

March 25, 2025

Jessica Kahn  
Public Works Director  
City of Capitola  
420 Capitola Ave.  
Capitola, CA 95010

**Subject: Proposal for Bay Avenue Corridor Public Outreach & Concept Refinement**

Dear Jessica,

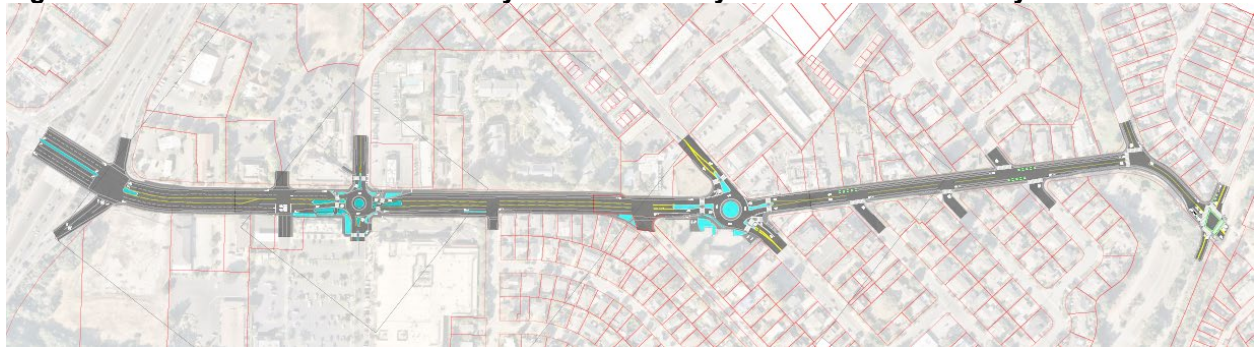
Kimley-Horn and Associates, Inc. (“Kimley-Horn” or “Consultant”) is pleased to submit this letter agreement (the “Agreement”) to the City of Capitola (“Client”) for providing on-call traffic engineering and civil design services per the Master Professional Services Agreement dated September 23, 2021 which is incorporated herein by reference. The following outlines our scope of services for this project.

## Project Understanding

The City retained Kimley-Horn in 2024 to conduct a corridor safety and traffic analysis study of Bay Avenue between Highway 1 to Park Avenue. The Bay Avenue corridor study investigated feasible long-term roadway and intersection improvements that could enhance traffic operations and safety for vehicles, bicyclists, and pedestrians. The corridor study analysis encompasses the effort of several ongoing transportation projects in the City including the quick-build improvements at the Bay Avenue and Hill Street intersection and engineering support for PG&E undergrounding at the Bay Avenue and Capitola Avenue intersection.

In February 2025, Kimley-Horn presented the corridor study findings and recommendations to Council for project next steps. The council approved the recommendation to pursue the roundabout alternative for Bay Avenue and provided direction to conduct public outreach and refine the corridor concept layouts. The results and deliverables of these tasks would be used to advance the planning and design phases of the Bay Avenue corridor project to be “shelf-ready” towards the application and pursuit of future grant opportunities.

**Figure 1 – Alternative 2 Roundabout Layout from the Bay Avenue Corridor Study**



## **Scope of Services**

### **Task 1: Traffic Data Collection**

Kimley-Horn will coordinate with city staff and a subconsultant to collect additional traffic data during the following conditions:

- School time drop-off/pickup data collection before the 2024-2025 school year is over
- Weekend data collection for a festival weekend (Saturday) in summer 2025

The traffic data collection will include speed counts, average daily traffic, and intersection turning movement counts for vehicles, bikes, and pedestrians at the following locations analyzed in the Bay Avenue Corridor Study.

- Intersection turning movement count locations:
  1. Bay Avenue / Highway 1 NB Ramps (Signal)
  2. Bay Avenue / Highway 1 SB Ramps (Signal)
  3. Bay Avenue / Crossroads Loop (Minor Stop)
  4. Bay Avenue / Hill Street (All Way Stop)
  5. Bay Avenue / Capitola Avenue (All Way Stop)
  6. Bay Avenue / Monterey Avenue (All Way Stop)
  7. Monterey Avenue / Park Avenue (All Way Stop)
- 24-Hour Roadway ADT and Speed Count locations:
  1. Bay Avenue 100-ft south of Center Street
  2. Bay Avenue 100-ft north of Del Monte Avenue

### **Task 2: Corridor Concept Refinement**

Kimley-Horn will refine the preferred corridor layout for public outreach use and review with City staff. The corridor and roundabout concept refinements will be comprised of CAD drawings illustrating proposed complete street improvements along Bay Avenue, and the refined layouts will identify a set of complete street pedestrian and bicycle improvement recommendations.

- A first round of concept refinement will be prepared for public outreach materials
- A second round of concept refinement will be prepared to reflect input and comments from the public outreach tasks.

Kimley-Horn will utilize as-built data if available to develop an AutoCAD schematic base map and aerial of the project study area. If existing as-built data is not available, the Consultant will utilize Nearmap high resolution scaled aerial imagery to prepare the existing base map. The existing base map would include existing roadway features including edge of pavement, sidewalk, pavement delineation, fencing/wall locations, and observable ground utilities.

It is assumed that the existing base map will be used to prepare concept layouts only, and it is assumed that the as-built data does not contain a full topographic survey of the right of way or existing surface features to complete PS&E construction design documents. If the preferred design requires additional topographic survey to develop the plans, Kimley-Horn can coordinate with a sub-consultant for an additional fee.

### **Task 3: Initial Right-Of-Way Analysis**

Kimley-Horn will assist the City with preparing exhibits and an initial right-of-way analysis with the property owners that would be impacted by the proposed roundabout at the Bay/Hill and Bay/Capitola intersections. Based on the refined layouts in Task 2, the Consultant assumes the exhibits will provide preliminary

estimates of the ROW impact and estimate the number of easements needed at each corner of the intersection.

#### **Task 4: Public Outreach and Stakeholder Coordination**

A key strategy in building support for the project's goals and objectives is to engage stakeholders and community members closest to the project site and who will most benefit from the project.

The Consultant will prepare an outreach plan that will outline the public engagement strategy, activities, stakeholders, and workplan for this effort.

The Consultant will conduct up to four (4) focused stakeholder meetings and will work with the City to identify representatives from key stakeholder groups. The Consultant will coordinate with the City how to organize stakeholder group session attendees to provide a good balance of proponents and those we need to bring along to implement the project successfully. The Consultant will work with City staff to facilitate the meeting and will prepare materials including agendas, flyers, exhibits, and/or PowerPoint presentations.

For the stakeholder meetings, it is assumed the meeting will be facilitated in-person or virtually (online) by up to two (2) Kimley-Horn staff with support from City staff.

1. Outreach survey with Bay Ave Senior Community
2. Businesses & property owners adjacent to Bay / Capitola intersection
3. Businesses & property owners adjacent to Bay / Hill intersection
4. Open community meeting with public attendees

#### **Task 5: Online Survey**

An online survey will be developed by Kimley-Horn to obtain input as part of the community engagement and will remain open to the public for up to three (3) months. The Consultant will prepare a web link and QR code to allow individuals to take the survey on their own time. The survey will be hosted by SurveyMonkey or a similar tool, and the survey results will be processed to the City.

#### **Task 6: Memo and City Council Presentation**

Kimley-Horn will document the findings and results of the public outreach in a technical memorandum. We will submit an electronic copy of a draft memorandum to you for your review. The document will include a description of our process, assumptions, and results.

Kimley-Horn will present at up to one (1) City Council meeting to discuss the results of the public outreach efforts and refined concepts. The date of the council meeting is to be determined, and the presentation materials will consist of PowerPoint slide deck as well as graphics and tables from the community outreach tasks. The team will present the proposed project, data analysis, feedback from the community, and proposed improvements. It is assumed the meeting will be attended in-person by up to two (2) Kimley-Horn staff with support from City staff.

### **Optional Tasks**

#### **Task 7: Online Outreach Map with PublicCoordinate™**

Pending direction from the client, Kimley-Horn will setup an online interactive map-based platform through *PublicCoordinate™* to share project information and gather feedback from the public. The tool would be setup to allow capabilities such as comment input, toggling between multiple project alternatives and base maps, creating web accessible maps, display project information, and apply survey link integration. The online tool will be hosted by Kimley-Horn, and the public comments will be processed to the City. It is assumed the tool will remain open to the public for up to six (6) months.

## Additional Services

Any services not specifically provided for in the above scope will be billed as additional services and performed at our then current hourly rates.

## Information Provided by the Client

We shall be entitled to rely on the completeness and accuracy of all information provided by the Client or the Client's consultants or representatives. The Client shall provide all information requested by Kimley-Horn during the project, including but not limited to the following:

- As-builts, survey data, and relevant project files
- Supporting documentation (meeting minutes with staff, review comments, etc.)

## Schedule

We will provide our services as expeditiously as practicable to meet a mutually agreed upon schedule.

## Fee and Expenses

Kimley-Horn and Associates will perform the service described in the Scope of Services on a labor fee plus expense basis. Labor fee will be billed on an hourly basis according to our then-current fees. The Client agrees to compensate Kimley-Horn for such services as follows:

Task Number and Name		Fee	Type
1	Traffic Data Collection (with subconsultant effort)	\$6,650	Not to exceed
2	Corridor Concept Refinement	\$25,010	Not to exceed
3	Initial Right-Of-Way Analysis	\$5,120	Not to exceed
4	Public Outreach and Stakeholder Coordination	\$16,040	Not to exceed
5	Online Survey	\$10,220	Not to exceed
6	Memo & City Council Presentation	\$12,110	Not to exceed
<b>Total Labor Fee (no Optional Tasks)</b>		<b>\$75,150</b>	
<b>Optional Tasks</b>			
7	Online Outreach Map with PublicCoordinate	\$7,560	Not to exceed
<b>Total Labor Fee (with Optional Tasks)</b>		<b>\$82,710</b>	

In addition to the labor fee, direct reimbursable expenses such as express delivery services, fees, air travel, and other direct expenses will be billed at 1.10 times cost. A percentage of labor fee will be added to each invoice to cover certain other expenses such as telecommunications, in-house reproduction, postage, supplies, project related computer time, and local mileage. Administrative time related to the project will be billed hourly. All permitting, application, and similar project fees will be paid directly by the Client. Should the Client request Kimley-Horn to advance any such project fees on the Client's behalf, a separate invoice for such fees, with a ten percent (10%) markup, will be immediately issued to and paid by the Client. Fees and expenses will be invoiced monthly based on the percentage of services performed as of the invoice date. Payment will be due within 30 days of the date of the invoice.

Payment will be due within 30 days of your receipt of the invoice and should include the invoice number and Kimley-Horn project number.

## Closure

We appreciate the opportunity to provide these services to you. Please contact me if you have any questions.

Very truly yours,

KIMLEY-HORN AND ASSOCIATES, INC.



Frederik Venter P.E.  
#C64621  
Senior Associate



Derek Wu P.E.  
#C81401  
Project Manager

**AGREED AND ACCEPTED:**  
CITY OF CAPITOLA

BY: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_