



WCCTAC

West Contra Costa Transportation Advisory Committee
West Contra Costa Transit Enhancement Strategic Plan
&
West Contra Costa/Albany Transit Wayfinding Plan

Working Group Meeting

Thursday, August 26, 2010
9:00 a.m.

AGENDA

- I. Introductions
- II. Meeting Objectives
- III. Study Purpose
- IV. Draft Project Management Plans - Attachments
- V. Data Needs
- VI. Discuss Outreach Process
- VII. Discuss "TESP" Study Locations - Attachment
- VIII. Set Date for Next Working Group Meeting
- IX. Next Steps
- X. Adjourn



I. INTRODUCTION AND PURPOSE

The purpose of this project management plan is to describe the consultant team, project staff, the work plan, schedule, and communications protocol.

WCCTAC will oversee all work conducted for the Transit Enhancement Strategic Plan. Fehr & Pees will manage the consultant team that will undertake the work plan.

The purpose of this study is to develop a series of transportation programs and improvements that will result in increased transit ridership. The Transit Enhancement Strategic Plan will accomplish this objective by establishing a prioritized list of transit improvement projects and programs as well as a transit enhancement toolbox. This planning effort is closely linked with the West Contra Costa/Albany Transit Wayfinding Plan, which is also led by Fehr & Peers and will be conducted concurrently.

The project management plan is intended as a guide for activities for the Transit Enhancement Strategic Plan.

II. CONSULTANT TEAM

Team roles and assignments are reflected in the following table.

**Table 1
 CONSULTANT TEAM ROLES**

CONSULTANT FIRM	ROLE
Fehr & Peers	<ul style="list-style-type: none"> § Project Management § Transit Station & Priority Development Area Plans § Pedestrian & Bicycle Strategies § Support Outreach § Public Presentations
Nelson/Nygaard	<ul style="list-style-type: none"> § Transit Enhancement Toolbox § Transit Strategies § TDM & Parking Strategies § Support Outreach § Public Presentations
Eisen/Letunic	<ul style="list-style-type: none"> § Community Outreach § Transit, Pedestrian & Bicycle Strategies
M. Lee Corporation	<ul style="list-style-type: none"> § Capital Cost Estimates

III. PROJECT STAFFING

Staff roles and responsibilities are reflected in the following table.

Table 2
CONSULTANT STAFF ROLES

STAFF	FIRM	ROLE
Matthew Ridgway	Fehr & Peers	PIC – QA/QC
Bob Grandy	Fehr & Peers	Project Manager Support for Outreach
Ellen Poling	Fehr & Peers	Task Leader – Evaluation and Recommendations
Meghan Mitman	Fehr & Peers	Task Leader – Access Tools and Strategies Pedestrian and Bicycle Strategies
Christine Carey	Fehr & Peers	Support for Evaluation and Recommendations Bicycle and Pedestrian Strategies
Linda Rhine	Nelson/Nygaard	Team Leader – Transit Enhancement Support for Outreach Support for Toolbox and Strategies
Jessica ter Schure	Nelson/Nygaard	Task Leader – TDM Tools and Strategies
Joey Goldman	Nelson/Nygaard	Support for Transit Enhancement
Niko Letunic	Eisen/Letunic	Task Leader – Community Outreach Support for Transit, Bicycle & Pedestrian Strategies
Martin Lee	M. Lee Corp.	Support for Evaluation & Recommendation Capital Cost Estimates

IV. WORK PLAN

TASK 1: PROJECT ADMINISTRATION

CONSULTANT shall submit a comprehensive draft project management plan within 15 days of Notice to Proceed that shall be a reference tool throughout the study. In addition to outlining the approach, detailed work plan, work schedule, deliverables, and milestones, the plan shall clearly outline communication protocols for the entire team. The draft plan shall also document the suggested study locations, a preliminary version of which is described in Task 3.

CONSULTANT shall meet with the Working Group to receive comment and direction on revisions to the draft project management plan. A revised project management plan (in tracked format, to highlight all changes) shall be submitted to WCCTAC staff and the Working Group for confirmation that all changes

have been properly addressed. Based on direction from WCCTAC staff, CONSULTANT shall make any final changes and submit a Final Project Management Plan.

CONSULTANT shall also submit a draft technical memorandum documenting data requests for review by members of the Working Group. Based on comments provided by the Working Group, CONSULTANT shall submit a final version of the memorandum for distribution to the appropriate WCCTAC member agencies.

Deliverable #1a: Draft Project Management Plan
Deliverable #1b: Final Project Management Plan
Deliverable #1c: Technical Memorandum – Agency Data Requests

TASK 2: TRANSIT ENHANCEMENT TOOLBOX

To start this task, CONSULTANT shall organize a workshop with the Working Group to summarize existing conditions, frame the opportunities, and allow stakeholders to provide their input on the station area strategies based on their experiences and needs. The objective of the workshop shall be to review and refine candidate strategies and relevant funding programs. At least one week before the workshop, CONSULTANT shall provide an agenda packet with the following materials:

- Technical Memorandum documenting potential physical and programmatic strategies for inclusion in the Toolbox
- Table describing Relevant Funding Programs
- Profiles of Transit Centers and Development Areas

At the workshop, CONSULTANT shall also solicit input from the Working Group on how candidate transit enhancement strategies should be structured within the Toolbox.

CONSULTANT shall develop the Toolbox with at least two major elements: the first a detailed description of enhancement strategies, and the second the identification of a series of prototypes that describe the general range of different station and development types in West County based on a set of common characteristics. The purpose of establishing these prototypes shall be to define which enhancement strategies, implementation factors (i.e., likely project leads and champions, project delivery considerations, etc.), and funding programs are most relevant to each. The ultimate goal shall be to increase the value of the Toolbox to WCCTAC member agencies as strategies are considered for future station areas and developments.

Deliverable #2a: Toolbox Workshop Agenda Packet
Deliverable #2b: Draft Toolbox
Deliverable #2c: Final Toolbox

TASK 3: TRANSIT ENHANCEMENT NEEDS ASSESSMENT

Subtask 3.1: Identify Study Locations

CONSULTANT shall develop a draft list of study locations for review and direction by the Working Group. The draft list shall be based on the team's assessment of a series of criteria, including but not limited to:

- Current level of transit service and ridership
- Extent of transit oriented development
- At least one station or development area evaluated for each "prototype" category
- Preliminary assessment of physical facility needs
- Level of previous planning work
- Funding program considerations
- Other high-priority considerations of the Working Group

CONSULTANT shall study all six existing transit centers, one of two planned transit centers, and five of the seven priority development areas. Many of the employment centers are located within the transit center study areas and the priority development areas.

CONSULTANT shall conduct a Focus Group meeting with planning staff from the three primary West County transit providers (i.e., BART, AC Transit, and WestCAT) and members of the Working Group. The purpose of this meeting shall be to review and provide input on the criteria, study locations, candidate strategies, and the preliminary approach to the needs assessment.

Based on input received at the Focus Group meeting, CONSULTANT shall develop a technical memorandum documenting the needs assessment study methodology, both for use in the study and for future efforts.

Subtask 3.2: Conduct Needs Assessment for Study Locations

The approach to evaluating and documenting the transit enhancement needs shall be as follows:

3.2.1: Map GIS-Based Station Catchment Areas

CONSULTANT shall use GIS maps and data CONSULTANT prepared for the Contra Costa Countywide Pedestrian and Bicycle Plan to map 5-, 10-, and 15-minute time sheds for both pedestrians and cyclists for each of the transit centers. These maps shall reflect actual network constraints, rather than "as the crow flies" distances. CONSULTANT shall also prepare maps showing transit bus routes and existing stops within these areas.

3.2.2: Review Land Use Plans and Forecasts

CONSULTANT shall review General Plan zoning for each of the transit centers and priority development areas. CONSULTANT shall also extract ABAG's population and employment estimates for each area for both current and future conditions.

3.2.3: Conduct Walking Audits

CONSULTANT shall conduct a walking audit of all streets within a half mile of each study transit center, and along all major transit trunk lines within each study priority development area. The walking audits shall document existing pedestrian facilities, infrastructure “gaps,” barriers, crossing treatments, and candidate enhancement locations. Issues and opportunities shall be identified on aerials for each study location, and each study location shall include a narrative description of existing conditions, as observed from photos and measurements, and based on input received during the walking audit. Members of the Working Group and their respective staff shall be invited to participate in the walking audits.

3.2.4: Conduct Cycling Audit

CONSULTANT shall prepare maps overlaying existing and planned bicycle improvements, from the Contra Costa Countywide Pedestrian and Bicycle Plan, with the 1.5-mile influence area around each study transit center and for each study priority development area. Based on these maps, CONSULTANT shall identify candidate bicycle improvements specific to each area and potential “gaps” in connections to the transit centers and major transit stops within each priority development area. For acknowledged gaps in bicycle facilities related to the transit centers, CONSULTANT shall identify alternative routes for provision of bicycle paths or lanes. CONSULTANT shall then conduct a cycling audit, or ride, of those routes to determine their suitability.

3.2.5: Conduct TDM Assessment

CONSULTANT shall coordinate closely with the WCCTAC Transportation Demand Management (TDM) Program Manager to flesh out the most efficient manner of conducting the TDM assessment, considering the wealth of available information and resources in this regard and upcoming opportunities for gathering additional information. The objectives of the assessment are to gain knowledge about employer and employee awareness of the TDM programs, understand barriers that may be preventing employers and employees from availing themselves of existing program benefits, identify opportunities for promoting TDM incentives, and consider potentially new TDM initiatives for West County. CONSULTANT shall provide assistance in designing the TDM Program’s Employee Commute Survey and processing and analyzing the data obtained from the survey. Additional tasks may include but are not limited to conducting focus group meetings with employer representatives, gathering information at employer benefit fairs, and conducting case studies of other successful TDM programs.

3.2.6: Conduct Transit Center Assessment

CONSULTANT shall conduct field work to document and confirm all existing amenities. This shall provide the foundation for enhancement opportunities. While some of the following items are already documented, CONSULTANT shall confirm and supplement the inventory:

- Number of parking spaces, including location of preferential ridesharing spots and other special parking considerations
- Secure bicycle parking – racks and lockers
- Drop-off locations
- Taxi pick-up stands
- Lighting and other safety and security features
- Shelters and benches for safe and comfortable waiting areas
- Landscaping and shaded areas
- Other amenities such as coffee stands, food, etc.

3.2.7: Conduct Parking Assessment

The assessment shall consist of several inter-related tasks described below:

Review Existing Parking Programs, Policies and Practices. CONSULTANT shall collect and review relevant planning documents and existing data from the member agencies to fully document current parking codes for new development, including requirements for off-street spaces and other related parking policies and practices. This shall include review of municipal codes and ordinances related to TDM measures that may reduce parking requirements. The objective is to define and describe existing conditions.

Conduct Parking Demand Analysis. CONSULTANT shall explore the important variables that influence parking demand at the Transit Centers and major employer sites. The variables include parking pricing and capacity, and transit service availability within a half mile, including frequency, schedule coordination and fares, bike parking, and other factors. While the methodology for this analysis would be the same for the Transit Centers and major employers, the potential strategies would likely be different. CONSULTANT would rely on existing information for existing modes of travel to the major Transit Centers. The purpose of this analysis shall be to assess how various policies and practices impact demand. CONSULTANT shall rely on existing information on mode of access at the Transit Centers.

Conduct Windshield Survey. CONSULTANT shall conduct a windshield survey of the eight Transit Centers. CONSULTANT shall prepare a short self-addressed, pre-stamped postcard for easy mail-back. It shall be distributed at the Centers on a typical weekday during peak hours to gather information about parkers, such as how far people traveled to the station, frequency of use, and their response to preliminary transit enhancement strategies. CONSULTANT shall analyze the data by Center to distinguish differences and preferences.

Review Park and Ride Utilization. A number of Park and Ride locations in the WCCTAC service area offer free parking, bike racks, and other amenities. If occupancy counts or existing studies are available, CONSULTANT shall rely on them to document usage. If data is not available, CONSULTANT shall conduct field observations at select locations in consultation with the Working Group. The objective is to assess utilization and document unique features such as “hybrid vehicle parking,” “reserved parking,” or other special considerations that may influence usage.

3.2.8: Conduct Web-Based Surveys

CONSULTANT shall assist the Working Group in developing a project Web site (details provided in Task 5). A key element of the Web site shall be a Web-based survey, using commercially available tools such as SurveyMonkey, designed to engage West County residents and employees in the needs assessment. CONSULTANT shall develop a draft survey questionnaire (approximately 15 to 20 questions) to elicit information on travel characteristics, barriers to the use of alternative modes, receptiveness to candidate strategies, and key demographic data.

3.2.9: Summary and Costs

A list of enhancement strategies for each study transit center and study priority development area shall be developed in a spreadsheet format. For each study location, the individual strategies shall be aggregated into one of the following five general categories:

- Pedestrian
- Bicycle
- TDM
- Bus Access
- Auto Access (to park-and-ride, drop-off facilities)

A conceptual cost, representing the full cost to implement, including any soft costs, shall then be assigned to each of the individual strategies. To develop these cost estimates, CONSULTANT shall submit a list of unit costs to be applied for each strategy “type” for review by the Working Group. The unit costs shall be based on recent data obtained from actual bids, interviews with vendors, and discussions with agencies and non-profit groups responsible for implementing demand management measures.

Subtask 3.3: Documentation of Needs Assessment

The results of the above efforts shall be documented in the Transit Enhancement Needs Assessment report that shall describe the study areas, methodology, what CONSULTANT learned from the field reviews and survey, and enhancement needs for each study location.

Deliverable #3a:	Study Location Recommendations
Deliverable #3b:	Needs Assessment Methodology Memo
Deliverable #3c:	Catchment Maps
Deliverable #3d:	Walking and Biking Audits
Deliverable #3e:	Transit Center and Parking Audits
Deliverable #3f:	TDM Audit
Deliverable #3g:	Draft Needs Assessment Report
Deliverable #3h:	Final Needs Assessment Report

TASK 4: RECOMMENDATIONS

CONSULTANT shall develop a Draft Transit Enhancement Project Priority List based on the application of a series of prioritization criteria to the strategies identified in Tasks 2 and 3.

CONSULTANT shall develop a technical memorandum describing the criteria, as well as the basis for applying the criteria, including but not limited to those listed below, for presentation to the Working Group.

- Expected Degree to which the improvement may increase transit use
- Operating Cost
- Capital Cost
- Extent of Public Support
- Potential for Public/Private Partnership
- Supports Development Opportunities
- Documented Safety Need

After the criteria are finalized by the Working Group, CONSULTANT shall expand the spreadsheet developed at the conclusion of Task 3 to include the following data for each of the transit enhancement strategies.

- Lead Agency or Agencies Responsible for Implementation
- Implementation Time Frame (near, medium, or long-term)
- Recommended Priority (high, medium, or low)
- Suggested Action for incorporation into West County Action Plan for Routes of Regional Significance

As a final step, CONSULTANT shall make recommendations on how to “bundle” or package the strategies to maximize grant funding opportunities, to ensure a champion (lead agency) is committed to follow through and for logical sequencing and timing. CONSULTANT shall document the draft recommendations in a report with appropriate tables and graphics. This shall include an appendix with the detailed priority list. CONSULTANT shall also prepare a PowerPoint document for presentation to the Working Group (draft version) and the WCCTAC Board (final version). Based on direction from the Working Group and WCCTAC Board, CONSULTANT shall prepare the Final Report.

Deliverable #4a:	Draft Prioritization Criteria Memo
Deliverable #4b:	Draft Project List
Deliverable #4c:	Draft Project Priority List
Deliverable #4d:	Draft Recommendations
Deliverable #4e:	Final Recommendations – Working Group
Deliverable #4f:	Final Recommendations – WCCTAC Board
Deliverable #4g:	Draft Board Presentation
Deliverable #4h:	Final Board Presentation

TASK 5: PUBLIC OUTREACH AND ENGAGEMENT

CONSULTANT shall undertake the following outreach activities.

Employer Focus Group Meetings. CONSULTANT shall attend and prepare for two meetings with key employer representatives and commute coordinators. The purpose of the meetings shall be determined in coordination with the WCCTAC TDM Program Coordinator.

Transit Agency Focus Group Meetings. CONSULTANT shall organize two meetings with planning staff from the three primary West County transit providers (i.e., BART, AC Transit, and WestCAT) and members of the Working Group. The purpose of the first meeting shall be to review and provide input on study locations, candidate strategies, and the preliminary approach to the needs assessment. The second meeting shall involve a review of the draft deliverables for Tasks 2 and 3.

Community Open Houses/Design Charettes. CONSULTANT shall organize three community open houses. Specific locations and the purpose of each open house shall be determined in consultation with the Working Group.

Project Web Site. CONSULTANT shall develop a project Web site as discussed in Task 3. The purpose of the Web site is to allow visitors track progress on the study and view information presented at public meetings. The Web site may also include materials developed during the walking and cycling audits and other deliverables. Users could leave comments specific to each study transit center and priority development area, as well as participate in an online survey.

CONSULTANT shall summarize in the relevant deliverables information and lessons learned from each outreach and engagement event.

Deliverable #5a:	Focus Groups Round 1
Deliverable #5b:	Focus Groups Round 2
Deliverable #5c:	Community Open Houses
Deliverable #5d:	Web Site Initiation
Deliverable #5e:	Web Site Updates

V. SCHEDULE

Fehr & Peers anticipates a fourteen-month schedule as shown in Table 3. The schedule assumes that work begins in August 2010. Table 3 shows the months when work products are planned to be delivered.

Table 3
PROJECT SCHEDULE

TASK	DELIVERABLES (#)	COMPLETION
1	Draft Project Management Plan (#1a) Final Project Management Plan (#1b) Technical Memorandum – Agency Data Requests (#1c)	August 2010 August 2010 August 2010
2	Toolbox Workshop and Memo (#2a) Draft Transit Enhancement Toolbox (#2b) Final Transit Enhancement Toolbox (#2c)	January 2011 June 2011 August 2011
3	Study Location Recommendations (#3a) Needs Assessment Methodology Memo (#3b) Catchment Maps (#3c) Walking and Biking Audits (#3d) Transit Center and Parking Audits (#3e) TDM Audit (#3f) Draft Needs Assessment Report (#3g) Final Needs Assessment Report (#3h)	August 2010 September 2010 October 2010 November 2010 November 2010 March 2011 March 2011 April 2011
4	Draft Priority Criteria Memo (#4a) Draft Project List (#4b) Draft Project Priority List (#4c) Draft Recommendations (#4d) Final Recommendations – Working Group Version (#4e) Final Recommendations – WCCTAC Board Version (#4f) Draft WCCTAC Board Presentation (#4g) Final WCCTAC Board Presentation (#4h)	November 2010 April 2011 May 2011 June 2011 July 2011 August 2011 September 2011 September 2011
5	Focus Groups Round 1 (#5a) Focus Groups Round 2 (#5b) Community Open Houses (#5c) Web Site Initiation (#5d) Web Site Updates (#5e)	December 2010 October 2010 May 2011 November 2010 September 2011

VI. COMMUNICATIONS PROTOCOL

WCCTAC Executive Director Christina Atienza will oversee the project and will make all final decisions with respect to key project activities. All Working Group members will communicate through Christina via e-mail or phone.

Bob Grandy will lead the consultant team and will coordinate all activities directly with Christina. In his absence, Matthew Ridgway will serve as consultant team leader. Consultant team communications with Christina will be via e-mail or phone. Consultant team members will copy Bob on e-mails sent to Christina. Any communication containing documentation too large for email will be posted to Fehr & Peers' FTP site.

Project information will be posted on the WCCTAC web site (and member agency web sites as determined) to inform residents, employers, and employees in West Contra Costa County. The Consultant team will provide information to Christina at key project milestones for posting on the web site.

Christina will be the media contact and contact for elected officials as needed. Any members of the Consultant team that are contacted by media or elected officials shall refer them to Christina.

Meeting notes will be prepared for all Working Group and Focus Group meetings. A summary of input received at all stakeholder events will also be prepared.

I. INTRODUCTION AND PURPOSE

The purpose of this project management plan is to describe the consultant team, project staff, the work plan, schedule, and communications protocol.

WCCTAC will oversee all work conducted for the Transit Wayfinding Plan. Fehr & Pees will manage the consultant team that will undertake the work plan.

The purpose of this planning effort is to develop a wayfinding concept and roadway sign plan that directs pedestrians and bicyclists to and from major transit facilities in West County and the City of Albany. This planning effort is closely linked with the West Contra Costa Transit Enhancement Strategic Plan, which is also led by Fehr & Pees and will be conducted concurrently.

The project management plan is intended as a guide for activities for the Transit Wayfinding Plan.

II. CONSULTANT TEAM

Team roles and assignments are reflected in the following table.

Table 1
CONSULTANT TEAM ROLES

CONSULTANT FIRM	ROLE
Fehr & Pees	§ Project Management § Existing Wayfinding Sign Inventory § Wayfinding Design Documents § Outreach § Public Presentations
Studio L'Image	§ Document Wayfinding Best Practices § Identify Preferred Wayfinding Concept § Outreach § Public Presentations

III. PROJECT STAFFING

Staff roles and responsibilities are reflected in the following table.

Table 2
CONSULTANT STAFF ROLES

STAFF	FIRM	ROLE
Matthew Ridgway	Fehr & Peers	PIC – QA/QC
Bob Grandy	Fehr & Peers	Project Manager Support for Outreach
Josh Peterman	Fehr & Peers	Task Leader – PS&E Documents
Kristin Calia	Fehr & Peers	Support for PS&E Documents
Sue Labouvie	Studio L'Image	Task Leader – Wayfinding Plan
Max Heim	Studio L'Image	Support for Wayfinding Plan

IV. WORK PLAN

TASK 1: PROJECT ADMINISTRATION

CONSULTANT shall submit a comprehensive draft project management plan within 15 days of Notice to Proceed that shall be a reference tool throughout the study. In addition to outlining an approach, detailed work plan, work schedule, deliverables, and milestones, the plan shall clearly outline communication protocols for the entire team.

CONSULTANT shall meet with the Working Group to receive comment and direction on revisions to the draft project management plan. A revised project management plan (in tracked format, to highlight all changes) shall be submitted to WCCTAC staff and the Working Group for confirmation that all changes have been properly addressed. Based on direction from WCCTAC staff, CONSULTANT shall make any final changes and submit a Final Project Management Plan.

CONSULTANT shall also submit a draft technical memorandum documenting data requests for review by members of the Working Group. Based on comments provided by the Working Group, CONSULTANT shall submit a final version of the memorandum for distribution to the appropriate WCCTAC member agencies.

- Deliverable #1a: Draft Project Management Plan
- Deliverable #1b: Final Project Management Plan
- Deliverable #1c: Technical Memorandum – Agency Data Requests

TASK 2: FIELD INVENTORY AND DOCUMENTATION OF RELATED EFFORTS

CONSULTANT shall conduct an inventory of existing transit and related wayfinding signs for a 1.5-mile catchment area for El Cerrito Plaza BART, El Cerrito del Norte BART, Richmond Intermodal, Contra Costa College, Richmond Parkway Transit Center, Hercules Transit Center, and Buchanan Transit Center, as

well as portions of the San Pablo Avenue Rapid bus corridor, Ohlone Greenway, Richmond Greenway, and the Bay Trail within those catchment areas. CONSULTANT shall coordinate this effort with that to be conducted for a separate but related project, the Transit Enhancement Strategic Plan, so as to avail of economies of scale. Efforts to be coordinated include but are not limited to data collection, preparation of base maps, inventory and documentation of existing signs.

Consultant shall also review and summarize relevant findings from other recently completed or planned initiatives that are related to the project, including but not limited to: Countywide Bicycle and Pedestrian Plan, Regional Bicycle Plan, individual city bicycle and pedestrian plans, local specific plans, MTC Transit Connectivity Study, potential Measure J funding sources, BART's Hub Signage Program, BART's Enhancement Project, and BART's upcoming bicycle plan. Consultant shall work with the Working Group to identify all plans and reports that should be reviewed.

Deliverable #2a:	Draft Wayfinding Sign Inventory/Transit Site Visits
Deliverable #2b:	Final Wayfinding Sign Inventory
Deliverable #2c:	Summary of Related Efforts

TASK 3: STANDARDS, BEST PRACTICES, AND LESSONS LEARNED FROM OTHERS

CONSULTANT shall review standards and design guidelines documents, including the Manual on Uniform Traffic Control Devices, Caltrans standards, any and all city or County-specific standards pertaining to signs within public rights-of-way, BART's sign standards, and MTC's Transit Connectivity standards.

CONSULTANT shall present transit connectivity programs based on their own expertise in the Bay Area, as well as other exemplar programs in the West Coast, including but not limited to wayfinding efforts in Oakland, Berkeley, downtown Los Angeles, Portland OR, and Boulder CO.

The list of standards and guidelines, best practices, and case studies shall first be reviewed and approved by the Working Group. Consultant shall summarize relevant findings from the review of these documents.

Deliverable #3a:	Draft List of Review Documents
Deliverable #3b:	Summary of Best Practices
Deliverable #3c:	Transit Center Key Staff Interviews

TASK 4: RECOMMENDATIONS

CONSULTANT shall develop recommendations for specific design details, including but not limited to sign content, layout and design, frequency, type (confirmation, decision, turn signs), and location. All specifications must be in compliance with any applicable standards. Additional design considerations include how the signs may be integrated with existing and/or future citywide bicycle and pedestrian wayfinding sign programs whose focus may be beyond transit wayfinding, and how to achieve consistency with other related wayfinding programs including the MTC Transit Connectivity Project and

bicycle and pedestrian wayfinding programs in West County cities, the county, and transit agencies, plus Albany, Berkeley, Emeryville, and Oakland.

CONSULTANT shall also identify recommended pedestrian and bicycle routes for wayfinding signage. This shall be based on a combination of field work and outreach conducted for the Transit Enhancement Plan, as well as strategic wayfinding discussions held with the Working Group.

In a technical memorandum with appropriate graphics, Consultant shall summarize the recommendations, including findings from the public outreach efforts, for the Working Group's review and approval. Consultant shall also prepare and make a presentation to the WCCTAC Board of Directors. The presentation shall outline the steps followed in the study and the proposed recommendations. Consultant shall incorporate as appropriate comments on the recommendations from the WCCTAC Board.

Deliverable #4a:	Draft Recommendations
Deliverable #4b:	Final Recommendations – Working Group
Deliverable #4c:	Final Recommendations – WCCTAC Board
Deliverable #4d:	Draft Presentation – WCCTAC Board
Deliverable #4e:	Final Presentation – WCCTAC Board

TASK 5: PUBLIC OUTREACH

CONSULTANT shall work with the Working Group to determine the best way to obtain public input throughout the study process. At a minimum, Consultant will engage existing Bicycle-Pedestrian Advisory Committees and Accessibility Task Forces or equivalent at each of WCCTAC's nine member agencies. CONSULTANT shall summarize the input received from the public outreach efforts in the relevant deliverables.

Deliverable #5:	Complete Public Outreach Meetings
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TASK 6: PLANS, SPECIFICATIONS, AND ESTIMATES (PS&E)

CONSULTANT shall prepare for review and approval by the appropriate jurisdiction 35% concept level PS&E showing the location of wayfinding signs along designated routes to the transit centers. One plan sheet shall be prepared for the 1.5-mile catchment area showing the sign locations for each of the seven transit hubs. Technical specifications shall be prepared that include the conceptual details for each of the wayfinding signs identified in Task 4. This shall include a sign legend that shall be used for the concept plans. A conceptual cost estimate shall be prepared for each of the separate plans, based on the number of signs and the unit costs per sign. CONSULTANT shall seek direction from the Working Group on whether to assume the wayfinding signs would be installed by agency crews or contractors. CONSULTANT will make an effort to prepare the plans in the agencies' preferred file format.

Deliverable #6a:	Draft 35% PS&E Documents
Deliverable #6b:	Final 35% PS&E Documents

V. SCHEDULE

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2	Draft Wayfinding Sign Inventory/Transit Site Visits (#2a) Final Wayfinding Sign Inventory (#2b) Summary of Related Efforts/User Information Requirements (#2c)	December 2010 December 2010 December 2010
3	Draft List of Review Documents (#3a) Summary of Best Practices (#3b) Transit Center Key Staff Interviews (#3c)	November 2010 February 2011 January 2011
4	Draft Recommendations (#4a) Final Recommendations – Working Group (#4b) Final Recommendations – WCCTAC Board (#4c) Draft WCCTAC Board Presentation (#4d) Final WCCTAC Board Presentation (#4e)	June 2011 September 2011 September 2011 September 2011 September 2011
5	Complete Public Outreach Meetings (#5)	May 2011
6	Draft 35% PS&E Documents (#6a) Final 35% PS&E Documents (#6b)	October 2011 December 2011

VI. COMMUNICATIONS PROTOCOL

WCCTAC Executive Director Christina Atienza will oversee the project and will make all final decisions with respect to key project activities. All Working Group members will communicate through Christina via e-mail or phone.

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Christina will be the media contact and contact for elected officials as needed. Any members of the Consultant team that are contacted by media or elected officials shall refer them to Christina.

Meeting notes will be prepared for all Working Group and Focus Group meetings. A summary of input received at all stakeholder events will also be prepared.

PRELIMINARY COMPARISON OF CANDIDATE STUDY LOCATIONS

EXISTING TRANSIT CENTERS

(All 6 to be evaluated)

TRANSIT CENTER	CURRENT RIDERSHIP	ACCESS-BASED STATION TYPOLOGY					TRANSIT MODES				PRIORITY DEVELOPMENT AREA
		URBAN	URBAN W/PARKING	BALANCED MULTIMODAL	MULTIMODAL-AUTO RELIANT	AUTO DEPENDENT	INTERCITY RAIL	BART	BUS	FERRY	
El Cerrito del Norte BART Station	HIGH			√				√	√		
El Cerrito Plaza BART Station	MODERATE				√			√	√		
Richmond BART Station	MODERATE			√			√	√	√		Central Richmond PDA
Contra Costa College Transit Hub	MODERATE	√							√		
Richmond Parkway Transit Center	LOW					√			√		
Hercules Transit Center	LOW					√			√		Hercules Central PDA

PLANNED TRANSIT CENTERS

(Select 1 of 2)

TRANSIT CENTER	FORECAST RIDERSHIP	ACCESS-BASED STATION TYPOLOGY					TRANSIT MODES				PRIORITY DEVELOPMENT AREA
		URBAN	URBAN W/PARKING	BALANCED MULTIMODAL	MULTIMODAL-AUTO RELIANT	AUTO DEPENDENT	INTERCITY RAIL	BART	BUS	FERRY	
Richmond Ferry Terminal	LOW			√					√	√	South Richmond PDA
Hercules Intermodal Station	MODERATE			√			√		√	√	Hercules Waterfront PDA

PRIORITY DEVELOPMENT AREAS

(Select 5 of 7)

PRIORITY DEVELOPMENT AREA LOCATION	TRANSIT CENTER	TRANSIT CENTER STATUS	CURRENT LEVEL OF TRANSIT SERVICE	CURRENT EXTENT OF TRANSIT-ORIENTED-DEVELOPMENT	DEVELOPMENT POTENTIAL	PRELIMINARY ASSESSMENT OF FACILITY NEEDS
South Richmond PDA	Richmond Ferry Terminal	Future	Low	Moderate	Moderate	Low
Central Richmond PDA	Richmond BART Station	Existing	High	Moderate	Moderate	Moderate
North Richmond PDA	-	-	Low	Low	High	High
Downtown El Sobrante PDA	-	-	Low	Low	Low	Moderate
Old Town Pinole PDA	-	-	Low	Low	Moderate	Moderate
Hercules Waterfront PDA	Hercules Intermodal Station	Future	Low	Low	High	Moderate
Hercules Central PDA	Hercules Transit Center	Existing	Moderate	Low	Moderate	Moderate