



May 28, 2024

By email

Ms. Brianna Greenwood
City of Coachella
53990 Enterprise Way
Coachella, CA 92236

RE: *Proposal to Prepare a Local Road Safety Plan (LRSP) for the City of Coachella*

Dear Ms. Greenwood:

Kimley-Horn and Associates, Inc. (Kimley-Horn or “the Consultant”) is pleased to submit this letter proposal to the City of Coachella (the “Client”) to prepare a Local Road Safety Plan (LRSP). Our understanding, scope of services, schedule, and fee to perform these services are included below.

Project Understanding

The City received funding through Caltrans’ Highway Safety Improvement Program (HSIP) allocation for a LRSP. The City must complete the LRSP to be eligible for further HSIP funding in the Cycle 12 call for projects that is due for submittal in September 9, 2024. It is critical that the City has a qualified planning document in place before that submittal deadline. Additionally, there is an anticipated call for projects in August through the federal Safe Streets and Roads for All initiative that can be leveraged to enhance the LRSP to a full Safety Action Plan (SAP) that will have further utility for the City in reducing traffic injuries and fatalities, and will open more federal funding opportunities. The consultant will develop the LRSP with those goals in mind.

Scope of Services

Task 1 – Project Management & Meetings

Task 1.1 – Project Management & Kick-off Meeting, Project Update Meetings

Kimley-Horn will prepare an agenda and conduct a project kick off meeting to review and refine the project methodology and schedule and to establish a Project Development Team (PDT) with key City staff, which we will maintain close and consistent communication through regular PDT status meetings to discuss plan development and project progress. Meetings are anticipated to be held virtually given current conditions.

Kimley-Horn will assist the City in providing administrative support to make sure the project is in compliance with the Local Assistance Procedure Manual guidelines.

Kimley-Horn has established internal quality control processes that include multiple levels of review before deliverables are submitted to a client, including a designated quality control officer that is not part of the core project team to provide objective feedback from the perspective of someone external to the project. Kimley-Horn recommends in-person meetings, if conditions allow, at the following project milestones:

1. Project Kick-Off
2. Selection of High-Collision Sites for Project Development
3. Field Review Debrief
4. Project Recommendations

Additionally, Kimley-Horn will hold a short bi-weekly project progress meeting with the City project manager to discuss the current status of the project and to make decisions about project direction as alternative courses emerge.

During our kick-off meeting we will identify safety partners/stakeholders who should be included in future project communications. We value representation from the local community, businesses, non-profit organizations, local transportation providers, City's Public Works department, Riverside County Sheriff, Riverside County Fire Department, Coachella Valley and Desert Sands School Districts, and health and safety agencies when creating a well-rounded safety plan.

Task 1 Deliverables:

- Project Kickoff Meeting
- Project Update Meeting Agenda & Notes
- Monthly Progress Reports

Task 2 - Identify and Engage Stakeholders

Task 2.1 – Identify Stakeholders

Kimley-Horn will work with the City to identify stakeholders that will be engaged throughout the LRSP process. Key stakeholders will include those identified during the kick-off meeting in Task 1.

Task 2.2 – Identify Project Goals and Objectives

We will work with City staff to establish goals and objectives after completing the comprehensive data analysis with a focus on improving traffic and pedestrian safety. We will establish the emphasis areas. The team will identify safety challenges specific to the City of Coachella that are elevating the risk of traffic injuries. The goals and objectives will be structured to meet the needs of the LRSP Program, provide optimal support of statewide funding priorities, and incorporate Priority Safety Strategies, Infrastructure Safety Projects, and Behavioral Safety Strategies and feedback from stakeholders and City staff. Each goal will be associated with a set of objectives that will help determine the prioritization of plan recommendations.

Task 2.3 – Stakeholder Meetings

Kimley-Horn will work with the City to reach out to safety partners/stakeholders from the contact list developed. Up to three Stakeholder meetings will be hosted, either virtually or in-person to allow for two-way communication and feedback on the materials communicated. The meetings will provide an overview of the LRSP process, identify/establish safety goals, objectives, strategies and emphasis areas, inform those present on the results found during the crash analysis, and outline the draft countermeasures and potential solutions. Stakeholders will be utilized for their local insight on the area, any challenges or opportunities they may know of, and their knowledge of “near-miss crashes.” Any

potential additions or changes to the recommended countermeasures, based on the feedback received during these meeting, will be discussed with the City. The group will prioritize plans for implementation and be able to review and comment on the draft and final LRSP before recommending approval of the document to be adopted by City Council.

Task 2 Deliverables:

- Stakeholder Identification List
- Technical Memo #1: Project Goals and Objectives
- Stakeholder Meetings
- Field Visit Package (crash diagrams, note sheets, site visit maps)
- Field Notes
- Attendance at Traffic Advisory Committee Meetings

Task 3 – Roadway and Crash Analysis

Task 3.1 – Literature Review

We will conduct a literature review of existing plans published by the City, including the General Plan. Documents produced by the Riverside County Transportation Commission (RCTC), Coachella Valley Association of Governments (CVAG), SCAG, and Caltrans will also be reviewed to identify projects, policies and programs that are in place or recommended that might be of value to this analysis.

Task 3.2 – Best Practices Analysis

Kimley-Horn will work with City staff to identify programs and policies within the City that are most supportive of safety, which ones could be updated to better align with current best practices, and where there are opportunities for new initiatives that would likely support safer roads and better driving behaviors. Kimley-Horn staff will collect the needed information by providing the City with a list of questions in advance, and will conduct an interview with City staff to finalize the responses.

Task 3.3 – Data Analysis

Kimley-Horn will perform a comprehensive data analysis review. Our approach to safety analysis includes statistical network screening using Highway Safety Manual Methods. These methods are selected to identify locations with higher than expected collision activity that can be reviewed to identify roadway and intersection characteristics associated with higher risk. These methods also review a variety of collision characteristics to identify locations where specific types of collisions are over-represented. This helps to diagnose safety factors that are leading to elevated numbers of collisions.

The first screening step is to develop critical crash rates for segments and intersections in the City. Average crash rates are developed for intersections based on control type, and roadway segments based on functional classification. A statistical threshold is then established based on daily traffic volumes for each segment and intersection. The difference between the actual crash rate and the critical crash rate for each location can then be used to estimate the relative risk faced by users of the given intersection or segment. This method builds on the High Collision or High Injury Networks that essentially mirror High Traffic networks to provide deeper insight into potential low-cost safety

measures. Roadways and intersections with lower classifications will also be identified, allowing the LRSP to broach risk factors associated with those roadways.

The second screening step focuses on crash type over-representation. City-wide data is used to determine the typical collision type mix for each of the functional classifications and intersection control types. Then the mixture is reviewed for each segment and intersection to highlight those with high concentrations of a specific collision factor. Factors analyzed would include:

- Fatal Collisions
- Fatal + Serious Injury Collisions
- Broadside Collisions
- Rear-End Collisions
- Sideswipe Collisions
- Head-On Collisions
- Single Vehicle Collisions (run off road, fixed object, parked vehicle, other)
- Bicycle Collisions
- Pedestrian Collisions
- Wet/Slippery Road Collisions
- Nighttime Collisions
- Collisions Involving Alcohol/Drugs
- Collisions Involving Driver Inattention
- Collisions Involving Speeding/Aggressive Driving

The resulting list would include both the number of collisions for each factor, and the probability that any excess is not random.

Kimley-Horn will provide an inventory of sites including all roadway segments and intersections with three or more collisions (needed for statistical evaluation) ranked by overall number of collisions per Local Roadway Safety Manual Guidance. Kimley-Horn will then recommend up to ten locations for further evaluation and potential project development based on amount of collision activity, collision severity, unusual collision patterns, and site variability to maximize the potential number of systemic factors, and mitigations identified. We will identify potential conflicts between vehicles, pedestrians, and bicycles.

Task 3.4 Roadway Characteristics Inventory

Kimley-Horn will obtain available data on roadway functional classification, intersection control, schools, parks, transit stops, and other roadway characteristics that impact safety. Available traffic volume data will also be collected from the City.

Task 3.5 – Field Tour

At up to ten identified high collision locations (key corridors and intersections) identified in Task 2, field assessments with City staff will be conducted to collect additional information to better match roadway characteristics with collision activity, allowing the team to diagnose issues and develop systemic

recommendations. Deficiencies per the Highway Design Manual and other regulatory and guidance documents will be identified at these locations.

Task 3 Deliverables:

- Question List of Current Practices for City
- Technical Memorandum #2: Existing Plans and Programs
- Technical Memorandum #3: City-wide Safety Background and Trends
- List of Intersection and Segments with Statistically Analyzable Collision Activity
- City-wide Safety Trends and Recommended Focus Areas
- Crash Diagrams for High Crash Locations
- List of Potential Local Countermeasures

Task 4 – Develop Criteria and Identify Priority Projects & Countermeasures

Task 4.1 – Develop Priority Criteria and Priority Areas

Kimley-Horn will work with the City and stakeholders to develop priority criteria and identify priority areas that will be used to develop the countermeasures in Task 3.2. These countermeasures will address these priority areas and will align with State & Federal countermeasures that have been identified to assist in reducing fatal & injury collisions.

Task 4.2 – Identify Countermeasures

The identification of the potential projects will be developed by examining the crash data and determining the appropriate countermeasures improvements to roadway segments. The team will prepare a toolbox of systemic safety mitigations that can be applied citywide, or on key parts of the network.

Countermeasures will include a mixture of infrastructural improvements, educational initiatives, law enforcement strategies, emergency response, policy updates, coordination activities and other items that will contribute to the overall tapestry of roadway safety in the City. We will identify safety measures that are appropriate, cost efficient and proven effective countermeasures by the US Department of Transportation and the FHWA.

The toolbox will be developed in three steps:

1. The site visit locations will be used as case studies. Solutions that emerge from those will be associated with the conditions they are addressing and added to the toolbox.
2. The team will identify up to three safety emphasis areas for the City based on collision trends and patterns that can be looked at holistically to identify broader strategies that can be employed to address them.
3. The best practices review will be used to identify actions the City can take to improve the safety environment.

An implementation plan will be developed for inclusion in the LSRP report that will help the City prioritize improvements and identify potential funding sources while remaining responsive to funding

opportunities for HSIP and related grants, including evolving needs as plan implementation progresses.

Task 4.3 – Develop Priority Projects

Kimley-Horn will provide recommendations for operational safety improvements and develop project sheets for up to five high crash locations to improve roadway, traffic, and pedestrian safety. The sheets will profile the existing safety performance of the location, will include an aerial photo and map, and will outline potential countermeasures that had been identified through the safety analysis and workshop tasks and been approved by the City. Each countermeasure will also have a reported benefit/cost. These sheets will provide the City with a scalable overview of the most cost-effective safety options at each location based on the level of resources available, allowing for phased implementation of multiple countermeasures, or to go straight to implementation of the most cost-effective solutions. Projects will be reviewed and recommended for available grants.

Task 4.4 – Implementation Strategy

Projects will be analyzed on their potential to reduce crash activity. Projects with the greatest and most cost-efficient crash reduction potential will be prioritized. Short-term, medium-term and longer-term projects will be identified based on their cost and likelihood of reducing crashes.

The Kimley-Horn team will work with the City to develop an action plan, and provide guidance for securing funding to address recommendations and achieve the goals and objectives identified for the local road safety plan.

This plan will also include a program for updates to the LRSP and an analysis procedure that City staff can use to update the network screening results to determine the effectiveness of countermeasures that have been implemented and to establish new priorities as existing ones are addressed and as roadway conditions and driver expectations change.

Task 4 Deliverables:

- List of Priority Criteria & Priority Areas
- Safety Countermeasure Toolbox
- Up to Five (5) Project Sheets Including List of Potential Projects
- Cost estimates, mapping, and cost/benefit ratio of proposed safety improvements

Task 5 – Development of Final LRSP

Task 5.1 – Draft LRSP

Kimley-Horn will prepare a Draft LRSP to document the findings of the previous tasks. The draft report will be submitted to the City for review and comment and we will assist in circulating the Draft LRSP to identified stakeholders for review. Kimley-Horn will collect a consolidated set of comments from City staff and stakeholders to refine the report into a final document.

Task 5.2 – Final LRSP

Kimley-horn will respond to all comments and incorporate feedback received on the Draft LRSP into the Final LRSP. This document will guide the City’s effort to improving transportation safety and reducing the number of incidents and the severity of those incidents on our transportation systems.

The LRSP will be a living document and analysis methods will be clearly outlined to facilitate future updates as the City completes projects, gets new collision data, as needs and priorities change, and seeks funding in future cycles after this report has reached its lifespan of up to five years per LRSP guidelines.

Kimley-Horn, along with City staff, will take the lead on plan adoption and present the Final LRSP to City Council.

Task 5 Deliverables:

- Draft LRSP
- Final LRSP

Additional Services

Any services not specifically described in the above scope, as well as any changes in the scope the Client requests, will be considered Additional Services and will be performed at our then-current hourly rates. Additional services we can provide include, but are not limited to, the following:

- Additional analyses

Fee and Billing

Kimley-Horn will perform the services described in the above Tasks for a lump sum fee of \$60,000 based on the following breakdown:

LABOR TASKS	FEE
Task 1: Project Management	\$4,801
Task 2: Stakeholder Engagement	\$6,056
Task 3: Crash Analysis	\$17,345
Task 4: Develop Criteria and Countermeasures	\$18,358
Task 5: Develop Local Road Safety Plan	\$12,440
Expenses	\$1,000
	\$60,000

Schedule

We will provide these services according to a mutually agreed upon schedule. Upon issuance of Notice to Proceed, we will work to complete the scope by the HSIP application deadline on September 9, 2024.

Closure

If you concur in all the foregoing and wish to direct us to proceed with the services, please return along with the appropriate contract documentation. This proposal is valid for sixty (30) days after the date of this letter.

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.



Alyssa Phaneuf, P.E.
Vice President