

SCAG Compass Blueprint Demonstration Projects

Alessandro Boulevard Corridor Implementation Project



Prepared for:
Southern California
Association of Governments
City of Moreno Valley





Experience

Headquartered in Irvine with supporting offices in Temecula and Ontario, RBF has worked closely with nearly 200 cities in California over the last 66 years. RBF Consulting has a history of project experience in the City of Moreno Valley including transportation planning, traffic engineering, master planning, civil engineering, jurisdictional delineation and permitting, on-call engineering services, and watershed studies. With extensive project experience in CEQA documentation, transportation planning, streetscape design, urban planning, and transit-related land use planning. RBF Consulting is proud to offer the City of Moreno Valley a local team of experts focused on implementation of the Alessandro Boulevard Corridor Vision Plan.

Quality

Quality is the hallmark of RBF Consulting. Our team of experts has successfully crafted and helped to implement many high-quality planning tools for communities just like the City of Moreno Valley. Our emphasis on excellence has resulted in award-winning projects such as the SCAG Compass Blueprint: Pueblo Viejo Revitalization Plan in Coachella.

Value

RBF Consulting provides exceptional value to our clients by offering a fully-integrated array of in-house services and a team of professionals highly-skilled in their respective disciplines. Our experts take pride in staying current on planning trends and policies, and most importantly, in finding opportunities to innovate within every planning project on which we work. Our collaborative and interdisciplinary approach to urban design projects reflects the definition of Context Sensitive Solutions (CSS), and will provide the City with a transportation facility that fits its physical setting and preserves community resources.

Commitment

The RBF Consulting team has committed its most talented professionals to participate in this very important project for the City of Moreno Valley. Our commitment includes assurance that project goals are successfully met, providing the community an implementation plan for Alessandro Boulevard that reflects the Corridor Vision and tangible on-the-ground experiences to further replicate throughout the Corridor over time.



February 9, 2010

JN 10-107518.999

Sandee Scott, Sr. Contracts Administrator
Southern California Association of Governments
818 W. 7th Street, 12th Floor
Los Angeles, CA 90017-3435

RE: RFP 11-001-BR06 Compass Blueprint Demonstration Program | Alessandro Boulevard Corridor Implementation Project

Dear Ms. Scott:

RBF Consulting (RBF) is pleased to submit the enclosed proposal for the *Alessandro Boulevard Corridor Project*, which is to be funded through the SCAG Compass Blueprint Demonstration Program. The Alessandro Boulevard Corridor provides the City of Moreno Valley a wonderful opportunity to plan a land use and transportation system that links key nodes of activity, attracts private sector growth, increases mobility choices, reduces environmental burden, decreases air quality/greenhouse gas emissions, and accommodates all users through a Complete Streets approach. Context sensitive design will allow for improved conditions along Alessandro Boulevard consistent with the desires of the community and City stakeholders, while carefully considering its transportation and commercial needs, physical design, and financial feasibility.

RBF staff value the land use and mobility goals in the Alessandro Boulevard Corridor Vision Plan, and are excited to begin implementation of the vision through land use planning, transportation planning, and provision of the required CEQA clearance to reduce hurdles. Our experience providing CEQA clearance and the necessary technical subjects using in-house staff expertise is perfectly aligned with the needs of this project. We provide a collaborative approach including our skilled transportation planners, urban designers, zoning standards professionals, and CEQA clearance experts who welcome the challenge of implementing the visionary goal for Alessandro Boulevard.

The RBF Project Team has been carefully assembled to bring together innovative urban and transportation planners who are well-versed in SB 375, traffic engineering, and land use planning. The team is represented by RBF Consulting as prime consultant, under both the Urban Design Studio and Transportation Divisions of the firm. Our sub-consultants include Ryan Snyder Associates (RSA), a New Urbanist transportation planning firm specializing in Bicycle and Pedestrian Facility planning, and David Bergman of Metropolitan Research + Economics, an economic analysis firm that worked on the Vision Plan.

The RBF Project Team is positive that our combined technical expertise, as well as familiarity with and proximity to the City of Moreno Valley, sets the stage for a productive, timely, and beneficial project implementation. We are committed to engaging the City staff throughout development of the *Implementation Project*, and will do so within the proposed "not-to-exceed" budget. Finally, our team greatly respects the importance of timely deliverables and is confident in our ability to meet the project completion date of February 2012 when City Council hearings are planned. We look forward to the opportunity to collaborate with the City of San Juan Capistrano and SCAG staff on this very exciting project! Please feel free to call or email me directly with any questions regarding this proposal.

Respectfully,

A handwritten signature in black ink, appearing to read 'Susan J. Harden', written over a light blue horizontal line.

Susan J. Harden, AICP, CMSM, LEED-AP, CNU-A
Vice President | RBF, Urban Design Studio

A handwritten signature in black ink, appearing to read 'Paul Martin', written over a light blue horizontal line.

Paul Martin
Senior Associate | RBF, Transportation Planning

PLANNING ■ DESIGN ■ CONSTRUCTION

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Offices located throughout California, Arizona & Nevada ■ www.RBF.com

TITLE OF THE PROJECT

RFP 11-001-BR06

COMPASS BLUEPRINT DEMONSTRATION PROJECTS

Alessandro Boulevard Corridor Implementation Project

PREPARED BY: **RBF CONSULTING**
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PRIME
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AUTHORIZED INDIVIDUAL:



SUSAN J. HARDEN, AICP, CMSM, LEED AP, CNU-A
VICE PRESIDENT PLANNING AND DESIGN

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SECTION 3. TECHNICAL APPROACH

3.1 Understanding & Objectives

RBF has carefully reviewed the Request for Proposal (RFP) and understands the City of Moreno Valley desires to begin implementation of the Alessandro Boulevard Corridor Vision Plan (Vision Plan). With successful implementation, the vision for transit-oriented development along Alessandro Boulevard, linkage between key land use nodes along the Corridor, and customized street-sections demonstration sites can be created.

The Vision Plan provides the groundwork for implementation, and this project will help decide whether the Vision becomes a reality or not. Since this project is the first attempt at implementation, the process must be well thought out, and the locations for demonstration of the principles behind complementary land use and transportation activity must be carefully vetted to achieve success. Key project objectives for the Corridor Implementation Plan include the following four (4) components:

- **Urban Design** to develop an overlay district and screening criteria for Mixed Use Districts (MUD1 and MUD2);
- **Environmental Clearance** of proposed land use and circulation changes;
- **Walkable Thoroughfares** design to develop specialized street section standards for Alessandro Boulevard;
- **Station Design** to strengthen the role of high quality transit through prototype design of bus stops along the Corridor;
- **Location Selection** for concurrent land use intensification, prototype bus stop shelter, and custom street design;
- **Future Strategies** to develop recommendations and next steps for land use intensification consistent with Vision Plan.

RBF wants to provide the consultant expertise to make the Vision Plan a reality and to provide a superb example for all of Southern California to emulate, due to its success in attracting responsible development, linking transportation choices, connecting key land use nodes, and building sustainably consistent with Assembly Bill 32 and Senate Bill 375.

3.2 Scope of Work

TASK 0: PROJECT ORIENTATION

RBF will coordinate with City and SCAG, review relevant and available documentation, perform field research, collect additional data, and prepare promotional items to inform the public of upcoming community workshops.

Subtask 0A: Kick-Off Meeting

RBF will hold a kick-off meeting with City and SCAG Staff to refine the project objectives and vision, project scope of work, as well as the schedule and deliverables. RBF will review relevant and available documents prior to the kick-off meeting. These documents include, but are not limited to the Corridor Vision Plan (2010), the General Plan (2006), the Municipal Code, land use development proposals within the influence area, and staff reports related to Alessandro Boulevard. At the conclusion of the kick-off meeting, RBF will prepare a project team contact list, meeting minutes, a refined schedule, and a list of any additional documents needed from the City.

Subtask 0B: Site Reconnaissance and Data Collection

The Corridor is defined as Alessandro Boulevard from Meridian Parkway east to Nason Street and south to Cactus Avenue, with a ½ mile radius determining the influence area. The west end of the Corridor is anchored by the future Moreno Valley/March Field Metrolink Station, while the east end of the Corridor is the Riverside County Hospital. RBF will visit the Corridor and associated influence area to collect representative photographs of current conditions, identify opportunities and constraints, and document the Alessandro Boulevard roadway cross-section by segment. Data available in the Vision Plan and the General Plan will be reviewed for technical subjects such as traffic volumes, noise levels, and other technical topics. RBF will work with City staff to identify existing systems to accommodate bicyclists, pedestrians, and transit-users. Baseline conditions will be documented in graphic format where possible to inventory current facilities along the Corridor.

Task 0 Deliverables:

- *Project Kickoff Meeting with City Staff – 1 Meetings with 4 RBF Staff in attendance*
- *Team Contact List, Kick-off Meeting Minutes, Refined Project Schedule, Document Needs List*
- *Corridor Site Reconnaissance and Representative Photographs, Inventory of Circulation Facilities*

TASK 1: CORRIDOR OVERLAY

The recent SCAG Compass Bus Rapid Transit Route Planning Project considered potential BRT lines throughout Western Riverside County, and ranked the Magnolia/Alessandro Corridor highest, based on population and employment densities, employment centers and other nodes, support of smart growth land planning, among other metrics. The Corridor's top ranking in the study allows the City to begin planning transit supportive development (TSD) complementary to the higher level transit system. With the establishment of a new mixed-use overlay district and related environmental clearance, the City can attract development along the Corridor and illustrate the continuing need for BRT implementation by the Riverside Transit Authority (RTA). BRT supportive land use requires density of 5,000 persons per square mile, which is expected along Alessandro Boulevard by the year 2035. Rezoning for Residential 30 (R30) and providing environmental clearance can accelerate fulfilling the population density requirements for successful BRT support.

Subtask 1A: Draft Overlay Outline

After reviewing existing land use regulations and policies, RBF will prepare a draft overlay outline and up to three sample graphics for the City's review and approval. The objective will be to ensure that the new regulations will integrate with the City's existing zoning code and that the graphics communicate the more complex aspects of the standards. We will focus on providing districts along Alessandro Boulevard with distinctive characteristics, building types, and housing options. The RBF team will review the outline with City staff to identify refinements and ensure appropriate direction.

Subtask 1B: Mixed Use Districts Site Selection

Concurrent with the preparation of the draft overlay outline, RBF will develop criteria for selecting the best Mixed-Use District (MUD1 and MUD2) sites. The criteria will take into account land use and transportation metrics considering the current built environment, the desired buildout conditions per the General Plan, and the constraints associated with a BRT system such as minimum 1-mile spacing between station stops.

RBF will coordinate with City staff to identify up to three (3) activity nodes where residential zoning will be modified or implemented to accommodate R30 zoning. The selection of the R30 nodes will be critical to proceeding with the traffic impact analysis and subsequent technical studies for environmental clearance.

Subtask 1C: Public Review Draft Overlay

Upon approval of the draft outline, RBF will prepare new land use regulations that will establish the new districts along Alessandro Boulevard and will govern how buildings relate to their lots, surrounding buildings, and street and alley rights-of-way. We envision creating the chapters for each district that will include a menu of illustrated building forms and associated standards that control mass, scale, height, and other physical characteristics of buildings. Graphics will consist of both black-and-white line drawings and color photographs. The regulations will address the following topics: Use Tables (Permitted and Conditionally Permitted Uses), Building Envelope Standards, Street Specifications, Parking Standards, Operational Standards, and Definitions. This scope of work anticipates preparation of an Administrative Review Draft Overlay, a Preliminary Review Draft Overlay, and based on coordination and collaboration with City staff, a Final Public Review Draft Overlay. RBF will work with the designated City contact to ensure requested changes to the various drafts are addressed and graphics are revised for incorporation in the document. The Public Review Draft will be submitted in digital format for City staff production and distribution to the public, the Planning Commission, and the City Council with ultimate adoption by the City Council.

Task 1 Deliverables:

- *Draft Overlay Outline – 1 digital copy with 3 sample graphics*
- *Mixed Use Districts Site Selection and R30 Nodes Identification – 1 technical memorandum*
- *Administrative Review Draft Overlay – 3 hard copies, 1 digital, with 30 images/graphics*
- *Preliminary Review Draft Overlay – 3 hard copies, 1 digital, with 30 images/graphics*

- *Public Review Draft Overlay – 20 hard copies, 1 digital, with 30 images/graphics*
- *Meetings with City Staff – 2 Meetings with 2 RBF Staff per meeting*

TASK 2: MOBILITY PLANNING

The City of Moreno Valley actively considers implementation of Complete Streets philosophies to its roadways, and has indicated an interest in review the Alessandro Boulevard street section to better serve all users. Additionally, the City has received positive indications that a BRT line is well-suited for Alessandro Boulevard, and requests prototype station design for the BRT stations.

Subtask 2A: Alessandro Street Section

Alessandro Boulevard is a major thoroughfare providing mobility for motorists throughout the City and access on the west to Interstate 215. The Boulevard also provides access to retail, civic, office, and medical land uses through multiple parcel driveways and cross streets. Preparation of a specialized street section will require extensive discussion with City staff to identify which General Plan Goals, Objectives, Policies and Programs may be refined in keeping with the Context Sensitive Solutions (CSS) approach to provide a roadway sensitive to its physical setting and accommodates other City policies and goals such as enhanced pedestrian use at commercial, civic, and office uses.

RBF will meet with City Planning and Transportation staff to develop a set of goals and objectives for a specialized Alessandro Boulevard Street Section. The goals and objectives will be determined through RBF facilitation of key topics and metrics that are desired. The balance of mobility, access, commerce, placemaking, livability, economic development, civic activity are key topics for consideration by City staff to determine “likes and dislikes” about the standard roadway design. A technical memorandum will document the goals and objectives, highlighting where overlap occurs and where concepts conflict.

Based on the goals and objectives, RBF will develop up to three (3) draft concepts showing alternate street sections for Alessandro Boulevard. The concepts will include narrative evaluating satisfaction of the goals and objectives developed for the roadway. Roadway design must be prepared taking into account the adjacent land use. Since the Corridor is not yet fully built out and has a variety of residential and commercial uses constructed throughout, the conceptual plans will be reviewed to determine positive or negative influences to specific land use types. Conceptual land use schematics will be provided with the conceptual roadway cross section exhibits for consideration of consistency with the Vision Plan. Based on review by City staff, the 3 concepts will be refined and finalized for three (3) distinct street section designs for consideration of applicability along the Corridor. To help the City/RBF team grasp the “before and after” perspective for the three (3) street section concept designs, a high-level hand-rendering will be loosely sketched and inked for each concept.

Since a variety of land uses are built or planned along the Corridor, the specialized street sections may be best applicable to certain areas, such as adjacent existing residential or at planned high-intensity mixed use districts. RBF will work with City staff to determine nodes where the specialized street section is most applicable and provide recommendations for implementation.

Subtask 2B: Prototype Station Design

One element to brand and enhance successful service for BRT Lines requires special treatment of the bus stop to elevate the facility commensurate with the BRT system. Enhanced and convenient station design reinforce the system is unique and conveys to riders that the line provides a higher level of service. RBF will provide up to two (2) conceptual designs for BRT stations (bus stops) including shelter for coverage from the elements, and other amenities as determined based on further discussion with the City and potentially RTA. The conceptual prototype design will be prepared using high-level hand-renderings that will be loosely sketched and inked for each concept.

RBF has worked extensively with the Orange County Transportation Authority (OCTA) for implementation of traffic engineering tools to support OCTA Bravo! BRT. Techniques anticipated for the BRAVO! BRT include traffic signal priority (TSP), and queue jumps. RBF will provide discussion of these techniques and considerations for City of Moreno Valley Planning and Transportation staff to ensure a mutually supportive circulation system as development and infrastructure improvements occur along the Corridor.

Task 2 Deliverables:

- *Meeting with City Staff – 1 Meetings with 3 RBF Staff in attendance*
- *Alessandro Street Section Goals and Objectives – 1 technical memorandum*
- *Draft & Final Street Section Design Renderings – 3 concepts with adjacent land use concepts, inked only*
- *Alessandro Street Section Concept Implementation Recommendations – 1 technical memorandum*
- *BRT Station Prototype Conceptual Design – 2 concepts*

TASK 3: ENVIRONMENTAL REVIEW

The City desires to rezone areas along the Corridor to R30 to broaden the community's housing options and affordability. Increasing the zoning requires environmental review to provide the governing documents that will allow ease in development activity consistent with the goals of the Vision Plan. With increased density, nodes along the Corridor can better support BRT between the Medical Center and the future Moreno Valley Metrolink station, as well as points west into the City of Riverside.

Subtask 3A: Proposed Project Definition

RBF will work with City staff to define the project for environmental review. This scope of work anticipates rezoning of properties within the Corridor to the R30 land use and density, with potential consideration of circulation changes. Potential circulation changes may be changes to the roadway standard for Alessandro Boulevard or cross streets which would vary from the standards included in the City General Plan. RBF will work with City staff to determine if policy changes are included in the proposed project to address potential traffic level of service deficiencies if the Alessandro street cross-section is modified from 6-lanes to 4-lanes.

Subtask 3B: Traffic Impact Analysis

RBF will prepare a traffic impact analysis (TIA) through close coordination with City of Moreno Valley staff to evaluate the proposed project. The traffic study will utilize data available in the recently updated General Plan. New traffic count data collection is not anticipated in this scope of work. RBF will work with City staff to collect available traffic data using the General Plan, recent studies, and recent data available with City Transportation Department staff. Through our work directly for a commercial property proposal, RBF has collected and analyzed many intersections along Alessandro Boulevard, Perris Boulevard, and Lasselle Street, using traffic counts collected in Fall 2007. The traffic analysis assumes one proposed project alternative, with existing, buildout without project, and buildout with project conditions analysis.

Subtask 3C: Air/Noise/GHG Studies

Subsequent to preparation of the TIA, air quality, noise, and greenhouse gas (GHG) emissions studies will be prepared for inclusion in the environmental document. While these technical subjects were not identified in the RFP, we recommend their preparation to provide a comprehensive and defensible CEQA document for the proposed project.

Subtask 3D: Mitigated Negative Declaration

RBF will prepare a Mitigated Negative Declaration (MND), which will include the MND CEQA Notice, Introduction, Project Description, Environmental Checklist, Environmental Analysis, Inventory of Mitigation Measures, and CEQA Determination. The traffic, air quality, noise, and GHG technical studies will be incorporated into the MND. Where appropriate, the MND will utilize data and information available in the recently updated City of Moreno Valley General Plan. The Environmental Checklist portion will be based upon the City's Initial Study Checklist form and/or the most recent Environmental Checklist Form, as amended in the CEQA Guidelines, and will include detailed explanations of all checklist determinations and discussions of potential environmental impacts. The MND will be prepared in accordance with CEQA Guideline Sections 15070, 15071, 15072, 15073.5, 15074, and 15075.

Task 5 Deliverables:

- *Traffic Impact Analysis – Draft and Final document based on 1 round of City edits*
- *Air Quality Study – Draft and Final document based on 1 round of City edits*
- *Noise Study – Draft and Final document based on 1 round of City edits*
- *GHG Study – Draft and Final document based on 1 round of City edits*
- *Mitigated Negative Declaration – Draft and Final document based on 1 round of City edits*

TASK 4: URBAN DESIGN

Subtask 4A: Urban Design Strategies

RBF will prepare a technical memorandum documenting potential urban design strategies to intensify land uses along the Corridor. The strategies will be developed taking into account the Overlay, the R30 zoning, and the customized Alessandro Boulevard street sections. The strategies will identify additional policy areas for consideration by the City and programs to further advance the intent of the Vision Plan for the Corridor. RBF will utilize support from the economic consultant that worked on the Vision Plan for identification of urban design strategies and to provide economic feasibility review of planning and transportation strategies recommended. The advisory role of the economist is included to ensure a checks and balances in the project that will provide realistic techniques and methods to grow the Corridor.

Subtask 4B: Corridor Next Steps

RBF will prepare a technical memorandum to the City of Moreno Valley providing next steps to further implement a transit supportive district-based Corridor. Guidance may include methods to attract private sector development through incentive programs and streamlining of City approvals for projects consistent with the Overlay and aligned with the SCAG Sustainable Communities Strategy (SCS) in response to state legislative requirements to reduce greenhouse gas emissions through improved coordination of land use and transportation spending.

Task 4 Deliverables:

- *Urban Design Strategies and Next Steps – 1 technical memorandum*

TASK 5: PROJECT MANAGEMENT & COORDINATION

Subtask 5A: Project Management

The RBF Project Manager will provide top-level oversight of the project and task coordination with internal staff and all sub-consultants to ensure adherence to schedule and budget, quality assurance/control. The Project Manager will also execute the required sub-consultant agreement and complete monthly invoicing procedures (includes progress reports) in compliance with the SCAG billing requirements.

Subtask 5B: Project Coordination

The RBF Project Team will participate in a series of on-going internal team meetings and conference calls to confer on the status of project tasks. This task also includes coordination by administrative staff on copying, filing/record keeping, scheduling meetings, phone calls, etc.

Subtask 5C: Planning Commission/City Council Meetings

RBF staff will attend up to four (4) meetings with Planning Commission and/or City Council related to the overlay, environmental document, and related technical studies such as traffic analysis.

Subtask 5D: Community Involvement (Available Service)

While not included in the RFP, RBF can provide support to continue community involvement initiated during preparation of the Vision Plan. RBF can coordinate with City and SCAG Staff to facilitate community workshops to discuss implementation of the Vision Plan along the Corridor. Continued involvement can help identify the Mixed Use Districts (MUDs) where Residential 30 zoning overlay may be appropriate, or to consider various mobility concepts for customized roadway street section standards. This additional work task is not included in the fee schedule, but can be considered for an additional fee based on discussions with City staff.

Task 5 Deliverables:

- *Project Management and Oversight*
- *Internal Project Team Meetings and/or Conference Calls*
- *Miscellaneous Administrative Coordination*
- *Planning Commission/City Council Meetings – 4 Meetings with 3 RBF Staff per meeting*
- *Optional Community Involvement Workshops*

OPTIONAL TASK 6: POTENTIAL FUNDING OPPORTUNITIES

Since local agencies are often limited with Capital Improvements Program budgets, identification of potential funding sources from regional, state, federal and/or non-profit sources may help with implementation of the Corridor Vision Plan project on an accelerated schedule with reduced impacts to the City General Fund.

Identification of Applicable Funding Sources

As an optional task, RBF will research potential funding opportunities for preparation of construction documents and implementation of the preferred concept design. We will summarize potential funding opportunities, the scale of typical allotments, and the schedule for preparation of grant applications. The funding research will be summarized in a Funding Opportunities Matrix that can easily be tracked and reviewed by City Staff on a regular basis.

Optional Task 6 Deliverables:

- *Funding Opportunities Identification and Matrix*

3.3 Anticipated Challenges & Resolutions

We have prepared a scope of work to anticipate challenges, minimize obstacles, and prevent schedule impacts. The following topics are identified as having the potential to affect the successful implementation project, with our resolutions provided.

Preparation of the traffic analysis is a critical path item to preparation of the CEQA document, with subsequent air quality, noise, and GHG studies utilizing traffic data. Therefore, definition of the proposed project for traffic analysis will be essential to commence with the traffic study. Subtask 3A has been created to ensure this topic is adequately addressed and to minimize change that may affect the successful preparation of the CEQA document. Additionally, Mr. Paul Martin is the day-to-day project manager for this project, and has worked extensively in preparation of traffic studies for inclusion in CEQA documents, and knows the City of Moreno Valley Transportation Department well. This established relationship and expertise will provide assurance that the traffic study schedule will be satisfied.

The visual simulation included in the Vision Plan illustrated Alessandro Boulevard as a 4-lane roadway at Frederick Street, which conflicts with the City General Plan. Reduction of Alessandro Boulevard cross-section width may be consistent with the Vision Plan for a more livable corridor, but policy review would be required regarding General Plan Objective 5.3 seeking Level of Service (LOS) D on the Alessandro Boulevard Corridor. RBF will work with City and staff and CEQA experts to determine if the specialized street sections need inclusion in the traffic impact analysis for environmental clearance.

Environmental clearance of the land use and possible circulation changes are required for this proposed project, amending the July 11, 2006 City Council approved General Plan. To accommodate schedule and fee, we have strategically scoped preparation of a Mitigated Negative Declaration (MND) to address CEQA compliance requirements. As part of the MND, the technical studies included in this scope of work are traffic analysis, air quality analysis, noise analysis, and greenhouse gas (GHG) emissions analysis due to the interrelated nature of these subject areas.

The determination to proceed with a MND prior to completion of the technical studies includes an element of risk since the MND requires all environmental impacts be mitigated fully to a less than significant level. If a technical subject identifies a significant impact that cannot be fully mitigated, then the environmental document would elevate from an MND to an Environmental Impact Report (EIR). Preparation of an EIR would have increased scheduled implications, and notably higher fee requirements. During preparation of this scope of work, we have fully discussed this challenge among the respective RBF technical experts to ensure the Team can successfully meet the goals and objectives presented in the RFP. Our technical team believes an MND is possible, and will provide ongoing oversight and guidance to the City to ensure the outcome of the technical studies is aligned with the goal of preparing an MND.

A potential solution to the challenge of providing an MND may be consideration of transfer of residential densities as permitted by General Plan Policy 2.8.1. While a transfer of density was not included in the RFP, this mechanism may be possible based on further discussions with City staff to identify potential areas of re-allocation.

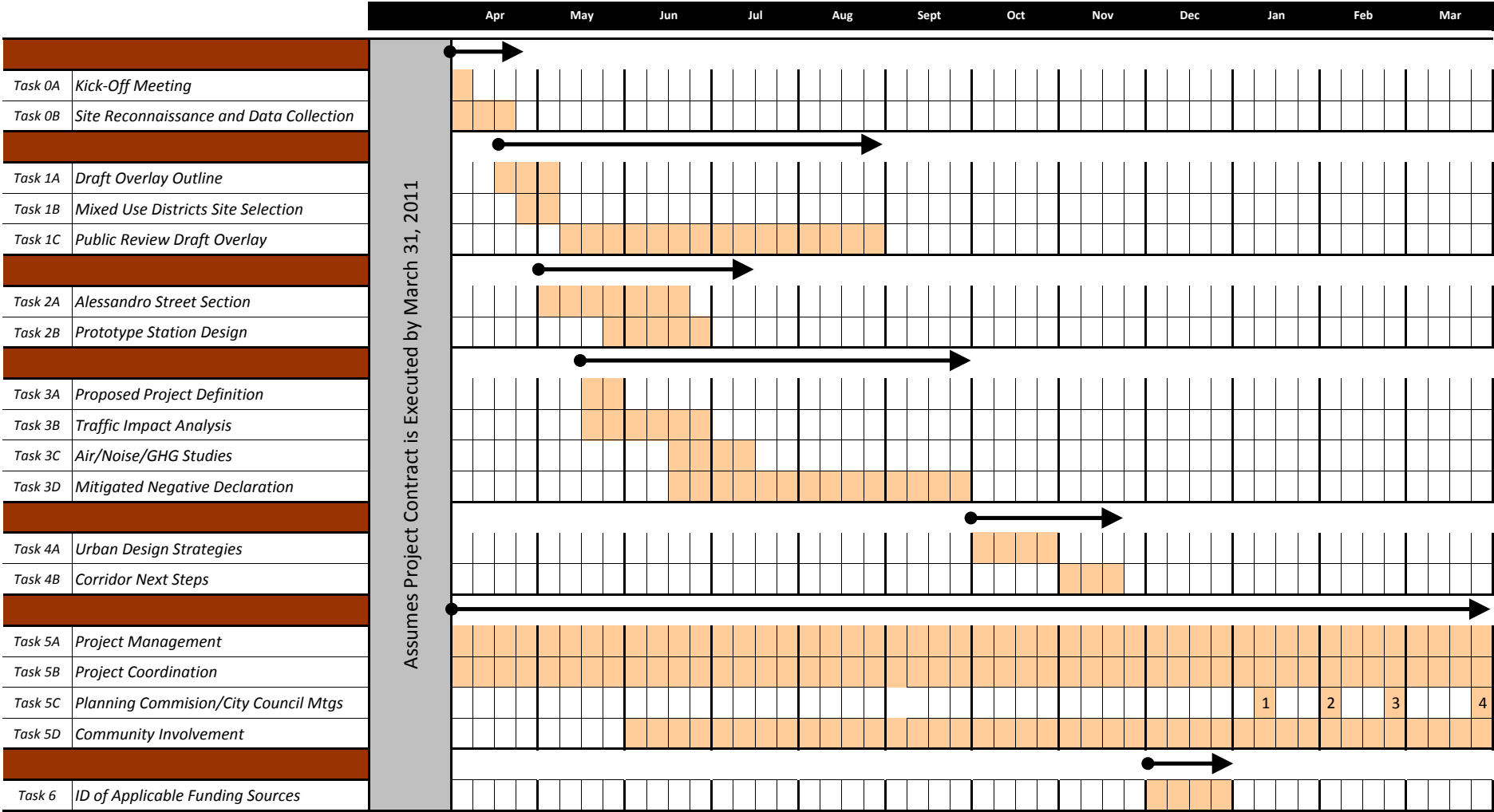
ILLUSTRATIVE PROJECT SCHEDULE

Prepared by RBF Consulting

Subject to Modification Based on SCAG and the City's Desired Timeline

2011

2012



Assumes Project Contract is Executed by March 31, 2011

= On-Going Work by Consultant Team

Established: 1944
Incorporated: 1961
Employees: 554
Offices: 15
Local offices:
 Temecula
 Ontario
 Irvine

Urban Design Studio projects have the following core attributes:

- ✓ Clients represent the public or non-Profit Sectors
- ✓ Projects Focus on infill development potential
- ✓ Process is community driven
- ✓ Solutions based on creative and unique approaches
- ✓ Products honor community values, heritage, and culture
- ✓ Sustainability integrated into design
- ✓ Implementation is an explicit objectives

4. EXPERIENCE OF PRIME CONSULTANT



RBF Consulting (RBF) is a full service consultant firm providing planning, engineering, surveying, and related professional services. RBF is a privately owned California corporation founded in 1944 and incorporated in 1961. The firm offers a professional staff of nearly 600 employees located throughout fifteen offices in the western United States. Our key staff brings a blend of experience to this project providing services in planning, community participation, urban design, transportation planning, traffic and parking studies, and graphic art. RBF's broad range of technical staff is available to support the planning effort through GIS, environmental services, infrastructure consultation.



Urban Design Studio (UDS) is a distinct division of RBF Consulting that works primarily with communities undergoing revitalization. UDS focuses on planning, design, and community building projects for public agencies and municipal clients. We know the issues our public sector client faces and the importance of planning that includes the community in the process.

Economically Sound and Pedestrian Oriented

RBF/UDS has been highly effective integrating unique planning solutions with sound implementation principles that address the physical, social, economic and environmental components encountered during the process. Projects that demonstrate our attention to detail and effort to utilize sustainable materials, while providing welcoming and aesthetic environments include Imperial Highway Corridor in La Mirada, Paseo San Gorgonio in Banning, and Perris Downtown Specific Plan.



Design and Implementation of Award Winning Projects

RBF Consulting recently completed the City of Indio downtown improvement program located in the heart of the commercial district. The project construction was completed to coincide with the annual Tamale Festival and received an APWA award for the infrastructure improvements. Recently complete Pueblo Viejo Revitalization Plan in Coachella Valley received the Crystal Eagle Award in 2010. Currently, RBF is preparing conceptual design plans for the Sixth Street improvements.

The RBF Team brings a blend of experience and staff who have completed similar projects and equipped to identify the key issues and determine viable solutions.

Highlights:

- ✓ Specific Plan
- ✓ Land Use Studies
- ✓ Mobility Studies
- ✓ Public Infrastructure Analysis
- ✓ Visual Simulations
- ✓ Public Participation / Community Visioning
- ✓ Economic Analysis (AECOM)

Client:

City of La Mirada



IMPERIAL HIGHWAY CORRIDOR SPECIFIC PLAN

Compass Blueprint Demonstration Project

The RBF/UDS team prepared a Specific Plan that establishes a comprehensive policy and regulatory guidance document for properties along the Imperial Highway Corridor Specific Plan area.

Separated into three key redevelopment areas, the Specific Plan ensures that future redevelopment of commercial areas accommodates both housing growth and enhanced commercial enterprises. Working with City staff, RBF prepared the goals and objectives consistent with a consolidated vision for the corridor. Incorporating community input, the Imperial Highway Corridor Specific Plan balances traffic, parking, and air quality/GHG impacts to form a realistic envelope for redevelopment grounded in economic viability. Detailed traffic and parking management strategies customized to the corridor were provided to minimize impacts of new growth on the infrastructure and adapt parking policies to strengthen economics behind future development opportunities.



With the vision and goals established, the City can actively pursue catalysts projects to initiate implementation. Initial steps were provided within the plan for City staff to commence implementation accounting for current economic realities.

Highlights:

- ✓ Community Outreach Driving the 18-Month Schedule
- ✓ Preparation of a Climate Action Plan
- ✓ Land Use Changes Focused in Key Areas of City
- ✓ Economic Development is City Council Priority
- ✓ Logo/Branding for Outreach and Update

Client:

City of Murrieta

GENERAL PLAN UPDATE, EIR, AND CLIMATE ACTION PLAN

In September 2009, RBF commenced an 18-month process to comprehensively update the City’s 1994 General Plan and General Plan EIR. The City Council’s major priority with the update is to focus on economic development, with a focus on adding more jobs, specifically high paying skilled jobs, along with providing retail to support the community. The update will review land use changes only in key areas of the City - most of those areas will address the Council priority of economic development - and will review potential intensification of these areas. Two rural residential areas will also be studied to determine if the density should be increased over current standards.

RBF is also in the process of preparing a Climate Action Plan (CAP). The initial stage involves a Citywide Greenhouse Gas (GHG) inventory, which is being prepared in collaboration with the International Council on Local Environmental Initiatives (ICLEI). The CAP will include criteria for addressing subsequent developments’ consistency with the CAP and a methodology for determining significance of future project climate change impacts.



Highlights:

- ✓ Land Use Studies
- ✓ Mobility Studies
- ✓ Greenhouse Gas (GHG) Emissions Analysis
- ✓ Streetscape/Urban Design Recommendations
- ✓ Visual Simulations
- ✓ Community Outreach

Client:

City of Banning

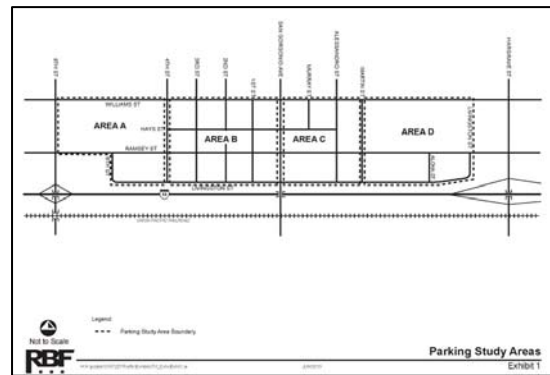
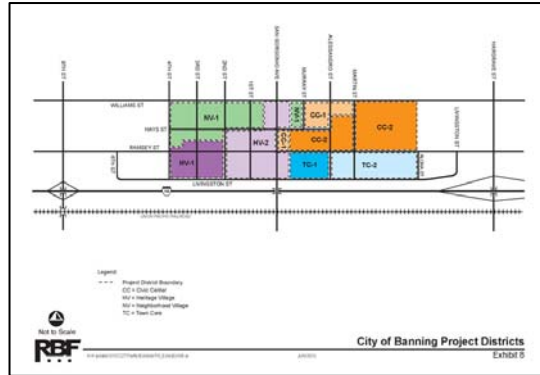
PASEO SAN GORGONIO SPECIFIC PLAN

SCAG Compass Blueprint Demonstration Project

The RBF/UDS team refined a Master Plan prepared by others into a pragmatic Downtown Specific Plan that can be implemented over the long-term accounting for both public and private sector development with minimal infrastructure costs.

RBF provided technical analysis of traffic, parking, and air quality/GHG for the downtown project. Through sensitivity testing, RBF determined how to minimize traffic mitigation measures by refining the project land uses in concert with realistic schedules for downtown growth.

Through the coordinated services of land use, traffic, parking, and air quality/GHG review, RBF provided the City with a detailed Specific Plan that can guide private sector development that compliments forthcoming judicial projects in the downtown core. Traffic and parking management strategies provided highlight City policy implications and minimize the need for costly parking structure construction before utilization of available on-street resources within the fine grid system.



Highlights:

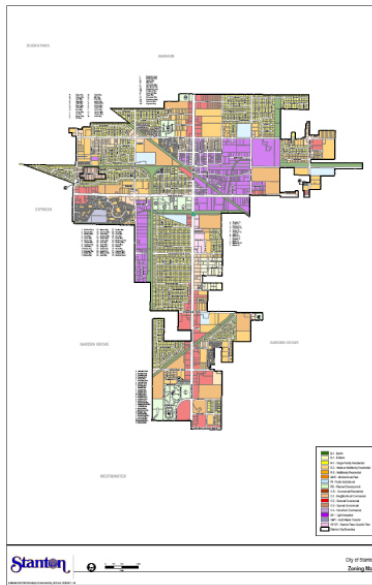
- ✓ Summary of Existing Zoning Code Characteristics
- ✓ Discussion of Optional Approaches to Code Reform
- ✓ Analysis of Districts, Uses, Development Incentives, Development Standards, Permit Procedures, Code Administration, Urban Design, Sustainability, and Code Usability and Distribution
- ✓ Specific Recommendations for Immediate Revisions and Long-Range Reform Efforts

Client:

City of Stanton

ZONING CODE ANALYSIS AND RECOMMENDATIONS REPORT

RBF conducted a preliminary technical analysis of the existing zoning code and recommended various revisions in order to implement the City’s newly adopted General Plan. The analysis evaluates how the existing zoning code functions as a regulatory scheme for development in Stanton and is based on a review of the General Plan, the zoning code, the subdivision code, and related parts of the Municipal Code. This project resulted in a report that (1) identifies the General Plan policies to be implemented and (2) recommends specific “immediate fixes” and changes that can be implemented in the future, as time and budget allow. The recommendations cover a broad range of topics including the addition and deletion of zoning districts; revision to or creation of parking, landscaping, and sign standards; streamlining of permit application and code administration procedures; preparation of a zoning map in GIS database format; and formatting and distribution options. Other suggestions address urban design and sustainable development concepts and regulatory tools. Finally, the report identifies areas where the zoning code should reflect changes in State law.



San Bernardino County Development Code

Fences, Hedges, and Walls 21.0m

CHAPTER 83.06 FENCES, HEDGES, AND WALLS

Section:

- 83.06.010 Purpose
- 83.06.020 Applicability
- 83.06.030 General Height Limitation
- 83.06.040 Measurement of Fence or Wall Height
- 83.06.050 Walls Required Between Different Land Use Zoning Districts
- 83.06.060 Special Wall and Fencing Requirements
- 83.06.070 Prohibited Fence Materials

83.06.010 Purpose

The purpose of this Chapter is to establish requirements for fences, hedges, and walls to ensure that these elements do not unnecessarily block views and sunlight; provide adequate buffering between different land uses; provide screening of outdoor uses and equipment; and provide for the mitigation of noise. These requirements are designed to provide aesthetic enhancement of the County.

Adopted Ordinance #011 (2007)

83.06.020 Applicability

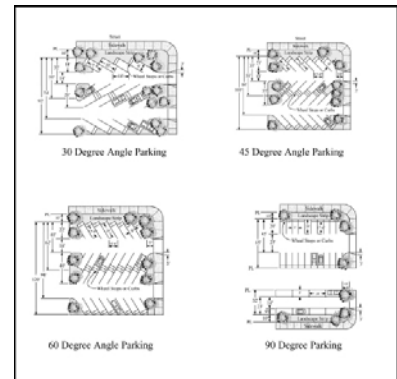
The provisions of this Chapter apply to all fences, hedges, and walls unless otherwise stated. These regulations do not apply to fences or walls required by regulations of a State or Federal agency, or by the County for reasons of public safety, or to retaining walls which are regulated by Section 83.02.070 (Setback Regulations and Exceptions).

Adopted Ordinance #011 (2007)

83.06.030 General Height Limitation

Fences, hedges, and walls may be erected unenclosed within required setback areas to the heights identified in Table 83.6, below. See also Figure 83.6.

Page Turnover: Page 141 | Adoption Date: April 12, 2007



PERRIS DOWNTOWN SPECIFIC PLAN & EIR

Highlights:

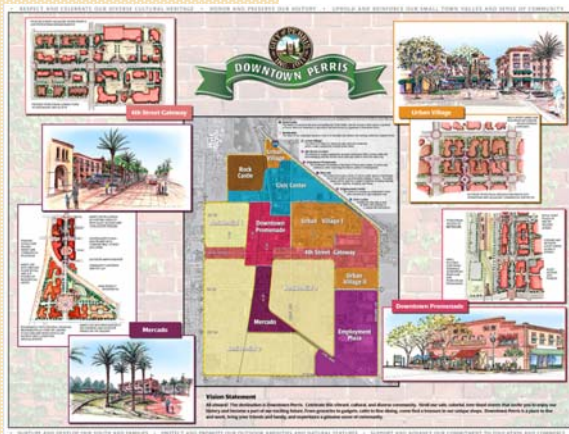
- ✓ Transit Oriented Specific Plan Area to Support the Approved Metrolink Stop
- ✓ Façade Rehabilitation Design Guidelines for Downtown
- ✓ Mobility Plan to Connect People to the Transit Station
- ✓ Environmental Impact Report

Client:

City of Perris

With approval of a new Metrolink station in Downtown Perris, the City of Perris hired RBF Consulting’s Urban Design Studio to update the Downtown Perris Specific Plan to encourage transit-oriented development into the Downtown. The Plan includes an extensive community outreach program and community-based vision plan, form based code, façade rehabilitation design guidelines, implementation strategy, and promotions strategy to revitalize Downtown Perris.

RBF was subsequently selected to prepare the EIR for the Downtown Specific Plan Project. The EIR is under preparation and includes traffic, air, noise, and greenhouse gas emissions technical subjects.



Historic District Façade Rehabilitation

Highlights:

- ✓ Revitalization of Downtown Area
- ✓ Impacts to Historic and Archaeological Resources
- ✓ Traffic Impacts in Downtown Area
- ✓ Replacement of Public Parking

Client:

City of Riverside

FOX PLAZA EIR

RBF prepared an EIR for the Fox Plaza Project, which entailed the redevelopment of approximately 5.97 acres in downtown Riverside, including the acquisition and relocation of existing uses, the demolition of existing structures, and the development of a mixed use urban scale project consisting of:

- *Up to 76,000 square feet of restaurant and retail space;*
- *Up to 532 residential units, which includes a mix of units types (condominium, townhome, live/work, and loft); and*
- *Up to 1,693 parking stalls located within parking structures.*

The proposed project is to be constructed in three phases. Phase 1a includes construction of Blocks A and C with a parking structure and retail/restaurant uses on Block A, and residential units, retail, and a parking structure on Block C. Phase 1b includes construction on Block D with residential units, retail uses, and a parking structure. Block B will be constructed in Phase 2 with residential units, retail uses, and a parking structure.

A number of areas of controversy were involved with the proposed project, including the project’s potential impact to historic structures, archeological resources, traffic, parking, greenhouse gas emissions, and pedestrian safety. RBF’s role, on behalf of the City, was to assure that a proper and complete environmental review process was conducted. The EIR was certified on June 10, 2008.



View from Fairmount Boulevard corner 6th Street - facing east.

FULLERTON CLIMATE ACTION PLAN

Highlights:

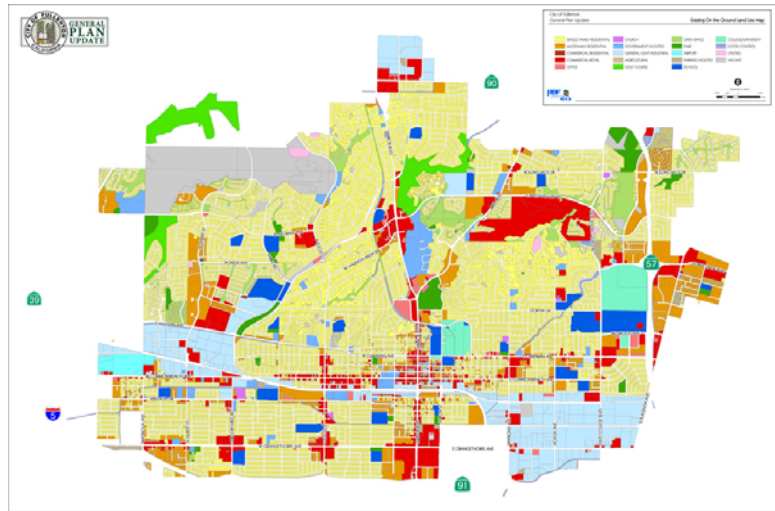
- ✓ Target Reduction Goal
- ✓ City-Wide Greenhouse Gas Inventory
- ✓ Develop Measures and Policies
- ✓ Reduction Quantification
- ✓ Implementation Plan

Client:

City of Fullerton

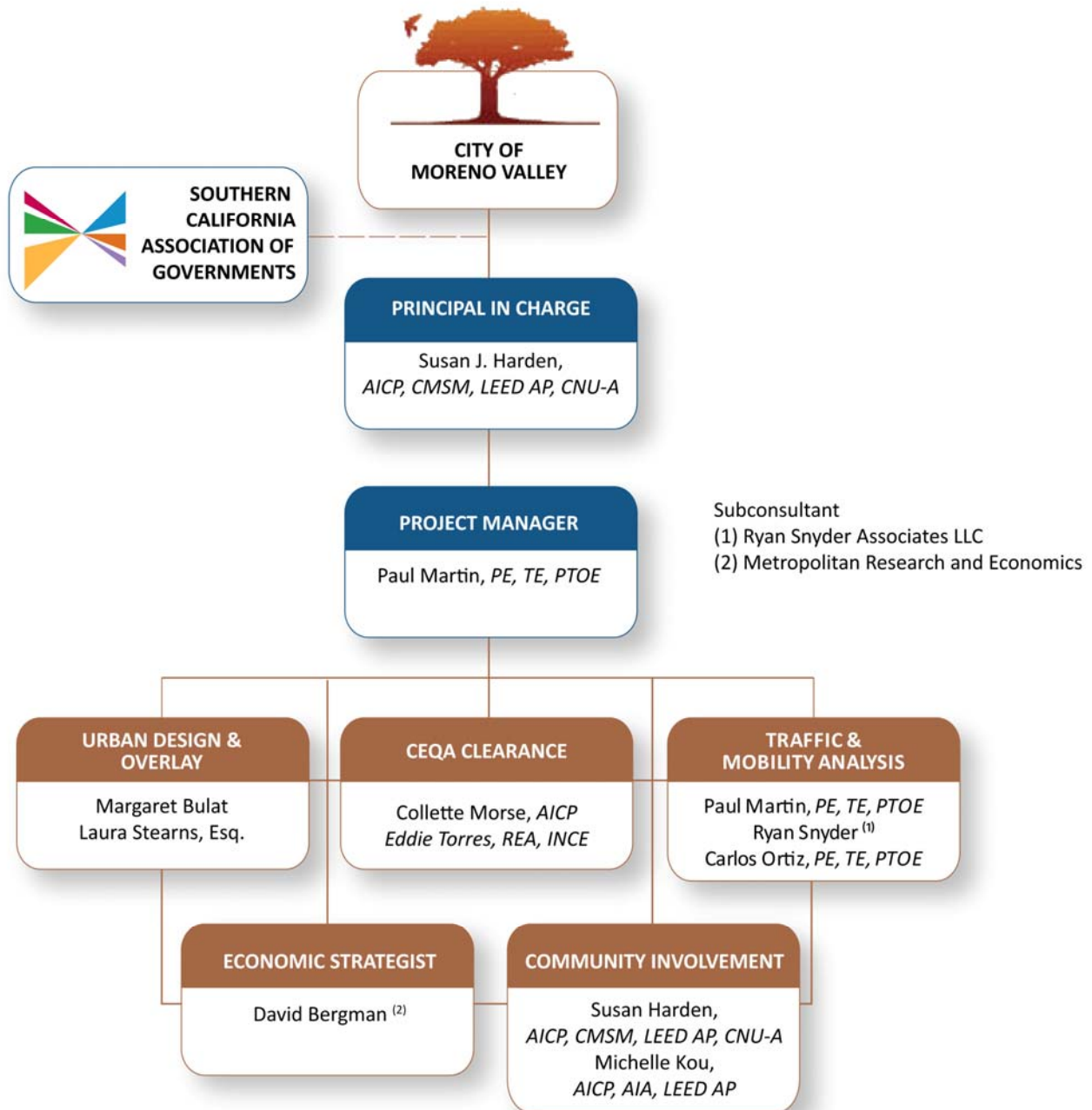
RBF is in the process of preparing a Climate Action Plan (CAP) for the City of Fullerton in conjunction with the City’s General Plan Update and accompanying EIR. The City aims to innovatively address climate change mitigation through the creation of an integrated CAP.

RBF and the City of Fullerton are in the process of establishing the target greenhouse gas (GHG) emissions reduction goal, which will guide the development of CAP measures. RBF will then review the City’s land use data associated with the General Plan Update and will use this data to prepare a City-wide inventory of the GHG emissions from both direct and indirect sources. Following the GHG quantification, RBF will develop measures aimed at reducing GHG emissions, and where possible will provide quantified estimates of the reduction measure’s effectiveness. All measures, policies, GHG inventory, and reduction quantifications will be compiled into the final CAP document along with an implementation plan for the CAP to ensure that the policies and measures developed are incorporated into the City’s project review process. RBF will also develop criteria for addressing subsequent developments’ consistency with the CAP and a methodology for determining significance of future project climate change impacts. CEQA clearance for the CAP will be provided under the City’s General Plan Update EIR.



An Experienced Team of Professionals

The RBF Project Team, listed in the organizational chart below, is confident in our ability to meet and exceed the objectives for this project through our approach and outlined technical approach. RBF has worked with SCAG and numerous cities on Compass Blueprint Demonstration Projects, and is highly-committed to integrating the principles of mobility, livability, prosperity and sustainability within our planning documents. Most importantly, our team is dedicated to making a meaningful difference in communities through sincere and active public involvement, listening and responding to client needs, providing high-quality deliverables in a timely manner and adherence to project budgets. Further, our multi-disciplinary firm offers an incredible spectrum of in-house community participation, planning, engineering, and other experts who have mastered the art of seamless project coordination over the last 65 years.



SUSAN J. HARDEN | Project Manager

Ms. Harden has a broad background in community development and planning. She is primarily involved in leading a team of talented planners and urban designers for RBF's Urban Design Studio. She has 17 years of experience with a particular focus on community-based planning processes, developing innovative public participation programs for a myriad of project types, including downtown and neighborhood revitalization, comprehensive planning, mobility plans, and urban design projects. Ms. Harden co-authored APA's Planners Advisory Service Report entitled Placemaking On A Budget and has presented at numerous conferences, including the American Planning Association National Conference, National Town Meeting on Main Street, New Partners for Smart Growth, Neighborhoods USA, and Arizona Governor's Rural Development Conference. She has co-taught a graduate planning studio in neighborhood revitalization at Cal Poly Pomona University and is currently on the faculty of the Cal State Fullerton University Extension Education program, as well as the NeighborWorks® Training Institute. She is currently teaching a graduate planning studio at University of California-Irvine. Ms. Harden serves on the Social Equity Technical Advisory Committee for the development of ICLEI's STAR Community Index, a community-wide sustainability rating system.

PAUL MARTIN | PROJECT MANAGER

Mr. Martin has extensive experience in transportation planning, traffic engineering, and parking analysis. He is practiced at working with land use planning professionals to develop and refine proposed land use plans and site plans to increase mobility for multiple users (i.e. motorists, transit riders, pedestrians, bicyclists, etc.) of an integrated transportation circulation system. Mr. Martin is focused on finding innovative solutions for public and private sector clients to minimize transportation impacts on global climate change in response to evolving political environments, public sentiment, and government legislation. He has prepared traffic visual simulations combining existing imagery with future conditions for community outreach and consensus building. Mr. Martin is proficient at identification of feasible traffic and parking mitigation measures for CEQA document defensibility. In addition to physical solutions to address forecast deficiencies, he derives non-physical solutions to minimize impacts including traffic demand management, parking reduction strategies and parking management programs. Through his work experience, Mr. Martin has worked closely with State, County, regional and local transportation staff to develop solutions to circulation planning challenges.

CARLOS ORTIZ | TRAFFIC ENGINEER

Mr. Ortiz manages the traffic engineering aspects for RBF's transportation projects. Mr. Ortiz's professional experience includes the design of site and grading improvements, street improvements, intelligent transportation systems, traffic signals, traffic signal communication systems, lighting, ramp metering systems, traffic monitoring systems, dynamic message sign systems, stage construction/traffic handling, and signing and striping. Mr. Ortiz has provided ongoing support to the Orange County Transportation Authority (OCTA) related to implementation of the first Orange County Bus Rapid Transit Line (BRT), with focus on station design, traffic signal priority, rapid feedback/status to patrons seeking next-bus schedule information, and other technology elevating the fixed bus route to a higher level transit system.

COLLETTE MORSE | ENVIRONMENTAL PLANNER

Ms. Morse's primary responsibilities at RBF include the preparation of CEQA and NEPA documents (i.e. Environmental Impact Reports, Negative Declarations, Initial Studies, Environmental Assessments), as well as other policy planning documents, including General Plans and Specific Plans. She has prepared environmental documents for policy plans, mixed-use developments, high-rise office, commercial, residential, industrial, schools (i.e. elementary, high school, and colleges/universities), hospitals, and redevelopment projects for both public and private sector clients throughout California. Ms. Morse's responsibilities include analysis, technical review and management of environmental documents for CEQA compliance, staff support for public agencies, and assistance to private sector clients in meeting governmental agency requirements.

EDDIE TORRES | GHG ANALYSIS

Mr. Torres serves as the RBF Planning Department's Director of Technical Studies, with a specialty in Acoustics, Air Quality, Climate Change, and Visual Impact Assessments. Mr. Torres is proficient in the preparation of CEQA and NEPA studies (i.e. Environmental Impact Reports, Environmental Impact Statements, Negative Declarations, Environmental Assessments), as well as due diligence studies. Projects have included residential, commercial, industrial, infrastructure, and redevelopment projects. Mr. Torres' responsibilities also include staff training, public hearing presentations, and coordination of our extensive in-house team of experts as well as various subcontractors.

LAURA STEARNS | POLICY PLANNER

Ms. Stearns has a strong interest in how regulations shape the built environment, where people live and work. Her professional experience in law and planning spans 20 years and includes significant experience in writing local government zoning codes, development regulations for specific plans, and design guidelines. Some of her recent California projects include a Zoning Code Assessment for the City of Fullerton, Mixed-Use Zoning Standards for the City of Brea, as well as Zoning Code Updates for the Cities of Stanton, Newport Beach, and San Jacinto. Ms. Stearns obtained her Juris Doctorate from the Miami School of Law and completed her graduate studies in Historic Preservation from Cornell University. She has served as Executive Director of a downtown association, where she worked with the community to identify economic and land use strategies that would facilitate redevelopment.

MARGARET E. BULAT | LAND USE PLANNER

Ms. Bulat has an exceptionally well-rounded background in the development industry. Having worked on "all sides of the public counter," Ms. Bulat is highly adept in providing comprehensive land use planning services to both public and private sector clients, as well as tracking applicable statewide legislation. Since joining RBF, Ms. Bulat has been instrumental in tracking California's Global Warming Solutions Act of 2006 (AB 32) and follow-up "anti-sprawl" legislation (SB 375). She has also worked on a wide spectrum of community outreach, infill, redevelopment, mixed-use and transit-oriented development, downtown revitalization, vision plans, Specific Plans and entitlement processing projects. Prior to joining RBF, Ms. Bulat worked as a Project Manager for a Los Angeles-based real estate development firm on the \$1.2 billion El Monte Transit Village. In El Monte, she also organized a grassroots economic development effort for five City sectors, assisted with the Comprehensive Economic Development Strategy (CEDS), and researched federal/state infrastructure improvement funding sources. While working on her degree programs, Ms. Bulat

researched infill projects for the Building Industry Association of Southern California, and applied her talents working for the City of Claremont's Planning Division and a San Diego-based architectural firm.

MICHELLE KOU | COMMUNITY PLANNER

Ms. Kou brings to RBF both public and private sector experience. She is involved with a variety of projects for the Urban Design Studio team. Her work includes community visioning and preparation of General Plans, Specific Plans, design guidelines, and residential rehabilitation plans. She has also been involved in updating over 15 Housing Elements in the past three years. Prior to joining RBF, Ms. Kou worked for a public agency's planning department, where she focused on current planning. She was also a Project Manager and Residential Designer for a large architectural firm. Ms. Kou holds a Bachelor of Architecture from Cal Poly Pomona and a Masters degree in Urban and Regional Planning from the University of California, Irvine. Her Masters professional report assessed and recommended improvements for mobility and safety for youth in the community of Ladera Ranch. She is a registered Architect in Nevada, a certified Planner, and a LEED Accredited Professional.

- ✓ Members of the National Complete Streets Coalition Steering Committee
- ✓ A National Complete Streets Instructor
- ✓ Federal Highway Administration Pedestrian Safety Design Instructor
- ✓ Two National Safe routes to School Instructors
- ✓ Preparing bicycle and pedestrian plans for over 100 cities and counties
- ✓ Preparing Safe Routes to School plans for over 50 schools
- ✓ Submitting grant applications that have brought in over \$10 million to cities, counties and schools

5. SUBCONSULTANTS

RYAN SNYDER ASSOCIATES, LLC (RSA) is a new urbanist transportation planning consulting firm specializing in smart growth, bicycle and pedestrian planning and safe routes to school planning. This practice has evolved into “street planning.” RSA also plans transit and paratransit, Transportation Demand Management (TDM), clean fuel vehicles as well as taxi regulations. RSA teams with planning, engineering, architecture firms and others to bring the highest skill level called for by each project.

RSA plans transportation systems that reduce global warming gases, that create opportunities to safely walk and bicycle and that enhance the livability of our neighborhoods. A leader in planning transportation for clean, healthful, lively and unique communities, RSA has helped to develop tomorrow’s cutting edge solutions.

Partial List of Projects

Pedestrian

Federal Highway Administration – Pedestrian Design Safety Instructor
City of Santa Barbara Pedestrian Master Plan
City of Burbank Pedestrian Master Plan
City of West Hollywood Pedestrian Master Plan
City of Calabasas Pedestrian Master Plan
City of Vista Pedestrian Master Plan
City of Riverside Pedestrian Master Plan
City of Coachella Pedestrian Master Plan

Bicycle

City of Pasadena Bicycle Master Plan (in progress)
City of Fullerton Bicycle Master Plan (in progress)
City of San Diego Bicycle Master Plan
City of Long Beach Bicycle Master Plan
City of Anaheim Bicycle Master Plan
City of Calabasas Bicycle Master Plan
City of West Hollywood Bicycle Master Plan
City of Burbank Bicycle Master Plan
City of San Fernando Bicycle Master Plan
City of Dana Point Bicycle and Pedestrian Trails Plan
County of San Diego Bicycle Master Plan
County of Riverside Design Guidelines for New Development
Orange County Transportation Authority Bicycle Master Plan
(Including bicycle plans for every city in Orange County)
San Bernardino Area Governments Bicycle Master Plan
Coachella Valley Association of Governments Non-Motorized Plan
(Including bicycle plans for every city in the Coachella Valley)
County of Orange Non-Motorized Plan Pedestrian Component

Safe Routes to Schools

City of Glendale Safe Routes to School Plan (in progress)
City of Palm Springs Safe Routes to School Plan
City of Desert Hot Springs Safe Routes to School Plan
City of Coachella Safe Routes to School Plan
City of Delano Safe Routes to School Plan
City of San Fernando Safe Routes to School Plan

Trails

City of Yorba Linda Trails Master Plan
City of Burbank Bike Path Feasibility Studies
City of Fontana San Sevaine Creek Bike Path Plan

Transit

City of San Fernando Transit Service Plan
Ontario International Airport Shuttle Service Plan
Caltrans - Metro Rapid Bus Evaluation

Education:

Masters Degree in Urban Planning,
UCLA
Bachelors Degree in Economics,
UCLA

Professional Affiliations:

Congress for the New Urbanism
American Planning Association
Association of Pedestrian and
Bicycle Planners

Education:

Master of Arts, Urban Planning, UCLA
Bachelor of Arts, Applied Mathematics,
UC Berkeley
Bachelor of Arts, Economics, UC
Berkeley

MR+E

RYAN SNYDER | RYAN SNYDER ASSOCIATES is the President and has managed the production of transportation plans for over 22 years. Mr. Ryan Snyder will serve as the Project Manager for the RSA team. He has over two decades of planning experience, and has worked on hundreds of plans including bicycle, pedestrian and trails plans, Safe Routes to School plans, transit plans, among others. Each Plan Mr. Snyder works on begins with a clear understanding of the city or community’s wishes by bringing stakeholders together. He has facilitated hundreds of workshops, and given numerous presentations to various persons, from residents to regional staff. Every Plan Mr. Snyder works on is designed for implementation, and he makes a special effort to include sources of funding and strategies for implementation, including design guidelines, ideas for coordinating among city departments, and new development guidelines in plans. He has prepared bicycle plans for approximately 80 communities in Southern California. Mr. Snyder has also written numerous successful grant applications, and his work has contributed to bringing over \$10 million to communities in the past few years. Mr. Snyder is available to work on the Moreno Valley project for the duration of the contract.

CHANDA SINGH, TRANSPORTATION PLANNER, RYAN SNYDER ASSOCIATES

Ms. Chanda Singh has experience working with communities to create bicycle plans, Safe Routes to School plans, transit, and neighborhood parking plans. She has worked on the planning and engineering side, redesigning intersections with appropriate devices to make an area safer and more pedestrian friendly. She has extensive experience in data and survey analysis. Ms. Singh has created multiple surveys, databases and user-friendly interfaces to enter and analyze thousands of data points. Ms. Singh has written large portions of numerous reports, grant applications, and plans. Ms. Singh is available to work on the Moreno Valley project for the duration of the contract.

METROPOLITAN RESEARCH AND ECONOMICS

DAVID E. BERGMAN, AICP, PRINCIPAL

With over 20 years of experience, Mr. Bergman has participated in a broad range of economic development and planning projects. In particular, he has worked intensively on issues surrounding the formation of urban and regional development strategies and the role of culture industries in economic development. With a strong background in public policy analysis, and the communication of economic development goals to community stakeholders, Mr. Bergman’s practice has centered around the following interrelated disciplines:

- General Plan Economics ☐ As a member of the American Institute of Certified Planners (AICP), Mr. Bergman is qualified to consult on a broad variety of land use planning topics related to community revitalization and the economic and fiscal impacts of development proposals. Recent examples include general plan economics and land use element studies in Pasadena and Santa Clarita, California. In addition, Mr. Bergman has worked collaboratively with leading land planning firms on specific plans and downtown revitalization plans in a broad variety of communities. Specialized work has included economic strategies for transit oriented development and structuring public private partnerships for infrastructure development.

- Economic and Fiscal Impact Analysis ☐ Notable economic impact studies that Mr. Bergman has undertaken include: an analysis of tidelands operations of the San Diego Unified Port District, an analysis of economic impacts of a new NBA arena in Brooklyn, New York, and a study of the impacts of operations of The J. Paul Getty Trust. Other assignments include the fiscal and economic impacts of a proposed new biomedical research center with a capital cost of over \$500 million for the University of Southern California and a study of the fiscal impacts of the Galen Center arena on campus.
- Redevelopment and Community Facilities-- Working with a broad variety of communities, David Bergman has developed implementation strategies for public improvements and investments for community revitalization. Within California he has provided services for some of the state’s leading redevelopment agencies including the Centre City Redevelopment Corporation in San Diego, The Santa Ana Redevelopment Agency and projects involving the Los Angeles Community Redevelopment Agency. Other notable projects in this area include the completion of a \$150 million convention center in Hampton Virginia and work for the Toronto Economic Development Corporation in Canada.
- Culture, Heritage and Historic Preservation ☐ Mr. Bergman has participated in a number of award winning economic development plans for historic sites. Key projects include a reuse plan for an historic Santa Fe rail depot in San Bernardino, California, and economic elements of a master plan for an historic rancho in Long Beach, California. In his practice he has also provided consulting services to government film commissions and private clients in motion picture production with an emphasis on sound stage feasibility and identifying the economic development potential of the industry in such key regions as Ontario, Hong Kong and a variety of U.S. states and cities.

In addition to this professional experience, Mr. Bergman has received academic recognition for his work. Presently he serves on the faculty of the Southern California Institute of Architecture (SCI-Arc), an internationally recognized independent architecture school, where he is a co-coordinator of post graduate education. He served as faculty at the University of Michigan -- Ann Arbor in the Taubman School of Architecture and Urban Planning where he was the associate director of the real estate development certificate program.

LINE ITEM BUDGET

CONSULTANT:
RBF Consulting
14725 Alton Pkwy
Irvine, CA 92618

Title of Project: **Alessandro Boulevard Corridor Implementation Project**

RFP Number: **RFP 11-001-BR06**

(a) Cost Categories	(b) Maximum Hourly Rate	(c) Task 0		(d) Task 1		(e) Task 2		(f) Task 3		(g) Task 4		(h) Task 5		(i) Task 6		(j) GRAND TOTAL <i>(Negotiable)</i>		
		(k) PROJECT ORIENTATION		(l) CORRIDOR OVERLAY		(m) MOBILITY PLANNING		(n) ENVIRONMENTAL REVIEW		(o) URBAN DESIGN		(p) PROJECT MANAGEMENT & COORDINATION		(q) OPTIONAL FUNDING OPPORTUNITIES		(r) Tasks (0-5) Excludes Optional Task	(s) Tasks (1-6) Includes Optional Task	
		Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount	Hours	Amount			
Direct Labor Classification(s):																		
Susan J. Harden -- Project Director, Outreach	\$ 62.25	8	\$498	8	\$498	16	\$996	12	\$747	4	\$249	20	\$1,245	0	\$0		\$4,233	\$4,233
Paul Martin -- Project Manager, Traffic Engineer	\$ 52.50	16	\$840	16	\$840	60	\$3,150	100	\$5,250	14	\$735	40	\$2,100	6	\$315		\$12,915	\$13,230
Collette Morse -- CEQA Project Manager	\$ 62.25	4	\$249	0	\$0	0	\$0	145	\$9,026	0	\$0	20	\$1,245	0	\$0		\$10,520	\$10,520
Carlos Ortiz -- Traffic Engineer	\$ 78.50	0	\$0	0	\$0	20	\$1,570	0	\$0	0	\$0	0	\$0	0	\$0		\$1,570	\$1,570
Eddie Torres -- Air/Noise/GHG Analysis Expert	\$ 47.00	0	\$0	0	\$0	0	\$0	88	\$4,136	0	\$0	16	\$752	0	\$0		\$4,888	\$4,888
Margaret Bulat -- Land Use Planner	\$ 37.75	12	\$453	16	\$604	0	\$0	0	\$0	28	\$1,057	0	\$0	6	\$227		\$2,114	\$2,341
Laura Stearns -- Zoning Code/Urban Designer	\$ 42.50	12	\$510	190	\$8,075	0	\$0	12	\$510	14	\$595	16	\$680	4	\$170		\$10,370	\$10,540
Michelle Kou -- Community Planner	\$ 37.75	0	\$0	12	\$453	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0		\$453	\$453
Jeanette Cappiello -- Graphic Designer	\$ 28.00	0	\$0	12	\$336	20	\$560	32	\$896	0	\$0	0	\$0	0	\$0		\$1,792	\$1,792
Diane O'Dell -- Administrative Assistant	\$ 28.00	4	\$112	12	\$336	8	\$224	40	\$1,120	4	\$112	0	\$0	0	\$0		\$1,904	\$1,904
Subtotal - Direct Labor		56	\$ 2,662	266	\$ 11,142	124	\$ 6,500	429	\$ 21,685	64	\$ 2,748	112	\$ 6,022	16	\$ 712		\$ 50,759	\$ 51,471
Overhead & Fringe (inc. G&A):																		
Direct Labor Overhead (130.7%)			\$3,479		\$14,563		\$8,496		\$28,343		\$3,592		\$7,871		\$930		\$66,342	\$67,272
Fringe Benefits (47.3%)			\$1,259		\$5,270		\$3,075		\$10,257		\$1,300		\$2,848		\$337		\$24,009	\$24,346
Subtotal - Overhead & Fringe (inc G&A):			\$ 4,738		\$ 19,833		\$ 11,570		\$ 38,600		\$ 4,891		\$ 10,719		\$ 1,266		\$ 90,351	\$ 91,618
Fixed Fee (10%)																		
Subtotal - Fixed Fee:			\$ 740		\$ 3,097		\$ 1,807		\$ 6,028		\$ 764		\$ 1,674		\$ 198		\$ 14,111	\$ 14,309
Other Direct Costs (ODCs)																		
Travel (car rental, mileage, meals, gas)			\$100		\$100		\$100		\$150		\$50		\$50		\$0		\$500	\$550
Printing - Directly Chargeable only			\$40		\$500		\$50		\$500		\$50		\$50		\$50		\$1,140	\$1,240
Fedex/Mailing			\$50		\$200		\$50		\$200		\$50		\$50		\$0		\$550	\$600
Reproductions			\$50		\$500		\$50		\$500		\$200		\$200		\$0		\$1,300	\$1,500
Subtotal - ODCs:			\$ 240		\$ 1,300		\$ 250		\$ 1,350		\$ 350		\$ 350		\$ 50		\$ 3,490	\$ 3,890
Sub-Consultant(s)*																		
Ryan Snyder: RSA, LLC -- Complete Streets Planner	\$ 175.00	0	\$0	0	\$0	16	\$2,800	0	\$0	0	\$0	0	\$0	0	\$0		\$2,800	\$2,800
David Bergman: MR+E -- Corridor Economic Analyst	\$ 175.00	0	\$0	0	\$0	0	\$0	0	\$0	16	\$2,800	0	\$0	0	\$0		\$2,800	\$2,800
Subtotal - Sub-Consultant(s) Fixed Fee:		0	\$ -	0	\$ -	16	\$ 2,800	0	\$ -	16	\$ 2,800	0	\$ -	0	\$ -		\$ 5,600	\$ 5,600
Grand Total			\$ 8,380		\$ 35,372		\$ 22,927		\$ 67,663		\$ 11,553		\$ 18,765		\$ 2,226		\$ 164,312	\$ 166,888

7. REQUIRED FORMS

Attachment 6	Debarment and Suspension Certification
Attachment 7	Conflict of Interest Form
Attachment 8A	Bidder's List of Subconsultants (DBE/Non-DBE) - Part I
Attachment 8B	Bidder's List of Subconsultants (DBE/ Non-DBE) - Part II

**TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29
DEBARMENT AND SUSPENSION CERTIFICATION**


- 1) All persons or firms, including subconsultants, must complete this certification and certify, under penalty of perjury, that, except as noted below, he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager:
 - a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency.
 - b) Have not, within the three (3) year period preceding this certification, been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of Federal or state antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses listed in subparagraph (1)(b) of this certification; and
 - d) Have not, within the three (3) year period preceding this certification, had one or more public transactions (Federal, state, and local) terminated for cause or default.
- 2) If such persons or firms later become aware of any information contradicting the statements of paragraph (1), they will promptly provide that information to SCAG.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining proposer/bidder responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of actions.

11-001-BR06
RFP Number

RBF CONSULTING
Name of Firm


Douglas J. Frost, Exec. V.P. and C.F.O.
Signature (original signature required)

2/2/11
Date

SCAG CONFLICT OF INTEREST FORM

SECTION I: INSTRUCTIONS

All persons or firms seeking Federal funded contracts must complete and submit a SCAG Conflict of Interest Form along with the proposal. This requirement also applies to any proposed subconsultant(s). Failure to comply with this requirement may cause your proposal to be declared non-responsive.

In order to answer the questions contained in this form, please review SCAG's Conflict of Interest Policy, the list of SCAG employees, and the list of SCAG's Regional Council members. All three documents can be viewed online at www.scag.ca.gov. The SCAG Conflict of Interest Policy is located under "Doing Business with SCAG," whereas the SCAG staff and Regional Council members listed can be found under "About SCAG."

Any questions regarding the information required to be disclosed in this form should be directed to Justine Block, SCAG Deputy Legal Counsel.

Name of Firm: RBF Consulting

Name of Preparer: Douglas J. Frost

Project Title: Alessandro Boulevard Corridor Implementation Project

RFP Number: 11-011-BR06 Date Submitted: 2/10/11

SECTION II: QUESTIONS

- During the last twelve (12) months, has your firm provided a source of income to employees of SCAG or members of the SCAG Regional Council, or have any employees or Regional Council members held any investment (including real property) in your firm?

YES NO

If "yes," please list the names of those SCAG employees and/or SCAG Regional Council members and the nature of the financial interest:

Name	Nature of Financial Interest
_____	_____
_____	_____
_____	_____
_____	_____

2. Have you or any members of your firm been an employee of SCAG or served as a member of the SCAG Regional Council within the last twelve (12) months?

YES NO

If "yes," please list the names, position, and dates of service:

Name	Position	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Are you or any managers, partners, or officers of your firm related by blood or marriage/domestic partnership to an employee of SCAG or member of the SCAG Regional Council that is considering your proposal?

YES NO

If "yes," please list the name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

4. Does an employee of SCAG or a member of the SCAG Regional Council hold a position at your firm as a director, officer, partner, trustee, employee, or any position of management?

YES NO

If "yes," please list the name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

5. Have you or any managers, partners, or officers of your firm ever given (directly or indirectly), or offered to give on behalf of another or through another person, campaign contributions or gifts to any current employee of SCAG or member of the SCAG Regional Council (including contributions to a political committee created by or on behalf of a member/candidate)?

YES NO

If "yes," please list the name, date gift or contribution was given/offered, and dollar value:

Name	Date	Dollar Value
Kris Murray	February 17, 2010	\$250.00


SECTION III: VALIDATION STATEMENT

This Validation Statement must be completed and signed by at least one General Partner, Owner, Principal, or Officer authorized to legally commit the proposer.

DECLARATION

I, (printed full name) Douglas J. Frost, (Social Security Number; optional)

Executive V.P. and C.F.O. Hereby declare that I am the (position or title) of (firm name) RBF Consulting, and that I am duly authorized to execute this Validation Statement on half of this entity. I hereby state that this SCAG Conflict of Interest Form dated 2/2/11 is correct and current as submitted. I acknowledge that any false, deceptive, or fraudulent statements on this Validation Statement will result in rejection of my contract proposal.


2/2/11

 Signature of Person Certifying for Proposer Date
 (original signature required)

NOTICE

A material false statement, omission, or fraudulent inducement made in connection with this SCAG Conflict of Interest Form is sufficient cause for rejection of the contract proposal or revocation of a prior contract award.

BIDDER’S LIST OF SUBCONSULTANTS (DBE AND NON-DBE) – PART I

The proposer shall list all subconsultants (both DBE and non-DBE) in accordance with Title 49, Section 26.11 of the Code of Federal Regulations. The listing is required in addition to listing DBE subconsultants elsewhere in the proposal. Photocopy this form for additional firms.

Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
Ryan Snyder Associates, LLC	Ryan Snyder, President	<input checked="" type="checkbox"/> < \$1million <input type="checkbox"/> < \$5 million	Provide bus stop design guidelines and street section consulting support.	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>If YES list DBE #</i>
431 S. Burnside Avenue, #10C	T: (323) 571-2910	<input type="checkbox"/> < \$10 million <input type="checkbox"/> < \$15 million		
Los Angeles, CA 90036	F: (323) 571-2909	<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
Metropolitan Research and Economics	David Bergman	<input checked="" type="checkbox"/> < \$1million <input type="checkbox"/> < \$5 million	Economic development and plan implementation services.	<input type="checkbox"/> YES <input type="checkbox"/> NO <i>If YES list DBE #</i>
3308 Helms	T: (310) 558-9585	<input type="checkbox"/> < \$10 million <input type="checkbox"/> < \$15 million		
Culver City, CA 90232		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
		<input type="checkbox"/> < \$1million <input type="checkbox"/> < \$5 million		<input type="checkbox"/> YES <input type="checkbox"/> NO <i>If YES list DBE #</i>
		<input type="checkbox"/> < \$10 million <input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
		<input type="checkbox"/> < \$1million <input type="checkbox"/> < \$5 million		<input type="checkbox"/> YES <input type="checkbox"/> NO <i>If YES list DBE #</i>
		<input type="checkbox"/> < \$10 million <input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)

BIDDER’S LIST OF SUBCONSULTANTS (DBE AND NON-DBE) – PART II

The proposer shall list all subconsultants who provided a quote or bid but were not selected by the proposer to participate as a subconsultant on this project. This is required for compliance with Title 49, Section 26 of the Code of Federal Regulations. Photocopy this form for additional firms.

Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
Not applicable.		<input type="checkbox"/> < \$1million		<input type="checkbox"/> YES
		<input type="checkbox"/> < \$5 million		<input type="checkbox"/> NO
		<input type="checkbox"/> < \$10 million		<i>If YES list DBE #</i>
		<input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
		<input type="checkbox"/> < \$1million		<input type="checkbox"/> YES
		<input type="checkbox"/> < \$5 million		<input type="checkbox"/> NO
		<input type="checkbox"/> < \$10 million		<i>If YES list DBE #</i>
		<input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
		<input type="checkbox"/> < \$1million		<input type="checkbox"/> YES
		<input type="checkbox"/> < \$5 million		<input type="checkbox"/> NO
		<input type="checkbox"/> < \$10 million		<i>If YES list DBE #</i>
		<input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)
Firm Name / Address,/ City, State, ZIP	Contact / Phone/ FAX	Gross Annual Receipts	Description of Portion of Work to be Performed	SCAG Use Only (Certified DBE)
		<input type="checkbox"/> < \$1million		<input type="checkbox"/> YES
		<input type="checkbox"/> < \$5 million		<input type="checkbox"/> NO
		<input type="checkbox"/> < \$10 million		<i>If YES list DBE #</i>
		<input type="checkbox"/> < \$15 million		
		<input type="checkbox"/> > \$15 million		Age of Firm (Yrs.)

SUBCONSULTANT FORMS

**TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29
DEBARMENT AND SUSPENSION CERTIFICATION**

- 1) All persons or firms, including subconsultants, must complete this certification and certify, under penalty of perjury, that, except as noted below, he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager:
 - a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency.
 - b) Have not, within the three (3) year period preceding this certification, been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of Federal or state antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses listed in subparagraph (1)(b) of this certification; and
 - d) Have not, within the three (3) year period preceding this certification, had one or more public transactions (Federal, state, and local) terminated for cause or default.
- 2) If such persons or firms later become aware of any information contradicting the statements of paragraph (1), they will promptly provide that information to SCAG.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining proposer/bidder responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of actions.

11-001-BR06
RFP Number

Ryan Snyder Associates, LLC
Name of Firm


Signature (original signature required)

2/8/11
Date

SCAG CONFLICT OF INTEREST FORM

SECTION I: INSTRUCTIONS

All persons or firms seeking Federal funded contracts must complete and submit a SCAG Conflict of Interest Form along with the proposal. This requirement also applies to any proposed subconsultant(s). Failure to comply with this requirement may cause your proposal to be declared non-responsive.

In order to answer the questions contained in this form, please review SCAG’s Conflict of Interest Policy, the list of SCAG employees, and the list of SCAG’s Regional Council members. All three documents can be viewed online at www.scag.ca.gov. The SCAG Conflict of Interest Policy is located under “Doing Business with SCAG,” whereas the SCAG staff and Regional Council members listed can be found under “About SCAG.”

Any questions regarding the information required to be disclosed in this form should be directed to Justine Block, SCAG Deputy Legal Counsel.

Name of Firm: **Ryan Snyder Associates, LLC**

Name of Preparer: **Ryan Snyder**

Project Title: **Alessandro Boulevard Corridor Implementation Project**

RFP Number: **11-011-BR06** **Date Submitted:** **2/10/11**

SECTION II: QUESTIONS

- During the last twelve (12) months, has your firm provided a source of income to employees of SCAG or members of the SCAG Regional Council, or have any employees or Regional Council members held any investment (including real property) in your firm?

YES NO

If “yes,” please list the names of those SCAG employees and/or SCAG Regional Council members and the nature of the financial interest:

Name	Nature of Financial Interest
_____	_____
_____	_____
_____	_____
_____	_____

2. Have you or any members of your firm been an employee of SCAG or served as a member of the SCAG Regional Council within the last twelve (12) months?

YES NO

If "yes," please list the names, position, and dates of service:

Name	Position	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Are you or any managers, partners, or officers of your firm related by blood or marriage/domestic partnership to an employee of SCAG or member of the SCAG Regional Council that is considering your proposal?

YES NO

If "yes," please list the name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____

4. Does an employee of SCAG or a member of the SCAG Regional Council hold a position at your firm as a director, officer, partner, trustee, employee, or any position of management?

YES NO

If "yes," please list the name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____

5. Have you or any managers, partners, or officers of your firm ever given (directly or indirectly), or offered to give on behalf of another or through another person, campaign contributions or gifts to any current employee of SCAG or member of the SCAG Regional Council (including contributions to a political committee created by or on behalf of a member/candidate)?

YES NO

If "yes," please list the name, date gift or contribution was given/offered, and dollar value:

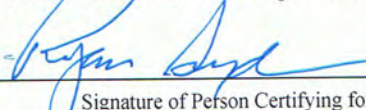
Name	Date	Dollar Value
_____	_____	_____
_____	_____	_____
_____	_____	_____

SECTION III: VALIDATION STATEMENT

This Validation Statement must be completed and signed by at least one General Partner, Owner, Principal, or Officer authorized to legally commit the proposer.

DECLARATION

I, (printed full name) Ryan Snyder, (Social Security Number; optional) 95-4841556. Hereby declare that I am the (position or title) President of (firm name) Ryan Snyder Associates, LLC, and that I am duly authorized to execute this Validation Statement on half of this entity. I hereby state that this SCAG Conflict of Interest Form dated 2/7/11 is correct and current as submitted. I acknowledge that any false, deceptive, or fraudulent statements on this Validation Statement will result in rejection of my contract proposal.

 _____ Date 2/8/11
 Signature of Person Certifying for Proposer (original signature required)

NOTICE

A material false statement, omission, or fraudulent inducement made in connection with this SCAG Conflict of Interest Form is sufficient cause for rejection of the contract proposal or revocation of a prior contract award.

**TITLE 49, CODE OF FEDERAL REGULATIONS, PART 29
DEBARMENT AND SUSPENSION CERTIFICATION**

- 1) All persons or firms, including subconsultants, must complete this certification and certify, under penalty of perjury, that, except as noted below, he/she or any person associated therewith in the capacity of owner, partner, director, officer, or manager:
 - a) Are not presently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from covered transactions by any federal department or agency;
 - b) Have not, within the three (3) year period preceding this certification, been convicted of or had a civil judgment rendered against them for commission of fraud or a criminal offense in connection with obtaining, attempting to obtain, or performing a public (federal, state, or local) transaction or contract under a public transaction, violation of Federal or state antitrust statutes, or commission of embezzlement, theft, forgery, bribery, falsification or destruction of records, making false statements, or receiving stolen property;
 - c) Are not presently indicted for or otherwise criminally or civilly charged by a governmental entity (federal, state, or local) with commission of any of the offenses listed in subparagraph (1)(b) of this certification; and
 - d) Have not, within the three (3) year period preceding this certification, had one or more public transactions (Federal, state, and local) terminated for cause or default.
- 2) If such persons or firms later become aware of any information contradicting the statements of paragraph (1), they will promptly provide that information to SCAG.

If there are any exceptions to this certification, insert the exceptions in the following space.

Exceptions will not necessarily result in denial of award, but will be considered in determining proposer/bidder responsibility. For any exception noted above, indicate below to whom it applies, initiating agency, and dates of actions.

11-011-BR06

RFP Number

Metropolitan Research and Economics

Name of Firm

David Bergman

Digitally signed by David Bergman
DN: cn=David Bergman, o=MR+E, ou,
email=david.bergman@mrpluse.com, c=US
Date: 2011.02.07 15:54:02 -0800

Signature (original signature required)

2/7/11

Date

SCAG CONFLICT OF INTEREST FORM

SECTION I: INSTRUCTIONS

All persons or firms seeking Federal funded contracts must complete and submit a SCAG Conflict of Interest Form along with the proposal. This requirement also applies to any proposed subconsultant(s). Failure to comply with this requirement may cause your proposal to be declared non-responsive.

In order to answer the questions contained in this form, please review SCAG’s Conflict of Interest Policy, the list of SCAG employees, and the list of SCAG’s Regional Council members. All three documents can be viewed online at www.scag.ca.gov. The SCAG Conflict of Interest Policy is located under “Doing Business with SCAG,” whereas the SCAG staff and Regional Council members lists can be found under “About SCAG.”

Any questions regarding the information required to be disclosed in this form should be directed to Justine Block, SCAG Deputy Legal Counsel.

Name of Firm: _____

Name of Preparer: _____

Project Title: _____

RFP Number: _____ **Date Submitted:** _____

SECTION II: QUESTIONS

- 1. During the last twelve (12) months, has your firm provided a source of income to employees of SCAG or members of the SCAG Regional Council, or have any employees or Regional Council members held any investment (including real property) in your firm?

YES NO

If “yes,” please list the names of those SCAG employees and/or SCAG Regional Council members and the nature of the financial interest:

Name	Nature of Financial Interest
_____	_____
_____	_____
_____	_____
_____	_____

2. Have you or any members of your firm been an employee of SCAG or served as a member of the SCAG Regional Council within the last twelve (12) months?

YES NO

If "yes," please list name, position, and dates of service:

Name	Position	Dates of Service
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

3. Are you or any managers, partners, or officers of your firm related by blood or marriage/domestic partnership to an employee of SCAG or member of the SCAG Regional Council that is considering your proposal?

YES NO

If "yes," please list name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

4. Does an employee of SCAG or a member of the SCAG Regional Council hold a position at your firm as a director, officer, partner, trustee, employee, or any position of management?

YES NO

If "yes," please list name and the nature of the relationship:

Name	Relationship
_____	_____
_____	_____
_____	_____
_____	_____

5. Have you or any managers, partners, or officers of your firm ever given (directly or indirectly), or offered to give on behalf of another or through another person, campaign contributions or gifts to any current employee of SCAG or member of the SCAG Regional Council (including contributions to a political committee created by or on behalf of a member/candidate)?

YES NO

If "yes," please list name, date gift or contribution was given/offered, and dollar value:

Name	Date	Dollar Value
_____	_____	_____
_____	_____	_____
_____	_____	_____

SECTION III: VALIDATION STATEMENT

This Validation Statement must be completed and signed by at least one General Partner, Owner, Principal, or Officer authorized to legally commit the proposer.

DECLARATION

I, (printed full name) David Bergman, (Social Security Number; optional) _____ hereby declare that I am the (position or title) Principal of (firm name) Metropolitan Research and Economics, and that I am duly authorized to execute this Validation Statement on behalf of this entity. I hereby state that this SCAG Conflict of Interest Form dated 2/7/11 is correct and current as submitted. I acknowledge that any false, deceptive, or fraudulent statements on this Validation Statement will result in rejection of my contract proposal.

David Bergman Digitally signed by David Bergman
DN: cn=David Bergman, o=MRE, ou, email=David.Bergman@mreplus.com, c=US
Date: 2011.02.07 15:50:24 -0500 2/7/11
Signature of Person Certifying for Proposer (original signature required) Date

NOTICE

A material false statement, omission, or fraudulent inducement made in connection with this SCAG Conflict of Interest Form is sufficient cause for rejection of the contract proposal or revocation of a prior contract award.

urban
design
studio

RBF
CONSULTING

14725 Alton Parkway
Irvine, CA 92618-2027
949.472.3505

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Ontario, CA 91761-8656
909.974.4900

40810 County Center Drive
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951.676.8042

