

SCOPE OF WORK: City of Encinitas Rail Corridor Vision Plan

INTRODUCTION:

The LOSSAN Rail Corridor that bisects the City of Encinitas is often a barrier to non-freight modes of transportation. With community-based sustainable planning efforts, a comprehensive rail corridor vision plan will be a catalyst to enhancing multi-modal transportation not only throughout the City, but on a regional level. The plan will identify complete streets and green street concepts, pedestrian and bike facilities, parking locations, and rail crossing locations within the corridor to create a cohesive and viable plan for implementation of infrastructure. The plan will also investigate the incorporation of public art into the corridor as a way to actively engage and enhance the domain. Additionally, this planning effort provides a unique opportunity to involve the public in the planning process through innovative visioning activities and rail safety outreach campaigns in order to ensure that proposed concepts will promote the highest level of safe utilization by the community.

- o Educational campaign focused on rail safety (Corridor Movement/Safety program campaign) – could involve public engagement activities such as a photo contest, marketing tools, print material for distribution

RESPONSIBLE PARTIES:

Owner/Applicant – City of Encinitas

Key Stakeholder – North County Transit District (NCTD)

Key Stakeholder – San Diego Association of Governments (SANDAG)

OVERALL PROJECT OBJECTIVES:

The goal of the project is to improve, manage, and enhance modal choices and connectivity within the LOSSAN Rail Corridor in the City of Encinitas in order to ensure the safety and security of people, goods and services. The project will be accomplished through the creation of a vision plan for the rail corridor that will include the following components:

1. Project Initiation

Task 1.1 Kickoff Meeting with Caltrans Staff

City of Encinitas project team will meet with Caltrans District staff to initiate the project at the onset of the grant.

- **Responsible Party: City of Encinitas**

Task 1.2 Formation of Technical Advisory Committee (TAC)

City of Encinitas staff will solicit participation from key stakeholders at North County Transit District (NCTD), San Diego Association of Governments (SANDAG), Caltrans, and Encinitas City staff in order to form a Technical Advisory committee that will provide project direction and monitor project progress.

- **Responsible Party: City of Encinitas**

Task 1.3 Consultant Selection

City of Encinitas staff will prepare a Request for Proposal (RFP) and advertise the proposal both on-line and in print in order to solicit professional planning and outreach consultant services to assist the City in the preparation of the Encinitas Rail Corridor Vision Plan. City staff will review consultant proposals received and solicit input from the TAC in order to develop a recommendation for City Council approval.

- **Responsible Party: City of Encinitas, TAC**

Task 1.4 Consultant Procurement

City of Encinitas staff will prepare an agenda report recommending award of contract to selected consultant for the Encinitas Rail Corridor Vision Plan. Upon award, City staff will process contract with selected Consultant in order to procure services.

- **Responsible Party: City of Encinitas**

Task 1.5 Consultant Kick Off Meeting

After contract is fully executed with the Consultant, the City of Encinitas will hold a kick off meeting with the Consultant and key stakeholders of the TAC to go over scope of work outline with the consultant.

Task 1.6 TAC Meetings

The TAC will meet periodically to review progress and set the direction of the plan. Consultant will develop agendas, presentation material, provide project updates, and prepare TAC meeting minutes.

- **Responsible Party: City of Encinitas, Consultant**

| Task | Deliverable |
|--|--|
| <i>1.1 Kickoff Meeting</i> | <i>Agenda, minutes, sign-in sheet</i> |
| <i>1.2 Formation of Technical Advisory Committee (TAC)</i> | <i>Solicitation letters, distribution/contact list</i> |
| <i>1.3 Consultant Selection</i> | <i>RFP, advertisement proof, consultant proposals</i> |
| <i>1.4 Consultant Procurement</i> | <i>City Council agenda report, Consultant contract</i> |
| <i>1.5 TAC Meetings</i> | <i>Agendas, minutes, sign-in sheets</i> |

2. Active Public Engagement

Task 2.1 Conduct Innovative Public Outreach

Consultant will prepare a public outreach campaign in order to engage the public in project visioning activities, design input workshops, and safety campaigns. This task will include development of items such as mailers, web content for City website, e-mail distribution list, posters, banners, signs, press releases, and social media content for Facebook, Twitter, and Instagram. The City of Encinitas citizens are extremely tech-savvy and past project experience has demonstrated that the use of on-line media and tools is beneficial to community-wide outreach. The City's on-line community input tool, E-Town Hall will be utilized for this project.

Specific focus will be given to methods that will engage typically under-served populations of the City, including Spanish translations, senior citizen outreach, and emphasis on disadvantaged community involvement. Additionally, two elementary schools are located within close proximity to the rail corridor: Paul Ecke Central Elementary and Cardiff Elementary; specific outreach activities will be established to engage students, parents, and school administration in the corridor vision process.

- **Responsible Party: City of Encinitas, Consultant**

Task 2.2 Conduct Public Visioning Activities

Consultant will prepare and conduct three (3) visioning activities to engage the community in order to solicit public input that will guide the rail corridor vision plan. Activities could involve the following: incorporation of an art, health, or exercise component, to introduce these elements into the visioning process.

The rail corridor bisects three diverse neighborhoods within the City of Encinitas: Leucadia, Old Encinitas, and Cardiff-by-the-Sea. One visioning activity will be hosted in each neighborhood to acknowledge these communities' unique character, objectives, and visions for the plan. Activities will also emphasize school-age children, given the proximity of elementary schools to the rail corridor. Materials will also be provided in on-line format to allow for maximum public participation.

- **Responsible Party: City of Encinitas, Consultant**

Task 2.3 Conduct Concept Design Workshops

Consultant will prepare and conduct three (3) concept design workshops to present draft rail corridor concept alternatives and receive public input that will guide the rail corridor vision plan. These interactive workshops will serve as a tool for presenting corridor concepts and prioritizing neighborhood needs and objectives. One workshop each will be hosted in Leucadia, Old Encinitas, and Cardiff-by-the-Sea to acknowledge these communities' unique character, objectives, and visions for the plan. Materials will also be provided in on-line format to allow for maximum public participation.

- **Responsible Party: City of Encinitas, Consultant**

Task 2.4 Conduct Community-Wide Open House Event

Consultant will prepare and conduct a community-wide open house event that will display the results of the visioning exercises and the concept design workshops. Citizens will be presented with top concept alternatives and final comments will be solicited. Materials will also be provided in on-line format to allow for maximum public participation.

- **Responsible Party: City of Encinitas, Consultant**

| Task | Deliverable |
|-------------|---|
| 2.1 | <i>Mailer, Proof of Press Releases, e-mail Distribution Lists</i> |
| 2.2 | <i>Mailer, Distribution Lists, Summary of Vision Meetings</i> |
| 2.3 | <i>Mailer, Distribution Lists, Summary of Workshop Meetings</i> |
| 2.4 | <i>Mailer, Distribution Lists, Summary of Open House Event</i> |

3. Rail Corridor Assessment

Task 3.1 Identify Existing Rail Corridor Projects

This will include assessment of the following projects:

- North Coast Highway 101 Streetscape
- Coastal Rail Trail (SANDAG)
- Parking (City/NCTD)
- Transit facilities/bus stops (NCTD)
- Rail Crossings (City/SANDAG)
- Wayside Horn/Quiet Zones (City)
- Double Tracking (NCTD)

- **Responsible Party: Consultant**

Task 3.2 Prepare Rail Corridor Concept Alternatives

Consultant will compile data from the public engagement activities in Task 2 and the project data in Task 3.1 to generate concept plans for the rail corridor. Concepts will identify needed improvements to address the safety of pedestrian, bike, transit, vehicular, and freight modes of transportation, emphasizing multi-modal safety and shall include optimal solutions for the following:

- Pedestrian facilities
- Bike facilities,
- Parking elements
- Vehicular
- Rail facilities
- Parking - Conduct Parking study to determine needs within the rail corridor
- Transit facilities/bus stops
- Rail Crossings

- Landscaping, art nodes, and beautification
- Health/exercise component (way-finding signs, playful art elements, exercise stations)

This task may include up to three (3) concept plans for each of the three (3) neighborhoods for presentation at the Concept Design Workshops, described in Task 2.3.

- **Responsible Party: Consultant**

Task 3.3 Revise Rail Corridor Concept Alternatives based on Community Input

Consultant will revise the concept plans following the Concept Design Workshops described in Task 2.3, and will prepare exhibits for the Community-Wide Open House Event per Task 2.4.

- **Responsible Party: Consultant**

Task 3.4 Prepare Final Rail Corridor Concept Alternatives

Consultant will revise the concept plans following the Community-Wide Open House Event described in Task 2.4. Final exhibits will be prepared to create the concept plans for the Encinitas Rail Corridor Vision Plan, per Task 5 below.

- **Responsible Party: Consultant**

| Task | Deliverable |
|-------------|---|
| <i>3.1</i> | <i>Assessment Report on existing Rail Corridor Projects</i> |
| <i>3.2</i> | <i>Copies of Rail Corridor Concept Alternatives</i> |
| <i>3.3</i> | <i>Copies of revised Rail Corridor Concept Alternatives</i> |
| <i>3.4</i> | <i>Copies of Final Exhibits</i> |

4. Conduct Rail Safety Education/Outreach Campaign

Conduct rail safety programs at both schools; city-wide campaign for safe use of rail corridor? Print material for distribution.

Task 4.1 Conduct Rail Safety Education/Outreach Campaign

Consultant shall prepare videos, exhibits, and web content specifically focused at increasing awareness to rail safety along the Rail Corridor. Specific outreach activities will be established at Paul Ecke Central Elementary and Cardiff Elementary to engage students, parents, and school administration on rail safety measures.

- **Responsible Party: Consultant**

Task 4.2 Summarize Results of Rail Safety Education Campaign

Consultant shall prepare a final report which summarizes the results of the Rail Safety Education Campaign/Outreach.

- **Responsible Party: Consultant**

| Task | Deliverable |
|-------------|---|
| 4.1 | <i>Copies of videos, exhibits, web content, mailers, distribution lists</i> |
| 4.2 | <i>Copy of Final Report</i> |

5. Develop Final Rail Corridor Vision Plan

Consultant will develop final vision plan, documenting public engagement process, safety campaign model, and rail corridor vision concept alternatives.

Task 5.1 Draft Plan

Task 5.2 Presentation to City Commissions

Task 5.3 Presentation to City Council for Adoption

- **Responsible Party: Consultant**

| Task | Deliverable |
|-------------|--|
| 5.1 | <i>Copy of draft Rail Corridor Vision Plan</i> |
| 5.2 | <i>Copy of Agenda Reports</i> |
| 5.3 | <i>Copy of Agenda Reports</i> |

6. Project Management

Task 6.1 Quarterly Reporting to Caltrans

Project Manager will generate quarterly reports on milestone progress made towards the delivery of tasks and achieving project goals and objectives, including project activities, invoice summaries, and prior correspondence.

- **Responsible Party: Consultant, City of Encinitas**

Task 6.2 Invoicing to Caltrans

Submit complete invoice packages to Caltrans District staff based on milestone completion- at least quarterly, but no more frequently than monthly. Upon submittal of the Final Rail Corridor Vision Plan, the Project Manager will prepare and submit a request for final payment.

- **Responsible Party: City of Encinitas**

Task 6.3 Project Close-Out

Project Manager will submit four (4) hard copies and four (4) CD's of the Final Community Work Plan to Caltrans district contract manager in order to initiate close-out of the project. Project Manager will also submit the close-out survey to Caltrans district manager.

- **Responsible Party: City of Encinitas**

| Task | Deliverable |
|------|--|
| 5.1 | <i>Quarterly Reports</i> |
| 5.2 | <i>Invoice Packages</i> |
| 5.3 | <i>4 hard copies and 4 CD's of Final Community Work Plan</i> |

California Department of Transportation
Transportation Planning Grants
Fiscal Year 2015-2016

PROJECT TIMELINE (Template)

| Project Title | | Encinitas Rail Corridor Vision Plan | | | | | | Grantee | City of Encinitas | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---------------|---|-------------------------------------|------------|--------------|------------------|---------------------|---------------------|---------|-------------------|---|---|---|---|---|---|---|---|---|------------|---|---|---|---|---|---|---|---|---|---|---|------------|---|---|---|---|---|---|---|---|---|---|--|--|--|--|--|
| | | Fund Source | | | | | Fiscal Year 2015/16 | | | | | | | | | | | | FY 2016/17 | | | | | | | | | | | | FY 2017/18 | | | | | | | | | | | | | | | |
| Task Number | | Responsible Party | Total Cost | Grant Amount | Local Cash Match | Local In-Kind Match | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | J | A | S | O | N | D | J | F | M | A | M | J | Deliverable | | | |
| 1 | Project Initiation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 1.1 | Kickoff Meeting with Caltrans staff | City | \$52 | \$40 | \$12 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agenda, meeting minutes, sign-in sheet | | | | |
| 1.2 | RFP for Consultant Services | City | \$1,300 | \$1,000 | \$300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | RFP, advertisement proof, consultant proposals | | | |
| 1.3 | Consultant Procurement | City | \$65 | \$50 | \$15 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agenda, staff report, meeting minutes, consultant contract | | |
| 1.4 | Consultant Kickoff Meeting | City / Consultant | \$1,040 | \$800 | \$240 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agenda, staff report, meeting minutes, consultant contract | | |
| 2 | Establish Project Advisory Committees | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 2.1 | Formation of Technical Advisory Committee (TAC) | City | \$98 | \$75 | \$23 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Solicitation letters, distribution/contact list | | |
| 2.2 | TAC Meetings (4 total) | City / Consultant | \$7,800 | \$6,000 | \$1,800 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agendas, meeting minutes, sign-in sheets | | |
| 2.3 | Formation of Stakeholder Advisory Committee (SAC) | City / Consultant | \$1,346 | \$1,035 | \$311 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Solicitation letters, distribution/contact list | | |
| 2.4 | SAC Meetings (2 total) | City / Consultant | \$3,120 | \$2,400 | \$720 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agendas, meeting minutes, sign-in sheets | |
| 3 | Active Public Engagement | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 3.1 | Conduct Innovative Public Outreach | City / Consultant | \$65,000 | \$50,000 | \$15,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Public Outreach Plan, print materials, website domain, Facebook page, Twitter page, e-mail distribution list | |
| 3.2 | Conduct Public Visioning Activites (6 total) | City / Consultant | \$10,400 | \$8,000 | \$2,400 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Visioning activites Plan, print materials, sign-in sheets, summary of results | |
| 3.3 | Conduct Concept Design Workshops (3 total) | City / Consultant | \$13,000 | \$10,000 | \$3,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Workshop presentation material, exhibits, sign-in sheets, summary of results | |
| 3.4 | Conduct City-wide Open House Event | City / Consultant | \$6,500 | \$5,000 | \$1,500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Print materials, exhibits, sign-in sheets, summary of results | |
| 4 | Develop Rail Corridor Concepts | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 4.1 | Rail Corridor Assessment | City / Consultant | \$34,450 | \$26,500 | \$7,950 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Assessment document | |
| 4.2 | 1st Draft - Rail Corridor Concept Alternatives | Consultant | \$20,150 | \$15,500 | \$4,650 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Draft concept plans for up to nine (9) alternatives |
| 4.3 | City Review of 1st Drait Rail Corridor Concept Alternatives | City / Consultant | \$520 | \$400 | \$120 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Comment matrix, 1st review | |
| 4.4 | 2nd Draft - Rail Corridor Concept Alternatives | Consultant | \$10,400 | \$8,000 | \$2,400 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Draft concept plans for up to six (6) alternatives | |
| 4.5 | City Review of 2nd Drait Rail Corridor Concept Alternatives | City / Consultant | \$260 | \$200 | \$60 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Comment matrix, 2nd review | |
| 4.6 | Final Rail Corridor Concept Alternatives | Consultant | \$6,500 | \$5,000 | \$1,500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Final concept plans for up to three (3) alternatives | |
| 5 | Conduct Rail Safety Education Campaign | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 5.1 | Prepare Rail Safety Education Campaign | Consultant | \$13,000 | \$10,000 | \$3,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Rail Safety Education Campaign Plan outline |
| 5.2 | Conduct Rail Safety Education Campaign | Consultant | \$26,000 | \$20,000 | \$6,000 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Print materials, web content, distribution lists, videos |
| 5.3 | Summarize Results of Rail Safety Education Campaign | Consultant | \$6,500 | \$5,000 | \$1,500 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Rail Safety Education Campaign Plan |
| 6 | Develop Final Rail Corridor Vision Plan | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 6.1 | Draft Plan | Consultant | \$9,100 | \$7,000 | \$2,100 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Encinitas Rail Corridor Draft Plan |
| 6.2 | Draft Plan Review/Response to Comments | City / Consultant | \$2,600 | \$2,000 | \$600 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Comment matrix |
| 6.3 | Presentation to City Commissions | City / Consultant | \$2,600 | \$2,000 | \$600 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agenda, staff reports, meeting minutes |
| 6.4 | Presentation to City Council for Adoption | City / Consultant | \$4,550 | \$3,500 | \$1,050 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Agenda, staff reports, meeting minutes |
| 7 | Project Management | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 7.1 | Quarterly Reporting to Caltrans | City / Consultant | \$1,950 | \$1,500 | \$450 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Progress reports, submitted quarterly |
| 7.2 | Invoicing to Caltrans | City / Consultant | \$1,300 | \$1,000 | \$300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Invoice packages, submitted no more than monthly, and no less than quarterly |
| 7.3 | Project Close-Out | City / Consultant | \$1,300 | \$1,000 | \$300 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | Final invoicing, reporting, and project close-out documents |
| | | TOTALS | | \$227,500 | \$175,000 | \$52,500 | \$0 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Note: Each task must contain a grant amount and a local cash match amount. Local cash match must be proportionally distributed by the same percentage throughout each task. Local in-kind match needs to be indicated where in-kind services will be used. Please review the grant program section that you are applying to for details on local match requirements. Make sure the project timeline is consistent with the scope of work.