

prepared for:  
**City of  
Palm Desert**

PALM DESERT  
CIVIC CENTER  
73-510

*Proposal for*

# On-Call Traffic Consulting and Design Services

*2024-RFP-127*



**Kimley»Horn**

Expect More. Experience Better.



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# A. COVER LETTER

August 29, 2024

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


73-700 Dinah Shore Drive, Unit 101  
Palm Desert, CA 92211


## RE: Proposal for On-Call Traffic Consulting and Design Services (2024-RFP-127)


Dear Ms. Perry and Members of the Selection Committee:

The **City of Palm Desert** (City) has made significant investments in recent years to upgrade its infrastructure as its community grows and thrives. We recognize the City's accomplishments in transportation improvements, and we are excited at this opportunity to be a part of the City's growing program of creating a comprehensive, safe, and connected multimodal transportation network for all ages and abilities. Having a qualified and experienced consultant partner is crucial in carrying out these efforts of enhancing transportation operations and design within the City.

The City should be well served by a consultant and partner that has a strong understanding of the community and local area, is already familiar with your team, and offers depth in on-call contract experience. **Kimley-Horn** is that consultant. We offer the following benefits for your community:

 **Local Expertise and Presence.** Kimley-Horn's local office is located right in Palm Desert and is less than six miles away from City Hall. Our project manager, **Jean Fares, PE**, and principal-in-charge, **Frank Hoffmann, PE**, oversee this growing office. Our close proximity to the City means that we can mobilize and be responsive to your needs at a moment's notice. Responsiveness is one of the tenets of our approach in providing excellent on-call service. Through our current contract with the City, the Kimley-Horn team augments City staff resources, promptly responding to requests and solving complex transportation planning and traffic engineering challenges. Additionally, being a multidisciplinary firm has allowed us to bring in our resources to address the City's needs beyond typical traffic engineering projects. This includes engaging graphic artists to develop public art concepts and environmental planners to help address environmental questions. Our local knowledge goes beyond the City limits, covering the Coachella Valley region. The Kimley-Horn team is actively engaged with several neighboring cities and agencies in the Coachella Valley, including: Rancho Mirage, Palm Springs, Indian Wells, Indio, La Quinta, Coachella Valley Association of Governments (CVAG), and Caltrans District 8. Our Coachella Valley experience has given us a sound understanding of the local environment, particularly its stakeholders and residents, and will inform our approach to each task under this contract.

 **Trusted Partner.** Kimley-Horn is proud to have served the City extensively for more than 20 years, and through our work, we are intimately familiar with your staff, design standards, community concerns, and expectations for success. Our project portfolio for you includes **Traffic Operations and Capacity Improvements, Haystack Road and Highway 74 Intersection Modification, Highway Safety Improvement Program (HSIP) Cycle 10: High-Visibility Crosswalk Improvements, Rail Station Feasibility Study, Local Roadway Safety Plan (LRSP)**, and more. Our work with you has taken us across your City, and we have had the distinct pleasure of working with your staff from various departments. With this experience, we can eliminate the learning curves, saving you valuable time and precious resources.

 **Extensive On-Call Experience.** Kimley-Horn holds a strong track record of successfully completing on-call projects and tasks across various cities and counties in California, including several in Coachella Valley. Since many task orders are issued in a short timeframe, we have proven our abilities to respond and deliver quickly to meet the City's needs. This strong understanding of what it means to be truly "on-call" comes with an experienced and seasoned team. Project manager **Jean Fares, PE**, brings more than 35 years of experience in traffic engineering and design, focusing on delivering on-call services to municipal clients like the City. He has been personally involved in each of the current and past contracts we have held with the City, and he has assembled a diverse team of engineers, planners, and professionals to deliver traffic and traffic-related services. Kimley-Horn's "one-stop" shop allows for seamless communication and integration of resources, allowing us to take a project successfully from early planning stages through construction.

Kimley-Horn is confident that our qualifications and client service are unparalleled, and we look forward to expanding our partnership with you and continuing to serve the City and your community. Should you have any questions about our proposal or require any additional information, Jean can be reached directly at 818.970.2048, [jean.fares@kimley-horn.com](mailto:jean.fares@kimley-horn.com), or the address at the top of the previous page. Thank you for your consideration of our qualifications.

Sincerely,

**KIMLEY-HORN AND ASSOCIATES, INC.**



**Jean Fares, PE\***

Project Manager/Senior Vice President

*\*As a principal of Kimley-Horn, Jean is authorized to negotiate agreement terms and compensation on behalf of the firm.*

Kimley-Horn acknowledges the receipt of questions and answers published by the City on August 5, 2024 and August 19, 2024.

## ◆ Executive Summary

Kimley-Horn has prepared an approach to accomplishing any task order requested by the City, which we discuss in further detail in **D. Proposed Method to Accomplish the Work** later in this proposal. Our method to completing this work is rooted in the following key areas:



**Rapid Mobilization:** Our firm's simple organizational structure, complemented by robust resources, allows for rapid mobilization for varying project needs.



**Ongoing Communication and Consultation:** Our team maintains ongoing and consistent communication to promote proactive, instead of reactive, project management.



### **Commitment of Senior-Level Management:**

Our firm's culture promotes active engagement from senior team members throughout project duration. Our team has work planning tools allowing us to effectively dedicate diverse staff resources of all experience levels to projects. We work plan on a weekly basis to remain diligent and efficient in delivering project milestones.



**Responsiveness:** A critical component to a project's success is responsiveness. Each and every request and message from the City is viewed as important, and we are able to prioritize these requests based on the project's goals and schedule.



**Flexibility and Creativity:** The role of a good engineer goes beyond memorizing and implementing standards or maintaining the status quo. Our team effectively deploys industry standards in a way that addresses unique project challenges and promotes creative thinking.



**Innovation:** Kimley-Horn is well-versed in technology and innovation; we dedicate ourselves to conducting research and staying immersed in emerging areas to bring forth new ideas to the City.

## B. EXPERIENCE AND TECHNICAL COMPETENCE

### 1. Background

Kimley-Horn is a full-service engineering, planning, and environmental consulting firm providing a comprehensive range of services to public and private clients throughout the United States. Founded in 1967, our company has grown from a small group of traffic engineers and transportation planners to a multidisciplinary firm of more than 7,700 professionals in 133 offices nationwide. Our 13 California offices, including local offices in the Coachella Valley, Riverside, Orange, and Downtown Los Angeles, have more than 800 engineers, planners, designers, and technicians—affording us the depth of staff resources necessary to execute virtually any assignment in response to the City's needs for this contract. We provide our clients with the local knowledge and responsiveness of a small organization, backed by the depth of resources only a national firm could offer.

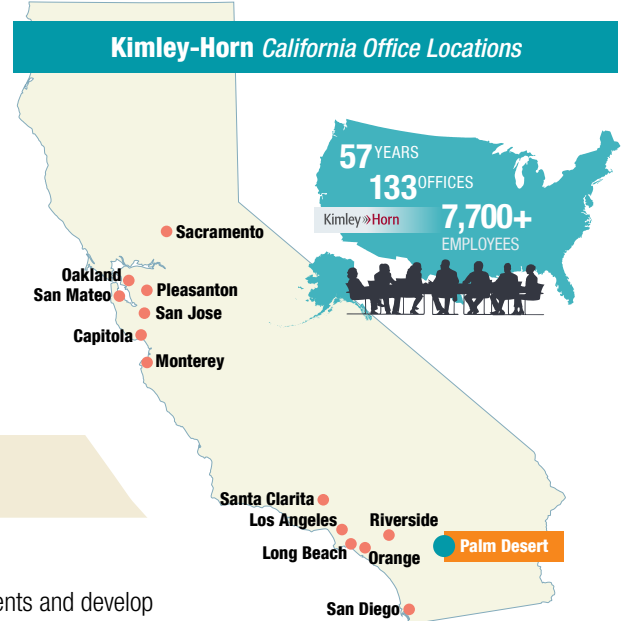
According to *Engineering News-Record*, our firm now ranks **10th** overall among the nation's **top 500 design firms** in the US in 2024.

### We Know What It Means to be "On-Call"

Kimley-Horn's professionals understand the complexities of on-call assignments and develop solutions unique to each community we serve. Our project manager, **Jean Fares, PE**, will be the City's primary point of contact and has a thorough understanding of the City's objectives. Jean, having served in the same capacity for similar contracts across Southern California, understands that each project/task order objective will vary based on the specifics of the assigned task for this contract. The City needs a consultant with the experience and commitment to delivering high responsive services—Kimley-Horn has been doing just that since our firm was founded over 57 years ago.

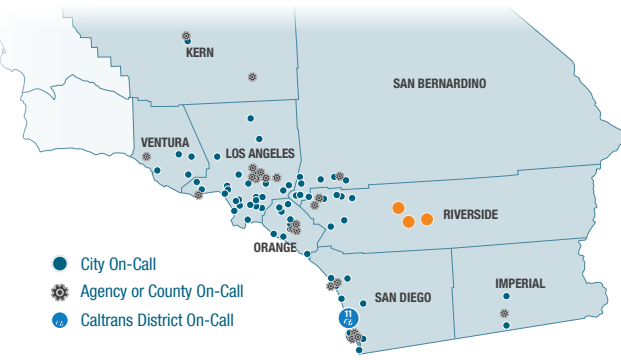
Our experience completing on-call engineering tasks has afforded our team an in-depth understanding of typical considerations that help meet project goals and deliver successful work. We have an extensive history of completing on-call projects successfully, on time, and within budget. We will commit the necessary resources to help in the success of each project assignment that is outlined in the scope of

services. We will do this through proactive project management and continuous contact between City staff and our key personnel. We have the tools that tell us exactly how and when to implement these resources. While this can be perceived as an internal issue to Kimley-Horn, the tools we use to manage and administer a project are really for the client's benefit, since a firm basis is established for on-time, within-budget delivery of all services. Schedule and budget are extremely important to us, and our resources will allow us to meet the goals established for your projects. The map below highlights our on-call contract experience in Southern California.



### Southern California On-Call Contracts

- Caltrans (District 11) • City of Agoura Hills
- City of Anaheim • City of Artesia • City of Bakersfield
- City of Banning • City of Beaumont • City of Beverly Hills
- City of Brawley • City of Burbank • City of Calexico
- City of Carlsbad • City of Chino • City of Chino Hills
- City of Chula Vista • City of Coachella • City of Colton
- City of Compton • City of Culver City
- City of Diamond Bar • City of Downey
- City of Eastvale • City of Encinitas • City of Fillmore
- City of Fontana • City of Fullerton • City of Gardena
- City of Hawthorne • City of Hermosa Beach
- City of Huntington Beach • City of Imperial Beach
- City of Indian Wells • City of Indio
- City of Inglewood • City of Irvine
- City of Lake Elsinore • City of Lancaster
- City of Long Beach • City of Los Angeles
- City of Los Angeles, Bureau of Engineering
- City of Los Angeles, Department of Transportation • City of Malibu • City of Menifee • City of Montclair • City of Moreno Valley • City of National City
- City of Newport Beach • City of Norwalk • City of Oceanside • City of Orange • City of Palmdale • City of Palm Springs • City of Pasadena
- City of Pico Rivera • City of Pomona • City of Poway • City of Rancho Cucamonga • City of Redlands • City of Riverside • City of San Clemente • City of San Diego
- City of San Gabriel • City of San Marcos • City of Santa Ana • City of Santa Clarita • City of Santa Monica • City of Simi Valley • City of South Gate
- City of Thousand Oaks • City of Ventura • City of Yorba Linda • County of Imperial • County of Los Angeles • County of Orange • County of Riverside
- County of San Bernardino • County of San Diego • CVAG • Kern County Department of Airports • Los Angeles County Metropolitan Transportation Authority
- Los Angeles Unified School District • Mojave Air and Space Port • North County Transit District (NCTD) • Oceanside Unified School District • Port of Long Beach
- Port of San Diego • Riverside County Transportation District (RCTD) • Rose Bowl Operating Company • San Diego Association of Governments (SANDAG)



## We Are a Full-Service Firm

On all our projects, Kimley-Horn works extensively with our internal partners, agency staff, and clients to create the appropriate technical approach that will meet and surpass the City's requests. Because traffic engineering has been a mainstay of Kimley-Horn's practice, the City can be assured that we have the experienced professionals and resources to deliver successful services. We pride ourselves on providing a wide range of traffic engineering consulting services to cities, counties, state departments of transportation, and municipalities throughout California, and bring that experience to you to make your projects successful. As a fully integrated, multidisciplinary consulting firm, we offer a variety of services, as detailed below and in the following pages.



### Project Management

We know that many of the City's project assignments will require a consultant who has the skill sets and capabilities for a quick turnaround. For this reason, we have built our reputation on responsiveness to our clients. Our experience on numerous on-call assignments throughout the state has taught us that on-call contracts require a different approach from typical project-specific contracts. We understand that each task assigned under this on-call contract will be unique. Kimley-Horn will plan, direct, and coordinate the work of the project team and provide progress reporting throughout each project's duration. The administration of the project will include supervising and monitoring the effort and deliverables for conformance with the City standards, policies, and expectations (including monitoring changes) as well as communication with the City on both the positives and negatives of the project. We will work with contractors, engineers, developers, architects, outside agencies, and the general public throughout the projects, with the knowledge that we are representing City staff. In addition, we know that our role includes supporting City staff in-house as well. We will work with staff to develop and review staff reports related to assigned activities and services and present information to the City Council and various commissions, committees, and boards through our extensive public-outreach experience.



### Traffic Engineering and Design

Kimley-Horn was built around providing traffic engineering and design services. Our in-house teams offer complete traffic engineering services and have completed thousands of traffic engineering and operations projects for local and nationwide clients, ranging from major area-wide signal systems involving hundreds of intersections to single intersection safety audits, designs, and analyses. Traffic operations, traffic safety, and levels of service are key components in evaluating roadway networks and identifying areas for improvement as well as those warranting further study.

### Signal Design and Signal Timing

Signal system design and implementation is a cornerstone of Kimley-Horn's professional practice. For the past five decades, we have developed and implemented signal synchronization timing, developed signal system plans, and built dozens of systems. From isolated signals to intersection design to intelligent transportation systems (ITS), our experienced staff keeps traffic flowing across California and the country. Kimley-Horn systems are based on open architecture concepts, and each is designed to meet the singular needs of our clients.

Collectively, our team members have completed traffic signal timing and synchronization for more than 2,000 traffic and interconnect signals as well as traffic signal design for more than 5,000 signals, 550 Closed-Circuit Television (CCTV) design, 30 Changeable Message Signs (CMS) design, and 2,000+ miles of interconnect design plans and integration. We have been responsible for virtually every aspect of traffic systems, including signal timing and coordination; plans, specifications, and estimate (PS&E) packages; conceptual designs; operational feasibility; communication architecture; system design; software development; and deployment and implementation plans. In addition to comprehensive master planning for traffic signalization, our engineers have designed numerous plans to standardized traffic control systems and provide comprehensive systems communications and control.

### Traffic Control Plans (TCPs)

Reconstruction and rehabilitation projects require traffic control planning to accommodate local and regional traffic, emergency access, city and franchise utility relocations (if necessary), temporary and permanent traffic signals, access to adjacent homes and businesses, and subgrade and pavement construction. Before we begin preparing the actual TCP documents, we will meet with the project stakeholders to solicit input regarding special coordination needs. During this meeting, our Kimley-Horn team presents the proposed construction sequence plan, which includes the following:

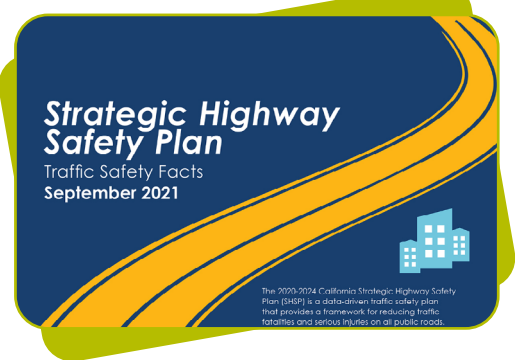
- Travel lanes and construction area for each phase of construction
- Temporary signing and striping, barricades, and other channelization devices
- Narrative of the sequence of work including utility construction phasing
- Vehicle and pedestrian detour routing during construction





### Vision Zero and Traffic Safety

While many safety transportation consulting firms within California can provide good Vision Zero guidance, Kimley-Horn wrote the guidance to lead those firms via the Caltrans 2020-2024 California Strategic Highway Safety Plan (SHSP). Our firm has had so much success with the SHSP that we were recently awarded the 2025-2029 Caltrans SHSP contract. In addition, Kimley-Horn has completed several projects for the Federal Highway Administration (FHWA) Office of Safety. We have developed transportation safety regulations, performance measures, training courses, fact sheets, and websites for FHWA's Office of Safety, once again making our firm a leader in traffic safety. Kimley-Horn provides comprehensive traffic safety services, including Vision Zero strategies, local road safety plans, systemic safety evaluations, road safety audits, safe routes to school, project and grant development, and other focused studies to help reduce traffic injuries and fatalities in California. Kimley-Horn takes a proactive approach to safety analysis. We use historical collision data to identify roadway characteristics and driver behaviors that are associated with injury and fatal crashes in a given city, county, or region. We then develop customized countermeasure toolboxes to address those specific characteristics to aid in widespread funding and implementation. Our safety team works closely with traffic operations, roadway design, and mobility planning teams to facilitate that safety improvements are combined with efforts to improve the transportation system for all users.



### Parking and Data Collection

Our team members are skilled at using manual and advanced technology to collect traffic and parking data. Based on the need, our team can capture field data with basic methods, or through the use of portable GPS devices that allow digital photo linking capabilities and direct importation into geographic information systems (GIS) mapping and software such as ESRI ArcGIS. We take care to obtain accurate data because this is the basis for a traffic study. Often, some data (such as accident reports or recent traffic counts) can be obtained from existing sources; however, if new data is needed, Kimley-Horn and our subconsultant, Counts Unlimited, know the criteria for data collection, documentation, and compilation.

### ITS

Kimley-Horn understands that ITS technology is based on the fact that transportation systems are more than infrastructure. ITS, including successful interagency program management, feasibility studies, and strategic plans, are among Kimley-Horn's key strengths in technology and traffic signal-related transportation work. Utilizing a pool of highly talented systems, software, and electrical engineers, we provide broad-scale vision and a depth of experience needed to assist local, regional, and state agencies in identifying and prioritizing its transportation deficiencies, and in finding solutions to those transportation problems from a systems analysis perspective. Our engineers have designed thousands of miles of fiber-optic networks, prepared design plans for thousands of new traffic signal installations, and performed hundreds of technology assessments for clients to review that specific user needs are met with sound and available technologies. Our resident electrical engineers also provide us with a unique view into the software component of the signal designs and, most often, enable us to provide connectivity and incorporate varying levels of ITS components.

### Americans with Disabilities Act Street and Design Guidelines

Kimley-Horn is a recognized leader in pedestrian facilities design. Our professionals are on the forefront of implementation of the ADA, helping municipalities upgrade aging infrastructure to meet applicable ADA standards and ordinances. Our expertise ranges from curb ramp and sidewalk design to pedestrian-dedicated paths and walkways. Kimley-Horn understands how to implement improvements that benefit our clients along with the general public.

### Public Engagement and Coordination

Kimley-Horn can manage and prepare a public outreach program tailored to a project and assist the City in conducting public outreach to the affected communities. Kimley-Horn is sensitive to the pivotal role of meaningful public involvement programs that enable the public to establish their priorities. Community involvement determines the overall design program, funding strategies, and implementation priorities. We understand the dynamic nature of outreach and have used a variety of engagement techniques, including bilingual facilitation tailored to the demographics of the region we are serving. Accordingly, we have developed effective methods of bringing the community into the process. We are strongly committed to conducting public participation programs that educate, inform, and build consensus for a particular solution, and we have professionals on staff who are native Spanish (and other languages) speakers experienced in conducting bilingual outreach services.





## Environmental and Regulatory Compliance

Kimley-Horn has an extensive knowledge and understanding of current environmental regulations and how these affect capital improvement projects. We remain well-informed of proposed changes to regulatory programs and actively participate in rule-making to effectively serve our clients. Our environmental compliance managers have worked on numerous complex, multidisciplinary projects requiring technical expertise, creative solutions for design modifications or mitigation, and a thorough understanding of local, state, and federal regulations. Our staff is successful in understanding our client's needs, each project's complexity, and how to best define a project's objectives and solutions toward successful permitting. Kimley-Horn produces environmental documents that are sensitive to the public's concern for resource protection and community impacts as well as to the real-world issues associated with the cost and feasibility of implementing mitigation programs. Our approach is to present the sound and technical data that helps the regulators complete their jobs, written in a way that the text, plans, and supporting documentation is understandable. Kimley-Horn staff has been responsible for preparing several types of documents from initial studies (IS), mitigated negative declarations (MND), and categorical exemptions (CE) through comprehensive environmental impact reports (EIR). Our team has also prepared Mitigation Monitoring Implementation Schedules (MMIS) and Mitigation Monitoring and Reporting Programs (MMRP). Our regulatory permitting experience is at the local, state, and federal levels, including the Regional Water Quality Control Boards, State Lands Commission, California Department of Fish and Wildlife, US Fish and Wildlife Service, US Army Corps of Engineers (USACE), and California Coastal Commission.

## 2. References

Kimley-Horn is well prepared and well positioned to provide services to the City for this contract due to our wealth of similar project and contract experience. We have showcased some of our recently completed projects and have also provided a matrix offering an overview of our relevant experience.

### Recently Completed Projects

#### City of Palm Desert, Traffic Operations and Capacity Improvements: Phase 2, Palm Desert, CA

The **Traffic Operations and Capacity Improvements: Phase 2** project is a series of several tasks which aim to promote safety and operational enhancements throughout Palm Desert. We have detailed the various tasks we have accomplished throughout Phase 2.

#### El Paseo Raised Mid-Block Crosswalk Study and Conceptual Crosswalk Artwork

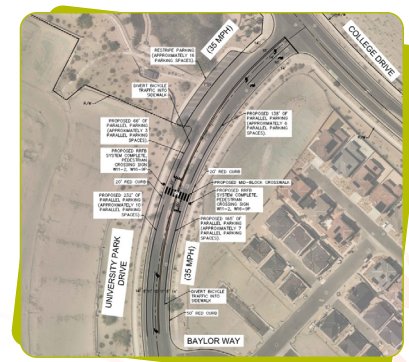
Kimley-Horn reviewed the existing raised mid-block Rectangular Rapid Flashing Beacon (RRFB) crosswalks along El Paseo and Larkspur Lane to determine if they are appropriate based on pedestrian and vehicular traffic along the corridors. We reviewed the potential to add raised mid-block RRFB crosswalks at four locations along El Paseo through analyzing collected traffic counts, collision data, and standard design criteria. Additionally, we developed five crosswalk artwork designs representative of the City's culture and history to enhance pedestrian visibility and safety, while promoting creativity and placemaking.

#### Signal Timing Review and Implementation Support

Kimley-Horn performed a signal timing analysis at the forty-three (43) signalized study intersections maintained by the City. The goal of this project was to improve safety and capacity at the City's most problematic signalized intersections. This analysis focused on providing recommendations for updating parameters for the following intervals using the latest edition of the California Manual of Uniform Traffic Control Devices (CA MUTCD): Yellow, All-Red, Walk and Flash Don't Walk (FDW), and Bicycle Minimum Green.

#### University Park Drive Parking Assessment

Kimley-Horn performed a parking study for the University Dog Park and University Park East and provided recommendations to increase on-street and/or off-street parking. We provided layouts for lower cost strategies for short-term implementation and higher cost capital improvements for long-term implementation. These strategies aim to address the effects of the increasing population and development, and therefore the anticipated increase in demand for access to open space.



**Highway 74 and Shadow Mountain Drive Traffic Operations Analysis and Traffic Signal Modifications**

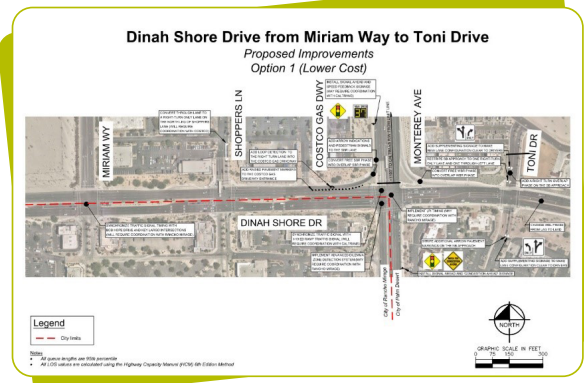
Kimley-Horn analyzed the feasibility of installing a crosswalk on Highway 74 and Shadow Mountain Drive through collected vehicle counts, pedestrian counts, and collision data. We also documented the existing bicycle detection system used at the project location and analyzed various bicycle detection technologies to identify the most appropriate technology to meet the City's needs. Based on the results of the analysis, we prepared a traffic signal modification plan for a proposed bicycle push button in accordance with current City and Caltrans standards.

**Cook Street and Fred Waring Drive Traffic Signal Modifications**

Kimley-Horn prepared traffic signal modification plans at the intersection of Cook Street and Fred Waring Drive for a proposed right-turn overlap in accordance with current City and Caltrans standards.

**Dinah Shore Drive Corridor Roadway Safety and Capacity Study**

Kimley-Horn conducted a roadway and capacity study along Dinah Shore Drive between Shoppers Lane and Toni Drive. This study builds upon the results of the Monterey Avenue and Dinah Shore Drive Proposed Development Traffic Impact Study, the City's LRSP, and Preliminary Design Report (PDR), developed by Kimley-Horn. The study focused on providing recommendations to improve traffic and safety conditions. Potential issues for the Dinah Shore Drive corridor were identified through collision data analysis, field observations, and traffic modeling to provide three conceptual level traffic capacity and operation improvement alternatives.

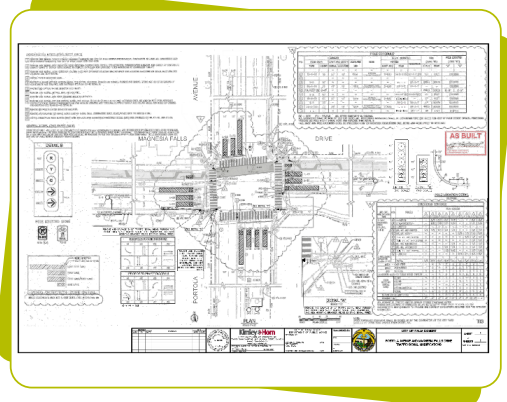


**Traffic Signal Timing Recommendation and Existing Timing Sheet Review at 99 Locations**

Kimley-Horn reviewed and updated the base timing parameters including minimum green times for bicycles, yellow intervals, and FDW intervals at the 99 project intersections using the latest edition of the CA MUTCD. In addition to updating the base timing parameters, the existing signal coordination plans were reviewed and updated based on the revised intervals. We provided adjustments to splits based on new minimum splits. We prepared and submitted a memorandum summarizing the calculation procedures and methodology and a spreadsheet showing the calculations and recommended timing parameters.

**Dinah Shore Drive Corridor Safety and Capacity Traffic Signal Improvements PS&E**

The intersection of Dinah Shore Drive and Monterey Avenue experiences a lot of vehicular traffic due to the adjacent I-10 and vehicles traveling Costco. The City determined that implementing right-turn overlap and signage and striping at Shoppers Lanes, Monterey Avenue, and Toni Drive along Dinah Shore Drive may help address these challenges. Kimley-Horn's services included traffic signal design plans and traffic signal modification plans for the implementation of right-turn overlap, advanced dilemma zones, and striping and signage to enhance roadway safety and capacity.

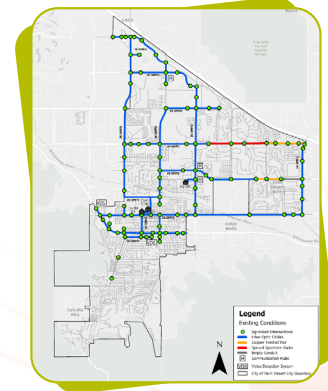


**Country Club Drive and Tamarisk Row Drive/Oasis Club Drive Operations Analysis**

Kimley-Horn analyzed the feasibility of installing a crosswalk on Country Club Drive and Tamarisk Row Drive/Oasis Club Drive through collected vehicle counts, pedestrian counts, and collision data. Kimley-Horn also documented the existing bicycle detection system used at the project location and analyzed various bicycle detection technologies to identify the most appropriate technology to fit the City's needs.

**ITS Plan Technical Memorandum**

Kimley-Horn developed an ITS technical memorandum assessing existing and future ITS infrastructure in the City. We documented existing broadband and CVAG CV Sync Phases communications network infrastructure. We proposed ITS field elements and fiber-optic network to communicate between City corridors where existing gaps are present. This project evaluated technologies to identify and implement solutions for sustaining the City's current ITS infrastructure and positioning the City for future ITS projects.



### ***El Paseo and San Pablo Avenue Diagonal Crosswalk Study***

Kimley-Horn conducted a level of service (LOS) and 95th percentile analysis using Synchro to determine the feasibility of installing a diagonal crosswalk on the El Paseo and San Pablo Avenue intersection. The analysis looked at potential pedestrian and traffic impacts through changes in LOS and delay, collision data analysis, and CA MUTCD criteria.

### ***Dinah Shore Drive and Athena Point Intersection Study***

Kimley-Horn performed a street lighting assessment using Caltrans standards of traditional Southern California Edison (SCE)-powered street lighting and solar powered street lighting. In the study, Kimley-Horn studied other potential safety improvements other than street lighting that could also help improve nighttime visibility such as engineered rubber curbs, reflector curb markers, and flexible embedded bollards. Kimley-Horn conducted a CA MUTCD Signal Warrant Analysis and a Multi-Way Stop Control Warrant Analysis to determine the most suitable control type for the project location.

### ***PDR at 25 Intersections***

The PDR documented conceptual level design of proposed improvements and preliminary opinion of probable construction cost (OPCC) at 25 project intersections. Kimley-Horn performed an LOS, 95th percentile queueing, and collision history analysis to assess existing conditions. Based on this analysis, Kimley-Horn identified opportunities and improvements at each location, including upgrades to traffic signal parameters, intersection modification, and traffic signal timing and phasing updates.

### ***Highway 74 & El Paseo Signal Timing Review***

Kimley-Horn assisted the City with reviewing the existing signal timing sheet for Highway 74 and El Paseo to be consistent with CA MUTCD timing parameters for Yellow, All-Red, Walk and FDW, and Minimum Green.

### ***Portola Avenue & Mesa View Drive Multi-Way Stop Control Study***

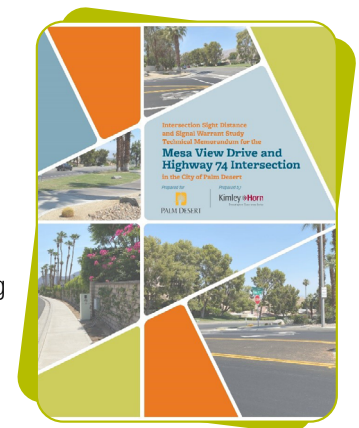
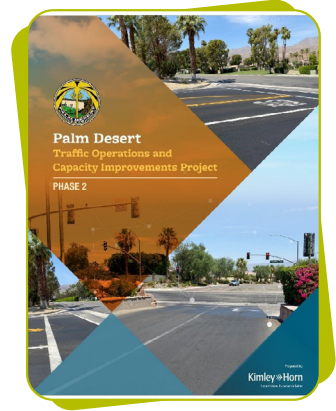
Kimley-Horn conducted a CA MUTCD Multi-Way Stop Control Warrant Analysis to determine if the intersection of Portola Avenue and Mesa View Drive was a suitable candidate to become an all-way stop control intersection.

### ***Mesa View Drive and Highway 74 Intersection Sight Distance and Signal Warrant Study***

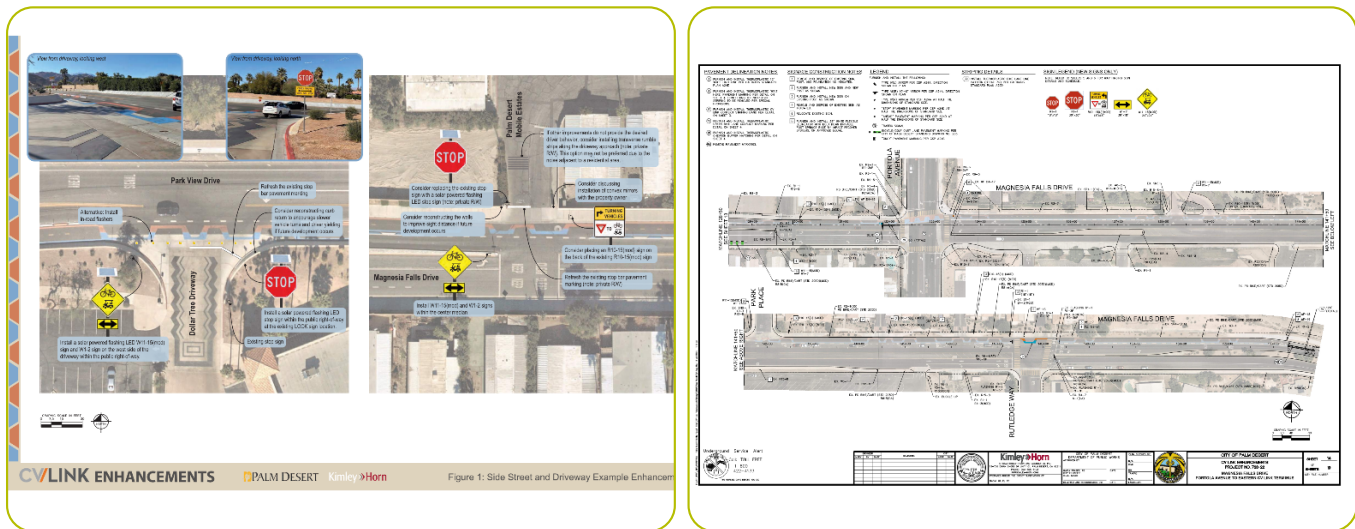
Residents expressed safety and sight distance concerns for the intersection Mesa View Drive and Highway 74, so the City enlisted the help of Kimley-Horn to perform a traffic signal warrant analysis using CA MUTCD Warrants 1 through 9. We performed an intersection sight distance analysis using the requirements of the California Highway Design Manual (HDM). Based on the results of the warrants, Kimley-Horn and the City determined the appropriate next steps for the intersection.

### ***Portola Avenue and Magnesia Fall Drive Traffic Operations Analysis and Traffic Signal Modifications***

At Portola Avenue and Magnesia Falls Drive, several “No Right Turn on Red” restrictions were installed as part of CV Link to enhance bicyclist safety. The City Council requested to initiate a study to determine the feasibility of removing all or most of these “No Right Turn on Red” movement restrictions. Kimley-Horn conducted an LOS analysis to determine the most feasible solution for removing the “No Right Turn on Red” restrictions at Portola Avenue and Magnesia Fall Drive. We also performed an intersection sight distance analysis using the requirements of the HDM. Based on the results of the analysis, we prepared a traffic signal modification plan for a proposed right-turn overlap in accordance with current City and Caltrans standards.



CV Link Enhancements Improvements



In May 2022, Kimley-Horn submitted the CV Link and San Pablo Avenue Enhancement Recommendations memorandum to the City. The memorandum identified potential challenges with CV Link and connections to CV Link along San Pablo Avenue within the City. Through field observations and discussion with City staff, the memorandum developed preliminary enhancement recommendations and best practices for implementation. After careful consideration from the City, we prepared signing and striping plans and traffic signal modification plans along Painters Path, Park View Drive, Monterey Avenue, Magnesia Falls Drive, and San Pablo Avenue. Additionally, we prepared updated traffic signal timing sheets at three existing signalized intersections for proposed Leading Pedestrian Intervals (LPI).

**Project Dates:** May 2022 – April 2024

**Reference:** Bassam AL-Beitawi, Senior Project Manager | 760.776.6452 | balbeitawi@cityofpalmdesert.org

City of Palm Desert, Traffic Operations and Capacity Improvements: Phase 1, Palm Desert, CA

Kimley-Horn, in association with Traffex Engineers, Inc. (Traffex) and Forbes Traffic Solutions (Forbes), worked with the City to conduct capacity and operational studies at 50 of the City's most challenging intersections with the goal of improving safety, connectivity, and access. This project builds upon the results of the City's LRSP (which we helped complete) and Engineering and Traffic Survey (E&TS) studies. It aims to supplement the improvements made from other ongoing projects, such as the CV Link Connector and the regional CV Sync Program, and supports the City in evaluating, troubleshooting, and fine-tuning signal timing and coordination changes introduced as part of these projects. As part of this project, Kimley-Horn reviewed the proposed signal timing parameters for the CV Sync Program and provided feedback to CVAG that will be incorporated into the final signal timing plans. Kimley-Horn also reviewed plans and updated signal timing parameters for three City signals that connect to the CV Link bicycle path that runs through the City. Subsequently, upgrades, reconfigurations, and adjustments will be made to the City's Legacy Traffic Management Aries software system, signal communication system, and Central Traffic Management System communication infrastructure.

**Project Dates:** April 2021 – April 2022

**Reference:** Bassam AL-Beitawi, Senior Project Manager | 760.776.6452 | balbeitawi@cityofpalmdesert.org

### City of Palm Desert, Haystack Road and Highway 74 Intersection Modification, Palm Desert, CA

The intersection of Haystack Road with Highway 74 included no marked pedestrian crossing across Haystack Road east of Highway 74, despite the presence of sidewalks along the north and south sides of Haystack Road. The City sought to implement an improved pedestrian crosswalk on Haystack Road at Highway 74, including the modification of the existing traffic signal, sidewalks and wheelchair ramps, and roadway markings and signage. Kimley-Horn's services included: an analysis of the existing infrastructure, right-of-way, and public easement; multimodal traffic counts; and collision analysis; feasibility and alternatives analysis; ADA curb ramp details and traffic signal design plans; and traffic signal modification plans. Counts Unlimited was our subconsultant on this project, providing data collection services.

**Project Dates:** June 2021 – March 2024

**Reference:** Bassam AL-Beitawi, Senior Project Manager | 760.776.6452 | balbeitawi@cityofpalmdesert.org



### City of Palm Desert, LRSP, Palm Desert, CA

Kimley-Horn developed an LRSP for the City that identified the trends and patterns for traffic collisions in Palm Desert and included a customized toolbox of countermeasures that addressed the most common local challenges that align with statewide funding priorities. Traffex was our subconsultant on this project, providing timing and fine-tuning implementation.

**Project Dates:** June 2020 – November 2021

**Reference:** Bassam AL-Beitawi, Senior Project Manager | 760.776.6452 | balbeitawi@cityofpalmdesert.org

### City of Palm Desert, Rail Station Feasibility Study, Palm Desert, CA

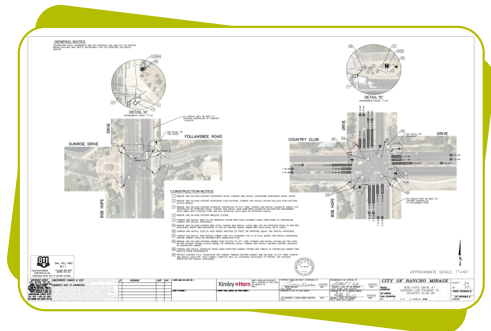
Kimley-Horn is supporting the City in identifying near-term and long-term solutions for the location and operation for a future multimodal rail station. This new station would increase passenger reach and provide convenient connectivity between the Coachella Valley and the Inland Empire, Orange County, and Los Angeles. Our team is performing a detailed analysis of existing documentation and conditions as well as stakeholder outreach to establish a baseline ridership market and infrastructure needs for a new rail station. The final report will provide the City with a document that portrays the station benefits (including mobility, equity, health, and environmental considerations) and outline the steps needed to continue moving the station concept forward.

**Project Dates:** February 2023 – October 2023

**Reference:** Vanessa Mager, Management Analyst II | 760.776.6425 | vmager@palmdesert.gov

### City of Rancho Mirage, Design of Traffic Signal Interconnect Improvements, Rancho Mirage, CA

Kimley-Horn, in association with Traffex and Forbes, provided support to the City as well as the City of Rancho Mirage to improve traffic operations for 40 intersections along Highway 111, Bob Hope Drive, Country Club Drive, Dinah Shore Drive, and Monterey Avenue. The Kimley-Horn team designed plans to upgrade the traffic signal interconnect network and controller cabinet equipment, enabling the City of Rancho Mirage to meet its goals of real-time traffic monitoring management. Kimley-Horn also assisted the City of Rancho Mirage with implementing new traffic signal timing plans to improve traffic operations and safety throughout the day. The City of Rancho Mirage employs a complex timing system along the project corridors, with different timing plans throughout the day and along each corridor. To meet the City of Rancho Mirage's goal of real-time traffic monitoring and performance, our team designed and implemented CCTV at various locations.

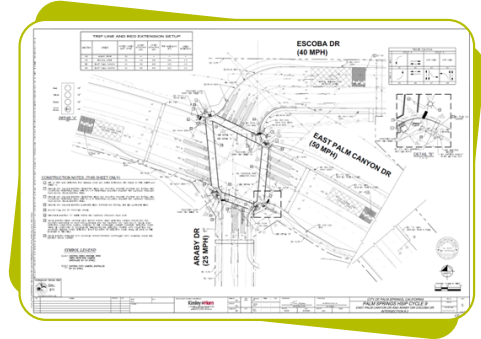


**Project Dates:** July 2018 – November 2021

**Reference:** Justin Ruberg, Streets Supervisor | 760.343.0561 | justinr@ranchomirageca.gov

## City of Palm Springs, HSIP Cycle 9: Traffic Signal Improvements, Palm Springs, CA

Kimley-Horn assisted the City of Palm Springs with upgrading traffic signal equipment at nine intersections to improve motorist and pedestrian and bicyclist safety. The City completed a citywide roadway safety analysis and ranked all intersections on collision frequency and severity of collisions. The crash data analysis and field observations indicated that signal hardware upgrades could improve conditions related to injury crashes involving motorists, bicycles, and pedestrians. The nine project intersections were identified based on a high number of unsafe speeding vehicles, traffic signals and signs, and automobile right-of-way related collisions. Our services included the installation of Advanced Dilemma Zone Detection, implementing a protected left-turn phase, and the upgrade of pedestrian signal heads and push buttons (PPBs). In addition, we upgraded the ADA curb ramps to improve pedestrian safety where ADA-compliant ramps were not present. This project also included the implementation of new traffic signal timing plans to improve traffic operations and safety throughout the day. The project controllers have Intelight MAXTIME software and are controlled by a MAXVIEW central system. We also provided environmental services, which included a preliminary environmental study (PES) and California Environmental Quality Act (CEQA) and National Environmental Policy Act (NEPA) documents.



**Project Dates:** November 2020 – June 2024

**Reference:** Francisco Jaime, Principal Civil Engineer | 760.323.8299 | francisco.jaime@palmspringsca.gov

## City of Palm Springs, On-Call Traffic Engineering Services, Palm Springs, CA

Kimley-Horn was selected by the City of Palm Springs to provide on-call traffic engineering services. Typical services include traffic signal design, traffic signal warrants, various traffic studies, and other technical documentations such as speed surveys, timing sheets, traffic counts, and turning movements. The Kimley-Horn team has completed several task orders which have covered a unique range of traffic and transportation related projects, including:

### Engineering and Traffic Survey and Stop Warrant Analysis

This was a task order issued from our on-call traffic engineering services contract with the City of Palm Springs. The Palm Springs Airport (Airport) experiences speeding and cut-through traffic, and the Airport and the City of Palm Springs selected Kimley-Horn to perform an engineering and traffic survey in addition to all-way stop warrant analysis for the intersection just east of Kirk Douglas Way and Baristo Way. The City of Palm Springs and the Airport also tasked us with analyzing an existing temporary stop sign for a permanent all-way stop control installation as well as evaluating traffic calming strategies to address speeding concerns near the rental car facility. In addition to these services, we also provided support to develop a commission and staff report, radar speed survey data collection, radar speed surveys calculation via a statistical analysis software package, collision history review, 24-hour average daily traffic (ADT) data collection, accident rate calculation for specified locations, and field observations for specified roadway segments. Counts Unlimited was our subconsultant on this project, providing data collection services.



### Traffic Signal Communication System Support

Kimley-Horn was selected for the 2023 phase of this project. This project included new recommendations due to the construction of CV Sync Phases 1 and 2. The main goal of this project to establish compatibility with the new TMC, planned under the CV Sync Project. CVAG provided a laptop to our team to connect virtually to the CVAG TMC; this gave our team full access for troubleshooting and fine-tuning.

### Traffic Signal and Signing and Striping Review

Kimley-Horn has provided review of traffic signal modification and signing and striping plans under this contract. Plan submittals were provided by private developers, neighboring local agencies, and regional agencies. Our reviews included consistency with professional standards such as maintaining accessibility, visibility, and legibility for vehicles, cyclists, and pedestrians. In addition to agency standards, we reviewed for consistency with City standards and preferences

### Traffic Management Center (TMC) Troubleshooting and Timing Plan Review

Kimley-Horn performed a TMC troubleshooting and evaluation project for the City of Palm Springs. The project includes evaluation of the existing traffic signal communication network to identify any problems and suggest solution and recommendations. We reviewed the existing signal timing and coordination along the interconnected corridors in Palm Springs. We performed the optimization in the Synchro software, using existing traffic volumes, lane geometry, and signal timing. We also prepared updated timing sheets and implemented the updated timing at intersections with assistance from the City of Palm Springs. Finally, we conducted field visits to selected intersections to perform a field check and assemble an inventory of traffic signal components.



### Citywide Pedestrian Crossing Study and Standard Design

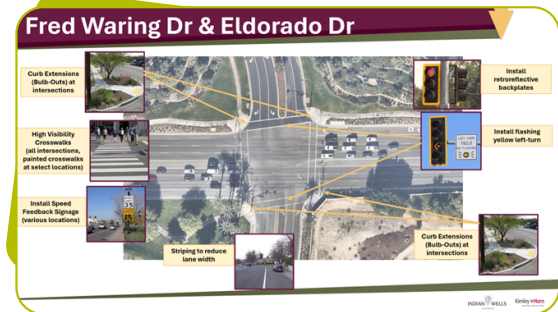
Kimley-Horn developed a comprehensive assessment of the City of Palm Springs' pedestrian crossings. This assessment included analyzing pedestrian counts to understand the most used locations for recommended improvements. These recommended improvements considered battery capacity and further crossing enhancements such as RRFBs. We were tasked with developing a standard design for both solar and hardwired designs to promote consistency throughout Palm Springs. Under this task order, we also provided design plans for high-volume pedestrian crossing locations.

**Project Dates:** August 2019 – July 2024

**Reference:** Francisco Jaime, Principal Civil Engineer | 760.323.8299 | francisco.jaime@palm Springsca.gov

### City of Indian Wells, Comprehensive Traffic Safety Action Plan (SAP), Indian Wells, CA

The City of Indian Wells received Safe Streets and Roads for All (SS4A) federal funding. As part of the scope of work, Kimley-Horn conducted stakeholder engagement and safety workshops for the public. Safety vision and goal development to guide the focus areas and strategies were determined as part of our efforts. We also conducted a safety analysis utilizing a statistical network screening applying Highway Safety Manual methods. An analysis of racial equity and environmental justice is included in the SAP.



**Project Dates:** October 2023 – June 2024

**Reference:** Dina Purvis, Public Works Manager | 760.346.2489 | dpurvis@indianwells.com



### Relevant Experience Matrix

To further demonstrate our team's familiarity with this project's elements, we have prepared a matrix demonstrating that our team has worked on many projects and contracts similar in type and scope to this contract.

Contracts and Projects	Types of On-Call Traffic Consulting and Design Services								
	Traffic Engineering and Analysis	Transportation Planning	Traffic Signal Design and Implementation	Traffic Calming and Safety Improvements	Parking Studies and Management	ITS	Public Engagement and Outreach	Project Management and Coordination	Environmental and Regulatory Compliance
City of Palm Desert, Various Traffic Engineering, Palm Desert, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of Palm Springs, On-Call Traffic Engineering Studies, Palm Springs, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of Indian Wells, On-Call Design Engineering, Indian Wells, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of Indio, On-Call Professional Civil Engineering Services, Indio, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
CVAG, On-Call Traffic Engineering and Planning Services, Coachella Valley, CA	✓	✓	✓	✓				✓	
City of Moreno Valley, On-Call Traffic Engineering Services, Moreno Valley, CA	✓		✓	✓			✓	✓	✓
City of Corona, On-Call Traffic and General Engineering Services, Corona, CA	✓	✓	✓	✓	✓	✓		✓	
County of Riverside, On-Call Traffic Engineering Services, Riverside County, CA	✓	✓	✓	✓	✓	✓		✓	
City of Ontario, On-Call Transportation Planning and Traffic Engineering Design Services, Ontario, CA	✓	✓	✓	✓	✓	✓		✓	
City of Chino, On-Call Engineering Services, Chino, CA	✓		✓	✓		✓		✓	
City of Pomona, On-Call Engineering Services, Pomona, CA	✓		✓	✓		✓		✓	
City of Santa Ana, On-Call Engineering Services, Santa Ana, CA	✓	✓	✓	✓		✓	✓	✓	✓





Contracts and Projects	Types of On-Call Traffic Consulting and Design Services								
	Traffic Engineering and Analysis	Transportation Planning	Traffic Signal Design and Implementation	Traffic Calming and Safety Improvements	Parking Studies and Management	ITS	Public Engagement and Outreach	Project Management and Coordination	Environmental and Regulatory Compliance
City of Anaheim, On-Call Traffic Engineering Services, Anaheim, CA	✓		✓	✓	✓	✓	✓	✓	✓
City of Anaheim, On-Call Environmental Review Services, Anaheim, CA	✓	✓	✓			✓	✓	✓	✓
City of Laguna Niguel, On-Call Traffic Engineering Services, Laguna Niguel, CA	✓	✓	✓	✓				✓	
City of West Covina, On-Call Engineering Services, West Covina, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of Diamond Bar, On-Call Traffic Engineering Services, Diamond Bar, CA	✓		✓	✓		✓		✓	
City of Industry, On-Call Traffic and Civil Engineering, Industry, CA	✓	✓	✓	✓	✓	✓		✓	
City of South El Monte, On-Call Engineering Services, South El Monte, CA	✓		✓	✓		✓	✓	✓	✓
City of San Gabriel, On-Call for Environmental Consulting Services, San Gabriel, CA							✓	✓	✓
City of Norwalk, On-Call Professional Engineering Services for Design, Project Management, and Construction Support Services, Norwalk, CA	✓		✓	✓		✓		✓	✓
City of Downey, On-Call Traffic Engineering Services, Downey, CA	✓		✓	✓	✓	✓		✓	✓
City of Long Beach, On-Call Traffic Engineering, Long Beach, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓
City of South Pasadena, On-Call Traffic Engineering, South Pasadena, CA	✓		✓	✓		✓		✓	
City of Glendale, On-Call Engineering, Glendale, CA	✓	✓	✓	✓	✓	✓	✓	✓	✓



Contracts and Projects	Types of On-Call Traffic Consulting and Design Services								
	Traffic Engineering and Analysis	Transportation Planning	Traffic Signal Design and Implementation	Traffic Calming and Safety Improvements	Parking Studies and Management	ITS	Public Engagement and Outreach	Project Management and Coordination	Environmental and Regulatory Compliance
City of Burbank, On-Call Engineering Services, Burbank, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑
City of Inglewood, As-Needed Professional Engineering Services, Inglewood, CA	☑	☑	☑	☑		☑	☑	☑	☑
City of Culver City, General Public Works On-Call Engineering Services, Culver City, CA	☑	☑	☑	☑	☑	☑	☑	☑	
City of Palmdale, On-Call Engineering Services, Palmdale, CA	☑	☑	☑	☑		☑		☑	
City of Lancaster, On-Call Roadway and Structures, Traffic Engineering, and Drainage, Hydrology, and Hydraulic Engineering, Lancaster, CA	☑	☑	☑	☑			☑	☑	☑
City of Santa Clarita, On-Call Engineering Services, Santa Clarita, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑
City of Malibu, On-Call General Engineering Services, Malibu, CA	☑	☑	☑	☑		☑	☑	☑	☑
City of Calabasas, On-Call Traffic Engineering Services, Calabasas, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑
City of Agoura Hills, On-Call Traffic Engineering Services, Agoura Hills, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑
City of Thousand Oaks, As-Needed Engineering Services, Thousand Oaks, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑
City of Moorpark, On-Call Traffic Engineering Services, Moorpark, CA	☑	☑	☑	☑		☑		☑	
County of Los Angeles, On-Call Traffic Engineering, Los Angeles County, CA	☑	☑	☑	☑	☑	☑	☑	☑	☑



## C. FIRM STAFFING AND KEY PERSONNEL

### ◆ 1. Staffing

When you choose a consultant, you are really choosing the people who offer you the technical expertise, hands-on experience with similar projects, and commitment to a high standard of quality, timeliness, and client service that will make your projects as successful as you have envisioned. The proposed Kimley-Horn team has a history of successfully providing on-call services for local agencies across Southern California and is committed to providing the City with high-quality solutions that meet your expectations.

Kimley-Horn has carefully considered the composition of our team and identified only the most qualified personnel with recent, relevant project experience to provide experienced and efficient on-call traffic consulting and design services. The team we assembled for this contract numbers 28 personnel in total, but our project manager, **Jean Fares, PE**, has the authority to mobilize Kimley-Horn's 7,700+ personnel at any given time to meet your needs on this contract.

We have prepared a table indicating the names, discipline, and job title of our team's personnel.

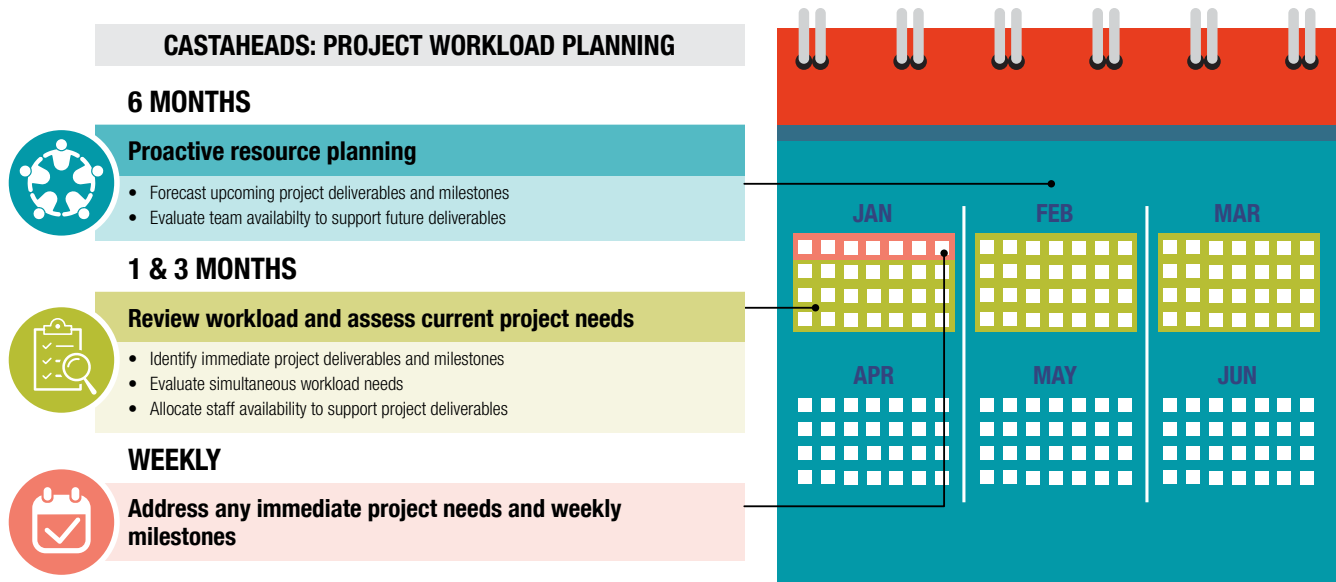
Personnel Name	Discipline	Job Title
<b>Kimley-Horn</b>		
<b>Jean Fares, PE</b>	Project Management Traffic Design	Project Manager
<b>Frank Hoffmann, PE</b>	Principal-in-Charge	Principal-in-Charge
<b>Kevin Aguigui, PE, EE, TE, CSEP</b>	Quality Control/Quality Assurance (QC/QA)	QC/QA Manager
<b>Laura Forinash, PE, TE</b>	Traffic Engineering and Analysis	Traffic Engineering Task Manager
<b>Vivian Chong, PE</b>	Traffic Engineering and Analysis	Project Engineer
<b>Rebecca Ung, EIT</b>	Traffic Engineering and Analysis	Project Analyst
<b>Maya Bouchet, AICP</b>	Project Management and Coordination Transportation Planning	Transportation Planning Task Manager Project Management and Coordination Lead
<b>Mike Colety, PE, PTOE, RSP<sub>2B1</sub></b>	Transportation Planning	Safety Advisor
<b>Zander Dally, AICP</b>	Transportation Planning	Project Planner
<b>Jason Melchor, PE</b>	Traffic Signal Design and Implementation	Traffic Signal Design and Implementation Task Manager
<b>Ryan Calad, PE, TE</b>	Traffic Signal Design and Implementation	Traffic Signal Specialist
<b>Darryl dePencier, AICP, GISP, RSP<sub>2B</sub></b>	Traffic Calming and Safety Improvements Public Engagement and Outreach	Safety Task Manager Public Engagement and Outreach Task Manager
<b>Trevor Briggs, PE</b>	Traffic Calming and Safety Improvements	Traffic Calming Engineer
<b>Abbey Ibarra</b>	Traffic Calming and Safety Improvements	Traffic Calming Analyst
<b>Alyssa Phaneuf, PE</b>	Parking Studies and Management	Parking Task Manager
<b>Matt Horton, AICP</b>	Parking Studies and Management	Parking Specialist
<b>Matthew Jacobson, EIT, ENV SP</b>	Parking Studies and Management	Parking Analyst
<b>Tim Chan, PE</b>	ITS	Project Engineer
<b>Zachary McFann, PE, TE</b>	ITS	Project Engineer
<b>Brandi Childress</b>	Public Engagement and Outreach	Public Engagement and Outreach Advisor
<b>Michael Madsen, PLA, CLIA, ASLA</b>	Public Engagement and Outreach	Public Engagement and Outreach Specialist
<b>Jocelyn Soria Lira</b>	Project Management and Coordination	Project Management Support

Personnel Name	Discipline	Job Title
<b>Kevin Thomas, CEP, ENV SP</b>	Environmental and Regulatory Compliance	Environmental and Regulatory Compliance Task Manager
<b>Heidi Rous, CPP</b>	Environmental and Regulatory Compliance	Environmental and Regulatory Compliance Advisor
<b>Meghan Karadimos</b>	Environmental and Regulatory Compliance	Environmental Planner
<b>Traffex</b>		
<b>Nazir Lalani, PE</b>	Traffic Signal Design and Implementation	Signal Timing and Fine-Tuning Implementation Specialist
<b>Forbes</b>		
<b>Jim Forbes</b>	Traffic Signal Design and Implementation	Signal Timing and Fine-Tuning Implementation Specialist
<b>Counts Unlimited</b>		
<b>Kris Campos</b>	Traffic Signal Design and Implementation	Data Collection Specialist



### Availability and Additional Resources

Kimley-Horn understands that the basis of a successful project is founded on responsiveness and adequate staffing. Our one-center firm structure enables us to share and balance our workload as well as shift personnel to various projects successfully across multiple offices nationwide. This structure means you get the same responsive and timely service you deserve for this contract—no matter which Kimley-Horn office is supporting you. Our team has the capacity to meet yours and the project’s needs.



We utilize a weekly, monthly, and six-month internal workload forecast system on a firmwide basis to forecast workloads and availability of staff as well as identify key resources required for a project’s successful delivery. This “castahead” system tracks all project commitments/milestones and staff commitments, giving us the ability to manage workload peaks and valleys and allowing us to take proactive steps to keep a project on track. We have effectively utilized this tool in the delivery of local projects over the past several years, and we can identify overloads and shortfalls many months in advance and develop strategies to overcome them. Based on a review of our castaheads, we can assure you that our team for this contract is available immediately to serve you and are in an excellent position to handle the workload required to deliver services. Once this contract gets underway, Jean and our proposed discipline leads will meet on a weekly basis to establish task lists for staff and to check that staff resources are properly allocated for the upcoming week and project deliverables.

## 2. Key Personnel

Kimley-Horn understands that the key to a project's success are individuals who focus on quality, proactive communication, and successful partnerships, and we have assembled leaders who are tailor-made for the City and the contract. We have organized our team to not only cover the services that you will need based on this contract's scope of services, but also provide experienced and efficient project management.

Our senior-level key personnel will oversee our team's efforts under this contract.



**Jean Fares, PE**, our project manager, will lead our team to maximize each of our team members' specialties and experience for your benefit, calling upon his 35 years of experience leading on-call contracts with various Southern California public agencies.



**Frank Hoffmann, PE**, our principal-in-charge, will serve as a technical advisor to the team, not only leveraging his 34+ years of experience in civil design and construction management, but also his broad range of design experience in the Sonoran and Mojave Desert as well as his presence in Coachella Valley, specifically Palm Desert.



**Kevin Aguiqui, PE, EE, TE, CSEP**, our QC/QA manager, will provide independent review under this contract. He has served a vast array of clients across California in his 25+ years of experience, and through that, he understands the importance of careful QC/QA for every task, deliverable, and service.

Our key personnel at the discipline level will have an intimate understanding of each task.



Jean will also serve as our team's traffic design lead. He is quite familiar with ITS technologies, having delivered such projects to municipalities in Southern California.



**Laura Forinash, PE, TE**, our traffic engineering task manager, will head our efforts on those types of task orders. She brings more than 10 years of experience in traffic operations and transportation engineering, and she is serving as acting City Traffic Engineer roles.



**Maya Bouchet, AICP**, our transportation planning task manager, will coordinate our team's transportation planning tasks. Her planning experience spans six years, and she has worked on active transportation projects, bike facility feasibility studies, transit feasibility studies, and ITS master plans. She will also support Jean in managing and coordinating this contract.



**Jason Melchor, PE**, our traffic signal design and implementation task manager, will lead efforts related to this task. In his 25+ years of experience, he has helped deliver signal design projects to the City and to clients in both the Coachella Valley and Inland Empire regions.



**Darryl dePencier, AICP, GISP, RSP<sub>2B</sub>**, our safety and public engagement and outreach task manager, will coordinate our team's efforts related to traffic calming and safety improvements as well as public engagement and outreach. He has led and been heavily involved on several projects for the City that involve these elements, namely the LRSP and Rail Station Feasibility Study.



**Alyssa Phaneuf, PE**, our parking task manager, will head efforts related to these tasks. Her nearly 25-years of experience includes parking projects across California.



**Kevin Thomas, CEP, ENV SP**, our environmental and regulatory compliance task manager, will coordinate the management and preparation of environmental studies to make sure our efforts are compliant with CEQA and NEPA. He brings more than 38 years of experience in environmental compliance and permitting of major infrastructure and land development projects.



We have prepared the below table demonstrating our key personnel's familiarity and experience in regard to the types of on-call traffic consulting and design services expected on this contract.

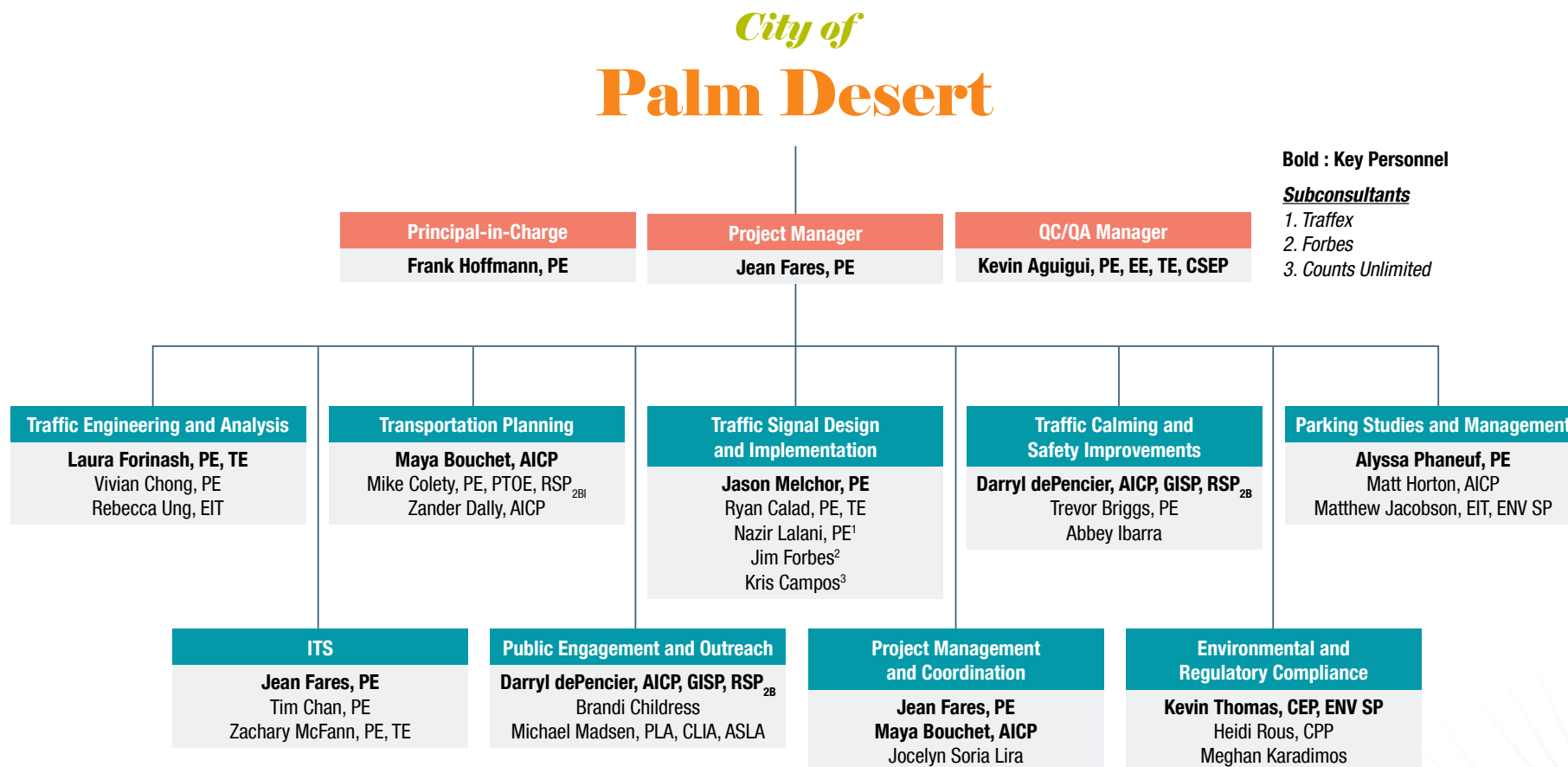
Contracts and Projects	Types of On-Call Traffic Consulting and Design Services								
	Traffic Engineering and Analysis	Transportation Planning	Traffic Signal Design and Implementation	Traffic Calming and Safety Improvements	Parking Studies and Management	ITS	Public Engagement and Outreach	Project Management and Coordination	Environmental and Regulatory Compliance
Jean Fares, PE	✓	✓	✓	✓	✓	✓	✓	✓	✓
Frank Hoffmann, PE	✓	✓		✓			✓	✓	✓
Kevin Aguiqui, PE, EE, TE, CSEP	✓	✓	✓	✓	✓	✓	✓	✓	✓
Laura Forinash, PE, TE	✓	✓	✓	✓	✓	✓	✓	✓	✓
Maya Bouchet, AICP	✓	✓	✓	✓	✓	✓	✓	✓	✓
Jason Melchor, PE	✓	✓	✓	✓	✓	✓	✓	✓	✓
Darryl dePencier, AICP, GISP, RSP <sub>2B</sub>	✓	✓		✓			✓	✓	
Alyssa Phaneuf, PE	✓	✓	✓	✓	✓	✓	✓	✓	✓
Kevin Thomas, CEP, ENV SP								✓	✓

Per the instructions outlined in the City's bid portal, OpenGov, we have uploaded resumes for our key personnel as a separate attachment.



### ◆ 3. Team Organization


Kimley-Horn has prepared an organizational chart that illustrates our team's organizational and reporting structure as well as the type of work each member will perform under the contract.




## 4. Subcontractors

In an effort to provide the City with the depth of resources necessary to seamlessly deliver services under this contract, Kimley-Horn has partnered with three skilled and experienced subconsultants to supplement our in-house team. Not only are these firms talented from a technical standpoint, they also have an understanding of the local environment and strong working relationships with members of the Kimley-Horn team. We have a long history of working with these firms, specifically in Coachella Valley, and we know that they will bring value to this contract.

 **Traffex**, led by **Nazir Lalani, PE**, has provided traffic signal timing services for hundreds of traffic signals. This includes timing signals for independent, isolated operation as well as coordination timing for signals in synchronized systems. The firm has experience working in Coachella Valley, including the City, Rancho Mirage, La Quinta, Indian Wells, and several others.

 **Forbes** was founded in June 2014 by **Jim Forbes**, who brings 30 years of transportation industry experience to this contract. His expertise falls within traffic signal systems, communication systems and testing, and integration. The firm has experience working in the City as well as Rancho Mirage, La Quinta, and Indian Wells.

 **Counts Unlimited**, led by **Kris Campos** and **Abe Campos**, have provided traffic data collection services for the past 30 years. The firm's data collection services are field tested and provide proven accuracy for best performance. Their experience with time-sensitive projects, roadway classification counts, and large inventory of equipment allows the firm to produce a higher rate of accuracy and be capable of handling any job. Counts Unlimited has experience working in the Coachella Valley, including the City.





## D. PROPOSED METHOD TO ACCOMPLISH THE WORK

### ◇ Approach to Implementing the Scope of Services

#### On-Call Understanding and Approach

Our approach to on-call contracts is based on developing a team-oriented approach to the project review process. Key characteristics that distinguish Kimley-Horn include:

- **Rapid mobilization** of staff for each task order request, including immediate identification of the key personnel and subconsultants needed for each project. The availability and the simplicity of our company's structure provides us with the opportunity mobilize faster than the typical organization. With this simplicity also comes a suite of resources spanning multiple offices, states, and practice disciplines. Our company's structure allows us to call on any of our partners across the firm without any red tape or barriers. We believe this one-team approach across this firm creates not only efficiency, but also consistency in the quality of the work products we deliver.
- **Ongoing communication and consultation** with the City and our team. We view communication internally and externally as equally important and valuable to project success. We typically provide a Monday morning matrix to the City which calls out the current status of each of our tasks under our current contract. This keeps our team on-track and the City's Project Manager informed of project progress. This collaborative process allows us to identify potential risks to the project—whether it be related to schedule, coordination, or even engineering challenges—so that we can address them before they become a threat to the project's success.
- **Commitment of senior level management** to the project to provide close coordination with the City, to help confirm technical accuracy, and to carefully monitor budget and schedule compliance. Our company's culture emphasizes the importance of senior leader involvement in projects. Our team is diverse in years of experience, which provides the City with the availability and experience to meet a project's needs and budget. We have internal tools which track and monitor our team's availability so we can dedicate the appropriate resources to your projects on a weekly basis.
- **Responsiveness** to both regular requests and significant concerns. We understand that responsiveness develops a proactive approach to project management rather than a reactive one. This helps mitigate project challenges in the future. Every request and message from the City is viewed as important, and we are able to prioritize these requests to address project goals. Responsiveness is a critical component of our client service, and we plan to continue to bring this responsiveness into this on-call contract with the City.
- **Flexibility and Creativity** to tailor our approach to meet the specific needs of each project in the City. The role of a good engineer goes beyond memorizing and implementing standards. Our team understands that a good engineer's role is to understand and effectively deploy the standards in a way that addresses unique challenges. We challenge the status quo by thinking outside of the box to creatively implement these standards.
- **Innovation** to address this growing City's changing demands and landscape. We understand the importance of City standards and expectations. While consistency is important, in some instances the City may look to Kimley-Horn to be well-versed in growing technologies and advancements in traffic design, operations, sustainability, accessibility, and other key areas. We pride ourselves in staying ahead of the industry. We dedicate ourselves to conducting research, attending conferences, and staying engaged with vendors to familiarize ourselves with the latest innovations. This allows us to bring forth new ideas to the City when new challenges arise.

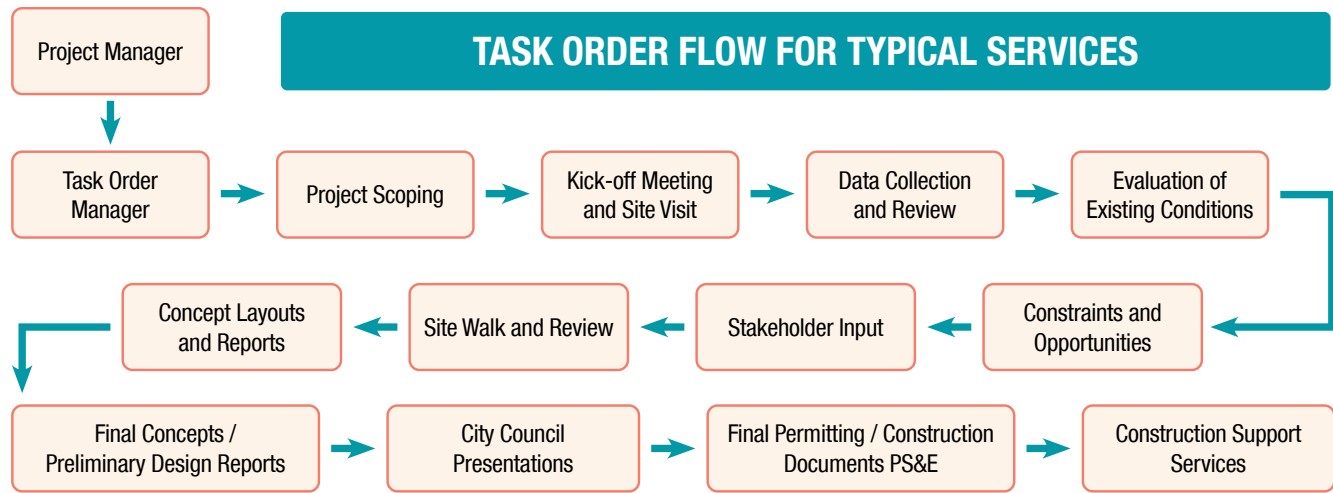
We tailor each on-call task assignment's scope of services specifically to the needs of the individual project and the City. Our familiarity with local standards, agencies, and deep history and experience of delivering capital improvement projects for various local agencies will help us determine what will be necessary to assist the City with each task order. We will approach each project in the same diligent and comprehensive manner.

Upon notice to proceed, the appropriate staff will be assigned by Kimley-Horn's project manager, **Jean Fares, PE**, to accomplish the task within the agreed upon timeframe. One of the advantages that our team provides is the ability to assign the right staff to each task. Our team can draw from a multitude of disciplines and resources to complete each assignment—whether the task is relatively minor, requiring only a few people in a single discipline, or a complicated task, requiring numerous people and multiple disciplines. A task manager will be assigned to each task, and they will work closely with the project manager to get the project completed on time and on schedule.



### Schedule

Due to the actual task orders being unknown at this time, specific scopes and timelines cannot be established until the City issues it. A draft first-year schedule is not possible as projects are issued throughout the year, and each project is unique, just like each project to be received through this on-call contract. We will make sure that task scope and schedule needs are completely understood and will identify an appropriate task manager for each assignment. After consultation with the responsible City staff, Jean and the task manager will develop a scope of services for each task and subtask, budget, and schedule to meet the City's needs. The task manager is responsible for executing the task scope within the identified budget and schedule. We have set up our team this way to provide the City with a wide range of services matched with the most experienced Kimley-Horn team members. Below is a graphic representation of a typical project including tasks, milestones, and deliverables.



### Experience with State and Federally Funded Projects

Kimley-Horn is extremely familiar and experienced with federal, state, and local codes, requirements, standards, and procedures. The Kimley-Horn team has delivered numerous federally funded roadway, intersection, and traffic engineering projects built on a solid understanding and familiarity with local, state, and federal procedures and standards. This includes working with Caltrans Local Assistance (Local Assistance Program Guidelines [LAPG] and Local Assistance Procedures Manual [LAPM]) and Union Pacific Railroad (UPRR), California Public Utilities Commission (CPUC), and Federal Railroad Administration (FRA), which involves the CA MUTCD, American Railway Engineering and Maintenance-of-Way (AREMA), and GO 88-B. We have successfully secured E-76s for Construction working with Caltrans on the preparation of PES, Right-of-Way Certifications, Notice to Owners, Encroachment Permit applications, and Request For Authorization (RFA) packages. In many cases, we have worked closely with our clients on the RFA checklists so that we begin the preparation of the forms and procedures in order to meet the funding deadlines.

### Approach to Coordination Efforts

The Kimley-Horn team has developed relationships and trust with key decision-makers at CVAG, Riverside County Transportation Department (RCTD), Riverside County Transportation Commission (RCTC), Caltrans, utility agencies, and other local agencies, which allows us to effectively communicate and build a project consensus in a timely manner.

Kimley-Horn has completed planning and design for a wide variety of state and federally-funded projects across California. We are rigorous in complying with federally-funded requirements and have worked directly with all Caltrans districts. We routinely support agencies across the state through Caltrans Local Assistance and the acquisition of E-76s for all types of projects—from small sidewalk projects to larger freeway improvement projects requiring Caltrans encroachment permits. Our team brings a long list of successfully constructed federal, state, and local-funded improvement projects in the region.

## ◆ Identification and Resolution of Project Issues

### *Issue: Communication*

Paramount to a project's success is a continuous partnership that adapts as necessary to unforeseen circumstances. We will include critical decision-making points in our work plan so the project team and the City can agree upon the best course of action to keep the project on track. There always will be unexpected challenges unique to any given project; it is critical that an approach be developed to control what can be controlled and factors in mechanisms for dealing with the unexpected.

Our experience has shown that there really is no such thing as "over-communication" between the client and the design team. For this reason, we recommend use of the following communications protocol, which we have employed successfully on numerous projects:

- A bi-weekly conference call between the planning team (with client participation, as needed) to discuss progress and schedule
- A monthly progress report summarizing, at a minimum, the following information:
  - Research and data source updates
  - Milestone list, with anticipated and actual dates of completion
  - Upcoming tasks and associated required preparation
  - Anticipated project issues and strategies for solutions

### *Issue: Schedule Control*

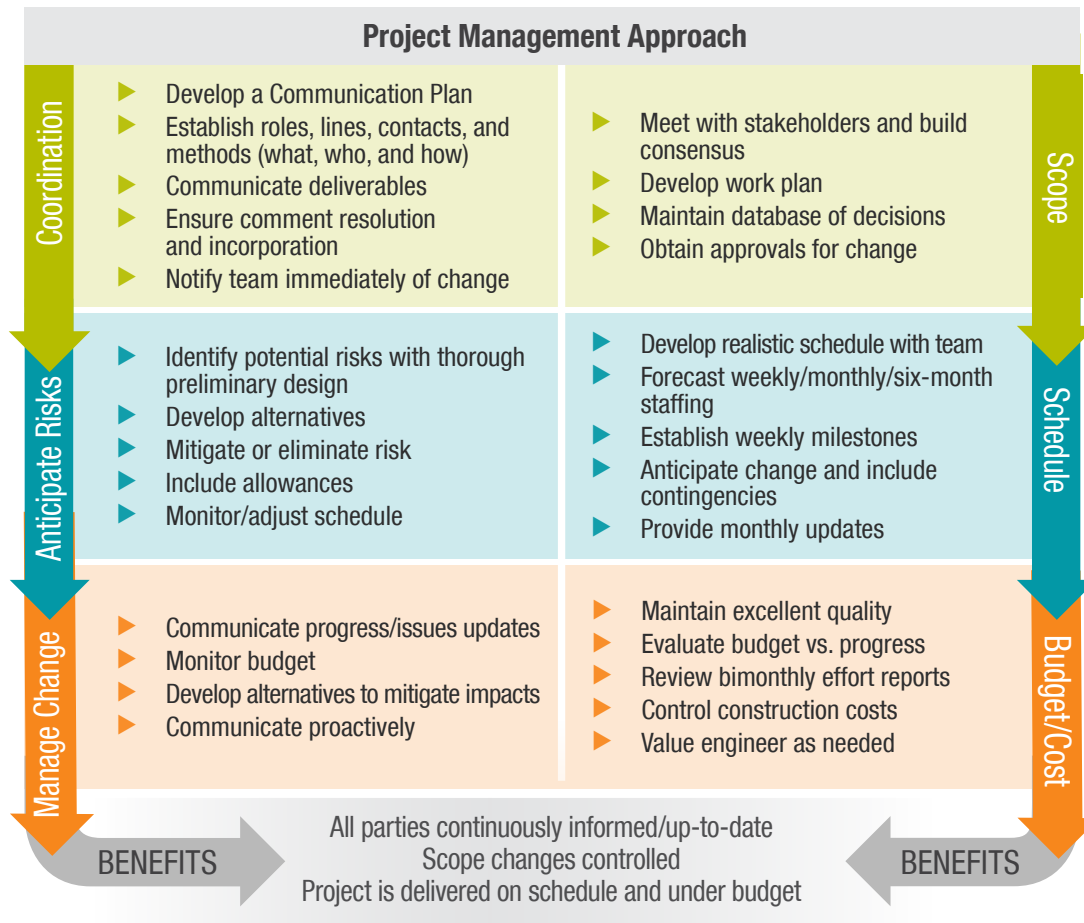
Schedule control begins with the preparation of a detailed schedule that includes milestone completion dates for specific tasks and the overall project. We will develop a work plan that allocates personnel commitments for each task. Twice a month, our management information system (MIS) generates a Project Effort Report displaying actual effort expended by task. This internal control allows us to make, on a timely basis, any adjustments that may be necessary to maintain your schedule and stay within your budget. Equally as important are open lines of communication between City staff, our subconsultants, and permitting agencies. Our schedule process includes these factors, building into our timelines when and how the schedule is adjusted. We follow our mandate, seeking always to deliver on-time results regardless of ongoing or unexpected challenges.

### *Issue: Construction Costs*

We understand the largest costs to our clients are those related to construction. We are committed to the preparation of thorough plans and specifications that accurately define project requirements. We work hard to prepare thorough plans and specifications that accurately and completely define the project requirements, and each project deliverable goes through a rigorous QC/QA review prior to finalization. We break down our project designs into discrete pay items, with specific descriptions of what is included to avoid misunderstandings by the contractor during bidding and construction. We carefully monitor contractor progress during construction and assist them in interpreting the contract requirements whenever a question arises. We also review proposals from the contractor to modify elements of construction that may offer cost or schedule benefits to the client.

We are proactive and adept at mitigating construction issues. We apply conflict mitigation techniques to properly handle claim issues. We have the experience and expertise to analyze time and cost impacts and propose recommendations. Communication and coordination efforts are essential to resolving issues before they become project setbacks. Project records will be maintained of any potential impacts involving changed conditions, extra work, unforeseen conditions, and delays. As the project nears full completion, our team will follow up on the contractor punch list and review against any pertinent closeout items and project requirements. Kimley-Horn will share this information with the City along with final project files .





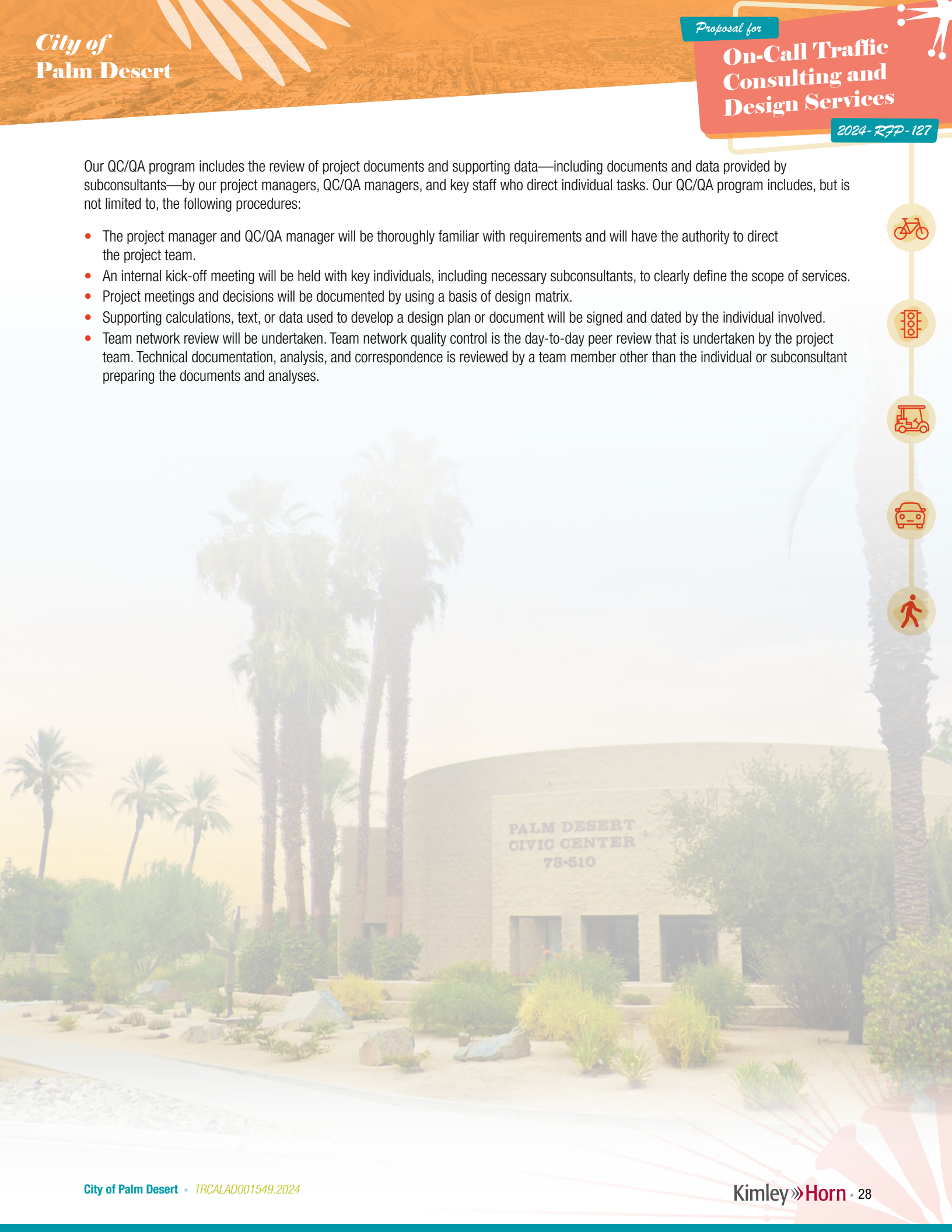
## ◆ QC/QA

Since our founding, Kimley-Horn has aggressively pursued a commitment to quality for every task, deliverable, and service we provide. Recognizing the importance of careful quality control, Kimley-Horn developed a QC/ QA manual that every project manager is required to know and use. We certify that our procedures result in high-quality services that satisfy your needs. There will be no learning curve relative to quality for our team. For this project, **Kevin Aguigui, PE, TE, EE, CSEP**, will provide QC/QA by working with the project team programmatically for adherence to the City's preferred design. Our program is based on the philosophy that:

- **QUALITY IS ACHIEVED** by adequate planning, coordination, supervision, and technical direction; proper definition of the project requirements and procedures; understanding the scope of services; and the use of appropriately skilled personnel performing work functions carefully.
- **QUALITY IS CONTROLLED** by assigning a manager to evaluate all work and procedures followed while providing the services.
- **QUALITY IS SECURED** through the careful surveillance of work activities by individuals who are not directly responsible for performing the initial efforts.
- **QUALITY IS VERIFIED** through independent reviews by a qualified staff member of the processes, procedures, documentation, supervision, technical direction, and staffing associated with the project development.

Our QC/QA program includes the review of project documents and supporting data—including documents and data provided by subconsultants—by our project managers, QC/QA managers, and key staff who direct individual tasks. Our QC/QA program includes, but is not limited to, the following procedures:

- The project manager and QC/QA manager will be thoroughly familiar with requirements and will have the authority to direct the project team.
- An internal kick-off meeting will be held with key individuals, including necessary subconsultants, to clearly define the scope of services.
- Project meetings and decisions will be documented by using a basis of design matrix.
- Supporting calculations, text, or data used to develop a design plan or document will be signed and dated by the individual involved.
- Team network review will be undertaken. Team network quality control is the day-to-day peer review that is undertaken by the project team. Technical documentation, analysis, and correspondence is reviewed by a team member other than the individual or subconsultant preparing the documents and analyses.



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