

This document provides a task overview in support of preparing an Active Transportation Plan (ATP) for the City of Clearwater, pivoting from the Forward Pinellas Active Transportation Plan and the recently adopted City of Clearwater Comprehensive Plan. The result of this process would be a standalone Active Transportation Plan. The plan will identify where existing active transportation facilities are within the City and identify new facilities that can be implemented as a part of roadway improvement projects, development projects, or as standalone projects. Projects would be prioritized through a data driven process including factors such as safety, accessibility, and connectivity. For top prioritized projects, a concept plan would be developed to determine feasibility, develop preliminary costs estimates and support potential grant applications which could provide additional funding for full design and construction. Key staff and a preliminary schedule are also provided.

Scope of Work

Task 1 – Project Management

Fehr & Peers will provide overall project management, which includes:

- Bi-weekly project check-ins with the City of Clearwater Project Manager
- Preparation of monthly progress reports and invoices

The bi-weekly check-in-meetings are expected to be virtual.

In addition to overall project management, Fehr & Peers will work with the City of Clearwater to develop a project logo, color palette and document templates (such as memos, graphics, and PowerPoint), pivoting from the logo and style of the 2045 Comprehensive Plan to brand these efforts as part of a cohesive planning process. These templates and color palettes will be used for all deliverables.

Task Deliverables:

- Kick-off Meeting
- Bi-weekly project check-in
- Month progress reports and invoicing
- Development of Project Logo and Templates

Task 2 – Public Engagement

Public engagement for this project will consist of online engagement, stakeholder engagement, community workshops, meetings with the Technical Committee, and presentations to City Council. The City will host a project information page that links to various surveys and other materials to be provided by Fehr & Peers.

At the project outset, Fehr & Peers will prepare a community engagement plan, pivoting from other successful efforts within the community. We expect that public engagement will generally consist of the following activities.

Technical Committee: Feedback from staff in other City departments will be critical for project implementation. City staff will organize representatives from internal departments and include in

the process as needed for their expertise, except for law enforcement and the Fire Department/Emergency Management Technicians (EMTs), who are part of the stakeholder group. We will meet with the technical committee every other month, providing key project updates and receiving key feedback that will be incorporated into the process. These meetings will be relatively informal, relying on materials prepared for other meetings. Fehr & Peers will prepare agendas for each of these meetings such that the key departments who can contribute most to the conversation will be encouraged to attend. Meeting notes will also be prepared with a list of action items.

Online: Fehr & Peers will develop and host a webmap that will crowdsource (using Social Pinpoint software) location-based feedback from the public about where they experience walking and bicycling challenges and would like to see new and improved facilities. As a part of the location-based feedback, we can also ask general questions related to walking and biking to gauge general sentiments. We will solicit feedback at the beginning of the project to understand where people like to walk and bike in the community, where they would like to see improved facilities, and to confirm the extent of the existing network. Towards the end of the project, we will share the draft network and priority projects with the community to allow an opportunity for public feedback to inform the final plan.

We will develop social media posts that can be shared by the City of Clearwater, Forward Pinellas and others through social media channels for the two rounds of engagement.

We will provide context and images for the City's website, with links to surveys and other project materials that might be hosted by Fehr & Peers. We have assumed that the text/images would be updated up to 3 times during the project.

Focused Stakeholder Engagement: Feedback from key stakeholders throughout plan development can help shape the direction of the plan, and result in a list of projects with support from staff, the community, and elected officials. Potential stakeholders will be identified in consultation with City staff as the public engagement plan is prepared but could include members of existing City committees, disability advocates, bicycling and pedestrian advocates, school district representatives, law enforcement, the Fire Department/EMTs, and others who have unique insight that would be valuable to plan preparation and project identification. Representatives from the State and Pinellas County will also be invited as most of the city's major corridors are managed by one of those entities. We envision two focused meetings with this group in addition to their participation in project workshops (see next element). We have assumed these meetings are in-person. We can discuss if having a virtual component is needed to ensure participation from a diverse set of stakeholders. In advance of the meeting, Fehr & Peers will prepare an outline of meeting topics and goals for review by City staff. Based on this feedback, we will prepare meeting materials, which will likely include a PowerPoint presentation and potentially maps.

Meeting 1: Project overview and goals, project schedule, project engagement plan, results of preliminary existing conditions analysis, discussion of corridors and intersections to be considered as part of an active transportation network or for priority review, and information to aid in the preparations for the first community workshop.

Meeting 2: Review of the first community workshop and public feedback, preliminary project prioritization criteria, initial priority project list and draft active transportation network, and discussion to aid in the preparations for the second community workshop.

Summaries of each meeting will be prepared.

For each meeting, Fehr & Peers will prepare an overall meeting agenda for review by City staff and presentation materials to support the agenda. Fehr & Peers staff will facilitate the meeting with support from City staff.

Community Workshops: Fehr & Peers will develop materials and facilitate 2 community workshops. The first would be focused on obtaining feedback on the existing conditions, confirming the extent of the existing active transportation network, and obtaining feedback on where people would like to see improved walking and bicycling facilities. The second workshop will include a presentation of the draft ATP network for feedback and comment for incorporation into the draft plan, as well as feedback on the prioritization criteria.

City Council Meetings: Fehr & Peers will update the Council during the project, including:

Council Mid-point Workshop – Fehr & Peers will provide an overview of the existing conditions analysis, feedback from the stakeholders and community, preliminary prioritization criteria, and the types of projects that have been identified as part of the preliminary prioritization list. The draft plan and preliminary prioritization list will be updated based on feedback received at the council workshop and subsequent council meetings and presented at the project approval meeting.

Council Project Approval – Fehr & Peers will provide an overview of the entirety of the planning process during the Council Work Session to advance the project for approval at the Regular Session, outlining each step of the process, the outcomes, feedback received during the planning process, and how that feedback was incorporated into the plan. Fehr & Peers will also be available to answer questions at the Regular Session for approval.

Task Deliverables:

- Public Engagement Plan
- Web hosting for project feedback site
- Content and images for City's website (assumes up to 3 updates through the course of the project)
- Social media images to promote project through City and regional social media networks (2 sets of images)
- Development and printing of 2 sets of presentation boards (approximately 6 boards for each workshop)
- Preparation for and facilitation of 7 virtual technical committee meetings
- Preparation for and facilitation of 2 in-person project community workshops
- Preparation for and facilitation of 2 in-person stakeholder meetings
- Preparation for and presentation at 3 Council meetings, including 1 Council workshop and the work session and regular meeting required for approval

Task 3 – Review and Compile Available Data Sources

Fehr & Peers will compile available data layers in a Geographic Information System (GIS) format from Pinellas County, Forward Pinellas, City of Clearwater, PSTA, and FDOT including:

- Existing and planned sidewalks, including separation type and distance from road
- Existing and planned bicycle facilities
- Existing and planned trail facilities
- Existing and planned roadway network features, such as traffic volumes, number of lanes, speed limit, prevailing speeds, traffic control devices, functional classification and context classification
- Land use information, including key destinations like parks, schools, and major retail centers
- Transportation underserved communities
- Population information, including population and job density
- Transit routes, stops, schedules and boardings/alightings by stop (if available)
- Crash data from last 5 years
- Planned roadway improvements and planned major developments

Fehr & Peers will review available information that will be compiled into a web map for review by City of Clearwater staff for reasonableness. We will conduct a focused field review of select elements critical to plan preparation, such as confirmation of presence of sidewalk or bike facilities, width of road elements, like sidewalks, bike lanes, and landscape buffers. Based on feedback from City of Clearwater and our field review, we will make reasonable edits to the base GIS layers.

Task Deliverables:

- Webmap of data noted above
- GIS layers of above data

Task 4 – Existing Conditions Assessment

Based on the data compiled in Task 3, Fehr & Peers will conduct a Level of Traffic Stress (LTS) analysis for both walking and bicycling pivoting from the methodology outlined in the 2023 FDOT Multimodal Quality/Level of Service Handbook and used to assess LTS for the Forward Pinellas Active Transportation Plan. Prior to conducting the analyses, we will review with City Staff options for adjusting thresholds and criteria for the LTS to better reflect Clearwater. For example, some agencies have opted to add a Pedestrian Level of Traffic Stress (PLTS) 5 rating to denote roads without sidewalks to differentiate between PLTS 4 where there may be a sidewalk. The analysis will be conducted for the existing and currently planned system to identify where roadways may be uncomfortable for people walking and bicycling. Data inputs to this analysis include existing and planned facilities, road network features, such as speed (either posted or based on prevailing speed data), number of travel lanes and traffic volumes, and land use context. We will also prepare guidance/flowchart for the inputs to the LTS analysis such that the results can be replicated by others.

Building on the accessibility analysis prepared for the Forward Pinellas ATP and refined land use information to be compiled as a part of Task 3, we will update the accessibility analysis and correlate with the LTS results to identify roads that provide access to numerous destinations but are not comfortable.

This information can be used to identify locations for new or improved walking and bicycling facilities, as well as in the project prioritization process.

Based on the last 5 years of crash data, bicyclist and pedestrian involved crashes will be evaluated and mapped to identify crash hot spots where potential projects, such as a crossing treatment or speed management project could be implemented. Transit stop locations will also be mapped.

Based on the City of Clearwater CIP, the Forward Pinellas TIP, and LTRP, and the FDOT Work Program, planned projects on roadways through the city will be mapped to identify potential opportunities to enhance an already planned project to improve walking and bicycling facilities.

Task Deliverables:

- LTS Methodology
- Accessibility Analysis
- Maps of existing and planned walking and bicycling facilities, including sidewalk gaps
- Crash Analysis
- Existing conditions technical memorandum (assumes draft and final memorandum)
 - The existing conditions draft technical memorandum, in consultation with staff, will be submitted for staff review during the first public engagement period. This will provide about 4-weeks for staff and the technical review committee to review and provide comments on the document that will be incorporated into a final technical memorandum along with a summary of feedback received during the engagement period. We have assumed that there may be some additional editorial comments on the final document from the core project team to confirm that the feedback was appropriately incorporated.

Task 5 – Project Identification

The technical analysis and feedback from the public (Public Engagement is described in Task 2) will be used to identify potential active transportation projects throughout the City of Clearwater. Potential projects could include:

- Bicycle Boulevards
- Bike Lanes
- Cycle Tracks
- Shared Use Paths
- Trails
- Sidewalks / Buffered Sidewalk
- Crossing improvements and protected intersections
- Access to transit improvements
- Alternative intersection designs
- Safety improvements
- Refinements to already planned projects (e.g. widen a bike lane and narrow a travel lane during a Resurfacing, Restoration, and Rehabilitation (RRR) process)

A map of proposed project locations will be prepared along with a high-level description of the project components. We expect that the project list will undergo review from the City Council and other City

committees, as well as the public (see Task 2 for additional details), to develop a final project list. For the preliminary and final project list, we will calculate the change in LTS, accessibility, safety benefit and other measurable criteria that might be a part of the prioritization process in Task 6. These calculations will help refine the list of projects and help inform the public and decision makers about the potential benefits of planned projects.

Task Deliverables:

- Preliminary list of Active Transportation Projects, including project extents, and a detailed description of the project, such as narrow travel lanes to provide buffered bike lanes, add a marked crosswalk and RRFB at a specific intersection, and evaluate potential to install counter measures to improve active transportation travel.
- Final List of Active Transportation Projects
- Assessment of project benefits (change in LTS, change in accessibility, and assessment of safety benefit)

Task 6 – Project Prioritization

A set of data-driven prioritization criteria will be developed in consultation with City Staff and other interested stakeholders, pivoting from criteria used for other planning efforts. The final project list will be prioritized based on the criteria and could include separate lists for intersection treatments and corridor projects. Prioritization criteria could include ease of implementation, gains in accessing key destinations, improvements in LTS, number of people who would benefit from the improvement, including level of need in transportation underserved communities, safety history of the corridor or intersection, and stakeholder and public feedback. The prioritization process for project implementation would differ from the process to identify locations for concept plan development.

Task Deliverables:

- Draft Prioritization Criteria
- Final Prioritization Criteria
- List of Prioritized projects (can be separate lists for corridor projects vs intersection spot treatments)

Task 7 – Concept Development

Concepts will be developed for 10 projects to be identified in Task 5, including a mixture of corridor, gap closure, and intersection treatments. Our level of effort is based on a mixture of longer segments (approximately 1-mile) that can serve as prototypes for similar facilities, specific gap closure projects, and intersection/crossing treatments (such as a mid-block crossing with a raised crosswalk and RRFB or PHB, or a protected intersection concept).

Concepts will be prepared on high-quality aerial imagery using property line information from the property accessors office. No survey will be conducted as a part of this task. Planning level costs and timetable estimates will be developed in consultation with the city's Public Works staff based on the concept components, not including right-of-way acquisition, structures or drainage/utility relocations. These estimates will be based on present day standards and may not reflect future variations in cost or

project time at implementation. The purpose of the concepts is to provide the city with general design guidance for the recommended facility and to identify major conflicts that might affect the cost and feasibility of a project. The concepts can also be used in support of grant applications to support more detailed design and construction efforts that would be conducted under separate contract. Based on feedback received on the draft concept plans, we will update plans, which will be incorporated into the draft ATP. The schedule includes approximately one month for City staff and the technical committee to review the draft plan and provide comments.

The locations for concept plan development will be identified based on the overall prioritization criteria as well as feedback from staff and the Technical Committee to ensure concepts are developed for a broad range of project types, as well as projects that have the highest potential for 1) implementation and 2) serving as a prototype for other projects within the City.

Task Deliverables:

- Identification of corridors/intersections for concept development
- High level field review of 10 projects
- Draft and final concepts for 10 projects
- Cost estimates for 10 projects

Task 8 – Policy / Code Review

Fehr & Peers will review the Comprehensive Plan and applicable development codes to identify policies / codes that are supportive of Active Transportation as well as policies and codes that could hinder implementation of projects identified in the plan. We will also identify if new policy language should be incorporated into the plan, such as a policy related to micromobility devices or facility type selection, or if there are opportunities for enhancement based on current best practices. We have assumed that City staff will provide the relevant code sections to review. Based on the findings of the code review, we will include the appropriate findings in the Active Transportation Plan (Task 9).

Task Deliverables:

- Review of relevant policies and codes
- Technical memorandum summarizing results of policy / code review.

Task 9 – Plan Development

The results of Tasks 1 through 8 will be documented in a plan that summarizes the process to develop the plan, the planned Active Transportation network, the prioritized project list as well as the concept plans. Specially, we will develop an administrative draft report for internal project team review, a draft report to share with key stakeholders and the public, and a final report that incorporates feedback from the public and other stakeholders.

Task Deliverables:

- Administrative draft report (assumes we will prepare a report outline, and a report with several rounds of editorial review)
- Draft Report (to share with Public)

- Final Report (incorporates comments from Public and other Stakeholders)

Key Staff

Key staff that would be assigned to this project include:

Kathrin Tellez, Project Director, will serve as the project manager, providing overall project oversight, and serving as the day-to-day contact for the project. She led the development of the MetroPlan Orlando Regional Active Transportation Plan as well as the update to the Forward Pinellas Active Transportation Plan. She has also led the development of numerous corridor concept plans.

Beneetta Jose, Professional - Transportation Planner, will be the primary project planner and visualization specialist. With a background in architecture and a master's in urban planning, she is adept at creating compelling visuals and 3D renderings of project concepts.

Stephen Spana, Project Professional – Data Scientist, will lead the GIS analysis tasks. He has developed python scripts to automate the calculation of LTS for citywide networks. He also developed the accessibility analysis method to measure how accessible various links on the network are for walking and bicycling to help identify where projects could result in the largest increases in walking and bicycling activity.

David Caplin, Professional – GIS Planner, will provide additional planning support, primarily focused on the GIS analysis. He is currently wrapping up analysis on the Broward County Low Stress Network plan

Kristof Devastey, Senior Professional – Concepts, will lead the development of the corridor concept plans building on his safety and complete streets corridor planning experience.

Jim Moser, Senior Technician, is our Senior CAD technician, will lead the set-up of project concepts and provide QA/QC of the CAD work. He led the development of the planning concept for several complete street corridor projects in Pinellas County.

Cullen McCormick, Senior Professional – Visual Communications, leads our Creative Studio group and will support the development of the project brand and other project templates. He developed the Safe Streets Pinellas logo and is known for developing engaging materials.

Lex Blye, Clerical, will provide administrative support, including project invoicing, and ensuring our certificates of insurance are up to date.

These key staff will be supported by others as needed, such as CAD technicians to develop the concept plans, and bike/ped experts from other offices that can provide technical guidance should we need an outside perspective to address a unique situation.

Schedule

We anticipate a 16-month schedule. A schedule by month is attached. At the project kick-off meeting, a more refined schedule will be developed to incorporate expected public engagement windows, targeting key dates of community activities and considering city review times, holidays and deadlines on other key City projects that could influence project progression.

Level of Effort

The expected level of effort is attached, with an overall budget of \$174,990.

Fee Proposal for City of Clearwater Active Transportation Plan (September 2024)

Staff Person(s)	Fehr & Peers								Labor Hours	Direct Costs	Total
	Project Director	Senior Professional (Concepts)	Senior Professional (Visual Communications)	Project Professional (Data Scientist)	Professional (GIS Planner)	Professional (Transportation Planner)	Senior Technician	Clerical			
	Kathrin Tellez	Kristof Devastey	Cullen McCormick	Stephen Spana	David Caplen	Beneetta Jose	Jim Moser	Lex Blye			
Tasks	\$325	\$265	\$250	\$155	\$135	\$130	\$190	\$120			
Task 1 - Project Management											
1.1 Project Initiation	1					2		2	5		\$825
1.2 Bi-Weekly Meetings (30-minutes, Virtual)	16					16			32		\$7,280
1.3 Brand Development	1		4			6			11		\$2,105
1.4 Invoicing								16	16		\$1,920
Task 2 - Public Engagement											
2.1 Public Engagement Plan	1		2			8			11		\$1,865
2.2 Online Engagement	4		4		12	24			44	\$750	\$7,790
2.3 Technical Committee	14					14			28		\$6,370
2.4 Focused Stakeholder Engagement	10					16			26	\$250	\$5,580
2.5 Community Workshops	8		4			16			28	\$1,000	\$6,680
2.7 City Council Presentations (2) / Workshop (1)	12					10			22	\$250	\$5,450
Task 3 - Review and Compile Available Data											
3.1 Compile Data and Develop Initial Web Map	1			8	16	4			29		\$4,245
3.2 Review Data	1			4	8	8			21		\$3,065
3.3 Minor Edits	1			2	8	4			15		\$2,235
Task 4 - Existing Conditions Assessment											
4.1 LTS/PLOC	1			5	12	4			22		\$3,240
4.2 Accessibility	1			8	24	8			41		\$5,845
4.3 Safety	2			8	12	8			30		\$4,550
4.4 Documentation	4			2		16			22		\$3,690
Task 5 - Project Identification											
5.1 Preliminary Project Identification	8	2		2	16	32			60		\$9,760
5.2 Final Project List & Project Analysis	4	2		2	40	12			60		\$9,100
5.3 Documentation	4					8			12		\$2,340
Task 6 - Project Prioritization											
6.1 Develop Prioritization Criteria	2			4					6		\$1,270
6.2 Prioritize Projects	2			8	16	4			30		\$4,570
Task 7 - Concept Plan Development											
7.1 Identify Locations	1	1				4			6		\$1,110
7.2 High Level Field Review	8	8				8			24	\$150	\$5,910
7.3 Concepts for 10 locations, including a mix of corridors, gap closures and intersections (Set-up Aerial with ROW Lines, Develop Draft Concept, Refine concept based on feedback, Develop cost Estimates)	14	20				250	24		308		\$46,910
Task 8 - Policy / Code Review											
8.1 Review Documents	6								6		\$1,950
8.2 Identify Opportunities for Refinement	6								6		\$1,950
Task 9 - Action Plan Development											
9.1 Develop Outline of Document	1					4			5		\$845
9.2 Administrative Draft Document	8		4		8	40			60		\$9,880
9.3 Draft Document (main report 508 compliant)	4				4	20			28		\$4,440
9.4 Final Document (main report 508 compliant)	2				2	10			14		\$2,220
Total for all Tasks	148	33	18	53	178	556	24	18	1,028	\$2,400	\$174,990

Notes:

This fee proposal is valid for a period of 90 days from the proposal submittal date.

Mileage is billed at the IRS rate

Other direct costs include web hosting fees for public engagement site and printing fees

Clearwater Active Transportation Plan

