



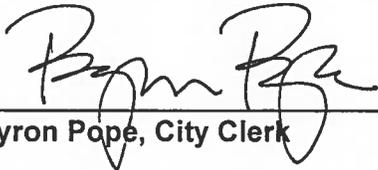
**Beverly Hills City Council Liaison / Traffic & Parking Commission
Committee will conduct a Special Meeting, at the following time and place,
and will address the agenda listed below:**

**CITY HALL
455 North Rexford Drive
4th Floor Conference Room A
Beverly Hills, CA 90210**

**Thursday, September 7, 2017
3:30 PM**

AGENDA

- 1) Public Comment**
Members of the public will be given the opportunity to directly address the Committee on any item listed on the agenda.
- 2) Complete Streets Planning Services Request for Proposal No. 17-30**
- 3) Adjournment**



Byron Pope, City Clerk

Posted: September 6, 2017

***A DETAILED LIAISON AGENDA PACKET IS AVAILABLE FOR REVIEW IN THE
LIBRARY AND CITY CLERK'S OFFICE.***



In accordance with the Americans with Disabilities Act, Conference Room A is wheelchair accessible. If you need special assistance to attend this meeting, please call the City Manager's Office at (310) 285-1014 or TTY (310) 285-6881. Please notify the City Manager's Office at least twenty-four (24) hours prior to the meeting if you require captioning service so that reasonable arrangements can be made.



MEMORANDUM
CITY OF BEVERLY HILLS

TO: City Council and Traffic & Parking Commission Liaison Committee
FROM: Aaron Kunz, Deputy Director of Transportation
Martha Eros, Transportation Planner
DATE: September 7, 2017
SUBJECT: Complete Streets Plan
ATTACHMENTS: A. Complete Streets Planning Services Request for Proposal No. 17-30

As part of the fiscal year 2016/2017 City Council Priority Exercise, the City Council identified the preparation of a Bicycle Mobility Plan as the first step of developing an overall citywide Mobility Plan. In January 2017, staff modified the scope of the bicycle plan to include a "complete streets" approach that includes a comprehensive analysis of pedestrian, bicycle and street networks, and emerging transportation modes and technologies, such as autonomous vehicles.

The proposed complete streets work plan will include early/ongoing community outreach and public participation; a partnership with residents, City Commissions, school district representatives, and key stakeholders; apply best practices employed by other municipalities; identify first/last mile objectives; clarify municipal code language pertaining to bicycle use; and develop guidelines for streets crossings, wayfinding/signage and education programs. Safety is an inherent component in each stage of complete streets planning.

Background

The City's Bicycle Master Plan was adopted in February 1977 as part of the General Plan Open Space Element, and was included in the 2010 General Plan Appendices as a free-standing master plan. To date, the bicycle plan has not been amended to reflect current bicycle infrastructure and potential first/last mile connectivity to alternate modes of transportation, including public transit and walking.

A Complete Streets Plan will be a useful tool to complement Metro's First-Last Mile planning for the future Purple Line Extension stations in the City. The Complete Streets Plan would also provide guidance on potential solutions to incorporate walking/biking components to reduce automobile use into future development projects. It will also serve to comply with regional requirements for complete streets policies and criteria for transportation grant fund applications

In the past year, the City has received requests to modify or add pedestrian facilities throughout the City, specifically crosswalks adjacent to City Schools, Beverly Gardens Park, and midblock crossings. A pedestrian element would assist in prioritizing future studies of crossings and develop policies on where crossings should or should not be placed.

Discussion

The City of Beverly Hills released a Request for Proposals for Complete Streets Planning Services on June 1, 2017 (Attachment A). Eight firms* submitted competitive proposals by the June 30th deadline for the development of a comprehensive pedestrian, bicycle and streets plan.

- *Crossroad Lab*
- *Iteris*
- *Transpo Group*
- *Steer Davies Gleave*
- *Gruen Associates*
- *Design Workshop*
- *Sargent Town Planning*
- *ARUP*

* *Firms are not listed in any priority order.*

A selection committee comprised of Traffic & Parking Commission Chair David Seidel, Planning Commission Chair Lori Greene Gordon, Deputy Director of Transportation Aaron Kunz, Transportation Planner Martha Eros, and Senior Planner Timothea Tway (Committee) was formed to evaluate and rate each proposal based on the following criteria:

- **Proposal for work plan meets expectations and needs** 30
(approach and methodology; safety best practices; outreach strategy; project management)
- **Demonstrated professional skill and credentials, including technical expertise** 25
(staffing; ability to deliver high-quality work; innovative and valuable work approach)
- **Shows understanding of the project** 20
(understanding of complete streets; knowledge of the City and other cities in the Greater Los Angeles Westside region)
- **Related experience of firm and project team** 20
(previous transportation/mobility/bike-ped plans; public sector; public outreach)
- **Submitted references and adherence to proposal format (refer to RFP)** 05
(submitted RFP requirements; provided five public sector references)

Each Committee member reviewed all eight of the proposals and provided an independent rating. The Committee met on July 31, 2017 to discuss each proposal and agreed to interview the three firms with the highest cumulative score. *Iteris*, *Transpo Group*, and *Sargent Town Planning* were invited to interview with the Committee on August 17, 2017.

After carefully reviewing the top three candidates, the Committee unanimously selected the *Iteris* group for the complete streets planning services. *Iteris* submitted a competitive proposal and the deciding factors included awareness of the unique community outreach needs for the Beverly Hills and Westside communities, and overall combined strengths in complete streets programs from the community planning, transportation planning and transportation engineering perspectives.

The Committee recommends *Iteris* for the Complete Streets Plan project due to their competitive proposal that addressed the unique community outreach needs for the Beverly Hills/Westside community and overall combined strengths in complete streets programs from transportation planning, community planning, and transportation engineering perspectives.

City Council consideration of an agreement award is planned for October 5, 2017. Due to community members' interest in having an opportunity to review the proposals and provide input prior to City Council award of an agreement, Staff and *Iteris* representative(s) will be available for questions at the September 7, 2017 City Council and Traffic & Parking Commission Liaison Committee meeting.

Conclusion

Staff seeks comments regarding on next steps.