



Proposal for

Humboldt County Regional Vision Zero Action Plan

February 18, 2025



IN ASSOCIATION WITH





February 18, 2025

Evaluation Committee
Humboldt County Association of Governments
611 I Street, Suite B
Eureka, CA 95501

Subject: Proposal for Humboldt County Regional Vision Zero Action Plan

Dear Evaluation Committee:

TJKM Transportation Consultants (TJKM) is pleased to submit our Proposal for Humboldt County Regional Vision Zero Action Plan to the Humboldt County Association of Governments. TJKM will be the prime consultant on the project with supporting services from Redwood Community Action Agency on the engagement and outreach task.

Our response to your Request for Proposals takes on a comprehensive approach with TJKM leading the safety analysis, project management, goal setting, policy and process, and project selection.

The TJKM Team is committed to developing the Vision Zero Action Plan (Action Plan) for Humboldt County Association of Governments (HCAOG) by taking a holistic approach. Based on our extensive experience and lessons learned from similar projects, we will develop an Action Plan designed to enhance the transportation network to significantly reduce or eliminate roadway fatalities and serious injuries as envisioned by HCAOG. The Action Plan developed by us will focus on all users, including pedestrians, bicyclists, public transportation users, motorists, individuals with disabilities, and commercial vehicle operators. We will apply our extensive experience creating an Action Plan that fosters strategic partnerships, coordinates and equitably engages the community and key stakeholders, and identify actions that are effective and implementable. The Action Plan will serve as the foundation for achieving zero traffic deaths and severe injuries throughout HCAOG. The TJKM Team offers uniquely experienced staff to provide tools, coordination, engagement, documentation, and recommendations to bring about a meaningful Action Plan that will enable HCAOG to continue momentous safety and mobility efforts and compete for future federal, state, and local capital grants.

TJKM provides a team that brings national expertise, specialized skills, and strong local knowledge to deliver this Action Plan. Our team includes planners, engineers, designers, engagement specialists, data analysts, graphic designers, consensus builders, grant writers, and a deep bench of technical and motivational staff who will bring life and passion into the Action Plan. We are ready to work seamlessly with you as an extension of your staff.

TJKM has the best team to support HCAOG for several distinct reasons. The following is a summary of the key elements of our proposal:

- **Safety Expertise:** TJKM has completed hundreds of safety-focused projects across the country and as a result have a thorough understanding and knowledge of vulnerable users. We bring an acute awareness to the needs and current environment of vulnerable users in planning and infrastructure design and have deep, proven, and multifaceted expertise in building consensus, understanding behavioral change, identifying appropriate countermeasures, and defining ambitious yet realistic goals. TJKM includes experienced and passionate planners and engineers. Our team’s breadth and depth in all elements of multimodal safety and mobility and applying innovative technology is unparalleled.

SS4A ACTION PLAN COMPONENTS

The SS4A grant program defines nine action plan components that are integral to any safety action plan and must be satisfied to meet its requirements. The table below describes sections of the CSAP that satisfy these components.

Action Plan Components	Section
Leadership Commitment and Goal Setting	Chapter 1
Planning Structure	Chapter 1, 4 and 8
Safety Analysis	Chapter 2, 6.1 to 6.8
Engagement and Collaboration	Chapter 4
Equity Considerations	Chapter 7
Policy and Process Changes	Chapter 6, 6.1 to 6.8
Strategy and Project Selections	Chapter 6, 6.1 to 6.8
Progress and Transparency	Project Website: WacoMPOSafeStreets.com
Action Plan Adoption Date	April 29th 2024

Example: SS4A Action Plan Components for Waco MPO CSAP Project

- **Robust Analytics:** Leveraging our extensive experience with safety plans, we have created an Interactive Safety Dashboard capable of generating rapid, safety-related analyses, including equity-based data assessments. In addition to assessing existing data, our team can use predictive modeling for proactive decision-making. We continue to stay current in the rapidly changing field of transportation analytics, and we can translate complex data into an engaging story. We have leveraged this expertise to propose several analytics tasks that enable us to better identify latent safety issues, increase competitiveness for implementation grant funding, and enable our clients to track and share progress with stakeholders and community.
- **Implementation-Focused:** We understand how to get projects funded. Over the last three years, we have assisted our clients to secure more than \$150 million in safety funds to implement safety projects to enhance safety and mobility for all modes of transportation. Beyond the technical components, our Action Plans emphasize robust community engagement and consensus building, prioritizing equity by actively connecting with underserved or overlooked communities. This approach ensures that the Plans blend proactive strategies with reactive measures, addressing the unique needs of all community members.

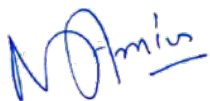
To meet the specific needs of HCAOG we are pleased to propose myself, Mr. Nayan Amin, TE, as the Project Manager and Mr. Mark Doty as Deputy Project Manager. I bring to the team over 35 years of experience in the areas of traffic engineering, traffic operations, transportation planning, freeway and arterial management studies, signal coordination, traffic signal systems, traffic impact studies/Environmental Impact Reports and intelligent transportation systems planning, and construction oversight. I have extensive experience in macro and microscopic model development and application for analysis of traffic operations for express lane studies as well as multimodal operations, light-rail, bus rapid transit, pedestrian, bicyclists, and traffic safety studies. I will be supported by a group of talented and experienced leaders in their fields with significant experience in providing engineering support services for the development of federal, state, and locally funded transportation-related projects. *I have worked on Comprehensive Safety Action Plans/Vision Zero Action Plans for the Cities of Colusa, Dinuba, Livermore, Cupertino, South Lake Tahoe, Concord, Port Richey; Village of Wellington; and Waco Metropolitan Planning Organization and Rio Grande Valley Metropolitan Planning Organization.*

Mr. Doty brings to the team 19 years of experience in both the private and public sector with the majority of that time served as a planner or director for major cities. He is an accomplished senior-level planner and project manager with broad stakeholder, community and government relation expertise, team leadership, strategic development and media outreach experience in the public and private sectors. Among the many initiatives and projects, Mark has attended monthly commission and board meetings, stakeholder, and other community outreach, parking management, wayfinding signage, impact fee studies, downtown place making, economic development fund review and administration, historic designation, code writing and review. *He has worked on Comprehensive Safety Action Plans/Vision Zero Action Plans for the Cities of Colusa, Cupertino, Dinuba, South Lake Tahoe, Port Richey; Village of Wellington; and Waco Metropolitan Planning Organization and Rio Grande Valley Metropolitan Planning Organization.*

As President of the firm, I am authorized to bind TJKM to a contract and you have my personal assurance that all the resources necessary to address HCAOG's needs will be committed to you. This proposal and cost shall remain valid for a minimum of 60 days from the date of submittal. During the proposal process, you can reach me at (408) 410-2977 or namin@tjkm.com. Our corporate address is 4305 Hacienda Drive, Suite 550, Pleasanton, CA 94588. We look forward to hearing from you regarding further steps in the consultant selection process. Thank you for considering TJKM for this project.

Sincerely,

TJKM Transportation Consultants

A handwritten signature in blue ink that reads 'N Amin'.

Nayan Amin, TE, President



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BRIEF COMPANY PROFILE

Team Profile

TJKM TRANSPORTATION CONSULTANTS – PRIME CONSULTANT

TJKM, founded in 1974, is a transportation planning, traffic engineering, and traffic operations firm that provides professional services locally in California, Texas, and Florida. Headquartered in Pleasanton, CA, TJKM currently has a staff of 45 employees with additional offices in San Jose, Fresno, Sacramento, and Santa Rosa, CA; Austin, TX; and Tampa, FL. For 50 years, our clients have entrusted TJKM with their critical work.

We serve a full range of clients, including municipalities, congestion management agencies, Metropolitan Planning Organizations (MPOs), transportation agencies, private developers, other consulting firms, and attorneys.

Our planners and engineers have worked on the public side of the desk for years as municipal engineers, developing superior skills in collaborating with the public and city councils and, more importantly, crafting excellent relationships with the right people.

We have hands-on experience and understand the latest requirements, technologies, trends, and standards. Our experience with local agency processes keeps projects moving faster, and our expertise from thousands of engagements helps us complete projects within budget.

Our motivation comes from satisfying clients' objectives and improving communities.

Our goal is to provide the most cost-effective implementable solutions that meet the unique needs of each client while keeping within budget and on schedule. We are professionals with a passion for safe and sustainable transportation – fully committed to the highest client satisfaction.

DBE COMMITMENT



T J K M is a Disadvantaged Business Enterprise (DBE) #40772 and Small Business Enterprise (SBE) #38780. We will provide about 70 percent of the work from our offices. Our corporate office is located at 4305 Hacienda Drive, Suite 550, Pleasanton, CA 94588. TJKM will be the prime consultant with a dollar amount of \$287,608.



- ● **3,500+ Satisfied Clients** ● ●
- ● **400+ Jurisdictions/Agencies** ● ●
- ● **10,000+ Projects** ● ●
- ● **250+ New Projects Yearly** ● ●

SERVICES

- Traffic Safety/Operations
- Traffic Engineering
- Transportation Planning
- Multimodal Area Plans
- Complete Streets/Corridor Studies
- Traffic Engineering Design (Plans, Specifications, & Estimates)
- Intelligent Transportation Systems





REDWOOD COMMUNITY ACTION AGENCY - SUBCONSULTANT

TJKM will be the prime consultant on the project with supporting services from Redwood Community Action Agency on the Engagement and Outreach task.



Redwood Community Action Agency (RCAA) is a non-profit Community Action Agency established in 1980 with the mission of providing leadership and advocacy and developing community-based coordinated services activities. RCAA enables low-income and/or disadvantaged individuals to gain the necessary skills, education, and motivation to become self-sufficient in a healthy, sustainable environment. The Natural Resource Services division of RCAA is committed to working with private landowners, government agencies, timber and fisheries industries, tribes, and community-based groups to promote healthy communities and healthy watersheds.

Commitment and Approach to Diversity, Equity, and Inclusion

Equity is ensuring that Safe Streets for and Roads for All and Vision Zero initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and fair outcomes for people with disabilities, low-income populations, Native American peoples, people of color, female, LGBTQ, people whose families speak a language other than English, people experiencing homelessness, and other demographic groups. Analysis of census data reveals populations, which are considered vulnerable and reaching and including these groups and individuals is paramount to the success of this project.



Our project team is well versed in considering and delivering considerations of equity in all of our efforts. What we find in practice is that different communities have different definitions and concerns regarding equity. TJKM explores the topic of equity and seeks to identify how a particular definition may best represent the needs of the community while at the same time aligning with definitions and expectations of grant funding sources.

“Foundational Elements and Actionable Strategies, which are both underpinned by a process of continued **Community Engagement** and attention to prioritizing **Equity**. Model policies and examples from Vision Zero cities are included throughout, as well as how-to be for maintaining a focus on equity.”

Source: <https://visionzeronetWORK.org/roadmapforaction/>

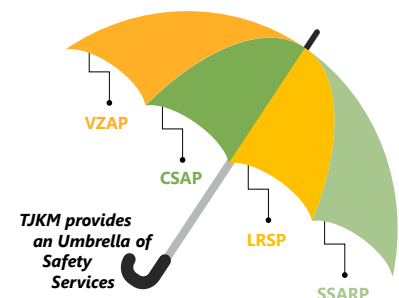


EXPERTISE

Below are TJKM’s general qualifications as they relate to the work for this Vision Zero Action Plan (VZAP).

Vision Zero Action Plans

TJKM assisted the Cities of Cupertino, Concord, and South Lake Tahoe as well as the Village of Wellington and is currently assisting the Cities of Livermore and Dinuba to develop their Vision Zero policy documents, VZAP, vision statements, and guiding principles. This is done by analyzing 10 years of injury collision data and cities’ transportation networks to identify collision patterns and trends, developing High Injury Network (HINs) to maximize the impact of future safety improvement projects, and establishes metrics and targets for year-over-year collision reduction monitoring.





Through an extensive literature review process, analysis, community outreach and field observations our team members have identified proven safety countermeasures (used nationally and globally) to decrease roadway conflicts, create networks that are safe for all users and contribute to place making. The demographics of the area were also collected to ensure that the implementation of identified strategies and countermeasures are equitable throughout the cities.



Through coordination with HCAOG staff, stakeholders, and the community (through online and in-person community outreach events), our team members will form a Vision Zero Task Force Group who will assist in developing and refining the core strategies and action policies for these Vision Zero initiatives to account for the uniqueness of the particular agencies. TJKM also helps agencies integrate their ArcGIS platform with the collision dashboard, to assist the agencies to continuously monitor the performance of the implemented countermeasures and safety projects. This monitoring mechanism helps the stakeholder advisory group to further fine-tune their safety countermeasures and strategies. *TJKM has recently completed Vision Zero Action Plans for Cities of South Lake Tahoe, Cupertino, Village of Wellington, and currently working on Vision Zero Action Plan for Cities of Dinuba and Livermore.*



ArcGIS

Comprehensive Safety Action Plan

The TJKM Team brings together a full roster of experts with diverse skillsets essential for developing Comprehensive Safety Action Plans (CSAP). We have assembled a comprehensive team to partner with you in realizing your vision. We will use our deep understanding of federal funding and the Safe Streets and Roads for All (SS4A) program to ensure the CSAP meets eligibility requirements and identifies competitive projects for implementation and demonstration grant funding.

You need an Implementable Safety Action Plan to improve safety for citizens traveling by any mode. We will be your partner in realizing your vision.



TJKM has conducted comprehensive safety analyses for a wide variety of projects spanning multiple jurisdictions. This analysis evaluates opportunities to reduce crash risk in transportation networks by looking at interactions, dependencies, environmental, and organizational factors that affect safety.

Development of a CSAP provides a framework of innovative strategies and implementation actions intended to reduce transportation-related fatalities and serious injuries while also supporting federal safety initiatives. A CSAP identifies safety issues and specific actions that can be implemented to improve safety for people traveling by any mode. The CSAP develops recommendations for both motorized and non-motorized modes in the roadway network as well as other elements including land use, transit, freight, and other community factors to create a comprehensive course of action. The CSAP addresses federal and state regulations, including local ordinances, design guidance as well as performance management goals, measures, and targets, and promotes equitable outcomes. The list below highlights our relevant experience in Safety Action Plans.

TJKM has recently completed the CSAP for the City of Colusa and Waco MPO in Waco (included 22 cities and one county). We are currently preparing the CSAP's for the City of Monrovia, City of Port Richey, Mendocino County, and Rio Grande Valley MPO's (included three counties and two cities). TJKM also assisted Waco MPO to secure \$20 million and the University of Texas at San Antonio to secure \$500 thousand under SS4A implementation funds to implement projects defined in their Safety Action Plans.

Feel free to visit TJKM's website to explore examples of our completed safety action plans: <https://www.tjkmsafetyactionplans.com/>.





Local Road Safety Plans

TJKM has extensive experience in developing safety programs and viable safety projects for small, medium, and large cities and counties. The TJKM Team has successfully completed over 50 Local Road Safety Plans (LRSPs) for cities of varying sizes, and each with their own unique set of dynamics, along with multi-jurisdictional LRSPs in Kern, Mendocino, Santa Cruz, and Santa Clara Counties. Very similar to an Action Plan, the goal of an LRSP is to improve the overall safety performance of a transportation network by carefully assessing, identifying, and analyzing possible safety risks, and ways to mitigate or eliminate them.



TJKM will develop a LRSP that will accommodate all users

The more data that is available, the higher the resulting detail in crash type and risk factor analysis will be. Field data collection is then utilized to augment available databases. TJKM's approach to safety analysis for Safety Plans is based on the following:

- *Identify crash types* associated with severe and fatal injuries based on system-wide collision data.
- *Identify risk factors* associated with severe crash types that can be used to identify and prioritize other high-risk locations, regardless of location crash history.
- *Determine safety trends* to determine if there are other underlying features contributing to crashes within the network.
- *Identify, map, and prioritize locations* across the roadway network for implementation through Highway Safety Improvement Program (HSIP) and other available funding mechanisms. TJKM regularly assists jurisdictions with successful HSIP applications.
- *Identify low-cost countermeasures* that can be implemented at a large number of locations where risk factors are present throughout the transportation system to maximize the safety investment return.
- *Identify funding sources and assist with Grant Applications*

The TJKM Team has successfully completed over 50 LRSPs for cities of varying sizes, and each with their own unique set of dynamics. TJKM assisted our clients in securing more than \$50 million under HSIP Cycle 11 to implement safety measures identified in the LRSPs.

Systemic Safety Plans

TJKM has conducted systemic safety analysis for a wide variety of projects spanning multiple jurisdictions. This analysis evaluates opportunities to reduce crash risk in transportation networks by looking at interactions, dependencies, environmental, and organizational factors that affect safety.

The development of the Safety Plan provides a framework of innovative strategies and implementation actions intended to reduce transportation-related fatalities and serious injuries, while also supporting federal safety initiatives. A Safety Plan also identifies safety issues and specific actions that can be implemented to improve safety for people traveling by any mode. The Safety Plan also develops recommendations for both motorized and non-motorized modes in the roadway network as well as other elements including land use, transit, freight, and other community factors to create a comprehensive course of action.



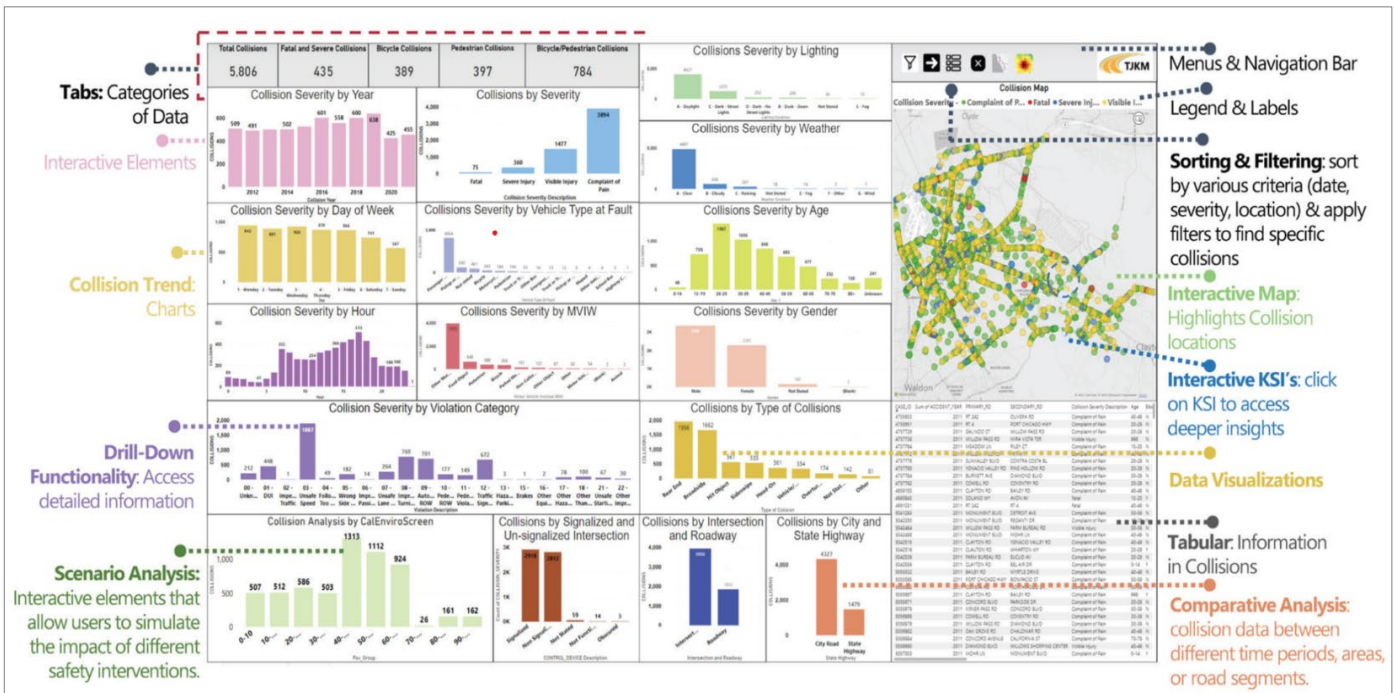
A Safety Plan addresses federal and state regulations, including local ordinances, design guidance as well as performance management goals, measures, and targets, and promotes equitable outcomes.

Collision Analysis Dashboard

TJKM specializes in creating Dashboards for our clients. We developed a Collision Analysis Dashboard based on collision data for the past 10 years for the City of Concord. The Dashboard comprises of an interactive mapping tool to conduct collision analysis, visualize data, analyze collision trends, and develop and monitor an HIN. The culmination of these features allows the city to implement resources to best prioritize safety projects with the highest benefit.

The Geographic Information System (GIS)-based mapping tool was designed to connect several attribute charts. The Collision Analysis Dashboard assists the City to work towards achieving the Vision Zero goal.

In addition, it is functionality embedded for the network to monitor the performance of implementation of safety measures and help formulate safety policies and procedures.



Grants

TJKM has extensive experience in assisting local agencies in preparation of grants including HSIP, Active Transportation Program (ATP), SS4A, Better Utilizing Investments to Leverage Development (BUILD), and regional grant funding opportunities and many more. Based on LRSPs completed by TJKM, we have assisted our clients with preparing and submitting 50 HSIP applications. Of these, 95 percent of them were funded, totaling over \$50 million. *Based on LRSPs completed by TJKM, we assisted our clients with preparing and submitting 50 HSIP applications in 2023. Of these, approximately 95 percent of them were funded, totaling over \$50 million.*





This year, our team also assisted our clients with preparing SS4A Implementation and Planning and Demonstration Applications and were successful in securing approximately \$25 million (including \$18 million on implementation grant) for various agencies.

Community and Stakeholder Engagement

TJKM has a combined total experience of about 70 years in the area of stakeholder engagement, including involvement in many meetings and hearings involving substantial areas of conflict among the participants. On any given week, it is common for many of TJKM's staff to attend, present, and answer project questions at city council or planning commission meetings or at transportation committee meetings related to our specific projects. We are comfortable in this setting and skilled in presenting technical content clearly and concisely for a non-technical audience. TJKM regularly works with stakeholder's committees and groups. We have successfully conducted virtual and in person Community and Stakeholder Engagement meetings on the safety projects that we have delivered.



We value a diversity of views by promoting public engagement and feedback. TJKM specializes in a variety of community outreach methods and strategies to assist our plans and clients, including public workshops, focus groups, hosting walking/biking tours, development of project websites for announcements and to elicit feedback, consent building, pop-up events and tactical urbanism, and intercept and online surveys. Our team utilizes unique insights from our experience to proactively identify and address potential concerns. Building on those prior lessons learned, we work closely with stakeholders to develop alternatives that meet safety and mobility goals while supporting a community-building approach that is inclusive and responsive.



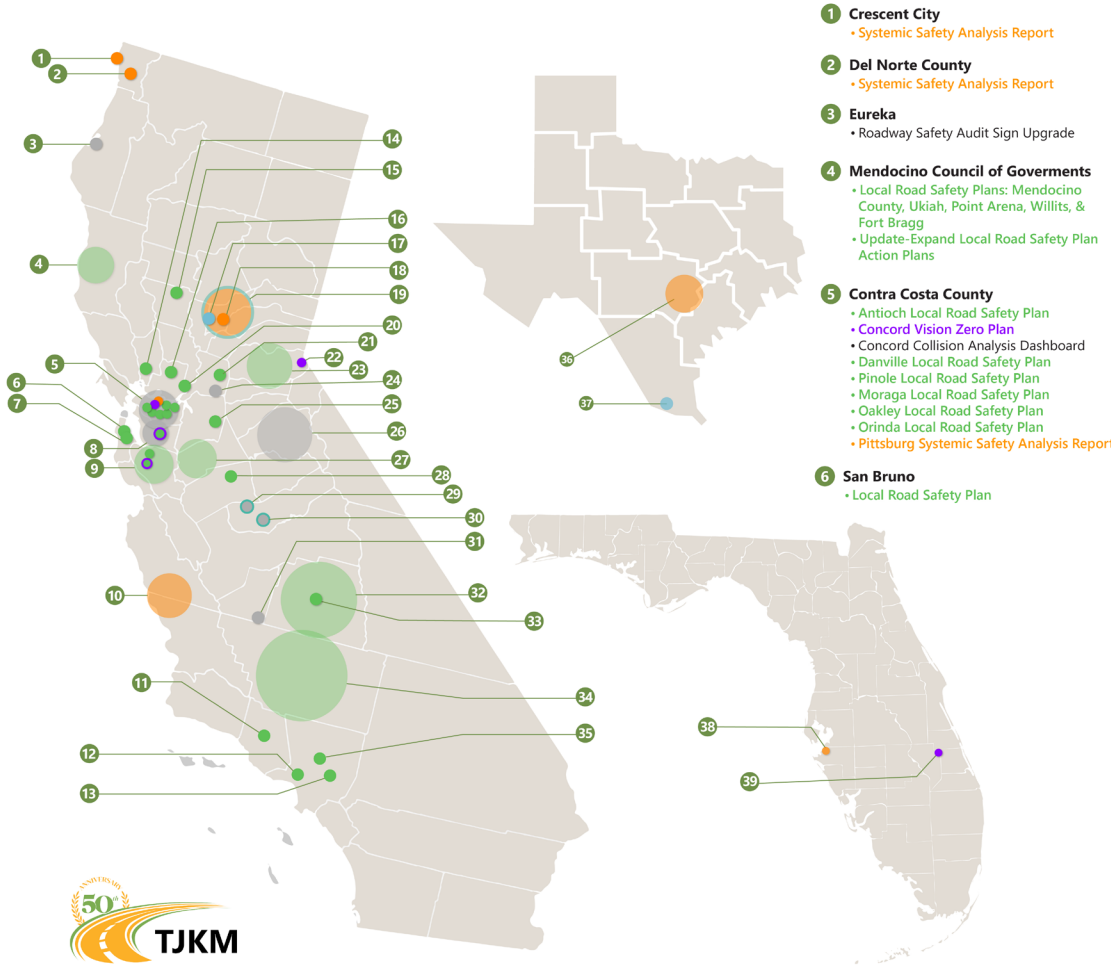
Familiarity with City, State, and Federal Procedures and Processes

TJKM has completed numerous projects that have followed State and Federal procedures and processes. Some of these projects included state and federal ATP funds, Congestion Mitigation and Air Quality, HSIP, and Section 130 funding. All these projects required coordination with Caltrans Local Assistance Program for E-76 permit approval. The level of TJKM's involvement has varied depending on the client. On some of these projects, TJKM has assisted the local agency with the completion of the Request for Authorization to Proceed package to Caltrans Local Assistance for Preliminary Engineering, National Environmental Policy Act (NEPA) clearance, and E-76 permit authorization for construction funds. We are familiar with the processes used to satisfy a variety of funding sources and will draw upon our background and extensive experience to satisfy all City, State and Federal procedures, and processes.





The map below shows all the Safety Projects we have helped our clients with:



- 1 Crescent City**
• Systemic Safety Analysis Report
- 2 Del Norte County**
• Systemic Safety Analysis Report
- 3 Eureka**
• Roadway Safety Audit Sign Upgrade
- 4 Mendocino Council of Governments**
• Local Road Safety Plans: Mendocino County, Ukiah, Point Arena, Willits, & Fort Bragg
• Update-Expand Local Road Safety Plan Action Plans
- 5 Contra Costa County**
• Antioch Local Road Safety Plan
• Concord Vision Zero Plan
• Concord Collision Analysis Dashboard
• Danville Local Road Safety Plan
• Pinole Local Road Safety Plan
• Moraga Local Road Safety Plan
• Oakley Local Road Safety Plan
• Orinda Local Road Safety Plan
• Pittsburg Systemic Safety Analysis Report
- 6 San Bruno**
• Local Road Safety Plan
- 7 Millbrae**
• Local Road Safety Plan
- 8 Alameda County**
• Albany Local Road Safety Plan
• Roadway Safety Audit & Sign Upgrade Project
• County:
• Patterson Pass Road Safety Study
• Crow Canyon Road Safety Study
• Hayward Citywide Intersection Safety Improvement Study
• Hayward Citywide Neighborhood Traffic Management Plan
• Hayward Multimodal Improvement Study
• Livermore Local Road Safety Plan
• Livermore, Sandia Lab Safety Study
• Livermore Vision Zero Plan
- 9 Santa Clara County**
• Countywide Local Road Safety Plan
• Atherton Bike Safety Study
• Palo Alto Bike Safety Study
• Cupertino Vision Zero & Action Plan
• Cupertino Local Road Safety Plan
• VTA Countywide Local Road Safety Plan
• Gilroy Pedestrian & Bike Improvements
• Los Altos Hills Intersection Safety Improvements
• Los Altos Pedestrian & Bike Improvements
• Milpitas Signal & Street Lighting
• Morgan Hill City Sign Condition Evaluation & Reporting
• Morgan Hill Roadway Safety Audit & Sign Upgrade Project
• San Jose Complete Streets
• Santa Clara Comprehensive Local Road Safety Plan
• Sunnyvale Safe Routes to School Projects
- 10 San Luis Obispo County**
• Systemic Safety Analysis Report
- 11 Glendale**
• Local Road Safety Plan
- 12 Culver City**
• Local Road Safety Plan
- 13 Yorba Linda**
• Local Road Safety Plan
- 14 Napa**
• Local Road Safety Plan
- 15 Williams**
• Local Road Safety Plan
- 16 Solano County**
• Local Road Safety Plan
- 17 Colusa**
• Safe Streets & Roads for All Comprehensive Safety Action Plan
- 18 Yuba City**
• Systemic Safety Analysis Report
- 19 Yuba County**
• Systemic Safety Analysis Report
• Local Road Safety Plan
- 20 Isleton**
• Local Road Safety Plan
- 21 Folsom**
• Local Road Safety Plan
- 22 South Lake Tahoe**
• Vision Zero Policy & Action Plan
- 23 El Dorado County**
• Local Road Safety Plan
- 24 Manteca**
• Restoreflective Sign Project
- 25 Patterson**
• Local Road Safety Plan
- 26 Tuolumne County**
• Roadway Safety Signing Audit
- 27 Merced County**
• Local Road Safety Plan
- 28 Chowchilla**
• Local Road Safety Plan
- 29 Fresno**
• No Passing Zone Safety Study
• Systemic Safety Analysis Report
- 30 Dinuba**
• Systemic Safety Analysis Report
• Roadway Safety Signing Audit
• Kamm & Greene Safety Improvement
• Pedestrian & Bicyclist Safety Study
- 31 Kettleman City**
• Kettleman City Safe Routes to School
- 32 Tulare County**
• Local Road Safety Plan
- 33 Farmersville**
• Local Road Safety Plan
- 34 Kern Council of Governments**
• Local Road Safety Plans: Arvin, Bakersfield, California City, Delano, Maricopa, Shafter, Taft, Tehachapi, & Wasco
- 35 Pico Rivera**
• Local Road Safety Plan
- 36 Waco MPO, Texas**
• Comprehensive Safety Action Plan
- 37 Rio Grande, Texas**
• Rio Grande Valley MPO Comprehensive Safety Action Plan
- 38 Port Richey, Florida**
• Comprehensive Safety Action Plan
- 39 Village of Wellington, Florida**
• Vision Zero Plan



Safety Action Plans

- Systemic Safety Analysis Report
- Local Road Safety Plan
- Comprehensive Safety Action Plan
- Vision Zero



We Know Humboldt County

TJKM has worked with agencies within Humboldt County since 1984. We are very familiar with the policies and procedures and are ready to hit the ground running. TJKM has worked with the County and various agencies and private developers within the County on numerous transportation planning and engineering design improvement projects. Some of our projects include:

- General Plan Update, Humboldt County
- Airport Connectivity Study, Humboldt County
- Model Update, Humboldt County
- Ridgewood Villages Phase Two Traffic Impact Study, Humboldt County
- Myrtle Avenue/Hubbard Lane New Traffic Signal, Humboldt County
- McKay Ranch Traffic Impact Study for the McKay Tract North Per Review, Humboldt County
- Rohnerville Airport Connectivity Study, Humboldt County
- Highway 225 Bike Path Street Lighting Design, Humboldt County
- North-South Multimodal Corridor Study, Eureka
- Greater Eureka Traffic Impact Fee Study, Eureka
- On-Call Professional Consulting Services, Eureka (2019-Ongoing)
 - Dolbeer Street and W Street One-Way Couplet Conversion Evaluation Study and Design Concepts
 - Old Town and Downtown Parking Study
 - Myrtle Avenue Bicycle Facility (three locations) Design Concepts
 - Optimized Signal Timing Plans (27 Intersections)
- Regulatory and Warning Sign Retroreflectivity Survey and Inventory, Eureka
- Starbucks Development (1905 5th Street, 1906 4th Street, and 1917 5th Street) Traffic Impact Analysis Report, Eureka
- Starbucks and Subway (2411 Broadway Street) Transportation Impact Study, Eureka



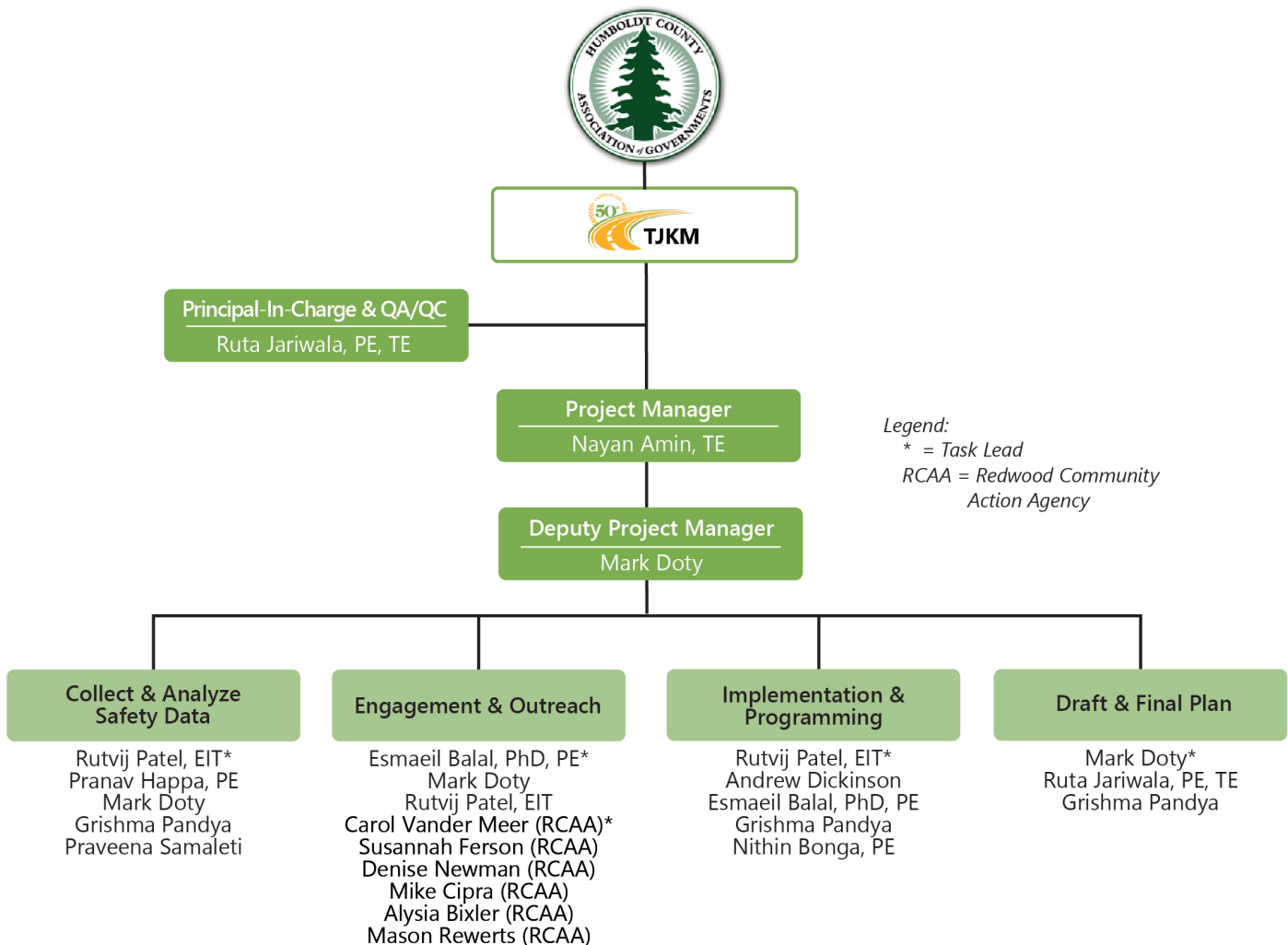


ORGANIZATION AND STAFFING

TJKM Team

Our Team Organization Chart illustrates our proven “chain of command” for performance on similar projects. The proposed organization is a fully integrated team under the direction of Ms. Ruta Jariwala PE, TE as Principal-In-Charge and Mr. Nayan Amin, TE as Project Manager and Mr. Mark Doty, Deputy Project Manager. Work will be conducted under the direct supervision/direction of our Mr. Amin and Mr. Doty. Mr. Amin will be responsible for overall coordination on this contract, maintaining the effectiveness and efficiency of the work, schedule, and ensuring the work products are to the satisfaction of HCAOG and stakeholders. Mr. Doty will be responsible for day-to-day coordination and activities and will be the point of contact. He anticipates working closely with HCAOG staff to ensure understanding of the project objectives from start to project completion. We can confidently state that our key staff and a vast base of highly qualified technical members who will be made fully available to you as required based on the project needs. The TJKM Team has been carefully crafted to provide HCAOG with the full range of expertise. TJKM will not substitute any of our key personnel without prior written approval by the HCAOG.

Below is our Organization Chart showing the staff that will be assigned to your contract.





Name, Role, & Years of Experience	Licenses	Qualifications & Experience
<p>Rutvij Patel, EIT</p> <p>Collect & Analyze Safety Data Task Lead</p> <p>Implementation & Programming Task Lead</p> <p>18 Years of Experience</p>	<p>CA EIT 154117</p>	<ul style="list-style-type: none"> ▪ North-South Multimodal Corridor Study, Eureka ▪ Vision Zero & Action Plan, Cupertino ▪ Vision Zero Plan, Livermore ▪ Vision Zero Action Plan, Wellington ▪ Waco MPO Comprehensive Safety Action Plan, Waco ▪ Local Road Safety Plans, Cities of Folsom, Napa, Albany, Pinole, Isleton, Antioch, Pittsburg, San Bruno, Cupertino, Chowchilla, Coalinga, Farmersville, Yorba Linda, Williams, Dinuba, Glendale, & Culver City ▪ Local Road Safety Plans, Counties of Mendocino, Yuba, Solano, Santa Clara, & Kern
<p>Esmaeil, PhD, PE</p> <p>Engagement & Outreach Task Lead</p> <p>14 Years of Experience</p>	<p>CA PE 90772</p>	<ul style="list-style-type: none"> ▪ HSIP Traffic Signal Improvement, Denton ▪ State Route 164 and State Route 72 ADA Traffic Signal Systems & Signal Coordination Improvement, Los Angeles ▪ Identifying Project Criteria for Intelligent Transportation Systems Deployment in Work Zone, El Paso
<p>Pranav Happa, PE</p> <p>Support Staff</p> <p>19 Years of Experience</p>	<p>TX CE 119973</p>	<ul style="list-style-type: none"> ▪ Vision Zero/Action Plans, Cities of Livermore, South Lake Tahoe, Concord, & Cupertino ▪ Vision Zero Action Plan, Wellington ▪ Waco MPO Comprehensive Safety Action Plan, Waco ▪ Rio Grande Valley MPO Safety Action Plan, Rio Grande Valley ▪ Safe Streets & Roads for All Vision Zero Action Plan, Dinuba ▪ Collision Analysis Dashboard, Concord ▪ Local Road Safety Plans, Cities of Pico Rivera, Cupertino, Orinda, Glendale, & Pittsburg ▪ Local Road Safety Plans, Counties of Santa Clara & Santa Cruz
<p>Praveena Samaleti</p> <p>Support Staff</p> <p>19 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ On-Call Consulting Services, Eureka ▪ North-South Multimodal Corridor Study, Eureka ▪ As-Needed Traffic Consulting Services, Beverly Hills ▪ On-Call Signal Timing, Palo Alto ▪ On-Call Signal Timing, Oakley ▪ HSIP Citywide Traffic Signal Hardware Upgrades Phase 1, Concord ▪ HSIP Citywide Traffic Signal Hardware Upgrades Phase 2, Concord
<p>Andrew Dickinson</p> <p>Support Staff</p> <p>9 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Waco MPO Comprehensive Safety Action Plan, Waco ▪ Local Road Safety Plan, Cities of Cupertino, Patterson, Pinole, Antioch, Chowchilla, Culver City, & Dinuba ▪ Local Road Safety Plan, Counties of Yuba & Tulare ▪ North-South Multimodal Corridor Study, Eureka
<p>Nithin Bonga, PE</p> <p>Support Staff</p> <p>9 Years of Experience</p>	<p>TX CE 154933</p>	<ul style="list-style-type: none"> ▪ HSIP School Crossing Safety Enhancements, Pico Rivera ▪ Pedestrian Countdown Signal Head Installation, Alhambra ▪ HSIP Signal Backplate Replacement Project, Modesto ▪ On-Call Traffic Engineering Services, Fremont
<p>Grishma Pandya</p> <p>Support Staff</p> <p>4 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Waco MPO Comprehensive Safety Action Plan, Waco ▪ Safe Streets & Roads for All Grant Writing, Cities of Campbell, Livermore, Concord; & Town of Los Gatos ▪ Safe Streets & Roads for All Grant Writing, University of Texas San Antonio



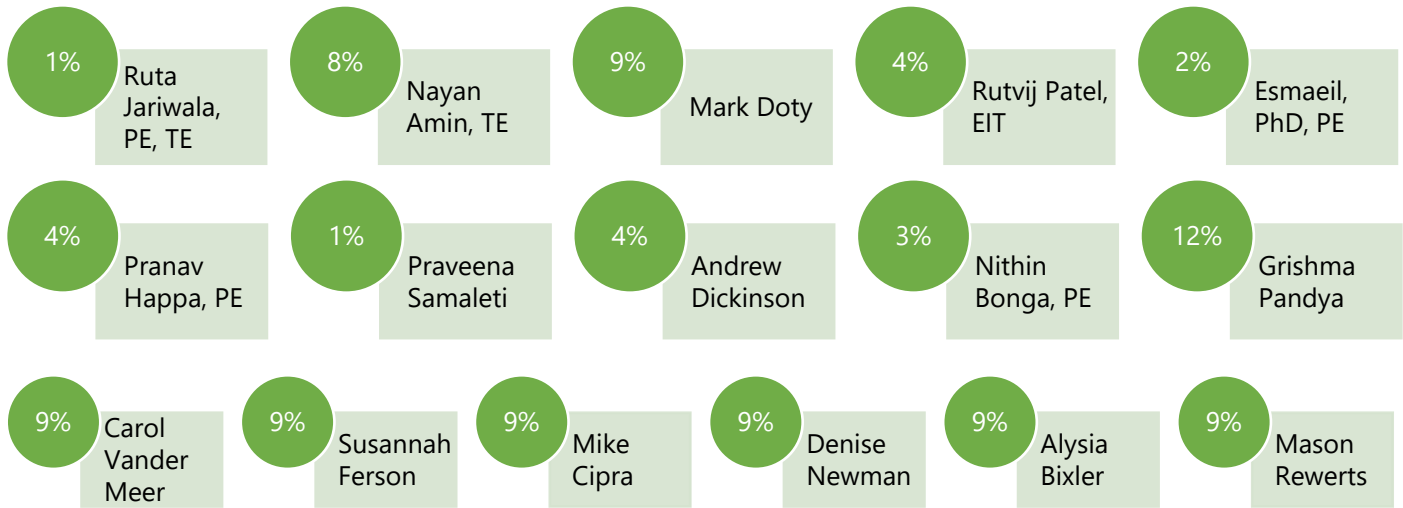


Name, Role, & Years of Experience	Licenses	Qualifications & Experience
Redwood Community Action Agency		
<p>Carol Vander Meer RCAA Project Manager/ Outreach Lead 30 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ South Arcata Multimodal Safety Improvement Plan, Arcata ▪ Peninsula Beautification Project, Humboldt County ▪ Planning Study to Extend the Humboldt Bay Trail to College of the Redwoods, Humboldt County ▪ Great Redwood Trail Master Plan, Humboldt County
<p>Susannah Ferson Support Staff 25 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Martin Slough Enhancement Project, Humboldt County ▪ Lower Ryan Creek Off-Channel Habitat & Floodplain Enhancement Planning Project, Humboldt County ▪ Freshwater Off-Channel Pond Salmonid Habitat Enhancement Phase 1 & 2, Humboldt County ▪ Jacoby Creek Off-Channel Refuge & Rearing Habitat Planning Project, Humboldt County ▪ Humboldt Bay Regional Invasive Spartina Project, Humboldt County
<p>Mike Cipra Support Staff 20 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Wadulh Dune 300 Acre Coastal Dune Ecosystem Habitat Restoration, Humboldt County ▪ Van Arken Community Forest Non-Profit Public Access Plan, Southern Humboldt County
<p>Denise Newman Support Staff 20 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Eureka Waterfront Trail, PALCO Marsh, Elk River Estuary, & Sequoia Park Zoo Exhibits, Eureka ▪ Samoa Peninsula Clean California: Park, Trail, & Historical Signage ▪ Cal Trout Lhiwetgut/Mad River Floodplain Trail, Humboldt County ▪ Planning Study to Extend Humboldt Bay Trail to College of the Redwoods, Humboldt County ▪ Hadley Interpretive Public Garden, Ferndale ▪ Hammond Coastal Interpretive Trail, Humboldt County ▪ Bureau of Land Management’s Falk Headwaters Trail, Humboldt County
<p>Alysia Bixler Support Staff 4 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ Peninsula Beautification Project, Humboldt County ▪ Planning Study to Extend the Humboldt Bay Trail to College of the Redwoods, Humboldt County ▪ Active Transportation Plan & Safe Routes to School Task Force, McKinleyville ▪ Wind Energy Outreach, Somoa Peninsula ▪ Local Road Safety Plan, Arcata
<p>Mason Rewerts Support Staff 2 Years of Experience</p>	<p>N/A</p>	<ul style="list-style-type: none"> ▪ “Keep the Peninsula Beautiful” Peninsula Beautification Project, Humboldt County ▪ Wind Energy Outreach, Somoa Peninsula ▪ Natural Resources Division (NRS) of Redwood Community Action Agency





Below is the estimated percentages of the planning level of effort it will take for each individual for this project.



Project Management

Work will be conducted under the direct supervision/direction of Ms. Jariwala our Principal-in-Charge, our Project Manager, Mr. Amin, and Deputy Project Manager, Mr. Doty. Mr. Amin will be responsible for overall coordination on this contract, maintaining the effectiveness and efficiency of the work, schedule, and will be the point of contact ensuring the work products are to the satisfaction of HCAOG and stakeholders. Mr. Doty will be responsible for day-to-day coordination and activities. If Mr. Doty is unavailable, Mr. Amin will be your point of contact. TJKM internal communication process makes it so that whether you are speaking to either Mr. Amin or Mr. Doty they will be up to date on your project needs and status.

PRINCIPAL-IN-CHARGE



Ms. Jariwala has 24 years of professional experience in the areas of traffic operations, transportation planning, freeway and arterial management studies, signal coordination, traffic signal systems, TIS/environmental impact reports and ITS planning, design and construction oversight. She has extensive experience in macro and microscopic model development and application for analysis of traffic operations for express lane studies as well as multimodal operations, pedestrian, bicyclists, and traffic safety studies. Her approach to transportation planning and engineering prioritizes traffic safety, uniting people towards the common goal of eliminating severe crashes, throughout California, States of Texas, and Florida. Her expertise in roadway design, traffic operations, and planning enables her to understand the diverse needs of the community, ensuring a consistent and effective message to all stakeholders involved in an Action Plan.

In the last three years, Ms. Jariwala has led and completed over 60 Comprehensive Safety Action Plans/Local Road Safety Plans, helped over 20 agencies to apply for various grant-funding opportunities that included Safe Streets and Roads for All, Highway Safety Improvement Program, and Active Transportation Program funding and assisted to secure more than \$100 million in grants to implement safety measures. She has worked on Comprehensive Safety Action Plans/Vision Zero Action Plans for the Cities of Livermore, Cupertino, Dinuba, South Lake Tahoe, Village of Wellington, Colusa, and Waco MPO and Rio Grande Valley MPO.



PROJECT MANAGER



Mr. Amin has 35 years of both public and private sector experience in the areas of transportation planning, TIS, transportation management plans, construction scheduling, construction area signs, signing and striping, traffic signal coordination, traffic operations, transit priority, traffic signal systems, freeway and arterial management studies, and ITS planning, design and construction oversight. He specializes in macro and microscopic model development and application for analysis of impacts across all modes of transportation. His projects include planning, design, and construction oversight for ITS. Studies also include multimodal operations, light-rail, bus rapid transit, pedestrian, bicyclists and traffic safety and operations.

Mr. Amin has helped lead and completed over 50 Comprehensive Safety Plans/Local Roadway Safety Plans and helped over 20 agencies to apply for various grant-funding opportunities, which included SS4A, Highway Safety Improvement Program, and Active Transportation Program funding and assisted to secure more than \$100 million in grants to implement safety measures. Recently, he helped to successfully deliver the CSAP for Waco Metropolitan Planning Organization (MPO), TX in record breaking time of five months and within budget. Mr. Amin also assisted with the delivery of the Vision Zero Action Plan for the Village of Wellington, FL in less than eight months.

DEPUTY PROJECT MANAGER



Mr. Doty has 19 years of experience in both the private and public sector with much of that time serving as a planner or director for major cities. Mr. Doty is an accomplished senior-level planner and project manager with broad stakeholder, community and government relation expertise, team leadership, strategic development, and media outreach experience in the public and private sectors. Among the many initiatives and projects Mark has worked on include monthly commission and board meetings, stakeholder and other community outreach, parking management, wayfinding signage, impact fee studies, downtown place making, economic development fund review and administration, historic designation, code writing and review.

Mr. Doty's recent Safety Action Plan experience includes the Comprehensive Safety Plans for Waco MPO and Rio Grande MPO, TX. He has also led and worked on Vision Zero Action Plans for the Cities of Livermore, Cupertino, Dinuba, South Lake Tahoe, and the Village of Wellington, as well Local Road Safety Plans for over 20 agencies.





Similar Experience

Since 2017, TJKM has successfully delivered safety projects for numerous cities and counties. Our work coordinating with agencies to prepare realistic deliverables is our specialty. In the last three years, we have had a growing demand from local agencies requesting us to help prepare numerous transportation grant applications. Through coordination with the agencies, we have prepared grant applications that included nearly 30 HSIP applications for agencies across the US. In 2020, we were able to secure over \$25 million in funds for our clients. During the latest HSIP cycle (March 2023), we were able to secure almost \$50 million in funds for our clients.

TJKM has extensive experience in developing safety programs for projects for small towns, medium towns, large towns, villages, cities, and counties. We are confident that the VZAP developed by us, will allow HCAOG to achieve its goal to enhance safety, **as we have successfully delivered more than 50 LRSPs and Systemic Safety Analysis Reports, which have assisted our clients to receive grant funding for more than \$75 million in the last two years.**

Nearly 85 percent of our clients are repeat clients. Prompt service, attention to detail, strict adherence to schedule requirements, and commitment to our clients' goals are among the reasons for this steady client base. Our objective on every assignment is to provide the most cost-effective product that meets the specific needs and criteria of each client within the planned schedule and budget. **Our team strongly believes in delivering projects that are implementable. Our philosophy is to get the projects from "paper to pavement".**

We encourage HCAOG to contact our references to learn about our performance. We are confident that you will be pleased with what our clients have to say about us.





TJKM SIMILAR EXPERIENCE

Vision Zero Action Plan, Livermore, CA | 2023-Ongoing

Reference: Joanna Liu, City of Livermore, (925) 960-4556, xliu@cityoflivermore.net



TJKM is assisting the City of Livermore to develop Vision Zero Plan (VZP) to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the VZP to reduce traffic deaths and severe injury crashes in Livermore by:

- Improving street design and infrastructure to reduce the risk of crashes and create safer environments for all road users.
- Transforming a roadway corridor on a high-injury network into a complete street with safety improvements.
- Supporting the development of bikeway network with bicycle lanes for different roadway volumes and speeds.
- Creating safe routes to school and public transit services.
- Evaluating and improving the safety of intersections by considering innovative design.
- Increasing compliance with traffic laws and reduce dangerous driving behaviors.
- Promoting public education on safe driving practices.
- Prioritizing funding to align with safety/multimodal projects.

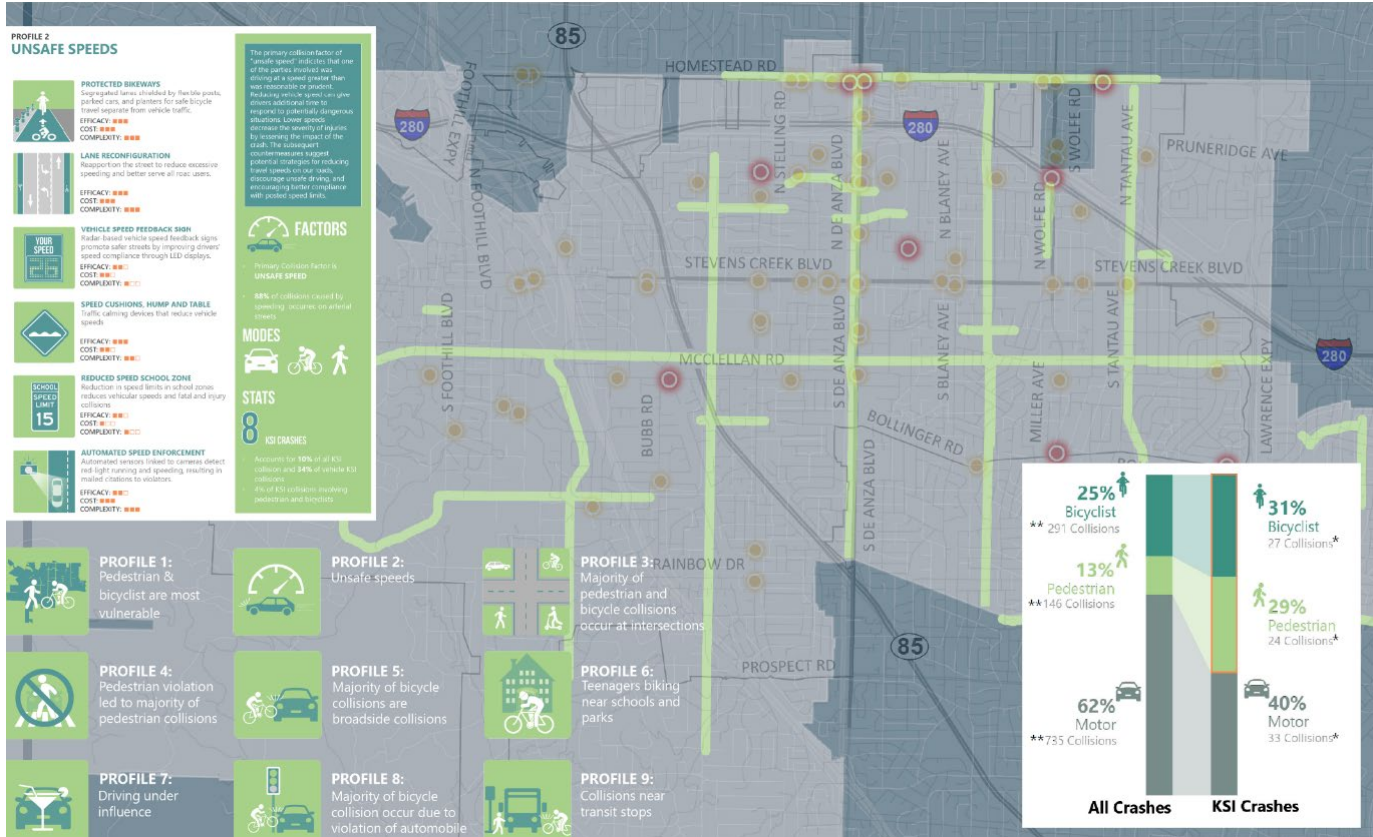
The VZP includes: assessment of existing policies, programs, and practices; formation of a Stakeholder Advisory Group; communicating data and information to the public on social media and on the city's website; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable actions and performance measures; developing educational material for transportation system users of all ages; coordinating with the city to identify most at-risk population and working with local police and Emergency Medical Services (EMS) departments; and creating a Draft VZP to be presented to the Council for Adoption.



City • Departments • Public Works • Transportation & Mobility •
VISION ZERO ACTION PLAN

Vision Zero Action Plan, Cupertino, CA | 2022-2024

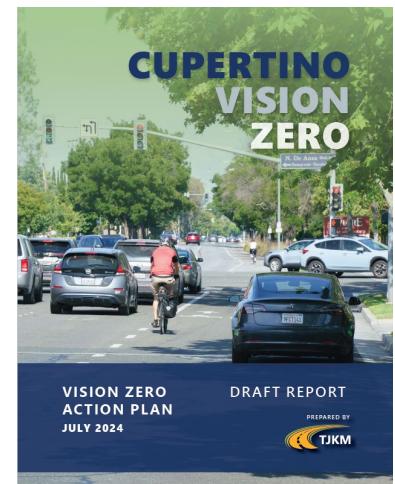
Reference: David Stillman, City of Cupertino, (408) 777-3249, DavisS@cupertino.org



Building on the insights and data from the LRSP, TJKM was selected to develop the City’s VZAP, aimed at enhancing safety and operations for all modes of transportation and all age groups. The VZAP’s primary goal was to create a secure transportation system and eliminate traffic fatalities by implementing a Safe System Approach. The scope of work includes the development of a Vision Zero Policy, Vision Statement, Goals, and Objectives, formation of a Stakeholder Advisory Group, Public Outreach, Collision Data Analysis, identification of a HIN, creation of a Countermeasure Toolbox, identification of Strategies and Interventions, defining Performance Metrics and mechanism for evaluating the impacts of implementation, and developing the VZAP.

This Plan served two purposes: First, it aligned the city’s goals with the SS4A program’s core objective of achieving zero roadway deaths and serious injuries. Second, the Plan outlined a comprehensive strategy for achieving these goals, demonstrating to SS4A a clear and well-defined path for utilizing grant funding. This not only strengthened the City’s grant application opportunity but also ensured resources are targeted towards the most critical safety needs within the community.

<https://www.cupertino.org/our-city/departments/public-works/transportation-mobility/vision-zero-action-plan>





Vision Zero Policy & Action Plan, South Lake Tahoe, CA | 2023-2025

Reference: Emily V. Dougherty, City of South Lake Tahoe, (530) 542-6070, edougherty@cityofslt.us

PLAN OVERVIEW

Vision Zero is a comprehensive strategy to reduce and eventually eliminate traffic fatalities and severe injuries through a data-driven approach that ensures safety for all road users. Recognizing that traffic deaths and severe injuries are preventable, Vision Zero aims to prioritize safety for a more sustainable and livable city for all.

GOALS & STRATEGIES

To reduce traffic deaths and severe injury crashes in South Lake Tahoe:

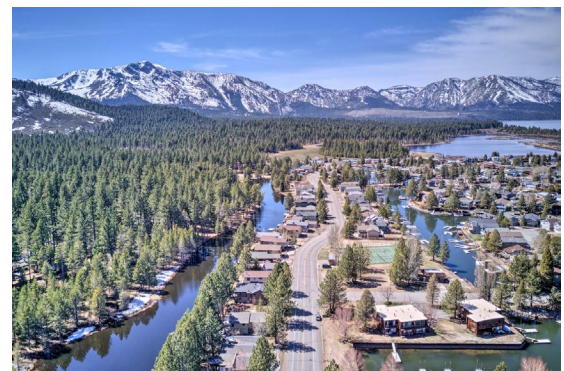
- Improve street design and infrastructure to reduce the risk of crashes and create safer environments for all road users.
- Transform a roadway corridor on a high-injury network into a complete street with safety improvements.
- Support the development of bikeway network with bicycle lanes for different roadway volumes & speeds.
- Create public transit services.



TJKM assisted the City of South Lake Tahoe with developing a Vision Zero Policy and Action Plan. The Vision Zero Policy and Action Plan aims to eliminate traffic-related deaths and serious injury collisions on City streets through a clear vision, assigning responsibility, changing or enacting new policies that focus on safety first, identifying existing roadway deficiencies and hazards, and physically changing the streetscape to support equal access to the road network.

Vision Zero prioritizes people and safety first, acknowledges traffic fatalities and serious injuries are preventable, and requires a multifaceted approach (accounting for individual effort through education, modifying the built environment, and considering socioeconomic factors) to be successful.

The Vision Zero Action Plan included: Assessment of existing policies, programs, and practices; Formation of a Vision Zero Task Force; Communicated data and information to the public on social media and on the City's website; Attended public meetings; Collected collision data and analysis; Developed implementable actions and performance measures; Provided project recommendations after collecting information from community engagement and stakeholder workgroups; Coordinated with the City to identify most at-risk population and worked with local police and EMS departments; and created the Vision Zero Action Plan.



Concord Collision Analysis Dashboard & Vision Zero Action Plan, Concord, CA | 2022-2023

Reference: Abhishek Parikh, City of Concord, (925) 671-3031, abhishek.parikh@cityofconcord.org



TJKM developed a Collision Analysis Dashboard using over 10 years of collision data for various agencies, including the City of Concord, CA. This Dashboard features an interactive mapping tool that supports collision analysis, data visualization, trend analysis, and high-injury network monitoring. These features enabled Concord to prioritize safety projects with the highest benefits and work towards their Vision Zero goal.

In addition to the Dashboard, TJKM also developed Concord's VZAP. The integration of the Collision Analysis Dashboard with Concord's ArcGIS asset management platform has enhanced the City's ability to monitor safety projects, identify future needs, and secure grant funding. This comprehensive approach supports Concord in implementing and evaluating safety measures, improving overall road safety, and advancing Vision Zero objectives.





SS4A Vision Zero Action Plan, Dinuba, CA | 2023-Ongoing

Reference: George Avila, City of Dinuba, (559) 591-5924 extension 303, GAvila@dinuba.ca.gov



As part of a team, TJKM is assisting the City of Dinuba to develop an SS4A Vision Zero Action Plan to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the Vision Zero Plan is to reduce traffic deaths and severe injury crashes in Dinuba by:

- Improving street design and infrastructure to reduce the risk of crashes and create safer environments for all road users.
- Suggesting the most feasible and reasonable practices to take into consideration for implementation
- Creating safe routes to school and public transit services.
- Evaluating and improving the safety of intersections by considering innovative design.
- Increasing compliance with traffic laws and reduce dangerous driving behaviors.
- Promoting public education on safe driving practices.
- Prioritizing funding to align with safety/multimodal projects.

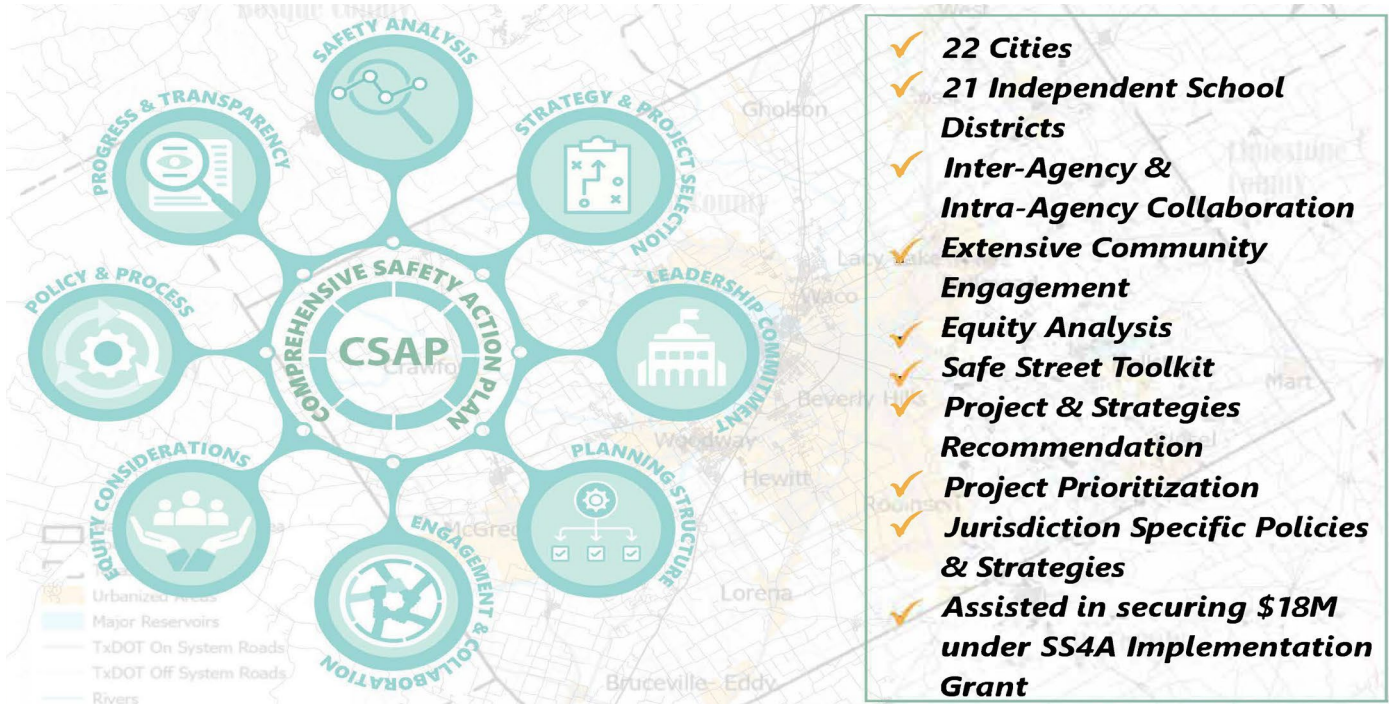
The Vision Zero Action Plan includes an assessment of existing policies, programs, and practices; the formation of a Vision Zero Task Force; Collecting collision data and analysis, recommending implementable actions and performance measures; Communicating data and information to the public on social media and on the City's website; Conducting Bicycle Rodeos for students to practice and develop bicycle handling skills. Providing project recommendations after collecting information from community engagement and stakeholder workgroups; developing educational material; Coordinating with the City to identify most at-risk population and work with local police and EMS departments; and creation of a Vision Zero Action Plan to be adopted by City Council.





WACO MPO COMPREHENSIVE SAFETY ACTION PLAN, WACO, TX | 2023-2024

Reference: Mukesh Kumar, PhD, Waco MPO, (254) 750-5666, MukeshK@wacotx.gov



TJKM assisted the Waco MPO's CSAP, aimed at improving safety across McLennan County. The firm's expertise was vital in creating a comprehensive crash database and analyzing collision data for a 10-year period, identified HIN, conducted equity analysis, and formulated effective safety measures. We collaborated extensively with 21 member agencies and 22 independent school districts, including the Cities of Bellmead, Hewitt, Lacy Lakeview, McGregor, Robinson, Waco, and Woodway, and McLennan County to understand their safety concerns. Based on these inputs, we developed a set of prioritized safety projects, both short-term and long-term, tailored to address specific issues and to improve safety for all road users. In collaboration with local agencies and stakeholders (over 50 outreach meetings), TJKM helped gather public feedback on traffic safety concerns, ensuring the Comprehensive Safety Action Plan addressed the unique challenges faced by different communities. The Plan's strategies align with Vision Zero, focusing on eliminating traffic fatalities and serious injuries. TJKM's contributions also included developing a roadmap for securing funding and implementing these safety improvements, supported by SS4A grants.

TJKM completed the project in four months and assisted various agencies to apply for SS4A Implementation Grants for over \$30 million.

<https://www.wacomposafeststreets.com/>





Waco Metropolitan Planning Organization

August 2, 2024

To Whom It May Concern:

The Waco Metropolitan Planning Organization (MPO) is pleased to provide this letter of recommendation for TJKM, in recognition of their outstanding work in the development of a Comprehensive Safety Action Plan (CSAP) for the MPO and its member governments. As the agency responsible for transportation planning across McLennan County, Texas, the Waco MPO values the exceptional expertise, dedication, and professionalism demonstrated by TJKM throughout our work with them.

The CSAP crafted by TJKM outlines data-driven strategies to reduce transportation-related fatalities and serious injuries throughout our planning area. Transportation safety is a top priority for the MPO, and TJKM's thorough and well-researched plan has provided us with a robust framework which will help us to achieve our safety goals. The plan includes a detailed analysis of recent crash trends and contributing factors based on crash data, identifies emphasis areas and priorities for safety improvements, and recommends system-wide safety countermeasures and location-specific projects.

TJKM's ability to coordinate across multiple jurisdictions within the MPO region was particularly impressive. Their team engaged with cities, independent school districts (ISDs), and the County to identify needs and goals for incorporation into the plan. This collaborative approach ensured that the plan addressed the unique needs of all stakeholders and provided a proactive strategy for addressing safety concerns on all area roadways. Although they are not local to our region, TJKM's team gained a deep understanding of the nuances of our transportation systems and geographies, greatly enhancing the quality of their recommendations. Their work resulted in a plan that directly supports the Vision Zero goal adopted by the MPO, offering a clear pathway for member governments to individually pursue funding for identified safety projects.

Despite already facing a short timeline for the creation and adoption of the plan, TJKM's team faced an unexpected abbreviation of this timeline after beginning work. The diligent efforts of their team allowed them to complete work within the shortened timeframe, delivering a superior product that exceeded our expectations. The team from TJKM was highly responsive to input and quick to make adjustments as necessary, ensuring that the final plan met all our needs and expectations. As an organization, the MPO is extremely pleased with both the experience of working with TJKM and the final product they produced. Their commitment, responsiveness, and ability to deliver high-quality work under challenging circumstances make them an invaluable partner.

Sincerely,

Mukesh Kumar, Ph.D.
Director, Waco Metropolitan Planning Organization

P.O. Box 2570, Waco, TX 76702-2570
(254) 750-5650
www.waco-texas.com/cms-mpo
mpo@ci.waco.tx.us





Safe Streets & Roads for All Comprehensive Safety Action Plan, Colusa, CA | 2023-Ongoing

Reference: Jesse Cain, City of Colusa, (530) 458-4941 ext. 3105, citymanager@cityofcolusa.com



The City of Colusa is developing a Comprehensive Safety Action Plan (CSAP) to make its roads, school access, and intersections safer with planned projects that would provide a path to proactively identify and address potential safety hazards, enhance the overall safety of the mobility space, and ultimately reduce fatalities, injuries, and crashes. It will also assist the City to prioritize safety improvements and justify investment decisions. By developing and prioritizing specific plans to enhance safety, the CSAP will contribute to the reduction and elimination of serious injury and fatal crashes, while increasing overall public awareness and increasing access to valuable future funding opportunities. The City aims to engage in planning efforts, which will lead to enhanced safety outcomes for the City, as well as increased public trust and confidence in the City and its initiatives. TJKM is supporting Colusa in creating a CSAP that enhances safety for everyone on City roads. Project components include:

- Community engagement
- Data-driven solutions: Crash data, land use, and equity analysis to create an effective plan
- Interactive dashboard: Track progress and monitor safety improvements
- Grant opportunities: Secure funding for crucial safety projects



Development of a Comprehensive Safety Action Plan, Port Richey, FL | 2024-Ongoing

Reference: Pamela Lynch, City of Port Richey, (727) 835-1270, p.lynch@cityofportrichey.gov



TJKM is currently working on the City of Port Richey's Comprehensive Safety Action Plan as part of the U.S. Department of Transportation's SS4A Program. Located along the Gulf Coast in Pasco County, Florida, Port Richey is part of the rapidly growing Tampa Bay metropolitan area. The plan aims to enhance roadway safety by reducing or eliminating fatalities and serious injuries for all users, including pedestrians, bicyclists, motorists, public transportation users, and commercial operators. TJKM's efforts will focus on creating a strategic, data-driven approach to address safety concerns, incorporating cutting-edge practices, stakeholder input, and equity considerations. Renaissance Planning was enlisted to lead the stakeholder engagement efforts of the project.

As part of the project, TJKM will develop a comprehensive safety analysis data dashboard to help identify, monitor, and evaluate key safety metrics. TJKM will also identify the city's HIN, highlighting areas with the most severe collisions, and develop a project prioritization matrix that emphasizes the top 20 high-risk collision locations. These data-driven tools will guide Port Richey in making informed decisions about road safety improvements, with a focus on reducing traffic-related injuries and fatalities, while addressing the growing traffic and development in this rapidly expanding region of Florida.



Rio Grande MPO Safety Action Plan, Rio Grande Valley, TX | 2024-Ongoing

Reference: Melany Rodriguez, Rio Grande Valley MPO, (956) 574-6692, mrodriguez@rgvmopo.org



TJKM is currently working with Rio Grande Valley Metropolitan Planning Organization/Lower Rio Grande Valley Development Council under Rio Grande Valley Metropolitan Planning Organization's direction to develop a Comprehensive Safety Action Plan that aligns with local protocols and addresses specific needs and issues. The plan will ensure full compliance with Federal and State guidelines and directives, providing a structured approach to enhancing safety across the Valley.

Through public engagement and data analytics, TJKM is identifying gaps in the system and uncovering opportunities to create an equitable plan for all residents and stakeholders in the Rio Grande Valley. The Plan is being tailored specifically to the Rio Grande Valley Metropolitan Planning Organization/Lower Rio Grande Valley Development Council, reflecting the unique characteristics and needs of the Valley. As the project progresses, the Rio Grande Valley Metropolitan Planning Organization/Lower Rio Grande Valley Development Council will receive a fully implementable Safety Action Plan that highlights collision locations, their root causes, and recommendations for reducing accidents. The recommendations will be presented in a "toolkit" format, detailing various mitigation techniques, cost breakdowns, and a scheduling framework for short-term, mid-term, and long-term implementations.



<https://www.rgvmopo.org/our-work/public-participation/ss4a-safety-action-plan>



Local Road Safety Plans, Mendocino County, CA | 2021-2022



TJKM prepared an LRSP for five agencies (Cities of Ukiah, Willits, Fort Bragg and Point Arena and Mendocino County) for Mendocino Council of Government as one single contract, which including the unincorporated area within the County and the above listed cities. Each LRSP under this contract included system review, collision analysis, identification of high-risk locations, recommendation of emphasis areas using a five traffic safety E’s strategy, countermeasure selection, and safety projects. This included HSIP application preparations for each local agency and a joint online interactive safety platform for ongoing data sharing and public outreach.

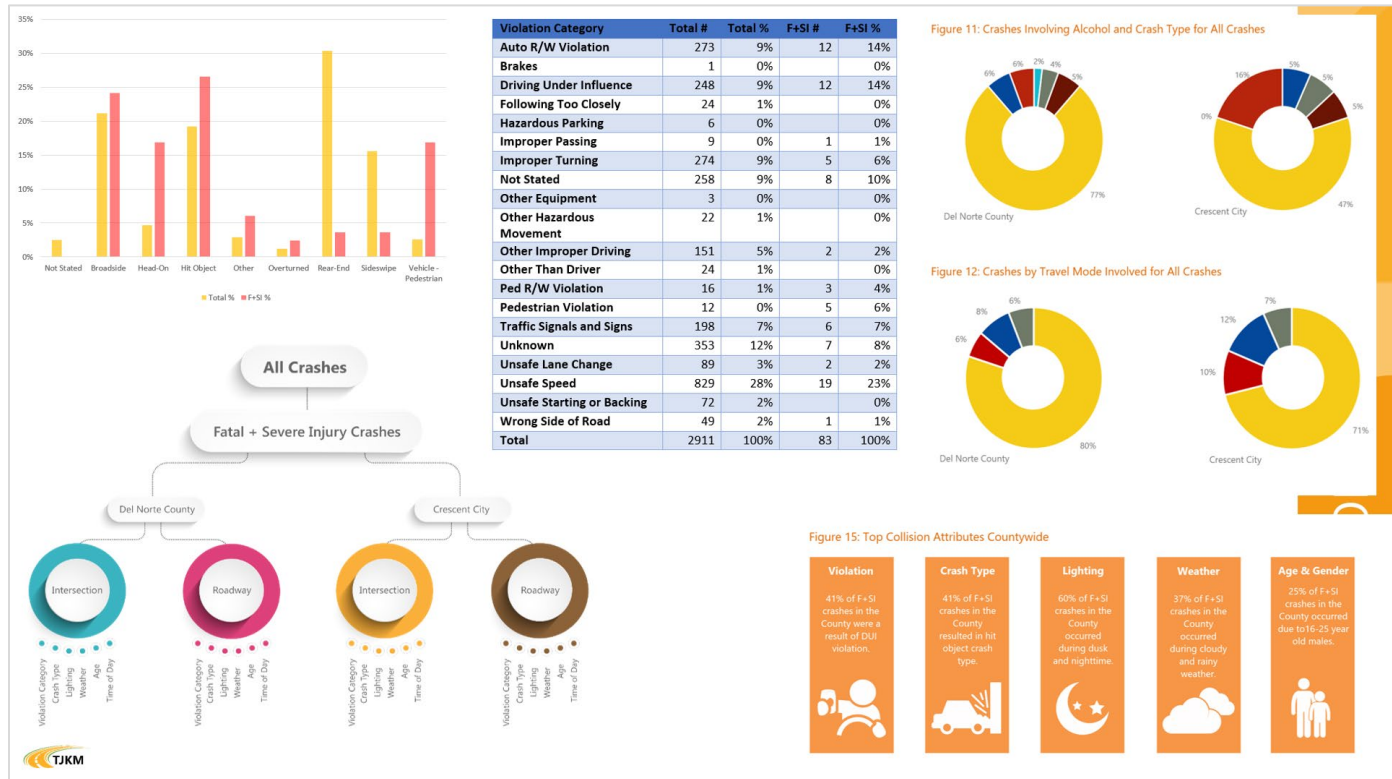
A robust outreach plan was developed for each agency, in total 12 stakeholder meetings (two per agency) were conducted to review project goals and findings and track the plan throughout the process. Separate public outreach was held for each agency and was also supplemented with a project website and map input platform at the onset of the project to keep the community informed of the regular updates and give them an opportunity to raise their concerns, comments and issues at every step throughout the process. **TJKM prepared eight HSIP applications. Based on the submitted applications the TJKM Team helped the County to secure \$4.6 million in HSIP Grant funding.**

The Vision and Goals of the LRSP are:

- Goal #1: Systematically identify and analyze roadway safety problems and recommend improvements
- Goal #2: Improve the safety of all road users by using proven effective countermeasures
- Goal #3: Ensure coordination/response of stakeholders to implement safety improvements within Unincorporated areas
- Goal #4: Serve as a resource for staff who continually seek funding for safety improvements
- Goal #5: Recommend how safety improvements can be made in a manner that is fair and equitable for all Unincorporated Mendocino County resident

Local Roadway Safety Plans, Kern County, CA | 2021-2022

Reference: Robert "Rob" Ball, Kern Council of Governments, 661-635-2902, rball@kerncog.org

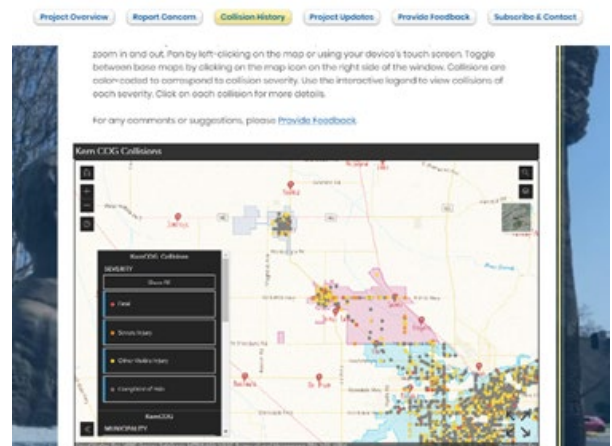


TJKM assisted Kern COG in developing a comprehensive Local Road Safety Plan to identify, prioritize, and recommend future safety projects across nine cities in Kern County: Arvin, Bakersfield, California City, Delano, Maricopa, Shafter, Taft, Tehachapi, and Wasco. Utilizing the most recent five-year collision data, TJKM analyzed current traffic configurations and safety devices, identified emphasis areas, and recommended strategies to enhance road safety.

The Local Road Safety Plan aimed to proactively address collision-prone roadways and intersections by focusing on high Benefit-Cost Ratio, Highway Safety Improvement Program eligible countermeasures, and non-engineering strategies. The plan included a literature review, safety analysis, and identification of high-risk locations, community and stakeholder outreach, and the development of emphasis areas using the 4 E's strategies. It also involved equity analysis, countermeasure recommendations, viable safety projects, and an implementation plan.

TJKM prepared Highway Safety Improvement Program applications for each city, leading to the successful acquisition of \$3.2 million in Cycle 11 Grant funding for Kern County and the cities of Bakersfield, Delano, and Wasco.

<https://www.kerncog.org/>





RCAA SIMILAR EXPERIENCE

Humboldt Multimodal & Vibrant Neighborhoods, Humboldt County

Reference: Debbie Egger, HCAOG, (707) 444-8208, debbie.egger@hcaog.net

The Humboldt Multimodal and Vibrant Neighborhoods project integrates assessing multimodal infrastructure and the land use landscape to identify the best places where transportation investments and/or infill development investments or incentives would maximize active-travel connectivity and accessibility to housing, jobs, regional transit, essential services, plus social and recreational destinations. RCAA is facilitating two activities of the grant through a subcontract with prime consultant. The first is assisting in refining methodology for level-of-traffic-stress for pedestrians and bicyclists; and the second is assisting with outreach and engagement for jurisdictions to identify areas where investment and infill will support growth where residents can get around without relying on driving their private cars for most trips.

Eureka to College of the Redwoods Trail Planning Study, Humboldt County

Reference: Hank Seemann, Humboldt County, (707) 445-7741, hseemann@co.humboldt.ca.us

RCAA worked with the County of Humboldt to do community outreach as part of a Eureka to College of the Redwoods Trail Planning Study that will extend the Humboldt Bay Trail to College of the Redwoods.

Planning Study to Extend the Humboldt Bay Trail to College of the Redwoods, Humboldt County

Reference: Hank Seemann, Humboldt County, (707) 445-7741, hseemann@co.humboldt.ca.us

RCAA performed the community outreach public meeting facilitation, coordination of Advisory Committee, and one-on-one landowner conversations for the Planning Study that will extend the Humboldt Bay Trail to College of the Redwoods.

Great Redwood Trail Master Plan Development, Humboldt County

Reference: Jeff Knowles, AICP, Alta Planning, + Design, (510) 788-6878, jeffreyknowles@altago.com

RCAA worked as a subconsultant with a focus on Humboldt County Outreach through surveys, workshops, small group conversations, tabling and community presentations. They worked as part of the Great Redwood Trail Master Planning team doing the community outreach in Humboldt County. RCAA helped facilitate and coordinate community meetings, tabling events, stakeholder meetings, and one-on-one conversations.

McKinleyville Multimodal Connections Project, Humboldt County

Reference: Tom Mattson, Humboldt County, (707) 445-7491, tmattson@co.humboldt.ca.us

The County, RCAA, and a consultant team collaborated with community members, schools, social service organizations, and project partners worked together to create a plan for multimodal improvement in McKinleyville area for the McKinleyville Multimodal Connections Project.

McKinleyville Active Transportation Plan, Humboldt County

Reference: Tony Seghetti, Humboldt County, (707) 445-7377, TSeghetti@co.humboldt.ca.us

RCAA worked with the County on the McKinleyville Active Transportation Plan and led the bicycle safety and encouragement activities at Morris Elementary and facilitated Humboldt's Safe Routes to School Task Force.





Peninsula Beautification Project, Humboldt County

Reference: Chris Mikkelsen, Humboldt Bay Harbor District, (707) 443-0801, cmikkelsen@humbolddbay.org



RCAA is working in partnership with the Humboldt Bay Harbor District to carry out a Clean California grant to beautify the Samoa peninsula. They are facilitating community meetings and clean ups, work with community partners to install murals and infrastructure improvements, signage and educational activities.

South Arcata Multimodal Safety Improvements Plan (SAMSIP), Arcata

Reference: Rosanna Southern, GHD, (916) 782-8688, Rosanna.Southern@ghd.com

The South Arcata Multimodal Safety Improvements Plan project goals include improving the quality of life for Arcata residents, prioritizing safety, improving and bridging gaps in multimodal access, and making it desirable for active modes of all ages and abilities to travel in South Arcata. RCAA has been subcontracted by the prime consultant to lead community outreach for the project including community workshops, tabling, classroom presentations, social media posts, community input surveys and one-on-one conversations with businesses and community leaders.

Arcata Local Road Safety Plan, Arcata

Reference: Netra Khatri, City of Arcata, (707) 825-2173, nkhatri@cityofarcata.org

RCAA worked on the Arcata Local Road Safety Plan and co-led a series of public meetings in Arcata to gather community input and priorities around road safety. RCAA also co-led the community outreach, planning, data collection, and report preparation for the City of Arcata's Local Road Safety Plan.



DESCRIPTION AND APPROACH

Understanding

The Humboldt County Regional Vision Zero Action Plan aims to enhance transportation safety for all road users by identifying high-risk locations and implementing effective countermeasures. As a county with a mix of mountainous terrain, winding roadways, small cities, and towns, Humboldt County faces unique safety challenges, including limited infrastructure, higher rates of severe crashes, and the need for context-sensitive solutions. This Action Plan will take a data-driven approach, leveraging crash analysis, community engagement, and equity considerations to develop strategies that address local safety concerns.

A key focus will be on improving conditions for vulnerable road users, such as pedestrians, cyclists, and schoolchildren, while also ensuring safe mobility for residents, commuters, and visitors. By integrating engineering, education, enforcement, and emergency response strategies, the Action Plan will provide a clear roadmap for Humboldt County to reduce fatalities and serious injuries, securing a safer and more accessible transportation network for all.

Crashes in Humboldt County:

The Action Plan initiates a crucial shift in addressing traffic safety in our region, fostering a much-needed culture of safety. *Between 2019 and 2023, Humboldt County recorded 409 injury collisions. Of these, 23 (6 percent) resulted in fatal and 97 (24 percent) resulted in severe injury collisions.* This is unacceptable, as the only acceptable number of traffic deaths and serious injuries is zero. Traffic fatalities and severe injuries are preventable, and HCAOG and participating jurisdictions are committed to eliminating them.

Understanding the overarching crash patterns that lead to fatalities and severe injuries is essential. Vulnerable road users are often overrepresented in severe crashes and the region's crash profile reflects this trend.

A preliminary crash analysis within Humboldt County from 2019 to 2023 revealed the following:

- The most common violation categories observed through the analysis were improper turning (36 percent KSI) followed by driving under the influence of alcohol or drug (32 percent KSI) and unsafe speed (14 percent KSI)
- The top three types of collisions resulting from these violations were hit objects (47 percent of all KSI), overturned vehicles (29 percent of all KSI), and head-on (6 percent of all KSI)
- Additionally, 5 percent of all KSI collisions involved pedestrians and bicyclists
- Lastly the top high injury corridors are O'Byrne Ferry Road, Mountain Ranch Road, Railroad Flat Road, Little John Road, Milton Road, Burson Road, Pool Station Road, Copper Cove Drive, Hogan Dam Road, and Murphys Grade Road

The trends highlight a common issue: high-speed corridors are typically the sites of the most traffic fatalities and severe injuries. Recognizing the urgent need for speed management strategies in the County and participating jurisdictions aims to achieve a core component of the Safe System Approach through effective speed management. Since many of these corridors are either county-owned or maintained by the participating jurisdictions, we will collaborate with the agencies to identify proven strategies, foster partnerships, and explore implementation paths and funding options to address these critical issues.





To support HCAOG commitment to zero collisions, TJKM has assembled a team with unparalleled passion, perseverance, and expertise to deliver a successful Action Plan tailored specifically for the County and participating jurisdictions. Our team has a proven track record of helping communities across various states and execute actionable Vision Zero and Safety Action Plans and secure federal and local funding for both short-term and long-term strategies. Our expertise spans federal, state, and local levels, offering comprehensive safety services that ensure a seamless, efficient, and cohesive implementation of a safety plan. Our team's dedication and commitment to making the County's and participating jurisdictions' streets safer and helping to achieve zero traffic deaths is unmatched, as we are deeply invested in the safety and well-being of our community.

Technical Approach

Based on our background in roadway safety, TJKM understands that developing an Action Plan will require substantial planning, data collection efforts, a monitoring program, the development of a countermeasure toolbox, and revisions to policy and guidelines. The Action Plan will establish core principles, strategies, and goals. It will help align policies and develop a series of implementation actions based on proven data-driven methods and community input. Also, the Action Plan will create a road map for action and the tools to measure and assess progress toward the goal of reducing fatal and serious injury crashes for all roadway users.



HOW DOES TJKM CREATE A VISION ZERO ACTION PLAN?



WHAT DOES TJKM DO?

- Analyze Data
- Public Engagement
- Map Collisions and Community Attributes
- Identify Patterns
- Recommend Solutions
- Equity Analysis

- WHO ARE THE KEY PLAYERS?**
- Humboldt County Association of Governments
 - Residents
 - Community Members
 - Business Owners
 - Safety Partners
 - Stakeholders

WHAT WILL THE FINAL VISION ZERO ACTION PLAN PROVIDE?

- Safer Travel for all road users
- Guide investments and actions
- Identify Potential Funding Sources
- Improved accessibility
- Greater Efficiency for Transit and Freight

Holistically speaking, the intent of an Action Plan is pretty clear, *“to reduce and eliminate serious injury and fatal crashes”* (Source: US DOT). A successful plan looks to protect the health and safety of those involved by anticipating, assessing, and mitigating potential threats and hazards and then providing a methodical approach to addressing them.

Ultimately an Action Plan seeks to answer three questions:

- What are the potential risks and hazards?
- How can these risks be mitigated and prevented?
- What should be done in the event of an incident?



A successful Action Plan for the County and participating jurisdictions must be sensitive to the unique needs, concerns, and goals of the stakeholders' diverse neighborhoods and prioritize equity in outreach and outcomes. These considerations will be formed into the Action Plan so that it is an authentic reflection of the people it represents. A collaborative approach will lay the groundwork for an enduring legacy of the Action Plan in the County.



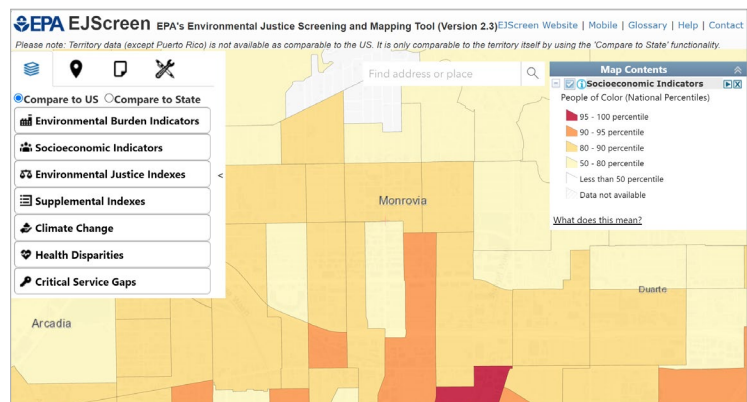
We understand that the safety and mobility enhancements will require that infrastructure improvements include all modes of transportation (automobile, pedestrian, bicyclist, and transit), the non-engineering E's of traffic safety (Engagement, Education, Enforcement, Equity, Evaluation, Encouragement, and EMS) to account for human factors (aggressive driving, driving under the influence, distracted driving or walking, etc.), and the use of the "Safe Systems Approach" principles for the Action Plan. The Action Plan will develop metrics for measuring progress towards collision reduction, a detailed HIN that focuses on both roadway segments and intersections, and tools with implementable actions easily adapted for the County to reach the goal of zero fatal and serious injuries in the future.



The TJKM Team has led numerous successful Vision Zero Action Plan efforts in California, Texas, and Florida, and will bring an unparalleled team of experts to help Humboldt County to achieve zero traffic deaths and serious injuries. Our team has developed the most progressive Vision Zero Action Plans and Safety Action Plans in the US, and we propose marrying this national best practice analysis with local knowledge, values, and priorities through a collaborative process.

TJKM's approach is not just "crunching numbers" but also involves community interaction and engagement to allow for the true area experts - the residents, to provide their unique perspective of what are the issues along the roadways. We listen to the community's aspirations and concerns. We empathetically strive to understand, acknowledge, and validate the related concerns. During the community engagement process, TJKM merges technical information and community information to form the basis of our conclusions and recommendations.

Along with the public outreach and comprehensive analysis, the TJKM Team will be incorporating a distinct Equity Analysis. This analysis will explore historic barriers to Transportation Accessibility and determining any correlation between transportation funding allocations and marginalized neighborhoods. The information will be based on the available mapping and screening tools (like CalEnviroScreen) that provides a consistent dataset and approach for combining environmental and demographic socioeconomic indicators.



Upon completion of the project, the County will have a Regional Vision Zero Action Plan developed by the TJKM Team, vetted by community, stakeholders, the project steering committee, and applicable boards. The document will represent a shared understanding and consented direction for the County and participating jurisdictions to follow.



In addition, HCAOG will have a safety toolkit that lists different countermeasures for future projects, an interactive Dashboard that integrates different types of data to help guide future projects, and a grant application for the SS4A implementation grant and other safety related grants.

Realistically, almost any and all projects may run into issues that may cause a project to either slow down or come to a complete halt. The one major concern for an Action Plan is a slow down due to lack of community and/or political consensus. To avoid this issue from happening, the TJKM Team, on a proactive basis provides complete transparency throughout the project including how the project selections were chosen, explanation of the methodology used, and overall consistent communication with all users and stakeholders. Although not guaranteed, it does help mitigate this type of miscommunication and build consensus at the onset of the project.

Project Management Plan

The TJKM Project Management Plan that will be used on these projects is based on proven management, lessons learned, and administrative systems developed to enhance communication among HCAOG, the TJKM Project Manager and team members, and other affected agencies. This management approach has been used successfully on numerous projects. The TJKM Project Management Plan has the following elements:

WORK PLAN

It is a TJKM policy to prepare a Work Plan for all projects, large and small. Upon receipt of a Notice-to-Proceed, we will prepare, in consultation with HCAOG and other local jurisdictions, an overall project work plan that includes detailed work elements for each team specialty. A TJKM work plan typically includes definition of the project purpose, task objectives, scope of services, staffing, coordination requirements, deliverables, budget, schedule, and monitoring, and reporting procedures.

COMMUNICATION

Frequent and effective communication between HCAOG other local jurisdictions and the TJKM Team is needed to maintain the project schedule and ensure a quality product. The key to our success is an integrated team approach. Our goal is "no surprises" and a partnership that has common understanding and expectations every step of the way. Mr. Amin will maintain close communication with HCAOG's Project Manager by personal contact, telephone, written communications, and meetings. Our project manager strongly believes in the necessity and benefit of scheduled monthly progress meetings. Mr. Amin and Mr. Doty, as well as other key team members, will meet with the HCAOG's Project Manager monthly to discuss project issues, status, schedule, budget, and invoicing items. This will ensure that our "no surprises" goal is maintained and HCAOG is thoroughly aware of all aspects of the project.

The TJKM Team will maintain regular contact with HCAOG staff to ensure clear communication on project tasks, products, meetings, and schedule.





Specifically, we will:

- Hold scheduled conference calls to review project status and discuss key issues. During these calls, we will discuss various project deliverables including workshop agendas, workshop summaries, proposed alternatives, preferred alternative, Draft Action Plan, and Final Action Plan documents.
- Participate in additional calls and meet with HCAOG staff, as needed at key stages during the planning effort to review key ideas, products, deliverables, project status and overall project direction and budget.
- Manage all aspects of the project to maintain project schedule and budget, maintain continuous liaison with HCAOG and other stakeholders.
- Prepare and submit monthly progress status updates to HCAOG. The reports will include progress of work; status of public involvement; updated project schedule; information/decisions required to maintain schedule and complete deliverables; problems encountered that may affect schedule; budget or work products and anticipated work products for the following month.



COST CONTROL

Control of project costs will be accomplished by monitoring on a task level basis. This detailed task level will roll up into milestone summaries and a project summary. Our cost accounting system is a "live" database that Mr. Amin can access to determine the financial status of the project at any time. Cost control reporting to TJKM's Project Manager will be implemented through the invoicing process. Progress reports will also be included to relay information on project progress and critical issues.

SCHEDULE CONTROL

Establishing a schedule that meets the project objectives is relatively easy. Maintaining this schedule during changing project priorities, unforeseen conditions, public consensus building, etc., is a challenge. The project work scope will be broken down by function and separated into defined tasks. Tasks will be linked logically and will be sufficiently detailed to allow for realistic representation of the project. Project progress will also be monitored by percent complete for each task.

QUALITY CONTROL



TJKM's Quality Assurance Procedures are utilized throughout the life of the Project. Quality Control starts at the proposal and scope definition stage and continues through the completion of all assignments. To assure that errors, omissions and ambiguities in submittals and drawings are limited to an absolute minimum, the responsibilities for technical review, peer review/coordination checking, and technical audit functions are assigned to the appropriate TJKM Team members. TJKM's approach integrates the work of our subconsultants into the quality control system through the use of established procedures and our peer review/independent checking capability augmented with technical audits.



COST PROPOSAL

TJKM truly understands the importance of good project management. We use state-of-the-art technology and software to maintain superior quality control, to control costs, and to maximize the efficiency of resource utilization. Mr. Amin and Mr. Doty will utilize a number of project management tools to ensure budget and schedule compliance, including:

- Internal Kick-Off Meeting with the project team to review goals of the project, to identify deadlines for deliverables, and to assign tasks for each staff member.
- Weekly meetings to maintain communication with the project team and to review anticipated hours necessary for completing project work.
- Weekly status reviews of billing system report to track labor and cost expenditures, ensuring budget compliance.
- Regular monthly reports provided to the HCAOG's Project Manager discussing progress and any outstanding issues or concerns, allowing for an open line of communication.
- Documentation of work performed to date in a status report accompanying each invoice, at the HCAOG's request.

Timeliness and quality are essential to maintaining good business relationships and a solid reputation. TJKM is committed to preparing high quality deliverables for our clients, while maintaining schedule and budget compliance, and to meeting deadlines that will be associated with this contract. Our cost has been provided on the following pages.





Task											Redwood Community Action Agency										Total Hours by Task	Total Cost by Task
	Ruta Jariwala	Nayan Amin	Mark Doty	Rutvij Patel	Esmail Balal	Praveena Samaleti	Pranav Happa	Andrew Dickinson	Nithin Bonga	Grishma Pandya	Alysa Bixler	Carol Vander Meet	Mason Rewerts	Denise Newman	Susannah Ferson	Mike Cipra	RCAA Hours by Task	RCAA Cost				
	PIC & QA/QC	Project Manager	Deputy Project Manager	Task Lead	Task Lead	Senior Transportation Planner/ Senior Project Manager	Support Staff / Project Manager	Transportation Engineer	Assistant Transportation Planner	NRS Specialist II	Projects Coordinator	NRS Specialist I	Projects Coordinator	NRS Division Director	Projects Coordinator							
Direct Salary	\$104.70	\$104.70	\$78.53	\$88.24	\$84.13	\$75.29	\$51.92	\$67.31	\$45.18	\$36.01												
Overhead	107.48%	107.48%	107.48%	107.48%	107.48%	107.48%	107.48%	107.48%	107.48%	107.48%												
Fringe	53.02%	53.02%	53.02%	53.02%	53.02%	53.02%	53.02%	53.02%	53.02%	53.02%												
Profit	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%												
Billing Rate	\$300.02	\$300.02	\$225.03	\$252.85	\$241.07	\$215.74	\$148.78	\$192.88	\$129.46	\$103.19												
Task 1 Project Management and Reporting Task	3	68	68	0	0	0	0	0	0	43	182	\$ 41,040	0	0	0	0	0	182	\$ 41,040			
Project Kick-Off Meeting	1	8	8							7	24	\$ 5,223						0	\$ -			
Project Coordination	1	36	36							36	109	\$ 22,916						0	\$ -			
Voicing and Reporting	1	24	24							49	49	\$ 12,901						0	\$ -			
Task 2 Stakeholder Participation and Community Engagement	10	64	64	0	0	0	0	0	0	0	138	\$ 36,603	256	232	232	232	232	232	1416	\$ 112,136	1554	\$ 148,739
Project Task Force Collaboration	4	24	24								52	\$ 13,801	32	32	32	32	32	192	\$ 15,232	244	\$ 29,033	
Community Engagement Plan		8	8								16	\$ 4,200	32	32	32	32	32	192	\$ 15,232	208	\$ 19,432	
Community Meetings	4	24	24								52	\$ 13,801	96	96	96	96	96	576	\$ 45,696	628	\$ 59,497	
Community Education Campaign	2	8	8								18	\$ 4,800	96	72	72	72	72	456	\$ 35,976	474	\$ 40,776	
Task 3 Review Existing Documents and Data	2	8	8		8					32	58	\$ 10,031							\$ -	58	\$ 10,031	
Task 4 Data Analysis	0	42	64	40	32	32	124	16	0	110	460	\$ 84,620							\$ -	460	\$ 84,620	
Conduct Regional Collision History and Safety Data Analysis		10	16	40			100			32	198	\$ 34,894							\$ -	198	\$ 34,894	
Conduct High Injury Network (HIN) Analysis		16	16		16		24			32	104	\$ 19,131							\$ -	104	\$ 19,131	
Utility Analysis		8	16		16	16				30	86	\$ 16,405							\$ -	86	\$ 16,405	
Traffic Safety Sensor Analysis		8	16		16	16				16	72	\$ 14,189							\$ -	72	\$ 14,189	
Task 5 Identify Priority Countermeasures, Strategies and Projects	2	16	16	24	16			32	32	32	170	\$ 32,543							\$ -	170	\$ 32,543	
Task 6 Develop Vision Zero Action Plan	3	16	32	0	0	0	0	0	0	72	123	\$ 20,331							\$ -	123	\$ 20,331	
Administrative Draft	1	8	16							32	57	\$ 9,603							\$ -	57	\$ 9,603	
Draft Plan	1	4	8							24	37	\$ 5,777							\$ -	37	\$ 5,777	
Draft Plan	1	4	8							16	29	\$ 4,951							\$ -	29	\$ 4,951	
Task 7 Quick Build Demonstration Projects	4	15	28	48	0	0	0	72	72	64	303	\$ 53,950	32	32	32	32	32	192	\$ 15,232	495	\$ 69,182	
Lead Process for Selection of Effective Demonstration Projects	1	4	8					24	24	16	77	\$ 12,687							\$ -	77	\$ 12,687	
National Environmental Policy Act (NEPA) Review	1	4	8	16				24	24	16	93	\$ 16,733							\$ -	93	\$ 16,733	
Lead Project Management for Demonstration Projects	1	4	8	16				24	24	16	93	\$ 16,733	32	32	32	32	32	192	\$ 15,232	285	\$ 31,985	
Integrate Demonstration Projects Findings into Action Plan	1	3	4	16						16	40	\$ 7,797							\$ -	40	\$ 7,797	
Task 8 Vision Zero Data Dashboard	2	4	4		4					8	22	\$ 4,490							\$ -	22	\$ 4,490	
Job-Total	26	233	284	112	60	32	124	120	104	361	1456	\$ 283,608	288	264	264	264	264	264	1608	\$ 127,368	3064	\$ 410,976
Travel Costs												\$ 3,000							\$ 1,000		\$ 4,000	
Printing & Miscellaneous												\$ 1,000							\$ 4,000		\$ 5,000	
Total												\$ 287,608							\$ 132,368		\$ 419,976	





TRAVEL AND MILEAGE

TJKM's travel and per diem reimbursement costs are consistent with the California Department of Transportation's Travel Guide policies for consultants, contractors, and subcontractors.





REQUIRED ATTACHMENTS

Attachment A Draft Scope of Work

The Scope of Work TJKM proposes builds on the Request for Proposal, which we have expanded, based on our extensive experience developing other Vision Zero Action Plans and Safety Action Plans, as well as other multimodal projects throughout California, Texas, and Florida. Our Team can perform all the services needed for this project. Our Scope of Work is below.

TASK 1 – PROJECT MANAGEMENT AND REPORTING

Subtask 1.1 Project Kick-Off Meeting

Within three weeks of Notice-To-Proceed, TJKM will facilitate a Kick-Off Meeting with the HCAOG’s Project Manager to discuss:

- Project goals and objectives
- Scope of Work and Schedule
- Timeline and identify key milestones/critical path items
- Critical data needs and data sharing protocol
- Internal meeting schedule/invoicing/progress updates
- Any other relevant information

TJKM will prepare kick-off meeting materials including an agenda, sign-in sheets, and related handouts. After the meeting, we will summarize the meeting notes and action items in a Google doc that can viewed and edited by TJKM and HCAOG staff.

Subtask 1.2 Project Coordination

Throughout the project, TJKM expects ongoing emails and conference calls with the HCAOG’s Project Manager to keep the project on track and to meet HCAOG’s expectations during the creation of the Action Plan. We will facilitate *bi-weekly* meetings to ensure the project is on track and within budget. All meetings will be through virtual conferencing with screen sharing capability (Zoom or similar). *TJKM will also maintain all agendas, meeting notes, and action items through a Google doc, which will be a living document throughout the life of the project and will provide an open and up-to-date communication platform.* This will also assist in overseeing the Action Plan development and ensure that all measures of the project’s scope of services are completed in a timely and professional manner with an emphasis on providing HCAOG with a high-quality product. We anticipate each meeting to last one hour or less.

Subtask 1.3 Invoicing and Reporting

TJKM will prepare monthly invoices in accordance with HCAOG invoicing and reporting requirements. TJKM will obtain any templates or protocols from HCAOG staff, as available. Most importantly, all reporting will follow the **Federal Highway Administration (FHWA) SS4A reporting requirements.**

Deliverables:

- ✓ Kick-Off Meeting
- ✓ Meeting Agenda and related handouts
- ✓ Meeting Notes
- ✓ Bi-weekly Meetings
- ✓ Monthly Invoices and Progress Reports





TASK 2 – STAKEHOLDER PARTICIPATION AND COMMUNITY ENGAGEMENT

Developing an effective and successful Action Plan will require those who live, work, and service in Humboldt County to provide the HCAOG with insightful feedback from a local perspective. Community engagement will target both public and stakeholders and include traditional facets such as community meetings and pop-up events within Humboldt County. We will look into specialized equitable outreach methods that ensure that the outreach is reflective of the entire population and not just the loudest voices.

Subtask 2.1 Project Task Force Collaboration

This task includes establishing the Project Task Force (PTF) and identifying those who should be involved in the development of the Action Plan. It is envisioned that the PTF will be comprised of HCAOG staff, and the PTF will primarily consist of members of the local transportation planning agency, law enforcement, fire district, the County Office of Emergency Services, and community organizations that will guide the study throughout the planning process. The composition of the PTF will be determined collaboratively with the HCAOG staff.

Subtask 2.2 Community Engagement Plan

Throughout the development of the Action Plan, high priority should be placed on listening, learning, and incorporating feedback from community members. The Engagement Plan will prioritize activities and forums that facilitate community dialogues to explore needs, desires, successes, and challenges.

This dialogue guides each phase of the planning process and allows community members “to see their fingerprints” on the finished Plan. Under this task, the TJKM Team, in consultation with County staff and based on the outline develop during the project kick-off meeting will develop a Community Engagement Plan, which will include scheduled stakeholder and public outreach meetings, data gathering methods and incorporating information collected from the community.

The Engagement Plan will also include a plan to engage residents from various communities like historically marginalized, Black, Indigenous, and Other People of Color (BIPOC), economically disadvantaged, or even underrepresented. The Community Engagement Plan will lay out a detailed approach to seek and gain authentic and meaningful input from the community and various communication methods to engage them and empower them. The communication methods would include walk and bike tours, open-house workshops and pop-up events, and informational and interactive activities if needed and will be discussed in the Kick-Off Meeting before finalizing the Work Plan and Level of Effort. The TJKM Team will ensure that the meetings are widely publicized through various outreach platforms and traditional means, resulting in the highest participation of stakeholders and public.

For a Community Engagement Plan such as this, we typically see value in separating the engagement process into separate phases:

- **Public Notification** - Educate the public about Action Plan through a public notification campaign.
- **Listening Phase** - Attain feedback from stakeholders through in-person meetings, and online engagement tools.
- **Implement Feedback** - Work with project team and technical staff to incorporate community feedback into Final Plan.



- **Equitable Outreach Methods** – We use CalEnviroScreen and similar tools to help us locate and identify disproportionately affected communities that could be classified as disadvantaged. Utilizing these types of tools and through discussions with HCAOG and participating jurisdictions staff who have their pulse on these neighborhoods, the TJKM Team will make concerted efforts to lead socially conscious communications efforts within Humboldt County that have been overlooked and underserved in the past.

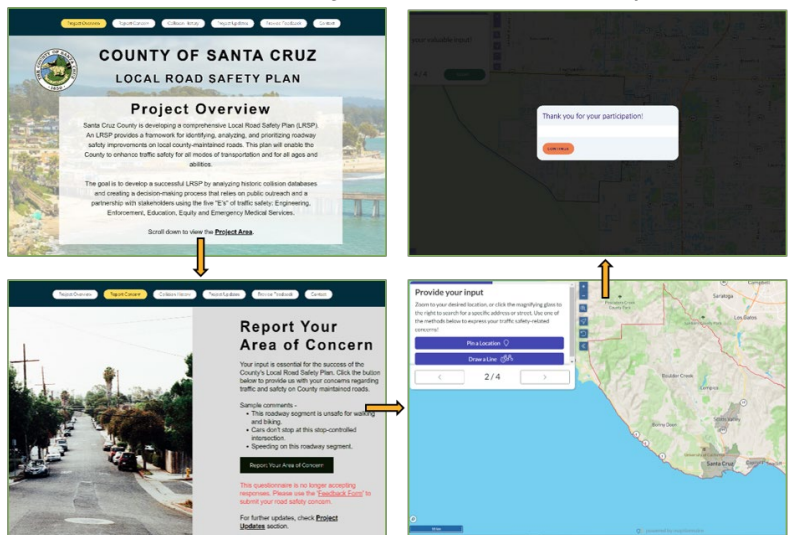


This can include audiences that do not have internet access, senior citizens, community members that do not speak English, or simply stakeholders that do not have knowledge of civic projects and have failed to provide feedback for HCAOG in the past. Some of the things we do to ensure equitable engagement is canvass specific neighborhoods on foot, produce multilingual mass mailings, and hold designated in-person meetings entirely in Spanish.

Project Website

Under this task, to solicit feedback and communicate data and information to the public, we will develop an Action Plan Webpage on either the HCAOG’s website or as a stand-alone website with either utilizing the HCAOG’s ArcGIS Online subscription. This interactive GIS mapping web base tool will provide an overview of the Action Plan and its principles, purpose, goals, and objectives with complete instructions for using the tool. The webpage will include but not be limited to project overview, upcoming events, project timeline and updates (presentations, upcoming meetings, reports, etc.), comment boxes, contact information, online survey, and a public draft review section, in addition to the interactive GIS mapping and interactive input. The TJKM Team will work with HCAOG staff to promote the project website on HCAOG’s official website and social media. We will incorporate results of public outreach and engagement into the Action Plan.

PROJECT WEBSITE
 Interactive Online Survey & Location Based Map Content



Subtask 2.3 Community Meetings

The TJKM Team, along with HCAOG and the local agencies, will plan and oversee 12 community meetings. These meetings, spread throughout different locations in Humboldt County, will provide an outlet for comment and feedback on the Action Plan and ensure an equitable approach is being taken to makes things more convenient for different audiences.



Subtask 2.4 Community Education Campaign

The TJKM Team, based off the results of the crash analysis, identified countermeasures and community feedback will create a Community Education Campaign that will be focus on innovative, research driven programs to educate the public on the roadway safety and tenets of the Action Plan. Branding, PSA campaigns, designing, printing, and distributing educational materials, a press toolkit, leveraging statewide campaigns, and providing training for schools and other impacted communities will all be considered when the campaign approach is developed.

Deliverables:

- ✓ Project Task Force Collaboration
- ✓ Community Engagement Plan
- ✓ Project Website
- ✓ Community Meetings (12)
- ✓ Materials as needed
- ✓ Community Education Campaign

TASK 3 – REVIEW EXISTING DOCUMENTS AND DATA

The TJKM Team will first collect and review documents pertaining to the Action Plan, including, but not limited to, any jurisdiction General Plans, bicycle/pedestrian plans, neighborhood plans, etc. TJKM will review existing programs, policies, and activities, and provide a summary of current efforts to address transportation safety with partner agencies including Humboldt County, the Cities of Arcata, Blue Lake, Eureka, Ferndale, Fortuna, Rio Dell, and Trinidad, and the Hoopa Valley Tribe, Yurok Tribe, Karuk Tribe, and Cher-Ae Heights Indian Community of the Trinidad Rancheria). We will also review strategies that other cities, counties, and MPOs are using to address safety, identify programs that have evidence of measurable success, and provide an assessment of the most effective and efficient methods used to achieve outcomes.

The TJKM Team will summarize contents and key transportation projects and efforts to address traffic safety of the aforementioned documents in a Technical Memorandum. Based on our firm’s experience, we will ensure the Plan is developed and is consistent with the following documents:

- Local Road Safety Plans
- General Plans
- Regional Transportation Plan
- Bike Plans
- Any other applicable community plans, neighborhood plans, and specific plans
- Caltrans District 1 Active Transportation Plan
- Caltrans Strategic Highway Safety Plan
- American Association of State Highway and Transportation Officials
- Capital Improvement Plans
- FHWA - Systemic Safety Project Selection Tool
- FHWA - Developing Safety Plans: A Manual for Local and Rural Road
- FHWA - Local and Rural Road Safety Program
- California’s Strategic Highway Safety Plan
- California’s Manual on Uniform Traffic Control Devices
- National Association on City Transportation Officials’ design guides

Deliverables:

- ✓ Technical Memorandum of reviewing and summarizing the existing policies, programs, and practices

TASK 4 – DATA ANALYSIS

The TJKM Team will collect and analyze existing crash history and historical trends throughout the County and participating jurisdictions regardless of the owning jurisdiction of the roadways.





Subtask 4.1 Conduct Regional Collision History and Safety Data Analysis

TJKM will collect data for severe and fatal crashes occurring over the last five years in Humboldt County. TJKM will obtain the latest five years of crash data from various sources including Transportation Injury Mapping System (TIMS) and State Integrated Traffic Records System (SWITRS), and Crossroads for crosschecking. We will reference supplemental information from HCAOG, the County, and other participating agencies, such as additional collision data or a complaint database, if available. We have extensive experience working in various databases and the interrelations among attributes. In addition, we will reference supplemental information from HCAOG and other participating agency records, such as complaint database, local enforcement reports, if available.

We will also obtain statewide statistics and collision data for comparison. The informal sources include complaint databases, concerns received from residents and businesses at different meetings as well as field observations from traffic patrol unit, paramedic, and street maintenance teams. TJKM will augment these formal and informal sources with its own extensive field observations that will confirm, clarify, and extend the level of data gathering and analysis efforts. Our extensive experience managing similar records gathering and analysis has shown that not all collision reports have all necessary information, and, in many cases, some collisions do not make it to the records. Therefore, detailed review and analysis of the available records and field observations are extremely important before initiating crash analysis. TJKM will use functionally classified road data, provided by HCAOG and participating agencies, as well as transit, bicycle, and pedestrian facility datasets, for base mapping and analysis. Road data may be augmented with volume, speed, and horizontal curvature data, pending availability.

Systemic Analysis

The TJKM Team will conduct a countywide safety analysis for all collisions, with an emphasis on fatal and serious injury crashes for at least the past five years. This will be a data-driven process including the following steps:

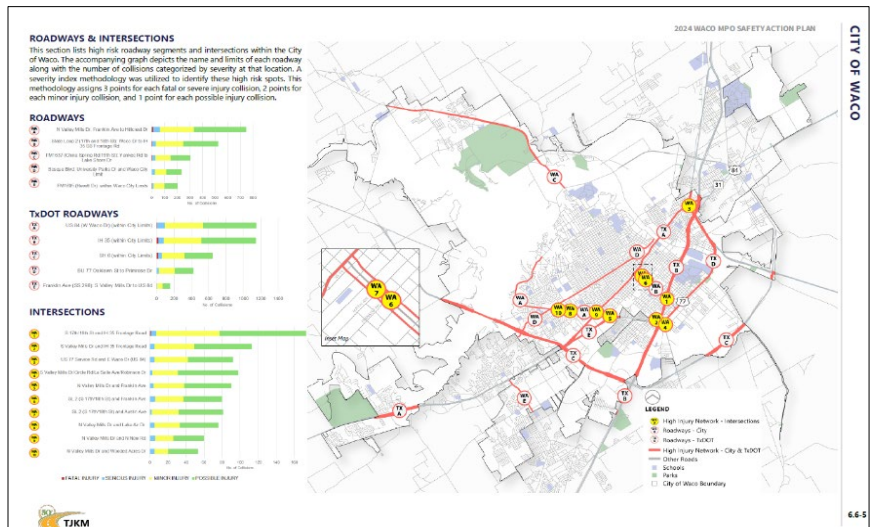
- **Collision Trend:** Analyzing and summarizing collision distribution including severity, travel mode, trend over time, lighting conditions, weather conditions, time of day, collision type, and violation category.
- **Collision Profile:** Combining collision factors to identify prominent collision types.

We will produce GIS-based mappings, charts, and other visualizations to help inform decision-making. We will summarize the collision analysis and maps in a Technical Memorandum.

Subtask 4.2 Conduct High Injury Network Analysis

TJKM will identify HINs by ranking collision rates over the roadway network for the entire County. These are the corridors responsible for the greater numbers of people Killed or Seriously Injured (KSI).

This is a critical step to identify locations throughout the County that are collision-prone, so that future collisions can be prevented. Primarily, TJKM will identify the County’s and participating jurisdiction’s HINs by ranking collision rates over roadway network.





These are the corridors, intersections, and crash cluster areas responsible for KSI on roadways. At a minimum, TJKM will identify up to 10 high-risk corridors and intersections.

Community Data

TJKM will collect information regarding traffic safety from the community at large. While much of the information may be anecdotal, it provides important insight into the history and trends, as people perceive them. Community feedback helps us to mitigate locations that need attention and have characteristics like other high injury locations but have not had any collisions. This approach helps us in proactive implementation of countermeasures systemically rather than traditional reactive approach.

Subtask 4.3 Equity Analysis

Equity is ensuring that Action Plan initiatives are benefiting all demographic groups, with particular attention to ensuring safe, healthy, and fair outcomes for people with disabilities, low-income populations, Native American peoples, people of color, female, LGBTQ, people whose families speak a language other than English, people experiencing houselessness, and other demographic groups. Analysis of Census data reveals populations which are considered vulnerable, and reaching and including these groups and individuals is paramount to the success of this project.

Our project team is well versed in considering and delivering considerations of equity in all our efforts. What we find in practice is that different communities have different definitions and concerns regarding equity. TJKM explores the topic of equity and seeks to identify how a particular definition may best represent the needs of the community while still aligning with definitions and expectations of grant funding sources.

TJKM will conduct a Disproportionate Environmental Justice analysis that focuses on transportation equity. The goal of this analysis will be to determine limitations to accessibility to transportation for specific racial, socioeconomic, and geographic groups within the region. Information from an available screening and mapping tool will help determine specific target areas with limitations to socio-economic mobility. TJKM will utilize environmental indicators, socio-economic indicators, environmental justice indexes, and supplemental indexes to complete this analysis. The TJKM Team will integrate these indicators into the analytical platform that integrates this information along with additional traffic safety and environmental factors, both built, and natural.

Subtask 4.4 Traffic Safety Sensor Analysis

In conjunction with HCAOG and the PTF, TJKM will identify three priority intersections to study near-miss data and will refine the study scope and analyze data to generate intersection safety reports and recommendations. These studies will inform the Action Plan and be included in the appendices.

Deliverables:

- ✓ *Countywide collision data analysis summary for the most recent five years of available data*
- ✓ *Technical Memorandum summarizing the findings and analysis*
- ✓ *Countywide HIN GIS Map*
- ✓ *Crash cluster areas*
- ✓ *Summary of community data*
- ✓ *Technical Memorandum summarizing Equity Analysis*
- ✓ *Traffic Safety Sensor Analysis including three intersection safety studies utilizing traffic safety sensor data*





TASK 5 – IDENTIFY PRIORITY COUNTERMEASURES, STRATEGIES, AND PROJECTS

Based on the collision analysis and HIN identified, the TJKM Team will work with HCAOG and the PTF to identify emphasis areas and develop the corresponding collision profiles. The emphasis area will be identified to represent the local context of Humboldt County based on the collisions that have occurred. The collision profiles will include description and goals of the emphasis areas, indicating the primary risk factors, collision types, facility type, and related collision statistical summary. The emphasis areas will inform the identification of countermeasures, policy strategies, and safety projects in later stages of the project. Countermeasures and strategies will be identified based on “5 E’s” of traffic safety.

In addition, a program of work will be developed to address safety issues throughout the County that allows for:

- Continuous activity to demonstrate that what can be done is being done.
- A phased approach to planning, design, and implementation of improvements.
- Budget forecasting to minimize adverse impacts on public funding of other needed project and programs.
- Readily implementable improvements that provide benefits immediately in response to documented concerns.
- A tiered approach to project planning and implementation that is flexible and responsive to changes in stated public needs and opportunistic to utilize whatever funding is available at a given time.

TJKM will also create a staged improvement plan that outlines projects in short-term (less than two years) mid-term (two to three years), long-term (three to five years), and capital projects (five to 10 years and more) project delivery. The plan will be in line with the overall project’s vision, goals, and community feedback.

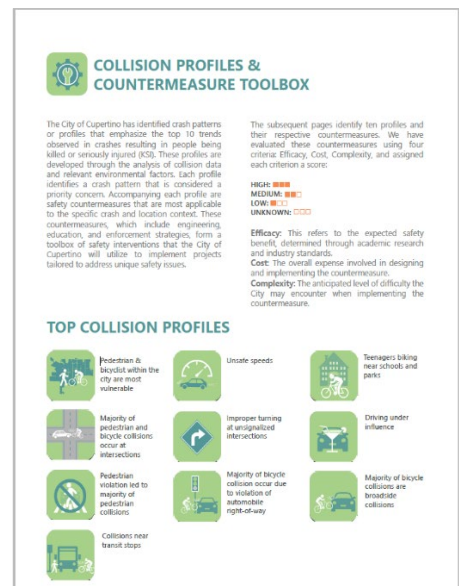
TJKM will also identify and recommend non- infrastructure solutions to address behaviors that lead to crashes such as risky speeding, lack of yielding, violating traffic controls, and contra-flow bicycling. All the recommendations will be related to the E’s identified as part of this project: equity, education, enforcement, encouragement, evaluation, emergency response, and emerging technologies.

Toolkit

TJKM will utilize an automated countermeasure selection Toolkit developed in-house for selecting feasible countermeasures and strategies based on numerous data attributes, e.g., roadway characteristics: number of lanes, pavement conditions, and traffic control types; and collision information: collision types, collision locations, and primary collision factors. The Toolkit has successfully assisted the project team to narrow down feasible countermeasures proposed for numerous jurisdictions.

Deliverables:

- ✓ *Emphasis Areas and Implementation Strategy for proposed recommendations, safety improvements and project list*
- ✓ *Programming Matrix; Toolkit for sharing information regarding traffic safety strategies and performing alternatives analysis for applicable safety enhancement strategies*





TASK 6 – DEVELOP VISION ZERO ACTION PLAN

Subtask 6.1 Administrative Draft

A detailed Draft Action Plan will be submitted for administrative review. This draft will include: an executive summary, will be developed that incorporates a summary of the crash data evaluated, summarizes stakeholder involvement and contribution, incorporates public outreach and involvement in shaping focus areas and strategies, describes the proposed focus areas and strategies to reduce fatal and serious injuries crashes and crash rates, describes how these strategies may assist HCAOG in meeting safety performance targets, discusses the impacted people and areas that experience inequity in transportation safety, and identifies a list of projects, programs, and strategies that are potentially eligible for implementation through SS4A and other Federal and State safety grants.

Subtask 6.2 Draft Plan

After the administrative review, any comments will be completed, and the revised Draft Action Plan will be submitted for review and comment to the PTF and public as well as posted to the project website.

Subtask 6.3 Final Plan

Following the public comment period and completion of any other tasks, the TJKM Team will prepare a Final Regional Vision Zero Action Plan. We will develop appropriate presentation materials for final review and approval of the Action Plan by any applicable Boards, Councils, or Commissions. All final deliverables will be provided to HCAOG staff with reasonable time for review prior to acceptance. All project files associated with final deliverables shall be provided to HCAOG prior to contract closeout, including, but not limited to: Word documents; Excel workbooks; PowerPoint presentations; GIS files; and PDF files. HCAOG staff will notify consultant in a timely manner if any files appear to be missing or cannot be accessed properly.

Deliverables:

- ✓ Draft Administrative Regional Vision Zero Action Plan
- ✓ Draft Action Plan
- ✓ Final Regional Vision Zero Action Plan with all associated files

TASK 7 – QUICK BUILD DEMONSTRATION PROJECTS

The project includes development and implementation of quick-build demonstration projects in various locations around the County. The pop-up/quick-build demonstration projects will be designed to generate input from the public and educate about proven safety countermeasures. Demonstration projects are intended to utilize low-cost materials and per the grant guidelines should be implemented within 18 months following the grant agreement. The results of the demonstration projects should inform the Action Plan. Demonstration projects may vary in scope and length of installation. Demonstration activities are temporary in nature and must be removed and/or ended following the conclusion of the project if the assessment of the demonstration activities does not affirm that the activities provide safety benefits.

Subtask 7.1 Lead Process for Selection of Effective Demonstration Projects

The TJKM Team, along with input from the HCAOG, PTF, and the participating jurisdictions, will identify demonstration projects and analyze and identify recommendation for consideration.

Subtask 7.2 NEPA Review

TJKM will prepare an environmental review and documentation for the quick-build demonstration projects identified and chosen by each jurisdiction. TJKM will develop the project description, identify and conduct the necessary environmental analysis, and file the appropriate NEPA documentation for the demonstration projects. TJKM will assist HCAOG with any coordination and communication with NEPA and FHWA.





Subtask 7.3 Lead Project Management for Demonstration Projects

The TJKM Team will work with the partner agencies in planning, implementing, and evaluating quick-build demonstration projects. TJKM will also assist the agencies to implement education, outreach, and feedback mechanisms at the pop-up demonstration events, and to generate summary reports of the demonstration projects including an analysis of the safety impacts.

Subtask 7.4 Integrate Demonstration Projects Findings into Action Plan

The TJKM Team will prepare an assessment of each demonstration project and include safety outcomes, observations, and public feedback and comment from the demonstration projects into the Final Regional Vision Zero Action Plan.

Deliverables:

- ✓ *Project descriptions of selected demonstration projects*
- ✓ *NEPA document (Categorical Exemption or Finding of No Significant Impact)*
- ✓ *Copy of outreach materials*
- ✓ *Collected public feedback*
- ✓ *Summary reports evaluating demonstration projects*
- ✓ *Demonstration Project Findings Chapter in Final Action Plan*

TASK 8 – VISION ZERO DATA DASHBOARD

TJKM understands that after the project is complete, HCAOG will take on the responsibility of updating the information and tracking progress over the years. Recreating content and analysis can be a tedious and long endeavor for any staff member, regardless of their expertise. To streamline the process and make this task easier, TJKM has developed a **web-based, interactive user-friendly data dashboard** to conduct collision analysis using GIS maps, implementable actions, and performance measures.

This tool can be used to create content for a variety of different purposes that can include displaying on HCAOG website progress updates versus defined targets, updating presentations for applicable meetings, or creating information to be shared in various public forums. The dashboard will be used throughout the project.

Deliverables:

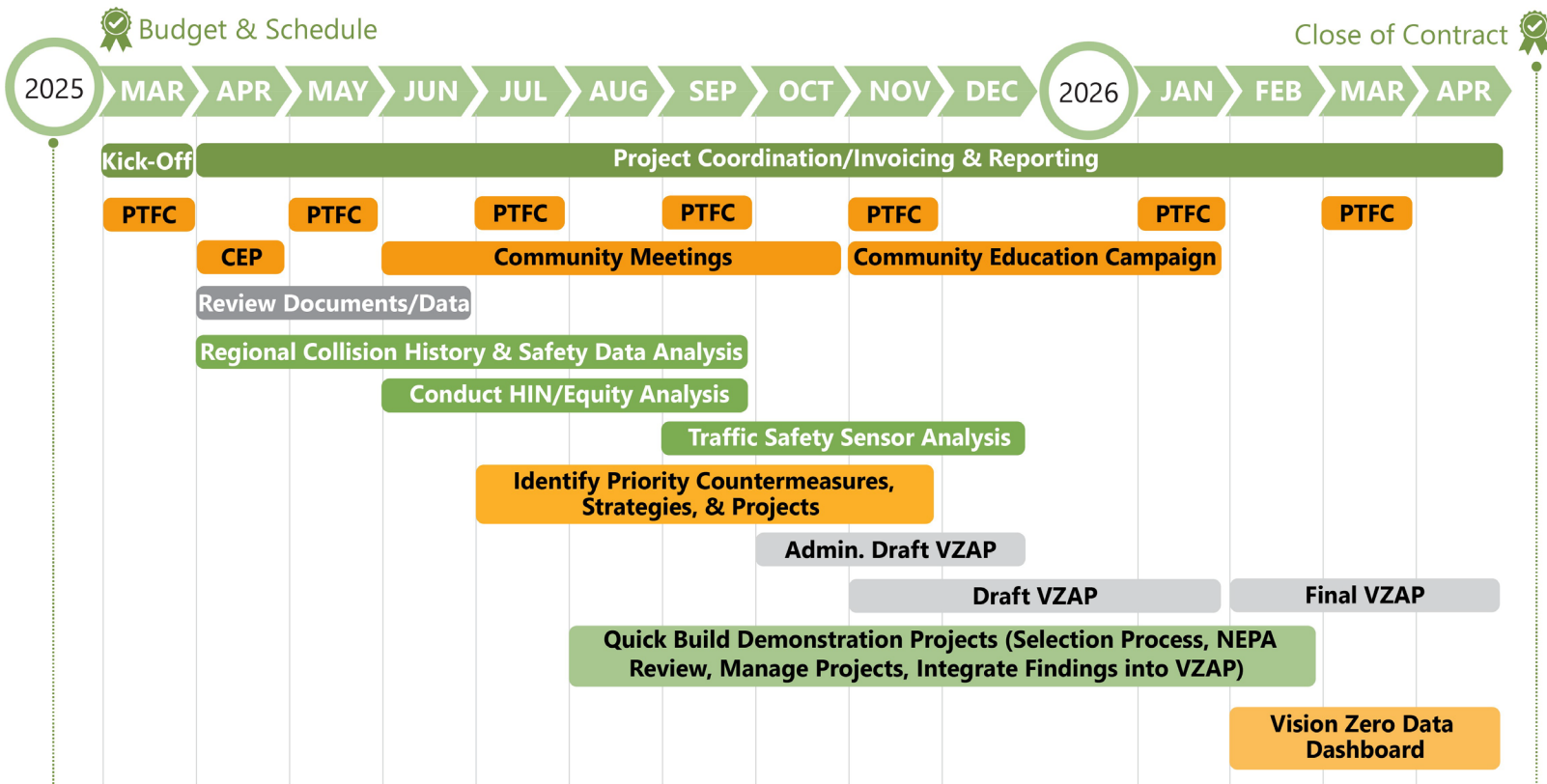
- ✓ *Dashboard that allows for sharing of collision and injury data in forms that are easily accessible and understandable to the different stakeholders (e.g. summary data for community members, condensed details for staff and policy makers)*





Schedule

Our proposed team is an experienced team with specific strengths in each of the areas required to deliver this project on schedule and within budget to the satisfaction of HCAOG. Our proposed team has a proven track record of successful similar projects and is dedicated to providing high-quality products. With our available resources and experience, TJKM is equipped to provide the level of responsiveness required by HCAOG, all while providing professional and quality services. We have developed an individualized approach for each task that, combined with an active project management and team-oriented approach, will ensure the delivery of timely, high-quality services.



PTFC = Project Task Force Collaboration
 CEP = Community Engagement Plan



Attachment B Subconsultant List

TJKM has provided the Subconsultant List form (RFP Exhibit C) on the following page.



SUBCONSULTANT LIST – RFP EXHIBIT C

The proposal shall include a complete list of all proposed subconsultants. All subconsultants listed must be provided a meaningful element of work within the defined scope of work. Changes to this Subconsultant List will not be allowed without prior written approval from RTPA.


Proposed Subconsultants		
Subconsultant Firm Name and Address	Scope of Work	Dollar Amount of Work
Name Redwood Community Action Agency Address 904 G Street Eureka, CA 95501	Community Outreach	\$132,368
Name Address		\$
Name Address		\$
Name Address		\$
Name Address		\$
Name Address		\$

TJKM Transportation Consultants

Name of Lead Firm

Nayan Amin, President

Printed Name and Title of Signatory


Signature

02/18/2025
Date



Attachment C Key Personnel Resumes

Resumes for Key Staff are provided on the following pages.





CRUZAREAS OF EXPERTISE

- Transportation Planning
- Traffic Impact Studies
- Transportation Management Plans
- Traffic Operations
- Transit Priority
- Freeway & Arterial Management Studies
- Multimodal Studies

YEARS OF EXPERIENCE

35

REGISTRATIONS & CERTIFICATIONS

CA TR 2290 (Traffic)

PROFESSIONAL HISTORY

TJKM	2012-Present
URS	2004-2012
Bucher, Willis & Ratliff	2001-2003
TJKM	1996-2000
VK Patel	1990-1996

EDUCATION

M.S., Civil Engineering, San Jose State University, San Jose, CA
 B.S., Civil Engineering, Saurashtra University, Rajkot, Gujarat, India

Mr. Amin has 35 years of both public and private sector experience in the areas of transportation planning, traffic impact studies, transportation management plans, construction scheduling, construction area signs, signing and striping, traffic signal coordination, traffic operations, transit priority, traffic signal systems, freeway and arterial management studies, and intelligent transportation systems planning, design and construction oversight. He specializes in macro and microscopic model development and application for analysis of impacts across all modes of transportation. His projects include planning, design, and providing construction oversight on projects to enhance operations and safety for all modes of transportation. Studies also include multimodal operations, light-rail, bus rapid transit, pedestrian, bicyclists and traffic safety and operations.

Nayan Amin, TE

PRESIDENT

Project Role: Principal-In-Charge & QA/QC

Project Experience

On-Call Consulting Services, Eureka, CA, City of Eureka, 2023-Ongoing, \$100K: Principal-In-Charge. Awarded the City of Eureka On-Call Consulting Services on June 6th, 2023. This contract has led to two task orders:

Myrtle Avenue Design Concepts-- Preparing the concepts for three intersections at Myrtle Avenue at West Avenue, Myrtle Avenue at Harrison Avenue, and Myrtle Avenue at 6th Street. These concepts include designs for a bicycle facility to safely move through the intersection.

Traffic Signal Retiming - Development of optimized signal timing plans for up to 27 intersections for the weekday a.m., midday, and p.m. peak periods in the City. Review existing signal timing parameters using peak period turning movement counts for vehicles, pedestrians, and bicycles. Four GPS travel time surveys for the "Before Study" using floating car method at the study corridor during the same peak periods determined from turning movement counts for the study scenarios.

Greater Eureka Traffic Impact Fee Study, Humboldt County, CA, Humboldt County, 2015-2018, \$113K: Principal-In-Charge and QA/QC on project. TJKM utilized the latest version of the Greater Eureka Area Travel Demand Model (GEATDM). TIF projects were selected using a variety of procedures, but since previous reports had identified logical projects, those reports plus input from the local senior staff members formed the basis for the final project selection. TJKM updated cost estimates for each project using locally confirmed and approved procedures and unit costs.

Regulatory & Warning Sign Retroreflectivity Survey & Inventory, Eureka, CA, City of Eureka, 2018-2019, \$50K: Principal-In-Charge and QA/QC. A comprehensive inventory and evaluation of all City traffic signs, including evaluation of the reflectivity of each sign was provided. The City received an HSIP grant to replace warning and regulatory signs that are failing retroreflectivity standards or are not otherwise in compliance with the California Manual for Uniform Traffic Control Devices (CMUTCD). The team developed a comprehensive list of signs needing replacement, including the costs, and prepare a report suitable for serving as a reference for future sign replacement projects.



Eureka North-South Multimodal Corridor Plan, Eureka, CA, City of Eureka, 2017-2018, \$72K: Project Manager who assisted the City to develop a Multimodal Corridor Plan focusing on the 1.5-mile corridors of H and I Streets. With the growing and higher collision rates on H and I Streets. Located "hot spots" as identifying measures to calm traffic and reinforce right of way for all modes of transportation. The team partnered with a City-certified local outreach agency to streamline the community engagement process. An informational workshop, a stakeholders meeting, and a walking/biking tour which were held and all well-received. Residents and other community members were able to review and comment on the proposed concept alternatives before the final plan was completed.

Waco MPO Comprehensive Safety Action Plan, Waco, TX, 2023-2024, \$650K: Principal-In-Charge and QA/QC. Assisting Waco MPO to develop a Comprehensive Safety Action Plan, which mirrors a Vision Zero Action Plan, to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the CSAP is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. Equity Analyst duties include: development of a Vision Zero policy; public outreach; development of policies and programs; equity analysis; and a draft and final Vision Zero Action Plan.

Safety Action Plan, Rio Grande Valley, TX, Rio Grande Valley MPO, 2023-Ongoing, \$200K: Project Manager. This project entails working with the Rio Grande Valley MPO to develop a SAP for the region which focuses on improving safety and operations for all forms of transportation, all age groups, and communities from different socio-economic backgrounds while eliminating traffic fatalities on the region's transportation network.

Vision Zero & Action Plan, Cupertino, CA, City of Cupertino, 2022-2023, \$79K: Principal-In-Charge. Assisted the City to develop a VZAP to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the VZP was to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. The scope of work included: development of a Vision Zero policy, formation of Stakeholder Advisory Group; public outreach; collision data collection and analysis; identification of Vision Zero countermeasures; development of policies and programs; development of a Capital Improvement List for the Action Plan and Action Plan Strategy; development of educational and enforcement programs; proposed text for a General Plan update; and a draft and final VZAP.

Concord Collision Analysis Dashboard & Vision Zero Action Plan, Concord, CA, City of Concord, 2022-2023, \$70K: Principal-In-Charge and QA/QC. The team developed a Collision Analysis Dashboard using over 10 years of collision data for various agencies. The Dashboard features an interactive mapping tool that supports collision analysis, data visualization, trend analysis, and high-injury network monitoring. TJKM also developed their VZAP. The integration of the Collision Analysis Dashboard with Concord's ArcGIS asset management platform has enhanced the City's ability to monitor safety projects, identify future needs, and secure grant funding. This comprehensive approach supports Concord in implementing and evaluating safety measures, improving overall road safety, and advancing Vision Zero objectives.

Vision Zero Action Plan, Wellington, FL, Village of Wellington, 2023-2024, \$247K: Serving as Principal-In-Charge and QA/QC. Assisting Village of Wellington to develop a VZAP. The VZAP prioritizes the elimination of traffic-related fatalities and severe injuries, aiming for zero incidents. It emphasizes enhancing road safety through measures such as improved infrastructure, speed limit enforcement, and pedestrian-friendly designs. Additionally, community engagement and education initiatives are expected to be implemented to promote responsible road behavior and raise awareness about the importance of road safety for all residents. Equity analysis seeks to identify marginalized communities to determine the disproportionate level of burden among communities from different socio-economic backgrounds.

Safe Streets & Roads for All Vision Zero Action Plan, Dinuba, CA, City of Dinuba, 2023-Ongoing, \$317K: Principal-In-Charge and QA/QC. As part of a team, TJKM is assisting the City to develop a Safe Streets and Roads for All (SS4A) VZAP to enhance safety and operations for all modes of transportation of all ages. The Vision Zero Action Plan includes: Assessment of existing policies, programs, and practices; Formation of a Vision Zero Task Force; Collecting collision data and analysis, Recommending implementable actions and performance measures; Communicating data and information to the public on social media and on the City's website; Conducting Bicycle Rodeos for students to practice and develop bicycle handling skills; Providing project recommendations after collecting information from community engagement and stakeholder workgroups; Developing educational material; Coordinating with the City to identify most at-risk population and work with local police and EMS departments; and creation of a Vision Zero Action Plan to be adopted by City Council.



Ms. Jariwala has 24 years of professional experience in the areas of traffic operations, transportation planning, freeway and arterial management studies, signal coordination, traffic signal systems, traffic impact studies/EIRs and intelligent transportation systems planning, design and construction oversight. She has extensive experience in macro and microscopic model development and application for analysis of traffic operations for express lane studies as well as multimodal operations, light-rail, bus rapid transit, pedestrian, bicyclists, and traffic safety studies.

Ruta Jariwala, PE, TE

PRINCIPAL

Project Role: Project Manager

AREAS OF EXPERTISE

- Signal Coordination
- Project Management
- Traffic Impact Studies
- Freeway Operations
- Traffic Operations
- Traffic Planning

YEARS OF EXPERIENCE

24

REGISTRATIONS & CERTIFICATIONS

CA CE C73840 (Civil)
 CA TE TR2465 (Traffic)
 TX CE 135281 (Civil)

PROFESSIONAL HISTORY

TJKM	2012-Present
URS	2004-2012
Bucher, Willis & Ratliff	2001-2003
Autodesk	1999-2001

EDUCATION

M.S., Civil Engineering, San Jose State University, San Jose, CA
 B.S., Civil Engineering, Bombay University, Mumbai, Maharashtra, India

Project Experience

Eureka North-South Multimodal Corridor Study, Eureka, CA, City of Eureka, 2017-2018, \$72K: Task Lead assisted the City of Eureka to develop a Multimodal Corridor Plan focusing on the 1.5-mile corridors of H and I Streets. With the growing and higher collision rates on H and I Streets, she identified measures to calm traffic and reinforce right-of-way for all modes of transportation. The team partnered with a City-certified local outreach agency to streamline the community engagement process. We have completed an informational workshop, a stakeholders meeting, and a walking/biking tour which were all well-received. Residents and other community members were able to review and comment on the proposed concept alternatives before the final plan was complete.

Greater Eureka Traffic Impact Fee Study, Humboldt County, CA, Humboldt County, 2015-2018, \$113K: Task lead responsible for the traffic analysis which utilized the latest version of the Greater Eureka Area Travel Demand Model (GEATDM). TIF projects were selected using a variety of procedures, but since previous reports had identified logical projects, those reports plus input from the local senior staff members formed the basis for the final project selection. She is currently updating cost estimates for each project using locally confirmed and approved procedures and unit costs.

On-Call Consulting Services, Eureka, CA, City of Eureka, 2023-Ongoing, \$100K: Task Lead. Awarded the City of Eureka On-Call Consulting Services on June 6th, 2023. This contract has led to two task orders:

Myrtle Avenue Design Concepts-- Preparing the concepts for three intersections at Myrtle Avenue at West Avenue, Myrtle Avenue at Harrison Avenue, and Myrtle Avenue at 6th Street. These concepts include designs for a bicycle facility to safely move through the intersection.

Traffic Signal Retiming - Development of optimized signal timing plans for up to 27 intersections for the weekday a.m., midday, and p.m. peak periods in the City. Review existing signal timing parameters using peak period turning movement counts for vehicles, pedestrians, and bicycles. Four GPS travel time surveys for the "Before Study" using floating car method at the study corridor during the same peak periods determined from turning movement counts for the study scenarios.

Vision Zero Action Plan, Wellington, FL, Village of Wellington, 2023-2024, \$250K:

Task Lead. Assisting the Village to develop a Vision Zero Action Plan. The Vision Zero Action Plan prioritizes the elimination of traffic-related fatalities and severe injuries, aiming for zero incidents. It emphasizes enhancing road safety through measures such as improved infrastructure, speed limit enforcement, and pedestrian-friendly designs. Additionally, community engagement and education initiatives are expected to be implemented to promote responsible road behavior and raise awareness about the importance of road safety for all residents. Equity analysis seeks to identify marginalized communities to determine the disproportionate level of burden among communities from different socio-economic backgrounds.

Vision Zero Plan, Livermore, CA, City of Livermore, 2023, \$84K:

Project Manager. Assisted the City to develop VZP to enhance safety and operations for all modes of transportation of all ages. The overarching goal is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. The VZP includes: assessment of existing policies, programs, and practices; formation of a Stakeholder Advisory Group; communicating data and information to the public on social media and on the city's website; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable and equitable solutions and performance measures; developing educational material for transportation system users of all ages; coordinating with the city to identify most at-risk population and working with local police and Emergency Medical Services (EMS) departments; and creating a Final VZP to be presented to the Council for Adoption.

Comprehensive Safety Action Plan, Waco, TX, Waco MPO, 2023-2024, \$500K:

Project Manager assisting Waco MPO to develop a CSAP, which mirrors a VZAP to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the CSAP is to provide a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the City.

Safety Action Plan, Rio Grande Valley, TX, Rio Grande Valley MPO, 2023-Ongoing, \$200K:

Task Lead: This project entails working with the Rio Grande Valley MPO to develop an SAP for the region which focuses on improving safety and operations for all forms of transportation, all age groups, and communities from different socio-economic backgrounds while eliminating traffic fatalities on the region's transportation network.

Concord Collision Analysis Dashboard & Vision Zero Action Plan, Concord, CA, City of Concord, 2022-2023, \$70K:

Project Manager. Oversaw the project which developed a Collision Analysis Dashboard using over 10 years of collision data for various agencies. The Dashboard features an interactive mapping tool that supports collision analysis, data visualization, trend analysis, and HIN monitoring. TJKM also developed their VZAP. The integration of the Collision Analysis Dashboard with Concord's ArcGIS asset management platform has enhanced the city's ability to monitor safety projects, identify future needs, and secure grant funding. This comprehensive approach supports Concord in implementing and evaluating safety measures, improving overall road safety, and advancing Vision Zero objectives.

Vision Zero & Action Plan, Cupertino, CA, City of Cupertino, 2022-2024, \$79K:

Project Manager. Assisting City to develop a VZAP to enhance safety and operations for all modes of transportation of all ages. The overarching goal of a VZAP is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. The scope of work includes: development of a Vision Zero policy, formation of Stakeholder Advisory Group; public outreach; collision data collection and analysis; identification of Vision Zero countermeasures; development of policies and programs; development of a Capital Improvement List for the Action Plan and Action Plan Strategy; development of educational and enforcement programs; proposed text for a General Plan update; and a draft and final VZAP.

Safe Streets & Roads for All Vision Zero Action Plan, Dinuba, CA, City of Dinuba, 2023-Ongoing, \$317K:

Task Lead assisting the City to develop a Vision Zero Plan to enhance safety and operations. The Vision Zero Plan includes: assessment of existing policies, programs, and practices; formation of a Vision Zero Task Force; communicating data and information to the public on social media and on the City's website; conducting Bicycle Rodeos for students to practice and develop bicycle handling skills; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable actions and performance measures; developing educational material for transportation system users of all ages; coordinating with the city to identify most at-risk population and working with local police and EMS departments; and creating a Draft Vision Zero Plan to be presented to the Council for Adoption.



Mr. Doty has 19 years of experience in both the private and public sector with the majority of that time served as a planner or director for major cities in North Texas.

Mr. Doty is an accomplished senior-level planner and project manager with broad stakeholder, community and government relation expertise, team leadership, strategic development and media outreach experience in the public and private sectors. Among the many initiatives and projects Mark has worked on include; monthly commission and board meetings, stakeholder and other community outreach, parking management, wayfinding signage, impact fee studies, downtown place making, economic development fund review and administration, historic designation, code writing and review.

Mark Doty

SENIOR TRANSPORTATION PLANNER

Project Role: Draft & Final Plan Task Lead

AREAS OF EXPERTISE

- Stakeholder Engagement
- Government & Community Relations
- Urban & Community Design, & Long Range Planning
- Parking Management Studies
- Wayfinding Signage
- Historic Preservation
- Economic Development
- Code Drafting, Review & Interpretation
- Historic Research & Writing

YEARS OF EXPERIENCE

19

PROFESSIONAL HISTORY

TJKM	2021-Present
City of McKinney, Texas	2019-2021
City of Dallas, Texas	2006-2019

EDUCATION

B.A., Architecture, Texas Tech University, Lubbock, TX

Project Experience

On-Call Consulting Services, Eureka, CA, City of Eureka, 2023-Ongoing, \$100K: Project Manager. Awarded the City of Eureka On-Call Consulting Services on June 6th, 2023. This contract has led to two task orders:

Myrtle Avenue Design Concepts-- Preparing the concepts for three intersections at Myrtle Avenue at West Avenue, Myrtle Avenue at Harrison Avenue, and Myrtle Avenue at 6th Street. These concepts include designs for a bicycle facility to safely move through the intersection.

Traffic Signal Retiming - Development of optimized signal timing plans for up to 27 intersections for the weekday a.m., midday, and p.m. peak periods in the City. Review existing signal timing parameters using peak period turning movement counts for vehicles, pedestrians, and bicycles. Four GPS travel time surveys for the "Before Study" using floating car method at the study corridor during the same peak periods determined from turning movement counts for the study scenarios.

Old Town & Downtown Parking Study, Eureka, CA, City of Eureka, 2021-2022, \$80K: Project Manager responsible for assisting the City on conducting a parking availability and suitability analysis to analyze existing and potential parking capacity in the Old Town and Downtown area, and to provide implementable strategies that balance parking utilizations for all users, including residents, business owners, business employees, and visitors. This study contains extensive data collection and analysis in downtown as well as stakeholder outreach meetings. The final report has been submitted and accepted by the City.

Waco MPO Comprehensive Safety Action Plan, Waco, TX, Waco MPO, 2023-2024, \$500K: Task Lead assisting Waco MPO to develop a CSAP, which mirrors a VZAP, to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the CSAP is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. Equity Analyst duties include: development of a Vision Zero policy; public outreach; development of policies and programs; equity analysis; and a draft and final VZAP.



Vision Zero Action Plan, Wellington, FL, Village of Wellington, 2023-2024, \$250K:

Task Lead. Assisting the Village to develop a VZAP. The VZAP prioritizes the elimination of traffic-related fatalities and severe injuries, aiming for zero incidents. It emphasizes enhancing road safety through measures such as improved infrastructure, speed limit enforcement, and pedestrian-friendly designs. Additionally, community engagement and education initiatives are expected to be implemented to promote responsible road behavior and raise awareness about the importance of road safety for all residents. Equity analysis seeks to identify marginalized communities to determine the disproportionate level of burden among communities from different socio-economic backgrounds.

Safety Action Plan, Rio Grande Valley, TX, Rio Grande Valley MPO, 2023-Ongoing, \$200K:

Task Lead: This project entails working with the Rio Grande Valley MPO to develop an SAP for the region which focuses on improving safety and operations for all forms of transportation, all age groups, and communities from different socio-economic backgrounds while eliminating traffic fatalities on the region's transportation network.

Concord Collision Analysis Dashboard & Vision Zero Action Plan, Concord, CA, City of Concord, 2022-2023, \$70K:

Task Lead. Assisting with the project which developed a Collision Analysis Dashboard using over 10 years of collision data for various agencies. The Dashboard features an interactive mapping tool that supports collision analysis, data visualization, trend analysis, and high-injury network monitoring. TJKM also developed their VZAP. The integration of the Collision Analysis Dashboard with Concord's ArcGIS asset management platform has enhanced the city's ability to monitor safety projects, identify future needs, and secure grant funding. This comprehensive approach supports Concord in implementing and evaluating safety measures, improving overall road safety, and advancing Vision Zero objectives.

Vision Zero & Action Plan, Cupertino, CA, City of Cupertino, 2022-Ongoing, \$79K:

Task Lead. Assisting City to develop a VZAP to enhance safety and operations for all modes of transportation of all ages. The overarching goal of a VZAP is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. The scope of work includes: development of a Vision Zero policy, formation of Stakeholder Advisory Group; public outreach; collision data collection and analysis; identification of Vision Zero countermeasures; development of policies and programs; development of a Capital Improvement List for the Action Plan and Action Plan Strategy; development of educational and enforcement programs; proposed text for a General Plan update; and a draft and final VZAP.

Vision Zero Plan, Livermore, CA, City of Livermore, 2023, \$84K:

Task Lead. Assisted the City to develop VZP to enhance safety and operations for all modes of transportation of all ages. The overarching goal is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the city. The VZP includes: assessment of existing policies, programs, and practices; formation of a Stakeholder Advisory Group; communicating data and information to the public on social media and on the city's website; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable and equitable solutions and performance measures; developing educational material for transportation system users of all ages; coordinating with the city to identify most at-risk population and working with local police and Emergency Medical Services (EMS) departments; and creating a Final VZP to be presented to Council for Adoption.

Development of a Comprehensive Safety Action Plan, Port Richey, FL, City of Port Richey, 2024-Ongoing, \$200K:

Task Lead. Assisting the City of Port Richey to develop a CSAP as part of the U.S. Department of Transportation's SS4A Program. We will create a comprehensive safety analysis data dashboard to help identify, monitor and evaluate key safety metrics. We will identify the city's High Injury Networks (HIN), highlighting areas with the most severe collisions, and develop a project prioritization matrix that emphasizes the top 20 high-risk collision location to guide Port Richey in making informed decisions about road safety improvements, with a focus on reducing traffic-related injuries and fatalities, while addressing the growing traffic and development in this rapidly expanding region of Florida. Duties include development of a Vision Zero Policy; Data Collection and Review; public outreach; development of policies and programs; equity analysis; and a draft and final CSAP.

Safe Streets & Roads for All Vision Zero Action Plan, Dinuba, CA City of Dinuba, 2023-Ongoing, \$317K:

Task Lead assisting the City to develop a Vision Zero Plan to enhance safety and operations. The Plan includes: assessment of existing policies, programs, and practices; formation of a Vision Zero Task Force; communicating data and information to the public on social media and on the City's website; conducting Bicycle Rodeos for students to practice and develop bicycle handling skills; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable actions and performance measures; developing educational material for transportation system users of all ages; coordinating with the city to identify most at-risk population and working with local police and EMS departments; and creating a Draft Vision Zero Plan to be presented to the Council for Adoption.



AREAS OF EXPERTISE

- Traffic Operations
- Traffic Handling
- Pavement Delineation
- Signage Plans
- Bicycle & Pedestrian Implementation
- Complete Streets
- Safe Routes to School
- Traffic Signal Design
- Intelligent Transportation Design
- ITS Planning

YEARS OF EXPERIENCE

18

REGISTRATIONS & CERTIFICATIONS

CA EIT 154117

PROFESSIONAL HISTORY

TJKM	2013-Present
URS	2007-2012

EDUCATION

B.S., Civil Engineering, San Jose State University, San Jose, CA

Mr. Patel has 18 years of professional experience in transportation/traffic engineering and design. He has provided support on traffic impact studies, highway operation analysis, signal coordination projects, and highway design plans, specifications and estimates (PS&E) packages. Mr. Patel has worked on various electrical design projects which include street lighting, traffic signal, and intelligent transportation system design plans, as well as the preparation of traffic handling, signage, and striping plans.

Mr. Patel has worked with various jurisdictions in the San Francisco Bay Area, Tri-Valley, Central Valley, and Northern California and is very familiar with their different standards and requirements. This knowledge often leads to minimal need for plan check comments during the design phase. For all projects, Mr. Patel has developed project estimates, specifications to accompany the full plan set. He has met with clients for comment review meetings, assisted cities on answering contractor Requests for Information (RFI's) on design work, and have met with them onsite to resolve any design questions.

Rutvij Patel, EIT

SENIOR PROJECT MANAGER

Project Role: Collect & Analyze Safety Data Task Lead / Implementation & Programming Task Lead

Project Experience

Eureka North-South Multimodal Corridor Study, Eureka, CA, City of Eureka, 2017-2018, \$72K: Project Engineer assisted the City to develop a Multimodal Corridor Plan focusing on the 1.5-mile corridors of H and I Streets. With the growing and higher collision rates on H and I Streets, he sought to locate "hot spots" as identifying measures to calm traffic and reinforce right-of-way for all modes of transportation. The team partnered with a City-certified local outreach agency to streamline the community engagement process. An informational workshop, stakeholders meeting, and a walking/biking tour which were conducted and all well-received. Residents and other community members were able to review and comment on the proposed concept alternatives before the final plan was complete.

Concord Collision Analysis Dashboard & Vision Zero Action Plan, Concord, CA, City of Concord, 2022-2023, \$70K: Project Manager. Oversaw the team to develop a Collision Analysis Dashboard using over 10 years of collision data for various agencies. The Dashboard features an interactive mapping tool that supports collision analysis, data visualization, trend analysis, and high-injury network monitoring. TJKM also developed their VZAP. The integration of the Collision Analysis Dashboard with Concord's ArcGIS asset management platform has enhanced the city's ability to monitor safety projects, identify future needs, and secure grant funding. This comprehensive approach supports Concord in implementing and evaluating safety measures, improving overall road safety, and advancing Vision Zero objectives.



Vision Zero & Action Plan, Cupertino, CA, City of Cupertino, 2022-2023, \$79K:

Task Lead. Assisted the City to develop a VZAP to enhance safety and operations for all modes of transportation of all ages. The project included: formation of Stakeholder Advisory Group; public outreach; collision data collection and analysis; identification of Vision Zero countermeasures; development of policies and programs; development of a Capital Improvement List for the Action Plan and Action Plan Strategy; development of educational and enforcement programs; proposed text for a General Plan update; and a Final VZAP.

Local Road Safety Plan, County of Yuba, CA, County of Yuba, 2021-2022, \$80K:

Task Lead that assisted the County in developing a LRSP to identify, analyze, and address traffic safety issues on suburban and rural County roads. The LRSP was developed through a data driven process, robust stakeholder and public outreach, and engineering judgement. It contains strategies from the 4 E's of traffic safety: Education, Enforcement, Engineering, and Emergency Medical Services, along with a countermeasure toolbox, safety projects, and an implementation strategy. TJKM provided the County with an implementable LRSP that ensured the County could apply for two HSIP Cycle 11 applications in September 2022. The County was notified of receiving the funding in the amount of approximately \$5M+ in March 2023. TJKM developed the funding applications for the County.

Local Road Safety Plan, Yorba Linda, CA, City of Yorba Linda, 2021-2022, \$63K:

Task Lead. Assisted the City of Yorba Linda in preparing their LRSP to identify and address traffic safety issues on Yorba Linda streets. Tasks on this project included: a review of the transportation system, systemic collision analysis, identification of the top high-risk intersections and roadway segments, emphasis areas with 4 E's strategies, a countermeasure toolbox, and safety projects. The final report was reviewed and accepted by City Council in September 2022.

Vision Zero Plan, Livermore, CA, City of Livermore, 2023, \$84K:

Task Lead. Assisted the City to develop the VZP to enhance safety and operations for all modes of transportation of all ages. The overarching goal is to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure within the City. The VZP includes: assessment of existing policies, programs, and practices; formation of a Stakeholder Advisory Group; communicating data and information to the public on social media and the City's website; providing project recommendations after collecting information from community engagement and stakeholder workgroups; collection of collision data and analysis, implementable and equitable solutions and performance measures; developing educational material for transportation system users of all ages; coordinating with the City to identify at-risk populations and working with local police and EMS departments; and creating Final VZP to be presented to the Council for Adoption.

VTA Countywide Local Roads Safety Plan, Santa Clara County, CA, Santa Clara Valley Transportation Authority, 2021-2023, \$119K:

Task Lead for VTA's Countywide LRSP, which analyzed traffic collisions on local roads throughout the County, in coordination with the 15 cities and incorporated county. The project included collision analysis and recommended solutions from a countywide level, and for each local jurisdiction. The purpose of the plan was to develop high-level solutions to address fatal and severe injury collisions, and to prepare the County's cities and towns to apply for HSIP Cycle 11 funding.

Waco MPO Comprehensive Safety Action Plan, Waco, TX, Waco MPO, 2023-2024, \$650K:

Project Engineer. Assisted the City and Waco MPO to develop a CSAP, which mirrors a VZAP, to enhance safety and operations for all modes of transportation of all ages. The overarching goal of the CSAP was to provide for a safe and secure transportation system for all users while eliminating traffic fatalities from the transportation infrastructure. Duties included development of a CSAP; public outreach; development of policies and programs; equity analysis; and a Final CSAP.

Vision Zero Action Plan, Wellington, FL, Village of Wellington, 2023-2024, \$247K:

Project Engineer assisted the team to develop a VZAP that included a data-driven approach to decision-making, education, engineering, and enforcement and was based on a safe system approach incorporating pedestrians, cyclists, micro-mobility users (golf carts and scooters), equestrians, and motorists. TJKM conducted two community meetings, both in the formats of being in person and being virtual. In close collaboration with Wellington, we conducted an analysis of current and past trends and conditions, pinpointing areas of high risk, consulting with relevant parties, reviewing relevant policies and guidelines, compiling an exhaustive list of projects, and publishing the plan online to make it publicly available. Once completed, a strategy was created that satisfies the objectives laid out by the Village Council and is in line with the tenants of Vision Zero. A Multimodal Design Standards and Equestrian Trail Design Standards was already developed as part of the project.

Local Roadway Safety Plan, Santa Cruz County, CA, County of Santa Cruz, 2023-Ongoing, \$151K:

Task Lead for the County's LRSP, which analyzed traffic collisions on the County's roadways and recommend solutions with a particular emphasis on multimodal travel. Tasks included document review, stakeholder outreach, systemic safety analysis, emphasis areas, countermeasure selection, and safety projects.



AREAS OF EXPERTISE

- Transportation Planning
- Traffic Operations
- Corridor Studies
- Traffic Signal Systems
- Traffic Operations
- ITS
- School Zone upgrade

YEARS OF EXPERIENCE

14

REGISTRATIONS & CERTIFICATIONS

CA CE C90772 (Civil)
TX CE 133428 (Civil)

PROFESSIONAL HISTORY

TJKM	2024-present
Serco	2022-2024
Caltrans	2018-2022
UT El Paso	2017-2018
AIA Engineers Ltd	2016-2017
Rah Ahan Rah Co.	2008-2013

EDUCATION

Ph.D., Civil Engineering, University of Texas at El Paso, El Paso, Texas
M.S., Civil Engineering, Toosi University of Technology, Tehran, Iran
B.S., Civil Engineering, Chamran University, Ahwaz, Iran

Mr. Balal is a traffic and transportation engineer with over 14 years of hands-on experience specializing in traffic operations, signal design/timing, and traffic impact studies. Esmail Balal has successfully managed a variety of complex projects such as traffic incident management, ITS, policy and guideline development and integrated corridor management (ICM). He has leveraged advanced tools such as SYNCHRO, TransModeler., and VISSIM to develop solutions that optimize traffic flow and minimize congestion.

Esmail Balal, Ph.D., PE

PROJECT MANAGER

Project Role: Engagement & Outreach Task Lead

Project Experience

Concord Street Lighting and Safety, Concord, CA, City of Concord, 2024-Ongoing, \$741K: Engineering. Project includes upgrades to existing street lighting fixtures at 5,582 locations and the installation of new street lighting at 32 locations along the corridors of Willow Pass Road, Concord Boulevard, Galindo Street/Monument Boulevard, Clayton Road, Treat Boulevard, Cowell Road, and Ygnacio Valley Road/Kirker Pass Road. The project also includes signal upgrades at 12 intersections. Lastly, the project will include installation of three sets of Rectangular Rapid Flashing Beacon (RRFBs) and two High Intensity Activated CrossWalk (HAWK) systems. The goal of the project is to enhance the street lighting citywide and improve safety throughout the City of Concord.

Victor & Cypress Avenue Active Transportation Project, Redding, CA, City of Redding/GHD, 2023-Ongoing, \$85K: Engineering. Assisting with the preparation of plans, specifications, and estimate for signal modification, signage and striping, and street lighting plans. Signal modification plans were prepared for two intersections along the corridor including one signal that will be completely removed for installation of a roundabout. Signing and Striping plans involve installing new bike lanes across the 1.5 mile corridor and an all new bike trail and pedestrian bridge.

Developing Traffic Calming Devices Guideline, Los Angeles, CA, California Department of Transportation D7, 2022-2022, N/A: Senior engineer worked for Caltrans to develop a traffic calming devices guideline. The purpose was to provide a well-defined guideline to effectively utilize the most appropriate traffic calming solutions with proper community outreach and collaboration for conventional highways.

Alameda County Public Works Agency On-Call Services, Alameda County, CA, Bellecci & Associates, 2023-Ongoing, Varies: Engineering. As part of the On-Call contract assisted the prime consultant with the various tasks. The first task order was for the Preparing Safety Improvements (traffic engineering, electrical, signing, striping) at 11 various unsignalized intersections in the County. The next project is the Mission Boulevard Complete Streets for which the Bid PS&E was prepared.

Caltrans District 5 On-Call Roadway Design Services, State of CA, Michael Baker International, 2021-Ongoing, \$387K: Engineering. Assisted on the following task orders:

Task Order 1 - Providing design services for the US 101 in Monterey County. Prepared the base maps and plan sheets for the PA&ED. Developed and submitted request for update preliminary TMS to District 5 TMP coordinator.



Task Order 2. Provided design services for construction ready PS&E. The electrical plans included installation of Microwave Vehicle Detection System (MVDS), Close Circuit Television Cameras (CCTV) at strategic locations along the corridor as noted by Caltrans. The project also included modifications of existing Traffic Monitoring Station Systems, Ramp Metering Systems, and signal improvements based on roadway pavement impacts throughout the project corridor. Also provided a full set of Pavement Delineation plans for entire project corridor to match latest Caltrans Standards.

TIM Safety Analysis, Los Angeles, CA, California Department of Transportation D7, 2018-2022, N/A:

Lead engineer working for Caltrans on several locations that had higher rate of accident than average rate in California. This entails geolocation and crash analysis and providing recommendations to implement to reduce the number of crashes.

I-710 Expansion, Los Angeles, CA, California Department of Transportation D7, 2018-2019, N/A:

Lead engineer worked for Caltrans to review the analysis of this project. The objectives of this project were presentation and documentation of the traffic counts and turning movement volumes collected for this project at each study intersection, presentation and discussion of the traffic analysis methodology and thresholds of significance used to determine project impacts, preparation and documentation of the baseline data and traffic analysis for existing conditions, preparation and documentation of the forecast data for Future Year 2035 conditions for the No Build and Build Alternatives; and identification of project improvements associated with the Build Alternatives and mitigation measures to address project-related impacts.

SR-164 ADA Improvement, Los Angeles, CA, California Department of Transportation D7, 2019-2020, N/A:

Lead engineer worked for Caltrans to review the project which proposes to upgrade pedestrian facilities to comply with current California Department of Transportation (Caltrans) Americans with Disabilities Act (ADA) Standards (per the Design Information Bulletin Number [DIB] 82-06) along the northbound (NB) and southbound (SB) SR-164 in the cities of South El Monte, El Monte. and Rosemead in Los Angeles County. Improvements are proposed in 25 areas, of which 9 are signalized intersections, 12 are unsignalized intersections, 3 are freeway ramp crossings, and 1 is a local frontage road crossing.

SR-72 ADA Improvement, Los Angeles, CA, California Department of Transportation D7, 2019-2020, N/A:

Lead engineer worked for Caltrans to review the project which proposes to upgrade pedestrian facilities to comply with current California Department of Transportation (Caltrans) Americans with Disabilities Act (ADA) Standards (per the Design Information Bulletin Number (DIB) 82-06) along the northbound (NB) and southbound (SB) SR-72 in the City of Whittier in Los Angeles County. The improvements are proposed at 54 locations, of which 24 are signalized, and 30 are unsignalized. One of the unsignalized intersections (Virginia Avenue) is proposed to receive a new signal. The project improvements consist of constructing new or reconstructing existing curb ramps and island passageway, and installing pedestrian signal devices (Accessible Pedestrian Signal (APS) with pedestrian push buttons and LED countdown timers) within the project limits and install Class III bike route signs and pavement markings.

Warehouse Project, Los Angeles, CA, California Department of Transportation D7, 2021-2021, N/A:

Lead engineer worked for Caltrans to review the analysis of this project. This projects entails construction 350,000 square feet warehouse building. The analysis includes weaving/merging, queueing and Intersection Control Evaluation (ICE) to evaluate the significance of the generated trips.

Walnut Industrial Park, Los Angeles, CA, California Department of Transportation D7, 2020-2020, N/A:

Lead engineer worked for Caltrans to review the analysis of this project. This project entails development of nine 1-story and 1-story-with-mezzanine concrete tilt-up buildings, for occupancy by a variety of light industrial businesses, along with a variety of site improvements, such as surface-level parking, landscaping, and miscellaneous underground water, sewer, storm drainage, electricity, and communication lines.

HSIP Traffic Signal Improvement Project, Denton, TX, City of Denton, 2022, N/A:

Senior engineer worked for the City of Denton to prepare an HSIP grant application for upgrading 4 stop controlled intersections to signalized intersections. The tasks were preparing all needed documents such as schematic plans, cost estimate and so on to submit.

2022 Speed Zone Study, Denton, TX, City of Denton, 2022-2022, N/A:

Senior Engineer working for the City of Denton to develop a survey including a summary of radar speed surveys, daily traffic counts, traffic accidents, and an analysis of roadway conditions for 37 identified street segments on arterial, collector, and local streets in Denton. The purpose was to evaluate if the current speed limits need to change.



Redwood Community Action Agency

Carol Vander Meer, cvandermeer@rcaa.org

EDUCATION and PROFESSIONAL TRAINING

- Master of Arts, Biology University of Nebraska-Omaha, Omaha, Nebraska
- Bachelor of Science, Biology, Iowa State University, Ames, Iowa
- Leadership in Organizational and Community Change, Arcata California 2017
- Cascadia Center for Leadership Training Program, Arcata, California 2011 Graduate

EXPERIENCE:

- **Projects Coordinator - Natural Resources Division (NRS) of Redwood Community Action Agency:**
Oct. 2022 – Project management focused on community engagement, trail development and active transportation. Areas of expertise include community engagement, meeting facilitation and planning, development of natural resource education and interpretive signage.
- **Interim Director/Special Projects Manager, Trinidad Coastal Land Trust 2016-2022**
Initiated an education and outreach program, facilitated strategic planning, developed and implemented a fundraising plan and managed planning and construction for public access improvements.
- **Nonprofit Consultant, 2015-2020**
Owner of a nonprofit consulting business specializing in project management, outreach and communications, board development, grant writing and strategic planning. Past clients include County of Humboldt, Northern Region Council of Land Trusts, Humboldt Area Foundation
- **Executive Director, Friends of the Dunes 2005-2015**
Oversaw the administration of programs, facility management, fund development and strategic planning for Friends of the Dunes, a nonprofit dedicated to conserving the natural diversity of coastal environments through community-supported education and stewardship programs.

REPRESENTATIVE PROJECTS:

South Arcata Multimodal Safety Improvement Plan (SAMSIP) 2024-present

Leading the community outreach portion of the SAMSIP project aimed at improving safety in south Arcata for all modes of transportation.

Peninsula Beautification Project 2022-present

Clean California Local Grants Program, an initiative to beautify and reduce litter on the Samoa Peninsula. Activities include coordination of the Peninsula Community Collaborative, community clean up days, enhancement of local pedestrian and bicycle safety, beautification of public spaces, and litter abatement.

Planning Study: Humboldt Bay Trail South to College of the Redwoods 2023-present

Lead community and Tribal outreach activities focused on extending the Humboldt Bay Trail between Eureka and College of the Redwoods.

Great Redwood Trail Master Plan Outreach 2022-2024

RCAA led community and Tribal outreach Humboldt County as a subcontractor for Alta Planning Group. This included presentations at community meetings, hosting walks with community-based organizations, tabling at special events, community workshops and kitchen table meetings and on-on-one conversations.



CONFLICT OF INTEREST

TJKM is not aware of any financial, business, or other relationship with HCAOG or any member of HCAOG staff that would have an impact on the outcome of this project. Furthermore, we are not aware that any of our clients, nor our subconsultants' clients have a financial interest in the outcome of this project.





CALIFORNIA | FLORIDA | TEXAS

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