

The following residents are our current BPAC members:

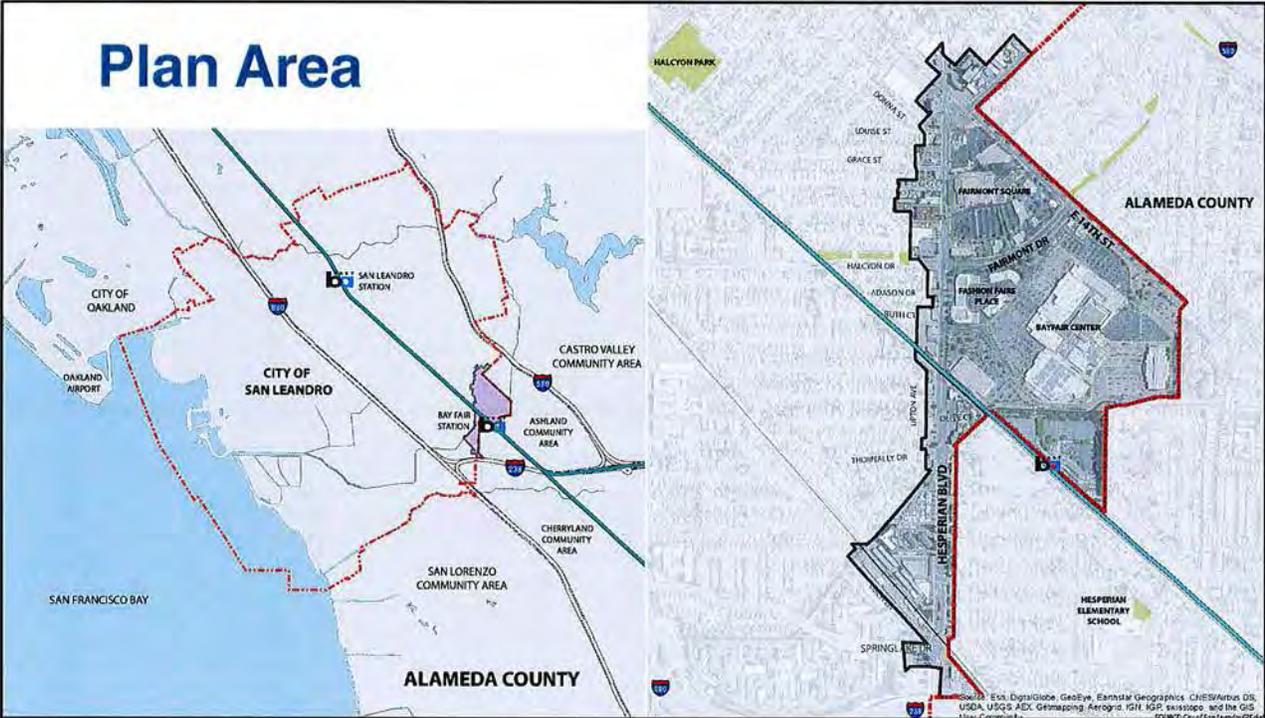
1. Maureen Forney (Council District 1)
2. Jeremy Johansen (Council District 1)
3. Mark Estes (Council District 2)
4. William Ho (Council District 2)
5. Diana Souza (Council District 3)
6. Barbara Butler (Council District 3)
7. Paul Keener (Council District 4)
8. Michael Wallace (Council District 5)
9. Sarah Bailey (Council District 5)
10. Naomi Armenta (Council District 6)
11. Aubrey Gibbs (Council District 6)



City of San Leandro Bay Fair Transit-Oriented Development Plan Presentation

Bicycle and Pedestrian Advisory Committee (BPAC)

Tom Liao, Deputy Community Development Director
November 9, 2016



Project Timeline



- City awarded \$440K MTC Planning Grant (Summer 2014)
- Partnership between City, County, BART & Madison Marquette formalized (Late 2014)
- Selection of Project Consultant (2015)
 - *City awarded contract to Raimi + Associates*
- Creation of Community Advisory Committee (Late 2015)
 - *City Council approved 21 member CAC in February 2016*
 - *Technical Advisory Committee established*

3

Project Timeline



- Existing conditions analysis (Late 2015- Early 2016)
- CAC/TAC Meetings (Spring/Summer 2016)
- Planning Commission + City Council (Spring/Summer 2016)
- Community Workshop #1 (September 21st)
- Draft Specific Plan (Early 2017)
- CAC/TAC Meetings (Late 2016/Early 2017)
- Community Workshop #2 (Early 2017)
- Specific Plan and EIR adoption (Mid-Late 2017)

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VISION: FROM MALL TO VILLAGE



Desired Outcomes/Vision

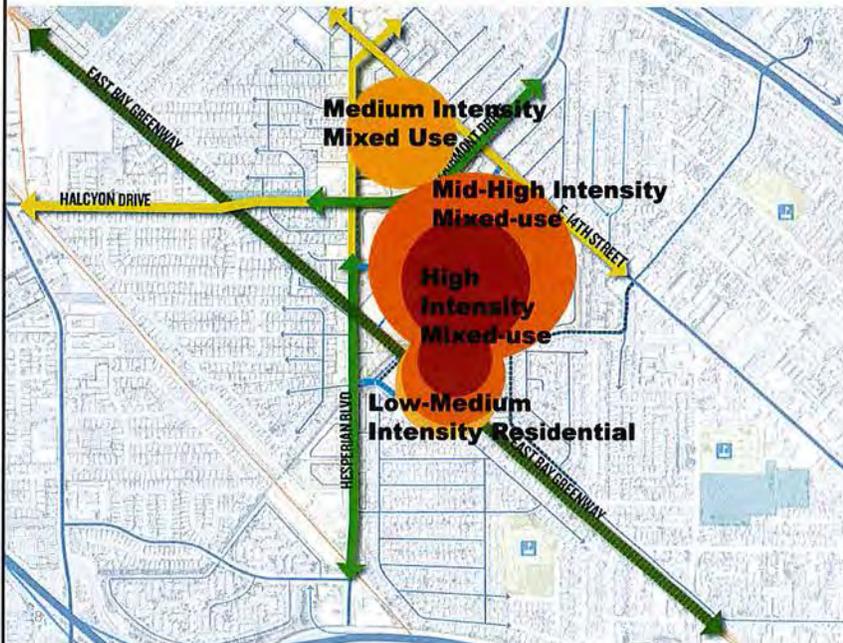


- More parks and open space
- Green infrastructure
- More walkable environment
- Better mobility and connectivity
- Compatibility with adjacent neighborhoods
- Diversity of uses: retail, housing, workplaces, community spaces
- Diverse and affordable housing
- Efficient and shared parking
- Improved safety and less crime
- BART and bus station improvements
- Zoning aligned with community vision

Policy issues to be addressed

- Desired Community Uses (retail, commercial, residential, grocery store, community/recreation centers, parks, restaurants, schools, arts, tech/maker space, farmers market, community garden)
- Affordable Housing/Anti-Displacement
- Clean Energy + Green Infrastructure
- Other policy issues?

Draft Development Scenarios



Potential Development Concepts



Streets + Public Realm

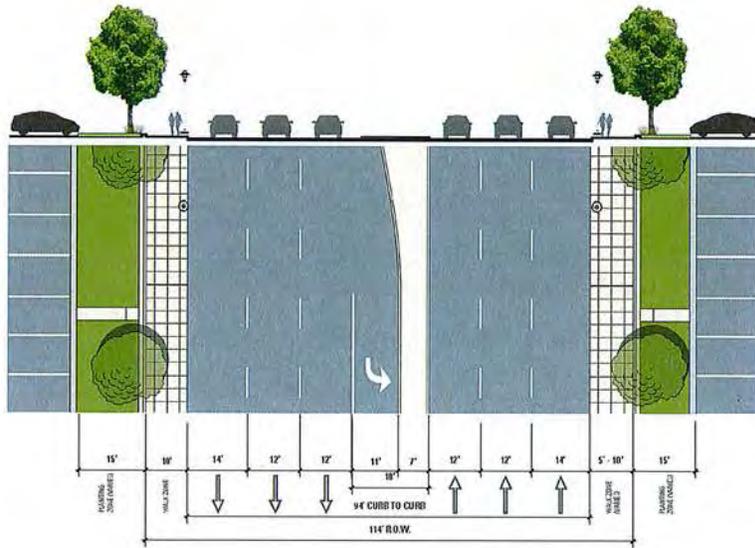
- 1 Fairmont Drive
- 2 Hesperian Boulevard
- 3 East 14th Street
- 4 Hesperian & East 14th intersection
- 5 Bayfair & East 14th intersection

1. New greenway path
2. Transforming the pedestrian/bike experience on major streets (Fairmont & Hesperian)
3. Incremental improvements
4. Improved/new intersections
5. New streets

1 Fairmont Drive

11

1 Fairmont Drive- Existing



12

1 Fairmont Drive – Re-design Option



PROPOSED OPTION I: BUFFERED BIKE LANES

- Replace third traffic lanes with buffered bike lanes
- Add second row of street trees and landscaping



13

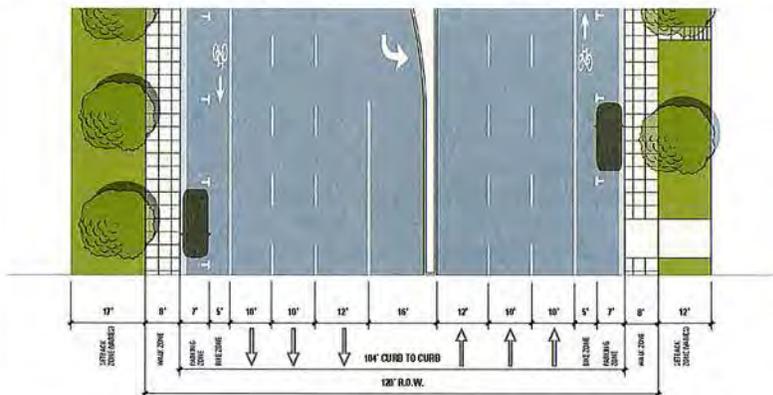
2 Hesperian Boulevard

14

2 Hesperian Boulevard - Existing



View facing south on Hesperian Boulevard



Key Plan

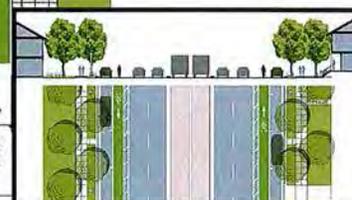
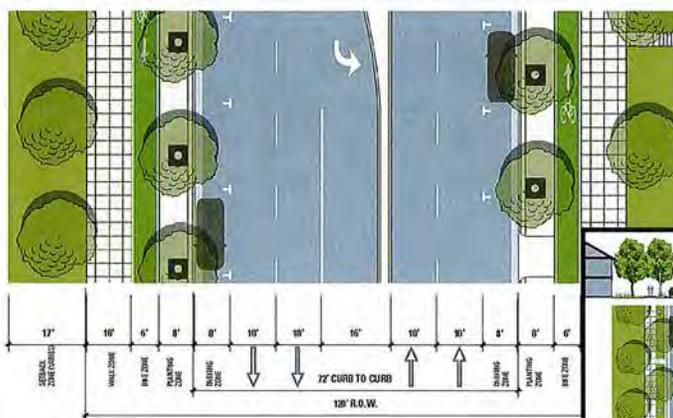
15

2 Hesperian Boulevard - Option 1



PROPOSED OPTION 1: SEPARATED BIKE LANES

- Replace third traffic lanes with separated bike lanes
- Add second row of street trees and landscaping



16

3 East 14th Street

17

3 East 14th Street - Existing



18

3 East 14th Street – Option 1



**PROPOSED
OPTION 1:
RECONSTRUCT
MEDIAN**

- Replace right turn lane with Class II buffered bike lanes per the Ashland and Cherryland Business District Specific Plan
- Shift median west by seven feet and add row of trees
- On-street parking south of mall entrance would be removed



19

3 East 14th Street – Option 2



**PROPOSED
OPTION 2:
KEEP MEDIAN**

- Replace right turn lane with buffered bike lane
- Integrate sharrow bike lane
- Maintain median position and add row of trees

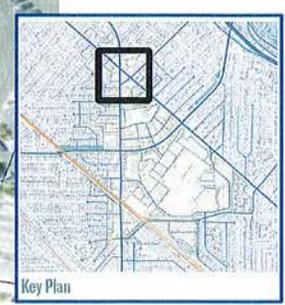


20

4 Hesperian & East 14th Intersection

21

4 Hesperian & East 14th Intersection - Existing



22

5 Bayfair Dr & East 14th Intersection

23

5 Bayfair & East 14th Intersection – Existing



Existing dedicated right-turn lane into Bay Fair mall



24

5 Bayfair & East 14th Intersection



Option 1



Option 2

25

For Further Information:



Go to the project website and stay involved!

[https://www.sanleandro.org/depts/cd/bftod/default.a
sp](https://www.sanleandro.org/depts/cd/bftod/default.asp)

Project Contact:

Tom Liao, Deputy Community Development
Director

510-577-6003

tliao@sanleandro.org

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San Leandro Bicycle and Pedestrian Master Plan Update



TEAM OVERVIEW

Alta Planning + Design

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. 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.

BICYCLE AND PEDESTRIAN TRANSPORTATION PLANNING

Our approach to transportation planning integrates expert planning, design, economics, and land use to create opportunities for people to choose bicycling and walking for recreation and transportation. Our experience includes more than 800 bicycle and pedestrian master plans nationwide, including Bay Area communities and cities such as Fremont, Concord, Berkeley, Emeryville, Livermore, and others. Our planning process includes conducting extensive field work on bicycle and on foot, engaging residents and stakeholders through walking and bicycling tours, and documenting existing conditions and needs through

easily-readable maps, photographs, and narrative discussion. Other key tasks include developing short- and long-term project and program recommendations, identifying traditional and innovative funding strategies, preparing development code language to leverage improvements through new development, and developing implementation plans to clearly map investment priorities.

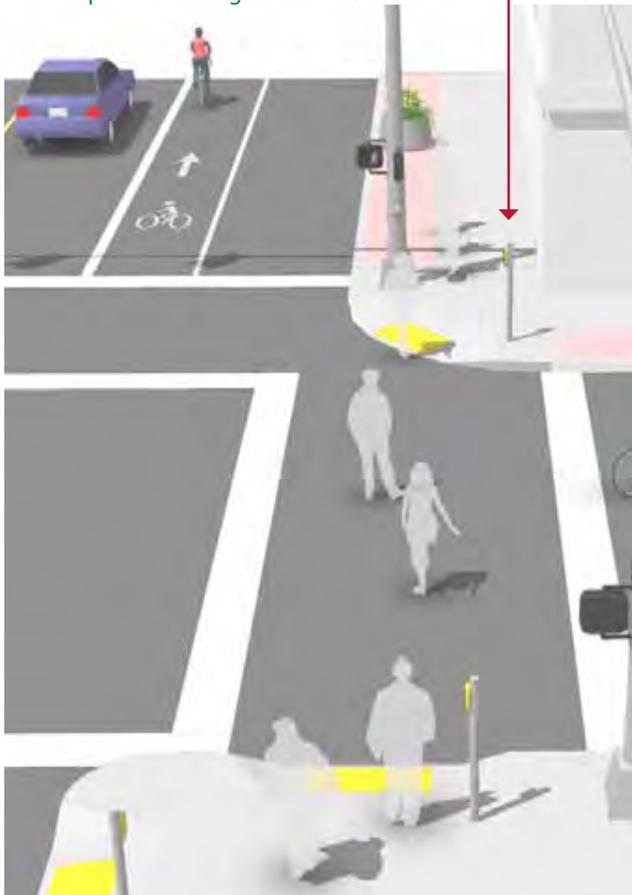
COMMUNITY OUTREACH

Through our straightforward communication style, ability to engage citizens, and use of the latest technology, we are able to produce outreach strategies and successful designs and plans that meet the needs of the community. Alta's professionals are experts at listening to the public, conveying technical issues in a clear manner, offering distinct choices and options to the public, and explaining trade-offs. Our outreach process is inclusive, interactive, and productive. We use a variety of innovative techniques, ranging from online surveys, the use of photo-simulation to show how options will look, videotaped interviews, field reviews, GIS mapping, and interactive public workshops. We make contact with the community early and build confidence by addressing specific issues with a documented approach.

ActiveWayz Engineering

ActiveWayz Engineering is a small transportation and civil engineering consult firm that focuses on helping cities and counties plan and design transportation projects cost-effectively, providing them the expertise that can be found with large consulting firms, yet with the nimbleness and accessibility of a small firm. Our firm brings state of the art practices in transportation solutions, and works diligently to continuously improve internal processes that lead to gains in efficiency and quality that our clients expect and deserve.

Audible pedestrian traffic signals provide crossing assistance to pedestrians with vision impairment at signalized intersections



Alta is an expert in state-of-the-practice pedestrian improvement options, including crossing aids such as audible pedestrian signals and facilities such as curb bulb-outs.

Team Organization

The Alta team for the City of Leandro Bicycle and Pedestrian Master Plan Update will be led by Alta Principal-in-Charge, Hugh Louch, who has extensive experience leading multimodal transportation plans and projects in Northern California.

Project Manager Jeff Knowles, AICP, will manage day-to-day project needs and work directly with City staff. Jeff has experience working in partnership with committed individuals in government, non-profit, and private sectors to plan and deliver high quality, regionally significant active transportation projects. Jeff will be supported by Assistant Project Manager Kyle James. ActiveWayz Engineering, led by Admas Zewdie, PE, MBA, QSD/QSP, will provide cost estimate and conceptual evaluation support.

The Alta team also includes efficient professional support in preparation of the GIS and report documents, through Alta's staff of planners, GIS technicians, and production and administrative staff.

Key personnel functions and availability (%) are described in the organization chart below. Full staff resumes (including education, experience, and certifications) can be found in the Appendix.

CITY OF SAN LEANDRO

ALTA PLANNING + DESIGN

*Project Management
Active Transportation Planning
Community and Stakeholder Engagement*

Hugh Louch, Principal-in-Charge
Jeff Knowles, AICP, Project Manager
Kyle James, Assistant Project Manager
Jason Cook, PE, QSD, Senior Engineer
Jessica Nguyen, Planner
Zachary Robinson, GIS Analyst
Nick Falbo, Senior Planner (*Optional Design Guidelines*)

ACTIVEWAYZ ENGINEERING

Cost Estimate/Conceptual Evaluation

Admas Zewdie, PE, MBA, QSD/QSP, Engineer



APPROACH TO WORK

Task 1 - Project Management

1.1 - MANAGEMENT

Alta's Project Manager, Jeff Knowles, will be in regular contact with the City throughout the contract period. He will hold monthly scheduled progress meetings with the City (via conference call) to keep the City informed of project efforts, seek input at important decision points, and ensure that the project remains on time and within budget. Regular communication is intended to include email, telephone, and written communications.

Quality Assurance/Quality Control

Ensuring a quality product is delivered to the City will be the responsibility of the Principal-in-Charge, Hugh Louch, whose primary role will be to ensure the integration of goals of the project and to verify the accuracy and consistency of project deliverables. Our team employs a three-tier quality control system that includes (1) an in-house editor who reviews all materials, (2) independent review by principals, and (3) in-house scheduling and management tools. Our QA/QC process will provide both plan verification and schedule compliance. All members of the project team have the authority to identify quality problems and initiate, recommend, provide, and verify the necessary solutions.

Project Schedule & Budget

Alta will prepare and maintain a project schedule throughout the life of the project. The schedule will be reviewed and updated at set intervals such as progress meetings. Alta will oversee the budget expenditures

and ensure the rate of labor hours matches with the status of work products. The review of budget for internal staff and subcontractors will be handled by Alta's project manager.

1.2 - PROGRESS MEETINGS AND INVOICING

As part of the invoicing, Alta's project manager will facilitate monthly project status meetings (via phone conference) with the City to discuss progress towards completion of project tasks, potential issues and challenges, and potential solutions to overcome those issues and challenges.

Alta will provide staff an agenda in advance of each meeting and meeting minutes after each call that include a list of action items for completion during the following month(s). This scope assumes thirteen (13) phone conference meetings for a total project duration of thirteen (13) months.

1.3 - KICK-OFF MEETING & DATA COLLECTION

Alta will hold a kick-off meeting with the City to:

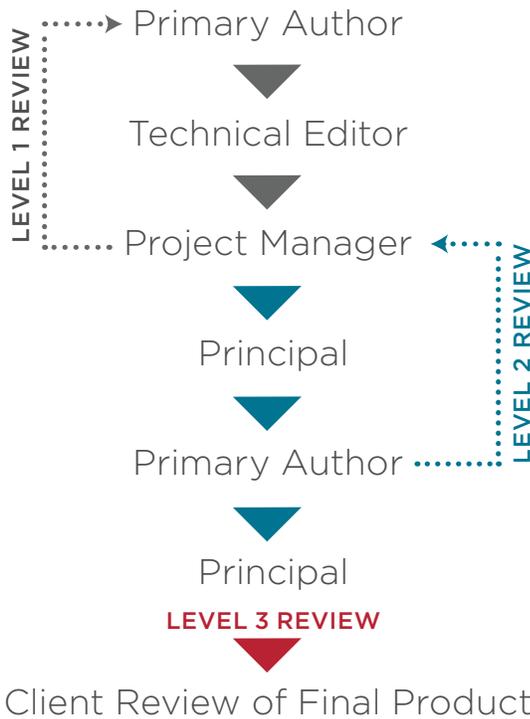
- Review project purpose
- Review project scope of services
- Review project goals and objectives
- Review data request memorandum
- Collect available data and published materials
- Discuss project stakeholders
- Establish progress meeting schedule
- Establish communication and report protocol
- Establish invoicing protocol

In advance of the kick-off meeting, Alta will prepare the meeting agenda, an initial project schedule, and a data needs request memorandum that lists major items needed to advance the project, including planning and policy documents for review as well as GIS data. The City will schedule the kick-off meeting and secure a meeting location.

Within one week of the kick-off meeting, Alta will provide meeting minutes and a detailed project schedule. Alta will also revisit the scope of work after the kick-off meeting to consider potential cost-neutral adjustments to the staff hours and resources devoted to each task. If necessary, an amended scope of work will be submitted to the City for approval before any additional tasks are initiated.

1.4 - COMMISSION, COMMITTEE, AND COUNCIL MEETINGS

Alta will attend and be available to answer questions at up to one (1) Planning Commission meeting, up to one (1) Facility & Transportation Committee meeting, and up to two (2) City Council meetings. We will prepare necessary accompanying materials ahead of the meetings - including agendas and PowerPoint presentations for the Bicycle and Pedestrian Master Plan Update portion of the meetings - and will provide meeting minutes on the sections of the meetings relevant to the Bicycle and Pedestrian Master Plan Update within the week following each meeting.



The Alta team employs a three-tier quality control system which will facilitate the highest level of QA/QC for the project.

Task 1 Deliverables:

- Kick-off, Progress, Commission, Committee, and Council meeting agendas and meeting minutes within one week of the meeting
- Data needs request memorandum
- Amended scope of work and project schedule (if necessary)
- Monthly invoices
- Up to thirteen (13) Progress meetings
- One (1) Kick-off meeting
- One (1) Planning Commission meeting and any necessary materials such as a PowerPoint presentation
- One (1) Facility & Transportation Committee meeting and any necessary materials such as a PowerPoint presentation
- Up to two (2) City Council meetings and any necessary materials such as a PowerPoint presentation

Task 2 - Community Outreach

Alta believes in the importance of reaching a broad audience within the study area beyond the typical “strong and fearless” bicyclists, including people who bicycle or walk as a primary mode of transportation, who use bicycling and walking for exercise or recreation, or who would like to bicycle or walk more with their children and other family members.

In order to involve the broadest cross-section of the community as possible, Alta recommends using a stakeholder engagement strategy that makes participation easy and convenient, and that generates excitement about the possibilities for bicycling and walking within the study area. To that end, we develop and facilitate public outreach workshops that engage the community in a fun and collaborative manner, and we work to maintain an active dialogue throughout the project process.

An online presence is a cost-effective way to promote the project and reach a wide audience. The City’s existing website can serve as a second avenue of public engagement, and complement the outreach meetings. Alta will provide project deliverables to the City in PDF or other suitable file format as website content for the City to post online. Materials may include: plan process and schedule information, upcoming meeting notices, downloadable maps, display boards from the workshops, and draft and final deliverables.

2.1 - BPAC MEETINGS

Alta will attend and facilitate up to four (4) San Leandro Bicycle and Pedestrian Advisory Committee (BPAC)

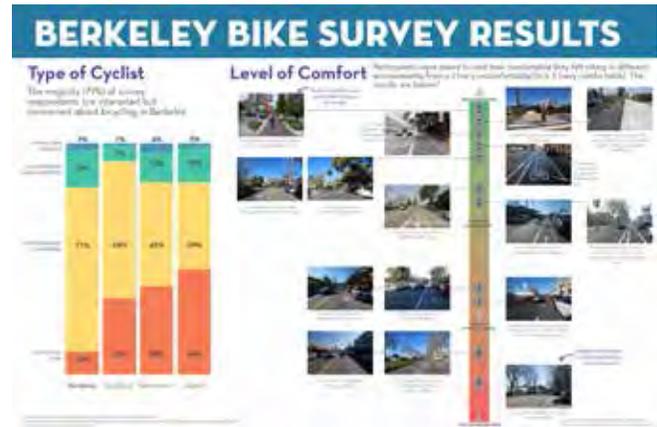
meetings, providing agendas ahead of each meeting, meeting minutes within the week following each meeting, and any necessary accompanying materials, such as a PowerPoint presentation, for each meeting. We will also provide meeting notices in formats appropriate for print and web publication to the City for distribution. We recommend reserving the first BPAC meeting to discuss the project scope and schedule, plus project goals and policies, in which the BPAC and the public can review the goals and policies discussed at the kick-off meeting and suggest edits. We recommend reserving the second BPAC meeting as a public workshop to discuss existing conditions and needs, at which Alta will organize multiple interactive stations to solicit feedback, including a kids' activity station to encourage entire families to attend. We recommend reserving the third BPAC meeting as a public workshop to review the list of proposed projects and their prioritization, and reserving the fourth BPAC meeting as an opportunity to walk through the public review draft and solicit any remaining comments at the end of the proposed public review period.

2.2 - ONLINE SURVEY

Alta will develop an online survey to collect data on the communities' bicycle and pedestrian existing behavior, perceptions, and needs. The survey will help create a profile of how and where people currently bicycle and walk, provide insight into what location-specific barriers and issues are preventing them from bicycling and walking more, and identify how different facility types may help overcome those barriers and issues. Alta will provide one (1) draft survey to the City, and after receiving internally-consistent comments, will provide one (1) final survey that can be shared with the public. We recommend the survey be made available for approximately three (3) months at the start of the project. Alta will compile, analyze, and summarize survey results to be included in the Needs Analysis technical memorandum.

2.3 - TRAILS AND BIKEWAYS USER MAP

Using the data collected from optional Task 2.2 Online Survey, Alta will develop a user-friendly, easy to read map that will denote bikeway/trail suitability and route/trail numbers (if the numbering system remains in place), as well the location of bicycle support facilities, recreation facilities, activity centers, and bicycle repair shops for distribution to the public. On the reverse side of the map, we will lean on our in-house graphic design capabilities to build upon the City's 2010 bicycle map and safety brochure to create an up-to-date guide on bicycle safety, traffic laws, and



The Alta team recommends using a strategy that makes public participation easy and convenient, and that generates excitement about bicycling and walking.

other pertinent information to be determined through collaboration with City staff. Alta will provide the City with an administrative draft, and after receiving one set of internally-consistent comments, we will provide an updated, working group draft. Once the City returns a second set of internally-consistent comments, Alta will produce an updated, final draft of the trails and bikeways user map in a print-ready format.

TRANSLATION SERVICES (OPTIONAL)

If desired, Alta can provide Spanish translation services for documents for public review and can offer interpretation services at public meetings.

Task 2 Deliverables:

- Up to four (4) meeting notices (in a format suitable for print and web publication)
- Up to four (4) meeting agendas
- Up to four (4) meeting minutes within one week of the meeting
- Up to four (4) PowerPoint presentations

- Online survey
- Trails and Bikeways User Map

Task 3 - Vision & Goals

3.1 - LONG-TERM VISION

Communicating a cohesive long-term vision for bicycling and walking in San Leandro that highlights the City’s growing population, high-quality of life, family-focus, and status as an emerging technology hub is essential for setting the stage for the plan update. This brief introductory statement will conform with the City of San Leandro General Plan and Complete Streets Policy, while also drawing upon ideas and information communicated in the kick-off and early BPAC meetings to present a big picture view of what a bicycle and pedestrian network that accommodates people of all ages and abilities will look like for the City of San Leandro and its residents.

3.2 - PROJECT SETTING

In conformance with the Alameda County Transportation Commission (ACTC) bicycle and master plan guidelines, we will summarize San Leandro’s demographic and socioeconomic trends over the past decade, map and highlight major activity centers - including medical centers, residential neighborhoods, parks, public buildings, schools, shopping centers, and major employment centers - and use Alta’s in-house Benefit Impact Model to estimate the number of existing bicycle and pedestrian trips in San Leandro (both in absolute numbers and as a percent of all trips), as well as create a baseline of greenhouse house emissions diverted by bicycle and pedestrian trips. By identifying areas in which there are a growing number of families, increasing number of jobs, and changing

income levels, we will begin to identify areas where there is a growing potential for bicycle and pedestrian trips and where investments may be most cost-effective and beneficial.

3.3 - RELATIONSHIP TO OTHER PLANS

To create consistency between the plan update, neighboring jurisdictions, and other plans in the City of San Leandro, Alta will review a list of relevant planning documents (e.g., plans, policies, and studies) that may influence the project study area and will describe the relevant projects, policies, priorities, and/or funding included within them. The City will provide Alta with a list of relevant planning documents at the kick-off meeting and will provide a review copy if the document is not available electronically. Documents for review are expected to include, but is not limited to, the following:

- San Leandro 2035 General Plan Addendum (under development)
- Bay Fair Transit-Oriented Development Specific Plan (under development)
- San Leandro Creek Trail Master Plan Study (under development)
- Complete Streets Policy of the City of San Leandro (2013)
- Alameda Countywide Pedestrian Plan (2012)
- Alameda Countywide Bicycle Plan (2012)
- City of San Leandro Bicycle and Pedestrian Master Plan (2010 Update)
- Regional Bicycle Plan for the San Francisco Bay Area (2009 Update)
- Downtown San Leandro Transit-Oriented



Alta brings innovation to each project to improve communities while being mindful of local, state, and federal requirements. Our transportation planning and design skills offer a perspective that goes beyond the standard - we consider public transit, bicycle, and pedestrian needs in conceptual and design plans. Our experience is fully rooted in the fundamentals of traditional transportation principles.

Development Strategy (2007)

- Complete Street & Active Transportation Best Practices

3.4 - COMPLETE STREET & ACTIVE TRANSPORTATION BEST PRACTICES

The best way to succinctly demonstrate the potential for bicycling and walking in San Leandro is to visually display the range of facility types that can be implemented. Using images and descriptions from Alta's involvement in the creation of the NACTO Urban Bikeway Design Guide, as well as the NACTO Urban Street Design Guide, FHWA's Achieving Multimodal Networks, and other recent design guidelines, we will provide a review of best practices from California and around the country that are specifically applicable to San Leandro.

3.5 - CONFORMANCE WITH FUNDING REQUIREMENTS

Alta will prepare a table summarizing how the plan satisfies each of Caltrans' Active Transportation Program (ATP) requirements and ACTC Bicycle Master Plan Core Elements. This table will allow for a quick review of the plan's conformance to funding requirements, thus avoiding the need to search throughout the document for the various applicable sections. This table can be provided at the beginning of the document or as one of the appendices. All of Alta's bicycle and pedestrian plans in California have been approved by Caltrans, and we are experts at ensuring that each local agency qualifies for ATP and other funding.

3.6 - COMMUNITY INVOLVEMENT IN PLAN

Alta will summarize community involvement in the plan update, including the date, location, and times of the BPAC, Planning Commission, Facility & Transportation Committee, and City Council meetings, as well as the attendance and efforts to market the meeting. Specific feedback from the public will be documented in Task 5.

3.7 - RECENT PROJECT & PROGRAM EXPENDITURES

Documenting successful projects completed between the previous plan and current update can go a long way in inspiring enthusiasm among stakeholders. Alta will summarize annual bicycle and pedestrian expenditures in San Leandro and will illustrate recently completed projects per ATP requirements.

TASK 3.8 - GOALS & POLICIES

The Plan's goals and policies/objectives support the Plan's vision and will set the foundation for project development, prioritization, and implementation. Based on feedback received at the Kick-off Meeting and the first BPAC meeting, Alta will update the list of goals, ensuring they match with resident needs, overarching City goals, and county and state guidelines. Each goal will be paired with a series of related policies or objectives by which to accomplish the goal.

This task will be summarized in an administrative draft technical memorandum. The City will provide one internally-consistent, consolidated list of edits, which will be incorporated into a working group draft memorandum. The City will review and approve one internally-consistent, consolidated list of edits from the working group, which will be incorporated into the final draft memorandum and compiled into the Initial Draft Bicycle and Pedestrian Master Plan, described in Task 8.

Task 3 Deliverables:

- Vision and Goals Technical Memorandum (Administrative, Working Group, and Final Drafts)

Task 4 - Existing Conditions

Alta will illustrate and document existing bicycle and pedestrian conditions in San Leandro in compliance with ATP requirements. Using City provided data, Alta will map existing bicycle facilities and regional connections (along with highlighting the total miles of bike-ways in San Leandro), support facilities (including short-term bicycle parking, long-term bicycle parking, publicly available lockers, changing rooms, showers, bicycle skills parks, and bicycle repair shops), pedestrian facilities, and multimodal connections.

We will also provide a description of the existing programs (including Safe Routes to School, Safe Routes to Transit, enforcement and security, and employer incentives), and existing bicycle- and pedestrian-related data (including a summary of ACTC count data and trends, identification of planned count locations, and a description of how count trends can guide future investment in bicycle and pedestrian infrastructure). Additionally, we will work with the City and BPAC to evaluate the previously proposed bicycle route numbering system and provide a discussion about existing wayfinding in San Leandro.

This task will be summarized in an administrative draft technical memorandum. The City will provide one internally-consistent, consolidated list of edits, which will be incorporated into a working group draft



Alta developed this level of stress analysis map for the Google Bike Vision Plan in 2015. Alta completed a wide range of investigative, policy, programs, planning, design, and engineering services related to the Plan, with the ultimate goal of increasing the number of employees who choose to walk or bike to work.

memorandum. The City will review and approve one internally-consistent, consolidated list of edits from the working group, which will be incorporated into the final draft memorandum and compiled into the Initial Draft Bicycle and Pedestrian Master Plan, described in Task 8.

Task 4 Deliverables:

- Existing Conditions Technical Memorandum (Administrative, Working Group, and Final Drafts)

Task 5 - Needs Analysis

Identifying needs is a critical step in any bicycle and pedestrian master plan process. Needs are identified through a combination of public outreach, a review of land use patterns, transit and campus connectivity, and existing or potential safety issues. Optional analyses include a review of equity within the study area, a health profile of San Leandro residents, and a level of traffic stress analysis.

5.1 - LAND USE, TRANSIT, & CAMPUS CONNECTIVITY

Alta will map and conduct a thorough review of the following connectivity issues in San Leandro:

- Existing and planned land use

- Existing and planned transit routes
- Existing and planned large campus facilities, including schools and medical centers

This analysis will help ensure that proposed facilities are directed in coordination with the City’s planned land use and development around multimodal corridors or near campuses.

5.2 - SAFETY ANALYSIS

Concern about safety is one of the most common reasons for not bicycling or walking. Alta will perform a detailed analysis of the most recently available five (5) years of collision data from the San Leandro Police Department (if available) or from the California Highway Patrol’s Statewide Integrated Traffic Records System (SWITRS). Alta will produce a map of bicycle- and pedestrian-involved collisions, along with a summary of collision trends and contributing factors.

5.3 - PROGRAM AND POLICY NEEDS

Alta will build off of feedback from City staff and residents to identify programmatic and policy gaps in San Leandro. This analysis will focus on the five E’s (engineering, education encouragement, enforcement, and evaluation) and will help isolate community needs not currently being met by existing programs and policies that are out of sync with the Plan’s goals or resident

behavior.

5.4 - COMMUNITY FEEDBACK

Alta will summarize and map community feedback from public meetings, survey, and other public outreach efforts. This summary will provide the foundation for proposed facilities in Task 6 and will help demonstrate back to the public that their input was heard and influenced the planning process while allowing the public to see how their comments sit in relation to the rest of the community's concerns.

This task will be summarized in an administrative draft technical memorandum. The City will provide one internally-consistent, consolidated list of edits, which will be incorporated into a working group draft memorandum. The City will review and approve one internally-consistent, consolidated list of edits from the working group, which will be incorporated into the final draft memorandum and compiled into the Initial Draft Bicycle and Pedestrian Master Plan, described in Task 8.

ANALYSIS TOOLS (OPTIONAL)

The following optional analysis tasks can be provided for an additional fee.

Equity

Alta can identify the location of MTC's Communities of Concerns within the City of San Leandro and analyze if any disparity between the allocation of bicycle and pedestrian facilities or programs exists.

Health

Alta can examine available health data from the Alameda County Public Health Department and state sources to identify existing health challenges or concerns in San Leandro. This data will help identify opportunities to develop active transportation infrastructure and programs that may help improve health outcomes within San Leandro.

Level of Traffic Stress

Alta has developed a Level of Traffic Stress (LTS) analysis based on the method created by the Mineta Transportation Institute (MTI). This analysis incorporates data about bicycle infrastructure and roadway, intersection, and traffic characteristics to rate each street segment in a network across four levels.

Each block-length segment of the street network available to bicyclists will be assigned a stress level based on available data. Data inputs could include the number of traffic lanes, bicycle facilities, parking facilities, posted speed limit, and intersection treatments. This allows Alta to identify weak links in the City of San

Leandro's bikeway network.

The classified roadways will be delivered as a data product and also mapped and summarized in the needs analysis technical memorandum.

Task 5 Deliverables:

- Needs Analysis Technical Memorandum (Administrative, Working Group, and Final Drafts)

Task 6 - Recommended Projects, Programs, & Policies

6.1 - PROPOSED FACILITIES

Based on the project vision, goals, and needs analysis, Alta will prepare a draft network of recommended active transportation projects, including maps and summaries of proposed bicycle facilities (including Class I through Class IV bikeway facilities), bicycle support facilities (including short- and long-term bicycle parking), pedestrian facilities (including sidewalks, enhanced crossings, pathways, intersections upgrades, signal timing modifications, lighting, and landscaping improvements), and multimodal connections to active transportation facilities. We will rely on the latest available guidance from Caltrans, FHWA, and NACTO to provide the City with cutting-edge facilities types that will invite more people to bicycle and walk and that will more safely accommodate these increasing volumes over time.

Alta will prepare a recommended project list containing detailed information on project location/extent, existing corridor conditions, and other related information. The Plan may also include recommended future feasibility studies. The best candidates for feasibility studies are proposed bicycle and pedestrian projects involving significant changes to the street right-of-way, impacts to motor vehicle parking, or reductions in Level of Service (LOS). Alta will work closely with the City to identify the types of bicycle and pedestrian improvements with which each City department are comfortable.

6.2 - PROPOSED PROGRAMS AND POLICIES

Becoming a truly bicycle- and pedestrian-friendly community requires a multi-faceted approach, including strategies beyond traditional engineering and infrastructure projects. By working directly with the public through education and encouragement/marketing programs, the City has the potential to raise awareness and acceptance of bicycling and walking as normal, healthy, fun parts of everyday life. Education activities include workshops, classes, and

communication strategies that help residents understand how to bicycle, how bicycling and walking benefit them, and how to help all road users adjust to changes as more people are bicycling and walking. Encouragement and marketing activities include a variety of events, contests, and promotional activities intended to foster excitement about bicycling and walking in San Leandro. Alta is the only bicycle and pedestrian planning firm with a team dedicated specifically to planning and implementing education and encouragement/marketing programs, and we will build upon the existing programs noted in the Task 4 to identify potential programs and policies for the City of San Leandro.

Potential educational campaigns include:

- Media campaign for bicyclists and motorist behavior
- Expanded Safe Routes to School programs
- Earn-a-bike programs that teach adults and children how to repair bicycles while providing them with working bicycles
- Youth and adult bicycle skills training courses
- Senior citizen walking safety courses
- Classes, workshops, and rides aimed at women and families
- Safety education messages in City publications
- Helmet and bicycle light giveaway programs
- Education campaigns coordinated with bikeway implementation that teach all road users how to deal with new facility types

Potential encouragement/marketing programs may include:

- Open Streets events
- Bike Buddy programs
- Safe Routes for Seniors
- Women on Bikes
- Bicycle Benefits program
- Business/employer incentive programs
- School Bicycle Trains
- Bicycle Valet at major events

Recommended programs will include information about the program's purpose, likely lead and partner entities, relative cost, and links to model programs. Recommendations will be based both on results of the previous tasks that identified problem areas plus experience gained in communities around the region and the country.

We will also work with the San Leandro Police Department staff to build upon current, documented

enforcement practices, and will provide suggested enforcement activities that will help to improve safety of all road users. Enforcement activities can help identify areas where laws and ordinances should be changed to accordance with best practices; training or practices for law enforcement officials; community enforcement strategies (such as a hotline for identifying areas of chronic concern for traffic infractions); and public education about laws and responsibilities related to bicycling and walking. Examples include:

- Traffic safety diversion program (in lieu of fines)
- Legal training to inform bicyclists and motorists of the rights and obligations of each party
- A training video for police department use that covers bicycling issues
- Formation or expansion of a bicycle patrol unit
- Bicycle theft sting operations

This task will be summarized in an administrative draft technical memorandum. The City will provide one internally-consistent, consolidated list of edits, which will be incorporated into a working group draft memorandum. The City will review and approve one internally-consistent, consolidated list of edits from the working group, which will be incorporated into the final draft memorandum and compiled into the Initial Draft Bicycle and Pedestrian Master Plan, described in Task 8.

PERFORMANCE MEASURES, DATA COLLECTION PLAN, & IMPLEMENTATION SCORECARD (OPTIONAL)

Optionally, Alta will create a set of quantitative and qualitative performance measures that are designed to evaluate progress towards creating a bicycle- and pedestrian-friendly city in which there are an increasing number of people bicycling and walking, improvements to safety of all road users, and institutional adoption of recommendations from the plan update.

One specific section of the performance measures could be related to bicycle and pedestrian system usage, which historically has been collected through manual counts. Alta is currently researching the potential of alternative, more cost-effective count technology to supplement or replace manual counts and has identified the San Leandro BART Station and the Kaiser Medical Center as pilot count locations. We will combine our knowledge of best practice count methods through our development of the National Bicycle and Pedestrian Documentation Project along

with localized knowledge gained through our count technology research to provide recommendations for a data collection plan that includes locations, rotation schedule, potential data collection technology, and extrapolation methods.

Another section of the performance measures could relate to the buildout of the proposed bikeways and walkways. Alta will work with the City to understand how data is currently tracked about facility location, type, and condition. Likewise, Alta will work with the client team to understand how information about collisions is tracked and recorded. Recommendations will be made about ways to improve these processes, if needed.

Once the performance measures have been finalized, we will create benchmarking recommendations in the form of an annual “scorecard” that will help the City to track the proposed performance measures and data collection plan. This optional task will provide a starting point for status reports to the San Leandro City Council, help focus grant application efforts, and lay the foundation for future plan updates.

Task 6 Deliverables:

- Recommended Projects, Programs, and Policies Technical Memorandum (Administrative, Working Group, and Final Drafts)



Alta developed a robust recommended bicycle network for the City of Mountain View’s Bicycle Transportation Plan Update.

Task 7 - Implementation and Evaluation

7.1 - PLANNING-LEVEL COST ESTIMATES

ActiveWayz Engineering, with oversight by Alta, will provide planning-level cost estimates for each of the proposed projects. We will prepare a project database in Microsoft Excel listing detailed information on each proposed segment, existing facility type, and proposed facility type. Planning-level costs will be separated between land acquisition, site preparation, planning, design and engineering, construction, and environmental documentation/mitigation costs. Unit costs for design, construction, and environmental clearance of facilities will be based on costs for similar facilities in California and will be discussed with City staff to ensure the costs match recent bids in the Bay Area. We will also provide an updated discussion of maintenance costs by facility type.

7.2 - PROJECT PRIORITIZATION & BIKE/PED COORDINATION

Using the 2010 Plan prioritization criteria (connection to activity centers, accessibility, safety, connectivity, transit access, walkability, and funding and implementation), Alta will re-prioritize the proposed bicycle and pedestrian projects. Alta will work with the City to sort the prioritized projects into three categories: near-term, medium-term, and long-term priorities. Additionally, Alta will work with the City to develop secondary high-priority project list and update the five-year expenditure plan that puts forward a strategy for use of Measure B and BB sales tax revenue, including the use of these funds as a match for state and federal grants.

Alta will provide up to three priority project sheets that include the information required for grant applications. These sheets provide a tool to help San Leandro quickly implement projects by readying the City to apply for state and federal grants. Alta will use high quality photos and design guideline graphics to describe and articulate project intent.

This task will take place after projects have been prioritized through the planning process but before completion of the final plan.

7.3 - POTENTIAL FUNDING SOURCES

Alta has helped communities around the country apply for and win over \$200 million in bicycle and pedestrian funding. We are familiar with virtually all California and federal sources for active transportation funding, including the Active Transportation Program (ATP), Highway Safety Improvement Program (HSIP),



Priority project sheets will include photos and design guideline graphics to describe and articulate project intent, and will serve as a tool to ready San Leandro to apply for state and federal grants. Optional conceptual project design can include additional routing alternatives, more detailed engineering analysis, and design visualizations.

and the One Bay Area Grant (OBAG) program. Alta will identify potential major funding sources that will help supplement Measure B and BB funds, along with their associated criteria and application requirements.

PROJECT CONCEPTUAL DESIGN (OPTIONAL)

Alta understands the importance of balancing the need to provide detail about proposed projects and limitations associated with the CEQA/NEPA review process. Optionally, we will provide high-level conceptual design for up to ten (10) projects, including a map of the project location, existing and proposed cross-sections, description of existing conditions, and description of proposed facilities.

DESIGN GUIDELINES (OPTIONAL)

Alta will update the design guidelines to reflect changes in best practices and in coordination with the City’s Complete Streets policies. The update will include, but is not limited to, the following:

- Bikeway, trail, and sidewalk recommended widths
- Bikeway and trail intersection guidance
- Bicycle detection recommendations
- Striping and signing recommendations
- Bicycle parking recommendations by land use type
- Pedestrian improvement standards, accessibility issues, and crosswalk Prioritization Policy
- Creek Trail standards

This task will be summarized in an administrative draft technical memorandum. The City will provide one internally-consistent, consolidated list of edits,

which will be incorporated into a working group draft memorandum. The City will review and approve one internally-consistent, consolidated list of edits from the working group, which will be incorporated into the final draft memorandum and compiled into the Initial Draft Bicycle and Pedestrian Master Plan, described in Task 8.

Task 7 Deliverables:

- Implementation and Evaluation Memorandum (Administrative, Working Group, and Final Drafts)
- Three (3) Priority Project Sheets

Task 8 - Plan Delivery

8.1 - DRAFT PLAN UPDATE

Alta will compile the content developed and reviewed by the City in Tasks 1 through 7 and prepare a draft version of the Bicycle and Pedestrian Master Plan by adding new content and updating relevant sections of the 2010 Bicycle and Pedestrian Master Plan where appropriate. Alta will ensure the update is consistent with project goals, ACTC Bicycle Master Plan Guidelines, Caltrans Active Transportation Program guidelines, the City of San Leandro General Plan, and the City’s Complete Streets Policy. Our proposed approach includes four (4) iterations of the Bicycle and Pedestrian Master Plan:

- Initial Draft
- Administrative Draft
- Public Review Draft
- Adopted or Final Draft

The initial draft will be based on all previously submitted maps and technical memorandums, incorporating city comments received to date. Alta will distribute the initial draft to the City electronically, which will include a high-level executive summary of the plan update. Following submittal of one round of internally-consistent comments by the City, Alta will update the draft and distribute an administrative draft electronically to the City, which will be responsible for sharing the draft to other stakeholders as appropriate. Following a second round of internally-consistent comments, Alta will update the draft and distribute a public review draft in electronic and hard copy formats. We recommend that the public be afforded an opportunity to review and comment on this draft and suggest that the document be publicized on the City website, SanLeandroNext.com, and other City communication channels. After receiving a final round of internally-consistent comments from the City, including comments from City Council, Alta

will distribute an adopted or final version draft in electronic and hard copy formats. The hard copy format for the public review and adopted/final drafts will consist of 30 printed copies in a loose-leaf binder and one reproduction copy.

Task 8 Deliverables:

- Initial Draft (Word and PDF formats)
- Administrative Draft (Word and PDF Formats)
- Public Review Draft (Word, PDF, and hard copy formats)
- Adopted or Final Draft (Word, PDF, and hard copy formats)

Project Timeline

The schedule below 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.

