

August 29, 2024

Ms. Melanie Perry,
Senior Management Analyst
City of Palm Desert
73510 Fred Waring Drive
Palm Desert, CA 92260

**SUBJECT: PROPOSAL FOR PROFESSIONAL SERVICES FOR:
ON-CALL TRAFFIC CONSULTING AND DESIGN
SERVICES , RFP NO. 2024-RFP-127**

Dear Ms. Perry:

Hartzog & Crabill, Inc. (HCI) is pleased to submit this proposal for providing On-Call Traffic Consulting and Design Services to the City of Palm Desert. HCI understands that it is the City's intent for this process to result with entering into non-exclusive, multi-year professional services agreements with multiple qualified firms on an on-call, as-needed basis. Once a firm is approved, the City may authorize a firm to complete specific engineering services to assist City staff on a Task Order basis as deemed necessary to fulfill the City's needs. HCI proposes to provide our professional traffic engineering services to the City addressing the tasks identified in the City's Request for Proposal (RFP), dated July 31, 2024.

HCI has thoroughly examined and become familiar with the work required under this RFP, and is capable of performing quality traffic engineering work to achieve the City's objectives under a new multi-year contract. HCI acknowledges that there were no addendums issued as part of this RFP. The City's RFP is incorporated in their entirety as part of our proposal.

In the course of our (31+) years in business, HCI staff have successfully provided these same types of professional on-call traffic engineering consulting services to numerous Southern California city agencies, where we have continued to build on their foundation for a viable, responsive traffic engineering function. Our service to our client agencies over these past years also affords us knowledge of client expectations and work products required.

We look forward to sharing our experience and expertise, moving toward a goal of ever-improving traffic safety and efficiency in the City of Palm Desert, by augmenting the City's professional engineering capabilities and providing high-quality, very timely expertise, when needed.

I, Gerald J. Stock, PE, TE, am Executive Vice President and owner of HCI, a California corporation, and am legally authorized to commit to contractual terms and conditions resulting from this submittal. My address and phone number are shown on our letterhead (above left).



Gerald J. Stock, PE, TE,
Executive Vice President

17821 E. 17th Street
Suite 245
Tustin, CA 92780

Phone: (714) 731-9455
FAX: (714) 731-9498

www.hartzog-crabill.com

Ms. Melanie Perry
August 29, 2024
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Our general company information, including legal name, address, telephone number, and title information of our company principal/owner is provided below:

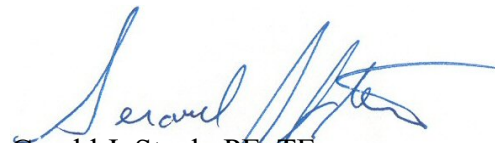
Hartzog & Crabill, Inc.
17821 E. 17th Street, Suite 245
Tustin, CA 92780
Phone (714) 731-9455
Attn: Mr. Gerald J. Stock, PE, TE, Vice President
Email: jstock@hartzog-crabill.com

If selected, I will remain as the firm principal from HCI to execute a new agreement with the City of Palm Desert. Our Senior Engineer, Mr. Scott Ma, PE, TE, will be assigned as the responsible engineer to complete the on-call traffic engineering services requested by the City. In addition, our Associate Engineer, Mr. Michael Vallado and our Traffic Signal Systems Supervisor, Mr. Greg Cabey, will remain available to assist the City with any requested day-to-day, on-call traffic engineering services.

Upon execution of the agreement, HCI confirms that our insurance shall meet or exceed the City's RFP requirements. HCI is proposing this project as a sole prime consultant, and does not intend on using sub-consultants, with exception to requested/City-approved traffic count data collection, as well as possible design potholing to confirm clearance in the larger signal foundations. The attached proposal will remain valid for a minimum period of (90) days from the date of this submittal letter.

We encourage City staff to contact our references listed in our proposal, and solicit additional information regarding our firm's personnel and qualifications. By signing this cover letter of transmittal below, I attest that all information submitted in the attached proposal is true and correct. On behalf of our entire HCI staff, we sincerely appreciate the opportunity to submit this proposal and being considered to serve your community.

Very truly yours,
HARTZOG & CRABILL, INC.



Gerald J. Stock, PE, TE
Executive Vice President
City & Traffic Engineering Services

Attach: Proposal

**PROPOSAL FOR PROFESSIONAL
ON-CALL TRAFFIC CONSULTING AND DESIGN
SERVICES, RFP No. 2024-RFP-127**

Prepared for:

**City of Palm Desert
73510 Fred Waring Drive
Palm Desert, CA 92260**

**Attention:
Ms. Melanie Perry,
Senior Management Analyst**

Presented by:

**Hartzog & Crabill, Inc.
Traffic Engineers
17821 E. 17th Street, Suite 245
Tustin, CA 92780
(714) 731-9455**



August 29, 2024

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- Resumes (*Separate File submitted in OpenGov*)
-

Below and on the following pages, Hartzog & Crabill, Inc. (HCI) has provided our responses to the City's requirements set forth in Section 5. Content and Format of Proposal of the City of Palm Desert's RFP (starting on Page 7). We have incorporated the exact order of the bulleted format in RFP Section 5.1. Proposal (WITHOUT COST) below and on the following pages to facilitate the City's review.

A. COVER LETTER:

Please see our cover letter of transmittal in the initial pages of this proposal package.

B. EXPERIENCE AND TECHNICAL COMPETENCE:

BACKGROUND

Hartzog & Crabill, Inc. (HCI) is a California corporation operating as a private traffic engineering consulting firm, which has been in business since 1993 offering the same types of traffic engineering services under the same name (*over 31 years of related experience*). The firm's sole office location is headquartered in Tustin, CA, which provides quick, easy access to the majority of our client cities. Our general firm information, including legal name, address, telephone numbers, and title information of our company owner/principal are provided below:

Hartzog & Crabill, Inc.
17821 E. 17th Street, Suite 245
Tustin, CA 92780
Phone (714) 731-9455
Attn: Mr. Gerald J. Stock, Executive Vice President
Email: jstock@hartzog-crabill.com

Gerald J. Stock, PE, TE, is Executive Vice President and owner of HCI, and is authorized to commit to contractual terms and conditions resulting from this submittal. If selected, Mr. Jerry Stock will be the firm's primary point of contact in regards to executing a new agreement with the City of Palm Desert. HCI has had no failures or refusals in completing a contract, and has no financial interests or conflicts in other lines of business.

LOCATION

The firm's Tustin office location, located in Orange County near the Santa Ana (I-5) and Costa Mesa (SR-55) Freeway interchange, provides quick, easy access to the majority of our client cities.

The office employees total (12) individuals who comprise a complete staff of professional engineers and support technicians where all design work products are prepared using state-of-the-art AutoCAD software and personal office computers from this office location.

B. EXPERIENCE AND TECHNICAL COMPETENCE: (continued)

DESCRIPTION OF FIRM

HCI is a consulting engineering firm specializing in serving local government agencies with a full array of engineering services, including serving several of our client cities as contract City Traffic Engineer, contract City Engineer, and “on-call” City Traffic Engineer. Specific to traffic engineering, traffic signals operations, and transportation planning, HCI performs various traffic services including, but not limited to, the following:

Design of traffic signal and striping plans, specifications, and estimates (*PS&E*); traffic control plans; preparation of warrant analyses for traffic control devices (*traffic signals, Stop signs, crosswalks, flashing beacons, RRFBs, etc.*); review of traffic impact analyses; engineering and traffic surveys for establishing speed limits; on-going remote and local (*off-site/on-site*) management of local agency traffic signal systems; development and design of traffic signal coordination systems; assist cities with coordination of services completed by their traffic signal maintenance contractor.

HCI also provides construction observation services on behalf of our client Cities relative to the installation of new or upgraded traffic signals, lighting, and copper/fiber optic interconnect communications in order to verify compliance with approved PS&E.

Since its inception in 1993, HCI has proven itself as a leader in client satisfaction through successful project completion. This is evident in the continued and long-standing relationships we have maintained with our numerous client cities. The successes are attributed to the "hands on" approach that was demonstrated by our prior founding firm principals, Mr. Trammell Hartzog and Mr. Jerry Crabill (retired). It is important to note, Mr. Gerald J. Stock (‘Jerry’) is the current owner of HCI. Mr. Stock is a registered Civil and Traffic Engineer whose experience covers over (34+) years. Mr. Stock has been serving the City of Bellflower as both contract City Engineer and City Traffic Engineer for over (24) years.

In addition to our technical expertise, a cornerstone of HCI’s success is our work ethic, loyalty to our client cities, completion of assigned tasks on schedule, and ability to effectively communicate with the public, City staff, and elected officials.

TYPICAL SERVICES

Working with numerous Southern California cities, HCI has been responsible for directing the activities of Traffic Divisions, providing expertise to City Engineering and Planning staffs, and responding to requests, inquiries and concerns of citizens and City Council members; typical of certain needs identified by the City of Palm Desert’s RFP for overall traffic engineering services.

B. EXPERIENCE AND TECHNICAL COMPETENCE: (continued)

TYPICAL SERVICES (cont'd)

If desired, our overall services available to the City of Palm Desert include the following:

- ✓ Traffic signal design
- ✓ Signing & striping design
- ✓ Warrant analyses for traffic control devices, such as traffic signals, Stop signs, crosswalks
- ✓ Traffic signal LOS operational analyses
- ✓ Develop and implement traffic signal timing plans
- ✓ Develop, design and implement traffic signal coordination systems
- ✓ Remote and local (*off-site/on-site*) management of traffic signals
- ✓ Traffic management plans (*prepare and review traffic control plans*)
- ✓ Review of traffic impact analyses
- ✓ Provide construction observation/management services on behalf of the City on all proposed traffic improvements, development, site and traffic management plans to ensure conformance with applicable standards (*City, AASHTO, Cal. MUTCD, etc.*)
- ✓ Coordination of activities of our client cities' traffic maintenance contractor
- ✓ Engineering and Traffic Surveys for establishing speed limits
- ✓ Other traffic-related impact reports, surveys, and analyses

From our office location, HCI also continuously operates twelve (12) agencies' citywide traffic signal systems. The local agencies where HCI operates and maintains the coordination timing for traffic signals are the following cities:

- | | | |
|-----------------|---------------------------|------------------------|
| 1) Aliso Viejo | 5) La Palma | 9) San Juan Capistrano |
| 2) Cerritos | 6) Laguna Hills | 10) Stanton |
| 3) Cypress | 7) Moorpark | 11) Tustin |
| 4) Indian Wells | 8) Rancho Santa Margarita | 12) Yorba Linda |

B. EXPERIENCE AND TECHNICAL COMPETENCE: *(continued)*

PERSONNEL

All of our personnel are available and headquartered at our sole headquarter office in the City of Tustin. In regards to City-requested On-call Traffic Consulting and Design Services, as mentioned these traffic engineering services will be managed by our Senior Engineer, Mr. Scott Ma, PE, TE, who is available and works closely with our company firm principal, Mr. Jerry Stock, PE, TE, as well as our Associate Engineer, our Senior Designers, and our Traffic Signal Systems Supervisor and Specialist.

Scott is currently performing similar on-call Traffic Engineer, and design/plan-checking services for the Cities of Lake Forest and Hermosa Beach; however, his availability to serve the City of Palm Desert is still at 40%. Our other key staff is available to serve the City at minimum 20% and up to 50%.

Further details of our personnel staff are provided in the following Section C (starting on Page 8).

It is important to note, our proposed staff is distinctly ready to serve the City of Palm Desert Public Works Department, and is immediately available to perform any of the requested on-call traffic engineering services with minimal supervision (*including any backload of City work*).

DISCLOSURES

HCI does not have any “Conflict-of-Interest” in working with the City of Palm Desert. HCI has no potential conflicts to disclose, and is not working on any projects (for another company or agency) that the City of Palm Desert needs to review on behalf of the City. Lastly, HCI also does not have any disciplinary actions against our firm to disclose.

B. EXPERIENCE AND TECHNICAL COMPETENCE: (continued)

Below we are providing a listing of nine (9) relevant City REFERENCES, where HCI continues our on-call traffic engineering and signal design services, for the City of Palm Desert's review & verification of our experience. All services are considered on-call/on-going traffic engineering services with assigned projects completed as requested and on-schedule.

1. **City of Bellflower** - City Engineer & City Traffic Engineer Contract Services, (since 2000)
Mr. Len Gorecki, Assist. City Manager/Public Works Director, lgorecki@bellflower.org (562) 804-1424;
Project Manager and Principal in Charge of Services – Mr. Gerald J. Stock, PE, TE
2. **City of Cypress** - City Traffic Engineering & Signal Operations Services, (since 1994)
Mr. Nick Mangkalakiri, P.E., City Engineer, NMangkal@cypressca.org, (714) 229-6750;
Principal in Charge of Traffic Signals – Mr. Greg Cabey
3. **City of Hermosa Beach** - On-Call City Traffic Engineer Contract Services, (since 2006)
Mr. Lucho Rodriguez, Acting Director of Public Works, lrodgriguez@hermosabch.org, (310) 318-0210;
Contract City Traffic Engineer – Mr. Scott Ma, PE, TE
4. **City of Indian Wells** – On-Call City Traffic Engineering & Signal Operations Services, (since 2015)
Mr. Ken Seumalo, P.E., Public Works Director, kseumalo@indianwells.com; (760) 776-0237;
Project Manager and Principal in Charge of Signals – Mr. Greg Cabey
5. **City of Laguna Hills** - City Traffic Engineering & Signal Operations Services (since 2000)
Mr. Joe Ames, PE, TE, Public Works Director/City Engineer, james@lagunahillsCA.gov; (949) 707-2655;
On-Call Traffic Engineering Services
Project Manager and Principal in Charge of TE Services – Mr. Gerald J. Stock, PE, TE
On-Call Traffic Signal Operations Support Services
Principal in Charge of Signals – Mr. Greg Cabey
6. **City of Lake Forest** – City Traffic Engineer Services, (since 2014)
Mr. Thomas E. Wheeler, P.E., Director of Public Works, twheeler@lakeforestca.gov; (949) 461-3480;
On-call Professional Engineering Services
Project Manager in Charge of Traffic Engineering Services – Mr. Scott Ma, PE, TE
7. **City of San Juan Capistrano** - On-Call Traffic Signal Operations Services, (since 1995)
Mr. George Alvarez, Project Manager, GAlvarez@sanjuancapistrano.org, (949) 443-6351;
Principal in Charge of Traffic Signals – Mr. Greg Cabey
8. **City of Tustin** - City Traffic Engineering & Signal Operations Services, (since 1993)
Mr. Ken Nishikawa, Deputy Director of Public Works, KNishikawa@tustinca.org; (714) 573-3263;
On-call Professional Engineering Services
Project Manager in Charge of Traffic Engineering Services – Mr. Doug Anderson
Traffic Signal Operations Support Services / Signal Monitoring
Project Manager and Principal in Charge of Traffic Signals – Mr. Greg Cabey
On-Call Traffic Signal, Signing & Striping, & Traffic Control Plan-Checking Services
Project Manager in Charge of Plan-Checking Services – Mr. Scott Ma, PE, TE
9. **City of Yorba Linda** - On-Call City Traffic Engineering Services, (since 1994)
Mr. Tony Wang, Traffic Engineering Manager, twang@yorba-linda.org; (714) 961-7170;
Project Manager and Principal in Charge of Traffic Signals – Mr. Greg Cabey

B. EXPERIENCE AND TECHNICAL COMPETENCE: (continued)

HCI has extensive experience in the development of traffic engineering plans, such as traffic signal design/modification, signal interconnect design, and signing & striping, as these are among our firm's primary service products. In the past recent years, our HCI project team successfully completed the following design plans:

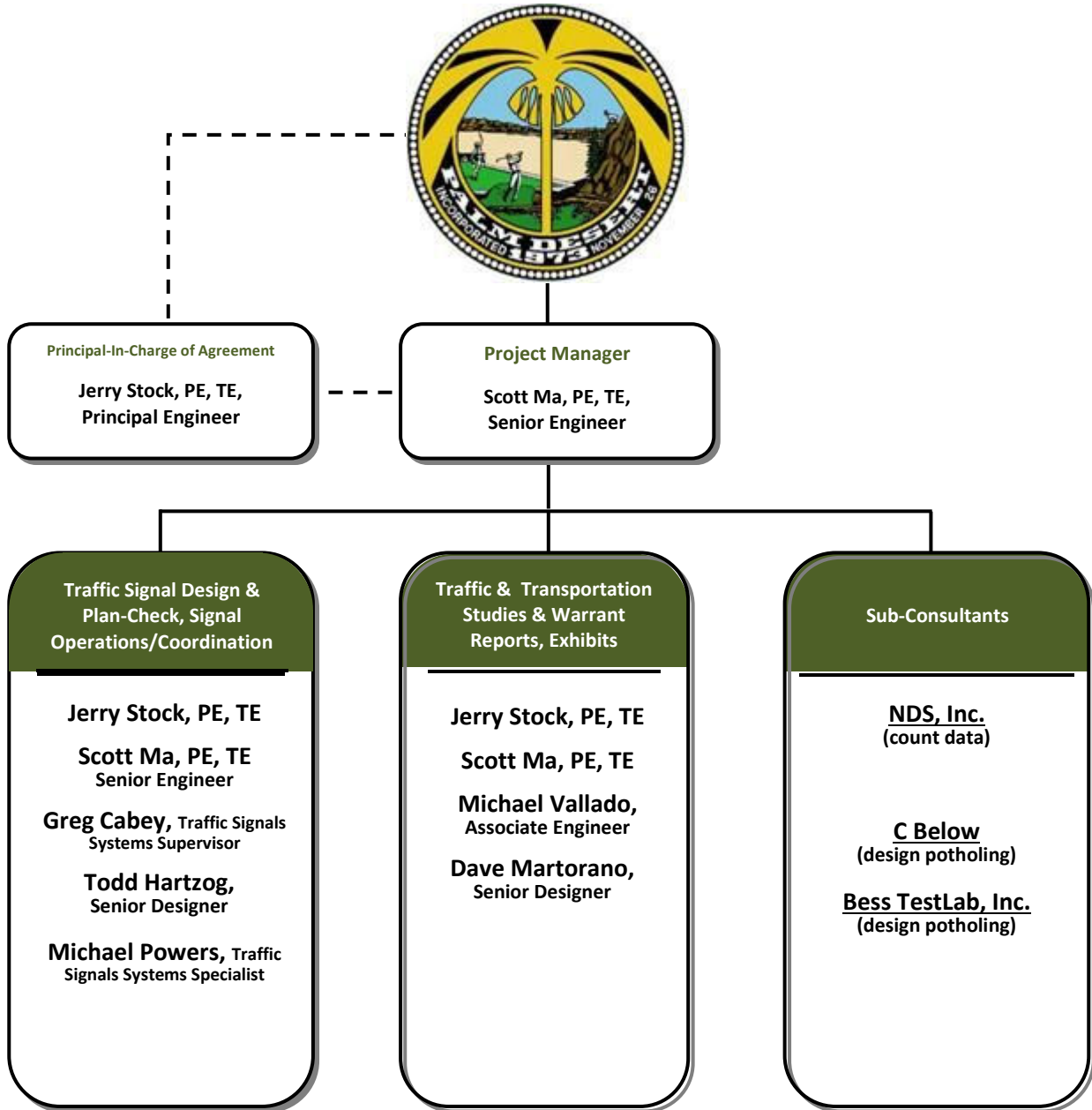
- **San Juan Capistrano** – HCI recently completed a traffic signal modification design for Adams Streeter for the intersection of Camino Capistrano and Old Mission Road in 2024, which included signing/striping design, as part of the Arguello Way Beautification project. Construction is expected in late 2024.
- **City of Yucaipa** – HCI recently completed a traffic signal installation design for the intersection of Oak Glen Road and Colorado Street in 2023. Construction completion is expected in 2024.
- **City of San Juan Capistrano** – HCI recently completed a traffic signal installation design for the intersection of La Novia Avenue and Calle Arroyo in 2023. Construction is completed in 2024.
- **City of Bellflower** – HCI recently completed two traffic signal designs in 2023: 1) intersection of Bellflower Blvd at Park St; and 2) intersection of Bellflower Blvd at Cedar St. Construction is expected in 2024. HCI also completed 4 other traffic signal designs along Lakewood Blvd in 2022.
- **City of Yucaipa** – HCI completed a traffic signal installation design for the intersection of Live Oak Canyon Road and Outer Highway 10 South during the past year in 2022. HCI also completed 2 other traffic signal designs for the City: 1) Oak Glen Road at Sunnyside Drive Signal Modification in 2021; and 2) Oak Glen Road at 2nd Street Signal Installation in 2020.
- **Town of Apple Valley** – HCI completed a traffic signal modification design for the intersection of Navajo Road and Powhatan Road in 2022 for adding protected left-turn phasing to the SB movement, and included a left-turn phasing warrant and LOS analysis. HCI also completed a similar traffic signal modification design for the intersection of Bear Valley Road and Deep Creek Road in 2021.
- **County of Riverside/Caltrans** – HCI completed a traffic signal modification design for the County/Caltrans shared intersection of Winchester Road and Thompson Road in 2021, which included signing/striping design, as part of an adjacent development project.
- **City of Bellflower** – HCI completed 3 new traffic signal designs in 2020: 1) Bellflower Blvd at Harvard St.; 2) Bellflower Blvd at Mayne St.; and 3) Woodruff Ave at Lindale St. The designs included signing/striping and minor civil engineering work. Both Bellflower Blvd signals included decorative traffic signal equipment.
- **City of Whittier** – HCI completed a new/modified traffic signal design for the off-set T-intersection of Greenleaf Avenue and Putnam Street in 2019. The design included updating the existing signal, and including the adjacent offset T-intersection into one signalized intersection with special off-set overlap phasing. The design also included new video detection, EVP, signing & striping design, and minor civil engineering work.

B. EXPERIENCE AND TECHNICAL COMPETENCE: (continued)

HCI also has extensive experience in the preparation of traffic-related studies, such as traffic signal warrant studies, left-turn phasing warrant studies, Stop sign warrant studies, LOS operational/queuing analyses, Engineering and Traffic (E&T) speed limit surveys, as well as traffic signal timing, plan-checking services, and review of traffic impact analyses for our client cities. In the past recent years, our HCI project team completed the following:

- **Cerritos** – Multi-Way Stop Sign warrant analyses for 1 intersection in 2024.
- **Stanton** – E&T Survey for Speed Limits. Completed in 2024.
- **Laguna Hills** – Sight Distance Evaluation at 2 locations. Completed in 2024 & 2023.
- **Laguna Hills** – Multi-Way Stop Sign warrant analyses for 2 intersection, as well as
a separate roadway speed evaluation and marked crosswalk analysis, in 2023.
- **Laguna Hills** – Prepared Traffic Signal Master Plan for 18 Intersections in 2023.
- **Coto de Caza** – Sight Distance Evaluation. Completed in 2023.
- **Town of Apple Valley** – Left-turn Phasing Warrant Analysis at Navajo/Powhatan in 2022.
- **Indian Wells** – E&T Survey for Speed Limits. Completed in 2022.
- **Coto de Caza** – Signing & Striping Roadway Evaluation. Completed in 2022.
- **City of Bellflower** – 3 Left-turn Phasing Warrant Analyses on Foster Road in 2022.
- **City of Yucaipa** – Multi-Way Stop Sign warrant analyses for 4 intersections in 2022.
- **City of Indian Wells** – Multi-Way Stop warrant analyses for 2 intersections in 2022.
- **City of Stanton** – Crossing Guard warrant analyses for 3 intersections in 2022.
- **City of Bellflower** – Traffic Signal Warrant Analysis for Bellflower/Cedar in 2022.
- **City of Lake Forest** – Marked Crosswalk Analysis for Catalina at Mariposa in 2021.
- **City of Bellflower** – Left-turn Phasing Warrant Analysis for Bellflower/Park in 2021.

C. FIRM STAFFING AND KEY PERSONNEL:



HCI staff is comprised of (12) engineering professionals and technicians who have the proven ability/expertise to meet the ever-changing, challenging needs of the modern city. As shown above, HCI is providing an organizational chart showing the relationship of the City of Palm Desert and our proposed consultant team. Our proposed personnel are all headquartered in our Tustin office and will remain during the term of the agreement. HCI is proposing as the prime consultant, with two sub-consultants: NDS and possibly C Below or Bess Testlab. National Data & Surveying Services, Inc. (NDS) may be used more frequently for requested traffic count data collection associated with reports, surveys, studies, and investigations. C Below or Bess Testlab will only be used as-needed/City-approved for design potholing of traffic signal pole foundations.

C. FIRM STAFFING AND KEY PERSONNEL: (continued)

HCI TEAM ORGANIZATION AVAILABLE TO SERVE THE CITY OF PALM DESERT FOR ON-CALL TRAFFIC CONSULTING AND DESIGN SERVICES:

Firm Principal In Charge of Agreement/Contract:

Mr. Jerry Stock, PE, TE, Principal Engineer

Key Staff:

Mr. Scott Ma, PE, TE, Senior Engineer (**Project Manager**)

Mr. Michael Vallado, Associate Engineer

Mr. Greg Cabey, Traffic Signal Systems Supervisor

Mr. Todd Hartzog, Senior Designer

Mr. Dave Martorano, Senior Designer

Mr. Michael Powers, Traffic Signal Systems Specialist

As mentioned, HCI staff is comprised of (12) engineering professionals and technicians who have the proven ability and expertise to meet the ever-changing, challenging needs of the modern city.

As shown above, in regards to City-requested On-Call Traffic Consulting and Design Services that may include design, operations, timing and traffic signal plan-check services, these requested on-call engineering services will be managed by our Senior Engineer, Mr. Scott Ma, PE, TE. Scott works closely with our Associate Engineer and Senior Designers, as well as our Signal Systems Supervisor and Specialist in the majority of our design projects.

All HCI personnel listed are all headquartered at our Tustin office. It should be mentioned, HCI and assigned key professional engineering staff are properly registered/licensed to practice in the State of California and will comply with all federal, state, and local laws and ordinances applicable to the work assigned.

For most requested services, HCI proposes to serve the City of Palm Desert as a sole prime consultant on specific projects and does not intend on using any sub-contractors, with exception to obtaining City-requested traffic count data and possible design potholing for new, larger traffic signal pole foundations to obtain clearance of underground utilities.

Below are 'summary' qualifications of our proposed staffing plan per our textual organization chart above (*full resumes submitted separately*):

C. FIRM STAFFING AND KEY PERSONNEL: (continued)

KEY PERSONNEL

Mr. Gerald J. Stock, PE, TE, HCI Executive Vice-President, Principal Engineer

Mr. 'Jerry' Stock is a registered professional Civil and Traffic Engineer with more than (34) years of municipal engineering experience. If selected, Jerry will serve as the firm Principal-In-Charge of the new agreement with the City of Palm Desert for the requested on-call Traffic Consulting and Design Services. Jerry presently serves the City of Bellflower as contract City Engineer and City Traffic Engineer since November 2000. Jerry has been responsible for completing the majority of our Engineering and Traffic (E&T) Survey for Speed Limits for numerous local Southern California agencies.

Mr. Scott Ma, PE, TE – Senior Engineer (Project Manager)

Mr. Scott Ma is a licensed, professional Civil and Traffic Engineer registered in the State of California and brings over (24) years of engineering experience. Scott is a senior engineer that works in our HCI Tustin office, and is currently providing part-time contract City Traffic Engineer services to Cities of Lake Forest, as well as on-call traffic engineering services to the City of Hermosa Beach.

Scott's experience includes reviewing and conducting a variety of traffic studies including but not limited to, warrant analyses, preparing and reviewing traffic impact analyses reports and recommendations, responding to community requests such as crosswalks, traffic signals, stop signs, parking matters, and also performing project management that includes the final design preparation and submittal of project plans, specifications, and estimates (PS&E). His experience also includes overseeing numerous aspects of our client cities' consulting service requirements in regards to review of traffic-related requests, analyses and operational studies, permits, and other daily duties requested.

As mentioned, Scott will be assigned as Project Manager to perform the requested on-call traffic engineering services for the City of Palm Desert. Scott's email address contact information is sma@hartzog-crabill.com.

Mr. Michael A. Vallado – Associate Engineer

Mr. 'Mike' Vallado provides assistance to Mr. Jerry Stock, and Mr. Scott Ma in the area of preparation of traffic signal and left-turn phasing warrant analysis reports, traffic signal operations (LOS) and queuing analyses, multi-way Stop sign analyses, and related project specifications. Mike brings over (26) years of experience specifically related to traffic-engineering and signal design. Five of these years were devoted to running the City of Glendora's Traffic Engineering section, while the past (21) years have been with HCI. His primary responsibilities with HCI include preparing signal analysis reports & recommendations, warrant analyses and evaluations, project specifications, and final review & preparation of plans, specifications, and estimates to our client cities.

C. FIRM STAFFING AND KEY PERSONNEL: (continued)

Mr. Greg Cabey - Traffic Signal Systems Supervisor

Mr. Cabey brings over (30+) years of traffic signal experience to the HCI team and will be involved in certain aspects of requested traffic signal timing and operations tasks. Prior to HCI, Greg was a Lead Technician for Peek Traffic for over (12) years, and is certified as an International Municipal Signal Association (IMSA) Level III Traffic Signal Technician. This HCI and Peek Traffic experience has allowed him to continue retaining in-depth knowledge on the types of controllers in the area's traffic signal system. Greg's extensive field experience and familiarity with signal systems and timing will aid in the complete success of any requested traffic signal design and signal timing related services.

Mr. Todd Hartzog – Senior Designer

Mr. Todd Hartzog provides assistance to our team in the area of signal design. Todd brings over (30+) years of experience specifically related to traffic signal and signing/stripping design, traffic signal operations/monitoring assistance, and overall traffic engineering services. His responsibilities also include CAD designs on traffic projects, including traffic signal, interconnect, and signing and stripping plans.

Mr. David Martorano – Senior Designer

Mr. David 'Dave' Martorano provides assistance to our team in the area of traffic engineering design, signing & stripping design, and traffic control plan preparation. Dave has been with HCI for (30+) years with overall experience in traffic engineering design. His responsibilities with HCI include project research and full AutoCAD design on all traffic-related projects, including traffic signal, interconnect, signing/stripping, and traffic control plans.

Mr. Michael Powers - Traffic Signal Systems Specialist

Mr. Michael Powers brings over (30+) years of traffic signal experience to the HCI team and will also be involved in requested traffic signal timing and related trouble-shooting & observation tasks. Michael is also certified as an International Municipal Signal Association (IMSA) Level III Traffic Signal Technician. Prior to HCI, Michael worked for Siemens (Republic) as a Lead Technician for over (20) years.

C. FIRM STAFFING AND KEY PERSONNEL: (continued)

SUB-CONSULTANTS

In terms of possible City-requested traffic count data collection, HCI proposes to use National Data & Surveying (NDS) Services, headquartered in Los Angeles, CA to collect any required vehicular traffic and pedestrian data as part of City-requested reports, surveys, studies, and investigations.

Founded in 1989, NDS was established to deliver accurate and professional solutions to their client's traffic, transit and GIS/GPS data collection needs. NDS has over (35) years of successful operations, and an outstanding team of (100) professional full time employees that have established them as the foremost, full service traffic and transit data collection company on the west coast. NDS is certified as a SBE by the State of California.

HCI has successfully partnered with NDS on numerous data collection projects over the last (26) years, realizing their competitive pricing on their efficient data collection.

Projects that HCI has completed with NDS include data collection for numerous stop sign warrant analyses, traffic signal warrants analyses, left-turn phasing/delay warrant studies, citywide E&T speed limit surveys, citywide ADT flow maps, truck classification counts for TI calculations, traffic signal timing development (counts for free & coordinated timing), SYNCHRO Level-of-Service (LOS) operational/queuing analyses, crosswalk analyses, video surveillance and parking studies. Upon request by the City of Palm Desert, HCI will use NDS to conduct count data collection specific to the requested task(s).

D. PROPOSED METHOD TO ACCOMPLISH WORK:

OVERVIEW AND APPROACH TO CITY REQUESTED SERVICES:

In general, HCI understands that the tasks listed in Items No. 1 - 4 and 8 in the City's RFP Section 3.2. Types of On-Call Traffic Consulting and Design Services are primary tasks, and may require development of construction documents for roadway engineering plans, including traffic signal plans, signing and striping plans, and also may include related plan-check and traffic studies.

More specifically, we understand that the City is interested in selecting consultants who have the civil & traffic engineering experience and expertise to provide as-needed traffic engineering services, including traffic signal design, signing & striping design, and related plan-check services, and review of traffic analyses.

We also understand the purpose of developing a qualified list of consultants capable of performing this work is to have a ready contract and required insurance in place to streamline the process of contracting for engineering and design work on various projects. These services are intended to be an on-call/as-needed basis to supplement City staff's efforts where specific expertise is required or time constraints necessitate consultant assistance.

HCI provides these and other types of traffic engineering services, including traffic design, traffic signal timing, warrant analyses, construction observation services, and other traffic-related duties in a comprehensive and timely manner.

HCI does possess the expertise, experience, and familiarity in successfully providing the requested traffic engineering design services, including working with various regional agencies such as Riverside County and Caltrans District 8. On the following pages, we have provided responses on our typical on-call engineering experience and capabilities below each type of possibly requested engineering consultant service that may be assigned by the City.

If selected, our Senior Engineer, Mr. Scott Ma, PE, TE, and our Associate Engineer, Mr. Michael Vallado, will serve the City of Palm Desert in providing design and/or recommendations and requested services to the City's principal contact on an on-call basis. This team will ensure that consistent communication between the City of Palm Desert and HCI occurs regularly.

On-Call Traffic Consulting and Design Services

Our assigned staff that will serve the City of Palm Desert have a thorough knowledge and proficiency in local agency municipal codes, current State (Caltrans) standard plans and specifications, Highway Design Manual, Highway Capacity Manual, California Manual on Uniform Traffic Control Devices (CA MUTCD), policies and procedures for ADA regulations, traffic signal timing, traffic engineering modeling and methodologies, County/City traffic standards and methodologies, and the State of California Vehicle Code. Our team will provide the City with the materials and labor to perform the requested traffic engineering services and conform to these standards.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

Under the direction of the City's principal contact, or other approved staff member, HCI will be ready to provide on-call traffic engineering consulting services and address the following areas within the City of Palm Desert Public Works Department:

1. Provide traffic engineering design.

HCI has extensive experience in the development of traffic engineering plans, such as new traffic signal, traffic signal modification, signal interconnect, signing and striping, and traffic control plans, as these are our firm's primary service products. For each of these types of plans, HCI includes technical provisions and engineer's estimates that complement each plan set providing complete PS&E that is ready for construction bidding on time and within the approved schedule. Examples of our different types of designs can be submitted for the City's review upon request.

2. Review, plan-check, and make recommendations on traffic plans and reports, and provide input relating to traffic issues on planning and development applications.

Our staff also has extensive experience in reviewing and analyzing several types of City and developer-related plans, as well as assimilating the findings and recommendations into easily understood summations. Our experience and expertise also allows quick and complete site plan review for traffic engineering applications to determine conformance to traffic, parking, access, street and pavement, subdivision requirements, meetings with developers or contractors to resolve traffic issues.

It is noted that many development-related services such as the review of street improvement or traffic signal plans are project specific and are treated as recoverable project costs.

Upon request, HCI staff will render and remit a typed plan-check correction/clarification list (2 copies) to the Public Works Department within (10) working days from notification by the City for a typical development project.

3. When requested, prepare written engineering reports related to pedestrian traffic patterns, traffic installations, and traffic control devices such as STOP signs, traffic signals, crosswalks, speed zones, traffic control, and similar matters.

Our staff prepares numerous amounts of warrant analysis and traffic operations reports every year for various city agencies, such as, traffic signal warrants, left-turn phasing warrants, multiway stop warrants, operational level-of-service (LOS), queuing analyses, crosswalk warrants, traffic calming studies, Engineering and Traffic (E&T) surveys for speed limits, etc. HCI staff has obtained and analyzed data, prepared exhibits, and developed reports for literally hundreds of traffic studies. Sample reports can be forwarded to the City upon request.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

Again, HCI staff has extensive experience in reviewing and analyzing all types of City and developer-related traffic studies and reports, as well as assimilating the findings and recommendations into easily understood summations.

4. Provide technical advice on traffic signal facilities, accident rates, new developments, and maintenance of traffic facilities.

HCI has the capability and range of expertise to provide technical advice to the City of Palm Desert on many traffic or transportation-related issues or facilities. HCI staff will complete the requested services in a thorough and efficient manner, on time and within the approved fee schedule.

5. Review proposed improvements for conformance to the City's Traffic Standards.

As previously noted, HCI has the expertise to review proposed improvements, development, site, and traffic management plans (i.e., traffic control plans) for conformance to the City's standards, from both a traffic engineering and civil engineering perspective.

6. Work closely with City staff, Caltrans, Riverside County, and local law enforcement agencies in analyzing traffic-related issues and mitigation.

A tenet of HCI is our belief that we serve as an extension of City staff and consider ourselves as associates in the well-being of the City. Through our successful work in other communities, HCI already has these relationships firmly established. One notable and particularly important relationship is working with Caltrans. HCI staff has been able to quickly contact the correct person for project development, along with other similar individuals at Caltrans District 8 as well as Riverside County, in order to resolve traffic-related matters that affect our client cities.

7. Work with City staff and other consultants in developing, monitoring and providing input into traffic services.

Since our client base are primarily municipalities, we have extensive experience working with both City staffs and other city consultants in providing the support necessary to ensure that traffic services and transportation planning required by the City are met.

These associations also afford HCI the opportunity to learn and share new technologies, products and procedures with our client cities.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

8. When requested, advise the City regarding traffic-related matters.

HCI's collective experience and expertise in most aspects of traffic and transportation engineering allows our staff to provide advice and recommendations to our client cities on numerous traffic issues. If a new or unique situation arises, HCI staff does not hesitate in performing the research necessary to determine an appropriate action or recommendation.

9. Develop a prioritized list of traffic improvement projects for inclusion into the City's Capital Improvement Program (CIP) and incorporate into existing project lists.

HCI has also worked with many of our client cities in identifying and developing long and short-range CIP projects consistent with the economic capabilities of the City. A fundamental goal of HCI in developing CIP projects is to provide City staff with that data necessary to make meaningful decisions at critical stages of the project's development, in order to provide viable, achievable options. Consistently reaching this goal assists with resolving issues and problems associated with each project.

Possible traffic engineering candidate projects the City of Palm Desert may desire to consider or expand on include the following:

- a.) Video surveillance of other major intersections or street segments.
- b.) Identification and analysis of potential critical intersections, improvement alternatives, and funding opportunities.
- c.) An updated Signal Construction or Modification Priority List, including long-term maintenance and equipment needs.
- d.) Implementation of emergency vehicle preemption (EVP) systems.
- e.) Countdown pedestrian signal indications.
- f.) APS pedestrian push-buttons.
- g.) Changeable message signs.

10. Other duties, as assigned by City Engineer or Director of Public Works.

As previously noted, HCI's collective experience and expertise in most aspects of traffic and transportation engineering allows our staff to provide recommendations to our client cities on numerous traffic issues. Consequently, if a unique situation arises or a new duty is assigned by the City's principal contact, HCI staff will not hesitate in performing the research necessary to determine an appropriate action or recommendation.

If other services are requested on a project-by-project basis, HCI will negotiate with the City and provide a pre-agreed scope of work and hours required to complete the work.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

TRAFFIC SIGNAL OPERATIONS SUPPORT SERVICES:

It is noted, we are including an explanation of our traffic signal support services for the City's review. We understand these particular on-going services may not be needed; however, they are provided as part of our experience information for the City's consideration.

As mentioned, HCI currently manages the traffic signals and signal systems of (12) cities on a daily basis. Consequently, we have a very good understanding and are infinitely familiar with both the Econolite control equipment as well as the Centrac and Aries Traffic Management System softwares for traffic signal systems management. In regards to coordination timing and separate time-referencing devices, all signal controller time clocks that we manage are constantly updated through our Centrac and Aries Traffic Management softwares, which are always connected to the GPS time via internet.

HCI's project-specific experience includes extensive knowledge on the local agency's signal controllers. HCI staff continuously (*daily*) interfaces with the signal controllers in our client cities which currently use the Econolite ASC/2S, ASC/3, and the latest Cobalt system controllers, the ASC/2M master controllers, and managed by the Centrac and Aries Traffic Signal Management systems.

HCI staff's "hands-on" traffic signal timing experience comprises all levels of timing applications, including timing input into signal system controllers manually and from our traffic signal management center through our licensed system software, designing and installing special "custom" traffic signal operational circuitry, and maintaining signal interconnect operations.

Our same team members have been working with several City staffs during the past several years in monitoring their City's systems.

Lastly, throughout the past years, HCI has maintained a good working relationship with Caltrans, as several projects have been implemented that successfully interfaced with freeway interchange traffic signal systems.

In conjunction, HCI staff continues our on-going excellent relationships with most traffic signal, lighting, and signal maintenance contractors (*and their technicians*) including Econolite (Aegis), Siemens ITS, Computer Services Company (CSC), Bear Electric, St. Francis, as well as with Caltrans and the County of Riverside for any shared City/State or City/County intersections.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

Approach

The specific approach to our on-going traffic signal operations and management services that HCI provides to our client agencies includes the following:

HCI typically provides a Traffic Signal Systems Supervisor for the monitoring support on all the City's traffic signals. The Supervisor sets up the *Scheduled Operations* on the Centracos or Aries Traffic Management systems specifically for our client City's systems in order to automatically perform a variety of tasks. Specifically, the Centracos/Aries functions and Supervisor's time spent on these services include performing the following daily sub-tasks:

1. The *Scheduled Operations* automatically gather and store historical data and real-time information on all the City's traffic signal operations programmed;
2. The data is reviewed **daily** to verify that all traffic signals are working properly;
3. Any malfunctions logged are immediately reported to the City's designated traffic signal maintenance contractor, for dispatch;
4. The historical data is also analyzed to identify traffic volumes and patterns in order to assist in determining if adjustments to signal timing is necessary;
5. Verify if all timing is programmed correctly in each master and local controller.

HCI staff typically reports traffic signal problems and malfunctions to the City's traffic signal maintenance contractor within (24) hours. HCI staff coordinates all work associated with the City's contractor and also provides verification to the City of their completed work. HCI staff often assists the City in resolving traffic signal control complaints by speaking by phone/email/in person with the resident(s)/City personnel on their specific request/complaint. HCI staff completes the necessary investigation and makes recommendations to the City on identified traffic signal improvements, such as equipment upgrade, more efficient signal phasing, significant timing adjustments, any new coordinated signal control systems, etc.

Upon request, HCI staff may also drive each project arterial during peak-periods in order to verify and fine-tune coordination timing. If necessary and approved by the City, HCI also coordinates/gathers updated traffic counts as part of the investigation.

The above approach has proven to be a valuable service to our client cities, as the on-going scheduled signal management has minimized overall time in troubleshooting, repair, and maintenance company efforts by City staff on their citywide traffic signal system. In turn, this controlled management service actually saves the City on the amount of time and personnel required to monitor and repair signal related issues.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

Project Controls

A tenet of HCI is our belief that when acting on behalf of the City of Palm Desert, we serve as staff associates, or as an extension of City staff, in the well-being of the City. As such, we try our very best to always streamline the required traffic signal management tasks, design and plan review process, and also believe we have a commensurate responsibility to the public for high quality performance of our own services, and quality assurance when reviewing others' plans.

All of our staff that will serve the City of Palm Desert have a thorough knowledge and proficiency in local agency municipal codes, current State (Caltrans) Standard Plans and Specifications, Highway Design Manual, Highway Capacity Manual, California Manual on Uniform Traffic Control Devices (CA MUTCD), policies and procedures for ADA regulations, traffic signal timing, traffic engineering modeling and methodologies, County/City traffic standards and methodologies, and the State of California Vehicle Code.

Upon request by the contract officer, our team will provide the City with all materials and labor to perform the requested on-call traffic engineering and traffic signal operations support services and conform to industry standards. In addition to our technical expertise, our staff possesses the ability to effectively communicate in oral or written form and have no difficulty speaking before groups, if requested by the City.

As part of our on-call traffic engineering and on-going signal management services, HCI staff remains available to provide assistance to the City contract officer and/or contractors during the construction phases, as applicable, either in person, or via email or phone.

As we specialize in traffic design, HCI prides itself on timely design phase submittals, complete internal plan-checks of our own designs or other consultants' designs, and consistently providing a quick turn-around for addressing comments. We typically provide 60%, 90% and final submittals on our designs within 4 to 8 weeks, and rarely have significant comments on our own design plans. Upon review and final approval by the City of the preliminary engineering plans submitted, a final set of the plans, specifications, and construction estimate (PS&E) are typically submitted within a week, including a construction item list with quantity extensions and definitions suitable for bidding. Our typical turn-around for plan-check services is within one to two weeks from receipt.

Similarly, HCI can control costs by providing accurate and timely invoices through internal control measures. HCI prides itself on consistently working with the City to quickly address requests and staying in budget. HCI's ability to take a request from the City for a traffic design all the way through completion of construction, including signal timing, operations, and 'turn-on' tasks, ensures greater accuracy, efficiency, and timely results.

D. PROPOSED METHOD TO ACCOMPLISH WORK: (continued)

Quality Control/Quality Assurance (QA/QC)

HCI employs the following QA/QC program that outlines the definition of roles, responsibilities, expectations, review requirements, and quality standards of all services, documents, and procedures in order to ensure a high standard of work:

a) Service Request or Plan Review:

Our service tasks and submitted documents go through three levels of review prior to response: Initial Peer Review, Project Manager Review, and QA/QC Review. This three-tiered review allows for error mitigation on three separated levels of detail: ground level (signal design and management check, drafting, calculations, and document formatting), project management level (signal design and management decision, and project intent compliance) and quality assurance level (signal design and management confirmation, completeness of document and ensure “biddable” or “implementable” plans). Our service tasks and plan checks look at the 5C’s: consistent, correct, clear, constructible, and complete.

b) Communication:

HCI will stay in constant communication with the City contract officer to ensure we understand the service request and have all necessary milestones in place and that we meet those milestones. As previous clients can attest to, our team will allocate as many engineering and support staff to the project to ensure the schedule is maintained and that the City is satisfied with the delivery of the project. We make it a point to accommodate our client's needs, and we guarantee satisfaction with our ability to deliver. By making ourselves consistently available to the City, we avoid delays and any defects to the final traffic PS&E or any signal services that could occur as a result of miscommunication or misunderstanding.

c) Scheduling:

For the remote possibility there is a delay, our project manager will develop strategies to bring the project back on track using all necessary means at no additional cost to the City. Above all else, clear communication will be the critical item in bringing any schedule slippage back on track. Our staff will actively communicate with the contract officer and affected parties to reschedule or reallocate resources in an effort to expedite all necessary items. Tasks can be reorganized to allow for staggering of work items.

SECTION 5.2 – FEE PROPOSAL:

HCI understands from the RFP that a new agreement for these services will be up to \$2 Million over a 24-month period.

As these are on-call, as-needed traffic consulting and design services, and as outlined in Section 5.2 of the City's RFP, HCI is providing our Schedule of Hourly Rates (**Fee Schedule attached as a separate Cost File**) for compensation of City-requested On-Call Traffic Consulting and Design Services.

The rates will remain valid through a new 24-month contract.

AGREEMENT/INSURANCE/BUSINESS LICENSE:

HCI agrees to the terms in the RFP and sample agreement. HCI will provide updated insurance and business license requirements at the time of execution of a new agreement for a 24-month contract.