be ongoing throughout the duration of the project. This task includes oversight of the consultant team and the administrative tasks required to support the overall work effort.

Our first order of work will be to schedule a project kick-off meeting with the City' staff and urban planning consultant (MIG) for the Downtown Specific Plan Update after receiving the notice to proceed (NTP). This meeting will have the purpose to introduce the team, confirm goals/desires/objectives, and establish lines of communication and procedures/protocol. The kick-off meeting will also present an opportunity to refine parking demand metrics as they relate to the project goals and objectives. It is anticipated that this meeting will be the forum to present and discuss project issues, to review scope and schedule, and to determine if any refinements to the work plan are necessary.

Task 1A: Baseline Parking Conditions Evaluation

IBI Group will review all existing parking documentation and information (all pertinent planning documents and parking studies to be provided by the City) with the intent to identify any missing gaps in data. With over twenty documents and studies, IBI Group will compile and organize the data into a format that the City can use to facilitate decision-making.

Task 1B: Parking Inventory

For this task, the IBI team will conduct an existing conditions assessment of on-street and off-street public and private parking in the Downtown Specific Plan area. The off-street assessment shall include not only the location and number spaces, but will also any parking regulations imposed by the City, such as price, span of operation, and access. The on-street parking inventory will document all curb-side regulations, including, but not limited to no parking areas, loading zones and bus stops. It is anticipated that some of this background data would be available from the Downtown Laguna Beach and Laguna Canyon Road Parking Occupancy (Count) Data Collection effort led by the City. IBI's efforts will focus on compiling and documenting existing on-street and off-street parking (with geocodes) via an ArcGIS shapefile and database to be provided to the City.

Deliverables

- *Provide Kick-off Meeting notes to the City*
- *ArcGIS shapefile, map, and table documenting existing public on-street inventory parking spaces in the study area*
- *ArcGIS shapefile, map, and table documenting existing off-street inventory (public and private) parking spaces in the study area*

Task 2: Parking Utilization and Data Analysis

Task 2A: Parking Utilization (Data Collection)

The data collection effort is organized to utilize planned counts ordered by the city for the 2016 Summer Festival Season for on-street and off-street public parking. Given the availability of this data, IBI's data collection effort will focus on the following time periods:

- Private off-street parking for summer months (conducted prior to Labor Day 2016)
- Public on-street/off-street parking and private off-street parking for non-summer months (conducted after Labor Day 2016)

IBI Group has assumed conducting the summer (August) and non-summer (September) hourly parking counts during a typical weekday (Wednesday) and a weekend day (Saturday) for 12 hours from 10:00 AM to 10:00 PM. This time period is anticipated to capture the parking profile of the Downtown Laguna Beach area and is consistent with the Summer Festival Downtown and Laguna Canyon Road counts. Special attention will be made to ensure the validity of the counts by avoiding holidays, special events and construction.

Task 2B: Data Analysis

Based on the data collection effort, IBI will analyze the data to determine the parking demand as it relates to land use, beach amenities and festival activities in the study area. The analysis will utilize the following parking demand metrics:

Occupancy

Duration of stay

Turnover

Stays of 5 hours or more

Number of unique vehicles

Rate of Violation

Moving to evade

It should be noted that the metrics of number of unique vehicles, rate of violation, and moving to evade will be discussed during the kick-off meeting and may be refined based on applicability to project goals and objectives. The data analysis will also include observed trends and the identification of parking deficiencies and any under or over utilized facilities.

Task 2C: Technical Memorandum

IBI Group will provide a complete, clear, and concise memorandum that documents the parking data collected from Tasks 1 and 2, which will including tables, maps, and/or other graphics. The memorandum format and structure will lean towards one that is easily digestible by City Staff and the Planning Commission to facilitate the decision-making process. IBI will prepare a draft memorandum and has budgeted for one round of review and comment from City Staff and the Planning Commission.

Based on comments received on the preliminary findings memorandum, IBI Group will then prepare a final memorandum that could either serve as the conclusion of this study effort, or as the foundation for a second phase of analysis and development of recommendations for minimum parking requirements, blended parking requirements, and parking management strategies. This second phase of work is not included in the current scope of work. As part of the preparation of this draft memorandum, IBI Group will present at

up to two (2) meetings the findings and recommendations via PowerPoint to the Planning Commission and City Council. IBI Group will provide one (1) electronic (Word and PDF) version of the memorandum and PowerPoint presentation.

Deliverables

- *Determine parking utilization for on-street parking spaces (public) during non-summer months (one weekday and one weekend day) and summer month (one weekday and one weekend day)*
- *Determine parking utilization for off-street parking spaces (public and private) during non-summer months (one weekday and one weekend day) and summer month (one weekday and one weekend day)*
- *Provide parking supply data for on and off-street parking spaces organized by location, type and accessory use*
- *Provide a condensed technical memorandum, including summaries of parking utilization in the form of graphs, tables, maps, as well as observed parking trends and parking deficiencies and identification of under/over utilized facilities.*
- *Presentation of findings (including PowerPoint presentation) to the Planning Commission and City Council (2 meetings total)*

		IBI Group					Totals	
	Title	Project Principal	Project Manager	Parking Lead	GIS Lead	GIS Support		
	Staff	B. Delo	M. Arizabal	D. Chew	C. Chea	D. Berger		
	Billing Rate	$221	$148	$100	$82	$80	Hours	Fees
	Task Description							
Task 1	**Existing Parking Facilities Supply & Demand**							
	A. Kick-Off Meeting	2	4	2	2		10	$1,400
	B. Parking Inventory		6	12	8	28	54	$4,975
	SUBTOTAL	**2**	**10**	**14**	**10**	**28**	**64**	**$6,374**
Task 2	**Parking Utilization & Data Analysis**							
	A. Parking Utilization (Data Collection)	2	4	16			22	$2,633
	B. Data Analysis	4	8	40	16	24	92	$9,291
	C. Technical Memorandum	4	12	16	10	12	54	$6,039
	SUBTOTAL	**10**	**24**	**72**	**26**	**36**	**168**	**$17,963**
	Total Project Person Hours	**12**	**34**	**86**	**36**	**64**	**232**	
	Total Project Fees (Labor+Overhead+Profit)	$2,654	$5,042	$8,587	$2,958	$5,096		**$24,337**
	Total Project Expenses							
	Parking Inventory/Utilization $25,000							
	Meeting Supplies $0							
	Travel/Mileage $75							
	Printing and Communications $50							
	Misc $0							
	SUBTOTAL EXPENSES							$25,125
	TOTAL PROJECT COST							**$49,462**