

AGREEMENT FOR PROFESSIONAL SERVICES

Staff Augmentation for Traffic Engineering Services

PREAMBLE

THIS AGREEMENT is by and between TOWN OF LOS GATOS, a California municipal corporation, ("Town") and Whitlock & Weinberger Transportation, Inc. dba W-Trans ("Consultant"), a Corporation whose address is 414 13th Street, 5th Floor, Oakland, CA 94612. This Agreement is made with reference to the following facts.

I. RECITALS

- A. Town desires to engage Consultant to provide professional traffic engineering services.
- B. Consultant represents and affirms that it is willing to perform the desired work pursuant to this Agreement.
- C. Consultant warrants it possesses the distinct professional skills, qualifications, experience, and resources necessary to timely perform the services described in this Agreement. Consultant acknowledges Town has relied upon these warranties to retain the Consultant.

II. AGREEMENT

- A. Scope of Services. Consultant shall provide services as described in the Scope of Services, which is hereby incorporated by reference and attached as Exhibit A.
- B. Term. The term of this Agreement shall be from upon execution to Wednesday, June 30, 2027.
- C. Compliance with Laws. The Consultant shall comply with all applicable laws, codes, ordinances, and regulations of governing federal, state and local laws. Consultant represents and warrants to Town that it has all licenses, permits, qualifications and approvals of whatsoever nature which are legally required for the Consultant to practice its profession. Consultant shall maintain a Town of Los Gatos business license as required in Chapter 14 of the Code of the Town of Los Gatos.
- D. Sole Responsibility. Consultant shall be responsible for employing or engaging all persons necessary to perform the services under this Agreement.
- E. Information/Report Handling. All documents furnished to Consultant by the Town and all reports and supportive data prepared by the Consultant under this Agreement are the Town's property and shall be delivered to the Town upon the completion of services or at the Town's written request. All reports, information, data, and exhibits prepared or assembled by Consultant in connection with the performance of its services pursuant to this Agreement are confidential until released by the Town to the public, and the Consultant shall not make any of these documents or information available to any individual or organization not employed by the Consultant or the Town without the written consent of the Town before such release. The Town acknowledges that the reports to be prepared by the Consultant pursuant to this Agreement are for the purpose of evaluating a defined project, and Town's use of the information contained in the reports prepared by the Consultant in connection with other projects shall be solely at Town's risk, unless the Consultant expressly consents to such use in writing. Town further agrees that it will not appropriate any methodology or technique of Consultant which is and has been confirmed in writing by Consultant to be a trade secret of Consultant.

- F. Compensation: Compensation for Consultant's professional services **shall not exceed \$125,000.00** at the rates set forth in Exhibit A which is attached and incorporated by reference. Payment shall be based upon Town approval of each task.
- G. Billing. Billing shall be monthly by invoice within thirty (30) days of the rendering of the service and shall be accompanied by a detailed explanation of the work performed by whom at what rate and on what date. Also, plans, specifications, documents or other pertinent materials shall be submitted for Town review, even if only in partial or draft form.
- Payment shall be net thirty (30) days. All invoices and statements to the Town shall be addressed as follows:
- Invoices: Town of Los Gatos
Attn: Accounts Payable
P.O. Box 655
Los Gatos, CA 95031-0655
Email (preferred): AP@losgatosca.gov
- H. Availability of Records. Consultant shall maintain the records supporting this billing for not less than three years following completion of the work under this Agreement. Consultant shall make these records available to authorized personnel of the Town at the Consultant offices during business hours upon written request of the Town.
- I. Assignability and Subcontracting. The services to be performed under this Agreement are unique and personal to the Consultant. No portion of these services shall be assigned or subcontracted without the written consent of the Town.
- J. Independent Contractor. It is understood that the Consultant, in the performance of the work and services agreed to be performed, shall act as and be an independent contractor and not an agent or employee of the Town. As an independent contractor he/she shall not obtain any rights to retirement benefits or other benefits which accrue to Town employee(s). With prior written consent, the Consultant may perform some obligations under this Agreement by subcontracting, but may not delegate ultimate responsibility for performance or assign or transfer interests under this Agreement. Consultant agrees to testify in any litigation brought regarding the subject of the work to be performed under this Agreement. Consultant shall be compensated for its costs and expenses in preparing for, traveling to, and testifying in such matters at its then current hourly rates of compensation, unless such litigation is brought by Consultant or is based on allegations of Consultant's negligent performance or wrongdoing.
- K. Conflict of Interest. Consultant understands that its professional responsibilities are solely to the Town. The Consultant has and shall not obtain any holding or interest within the Town of Los Gatos. Consultant has no business holdings or agreements with any individual member of the Staff or management of the Town or its representatives, nor shall it enter into any such holdings or agreements. In addition, Consultant warrants that it does not presently and shall not acquire any direct or indirect interest adverse to those of the Town in the subject of this Agreement, and it shall immediately disassociate itself from such an interest, should it discover it has done so and shall, at the Town's sole discretion, divest itself of such interest. Consultant shall not knowingly and shall take reasonable steps to ensure that it does not employ a person having such an interest in this

performance of this Agreement. If after employment of a person Consultant discovers it has employed a person with a direct or indirect interest that would conflict with its performance of this Agreement, Consultant shall promptly notify Town of this employment relationship, and shall, at the Town's sole discretion, sever any such employment relationship.

- L. Non-Discrimination. Consultant warrants that it is an equal opportunity employer and shall comply with applicable regulations governing equal employment opportunity. Neither Consultant nor its subcontractors do and neither shall discriminate against persons employed or seeking employment with them on the basis of age, sex, color, race, marital status, sexual orientation, ancestry, physical or mental disability, national origin, religion, or medical condition, unless based upon a bona fide occupational qualification pursuant to the California Fair Employment & Housing Act.

III. INSURANCE AND INDEMNIFICATION

A. Minimum Scope of Insurance:

1. Consultant agrees to have and maintain, for the duration of the contract, General Liability insurance policies insuring him/her and his/her firm to an amount not less than: two million dollars (\$2,000,000) combined single limit per occurrence for bodily injury, personal injury and property damage.
2. Consultant agrees to have and maintain for the duration of the contract, an Automobile Liability insurance policy ensuring him/her and his/her staff to an amount not less than one million dollars (\$1,000,000) combined single limit per accident for bodily injury and property damage.
3. Consultant shall provide to the Town all certificates of insurance, with original endorsements effecting coverage. Service Provider agrees that all certificates and endorsements are to be received and approved by the Town before work commences.
4. Consultant agrees to have and maintain, for the duration of the contract, professional liability insurance in amounts not less than \$1,000,000 which is sufficient to insure Consultant for professional errors or omissions in the performance of the particular scope of work under this agreement.

B. General Liability:

1. The Town, its elected and appointed officials, employees, and agents are to be covered as additional insured as respects: liability arising out of activities performed by or on behalf of the Consultant; products and completed operations of Consultant, premises owned or used by the Consultant.
2. The Consultant's insurance coverage shall be primary insurance as respects the Town, its elected and appointed officials, employees, and agents. Any insurance or self-insurances maintained by the Town, its officers, officials, employees or agents shall be excess of the Consultant's insurance and shall not contribute with it.
3. Any failure to comply with reporting provisions of the policies shall not affect coverage provided to the Town, its officers, officials, employees or agents.

4. Consultant's insurance shall apply separately to each insured against whom a claim is made or suit is brought, except with respect to the limits of the insurer's liability.
- C. All Coverages. Each insurance policy required in this item shall be endorsed to state that coverage shall not be suspended, voided, cancelled, reduced in coverage or in limits except after thirty (30) days' prior written notice by certified mail, return receipt requested, has been given to the Town. Current certification of such insurance shall be kept on file at all times during the term of this agreement with the Town Clerk.
- D. Workers' Compensation. In addition to these policies, Consultant shall have and maintain Workers' Compensation insurance as required by California law and shall provide evidence of such policy to the Town before beginning services under this Agreement. Further, Consultant shall ensure that all subcontractors employed by Consultant provide the required Workers' Compensation insurance for their respective employees. As required by the State of California, with Statutory Limits, and Employer's Liability Insurance with limit of no less than one million dollars (\$1,000,000) per accident for bodily injury or disease.
- E. Indemnification. The Consultant shall indemnify the Town its elected and appointed officials, employees and agents from all damages, liabilities, penalties, costs, or expenses in law or equity that may at any time arise or be set up because of damages to property or personal injury received by reason of, or in the course of performing work which may be occasioned by any negligent act, error or omissions of the Consultant, or any of the Consultant's officers, employees, or agents or any subconsultant. Consultant shall defend the Town against any such claims which may arise in connection with this agreement, in proportion to, and to the extent that they are brought as a result of the negligent acts, errors, or omissions, of the Subconsultant in its performance of services under this Agreement.

IV. GENERAL TERMS

- A. Waiver. No failure on the part of either party to exercise any right or remedy hereunder shall operate as a waiver of any other right or remedy that party may have hereunder, nor does waiver of a breach or default under this Agreement constitute a continuing waiver of a subsequent breach of the same or any other provision of this Agreement.
- B. Governing Law. This Agreement, regardless of where executed, shall be governed by and construed to the laws of the State of California. Venue for any action regarding this Agreement shall be in the Superior Court of the County of Santa Clara.
- C. Mediation. Should any dispute arise out of this Agreement, any party may request that it be submitted to mediation. The parties shall meet in mediation within 30 days of a request. The mediator shall be agreed to by the mediating parties. In the absence of an agreement, the parties shall each submit one name from mediators listed by either the American Arbitration Association, the California State Board of Mediation and Conciliation, or other agreed-upon service. The mediator shall be selected by a blind draw. The cost of mediation shall be borne equally by the parties. Neither party shall be deemed the prevailing party. No party shall be permitted to file a legal action without first meeting in mediation and making a good faith attempt to reach a mediated settlement. The mediation process, once commenced by a meeting with the mediator, shall last until agreement is reached by the parties but not more than 60 days, unless the maximum time is extended by the parties.

- D. Termination of Agreement. The Town and the Consultant shall have the right to terminate this agreement with or without cause by giving not less than fifteen days (15) written notice of termination. In the event of termination, the Consultant shall deliver to the Town all plans, files, documents, reports, performed to date by the Service Provider. In the event of such termination, Town shall pay Consultant an amount that bears the same ratio to the maximum contract price as the work delivered to the Town bears to completed services contemplated under this Agreement, unless such termination is made for cause, in which event, compensation, if any, shall be adjusted in light of the particular facts and circumstances involved in such termination.
- E. Amendment. No modification, waiver, mutual termination, or amendment of this Agreement is effective unless made in writing and signed by the Town and the Consultant.
- F. Notices. Any notice required to be given shall be deemed to be duly and properly given if mailed postage prepaid, and addressed to:

Town of Los Gatos
Attn: Town Clerk
110 E. Main Street, Los Gatos, CA 95030

Whitlock & Weinberger Transportation, Inc.
414 13th Street, 5th Floor, Oakland, CA 94612

or personally delivered to Consultant to such address or such other address as Consultant designates in writing to Town.

- G. Order of Precedence. In the event of any conflict, contradiction, or ambiguity between the terms and conditions of this Agreement in respect of the Products or Services and any attachments to this Agreement, then the terms and conditions of this Agreement shall prevail over attachments or other writings.
- H. Entire Agreement. This Agreement, including all Exhibits, constitutes the complete and exclusive statement of the Agreement between the Town and Consultant. No terms, conditions, understandings or agreements purporting to modify or vary this Agreement, unless hereafter made in writing and signed by the party to be bound, shall be binding on either party.

Attachments:

A - Scope and Fee Schedule for Services

IN WITNESS WHEREOF, the Town and Consultant have executed this Agreement.

TOWN OF LOS GATOS:

WHITLOCK & WEINBERGER TRANSPORTATION, INC.
DBA W-TRANS:

SIGNATURE

Chris Constantin

FULL NAME

Town Manager

TITLE

DATE SIGNED

SIGNATURE

Mark Spencer

ENTER CONSULTANT SIGNATORY'S NAME

President

ENTER CONSULTANT SIGNATORY'S TITLE

DATE SIGNED

Approved as to form:

SIGNATURE

Gabrielle Whelan

FULL NAME

Town Attorney

TITLE

DATE SIGNED

The execution date is the date on which the last party has signed.

Exhibits List

A - Scope and Fee Schedule for Services

Exhibit A

Scope and Fee Schedule for Services

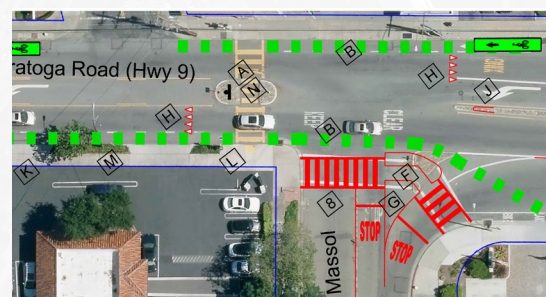
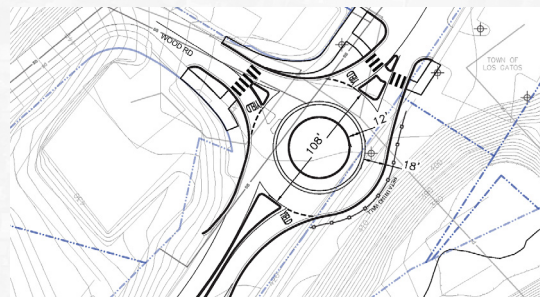


PROPOSAL TO PROVIDE

Traffic Engineering Support Services to the Town of Los Gatos



SEPTEMBER 3, 2026



**TRAFFIC ENGINEERING
TRANSPORTATION PLANNING**
Balancing Functionality and Livability since 1995
w-trans.com



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September 3, 2026

Mr. Gary Heap, PE
Town Engineer
Town of Los Gatos
Parks and Public Works Department
41 Miles Avenue
Los Gatos, CA 95030

Proposal to Provide Traffic Engineering Staff Support Services

Dear Mr. Heap;

W-Trans is pleased to present this proposal to provide on-call Traffic Engineering Support Service to the Town of Los Gatos in response to the Town's Request for Proposal dated August 21, 2026. We are excited about this opportunity to continue providing services for the Town, and believe that our work experience, philosophy, and personal service will continue to fit the Town's needs. W-Trans offers Los Gatos broad experience with on-call services and a successful record of working as an extension of agency staff.

W-Trans staff have provided on-call staff support services to numerous agencies in the Bay Area, including the cities of Concord, Novato and San Carlos, and the Town of Windsor. In each of these assignments, W-Trans supplements local agency staff with responses to transportation planning, traffic operations, traffic safety, development review, and community traffic requests. Also, for each of these agencies, W-Trans provides staff on a part-time basis, whether in-office or working remotely depending on the specific assignment.

W-Trans also been a strong on-call partner to the Town of Los Gatos, providing assistance with the Hillbrook School TDM Monitoring Program, the SR 9 Safety Study, the ATMS project, and a roundabout ICE Study at the Santa Cruz Avenue-SR 17 South Ramps/Wood Road intersection. As part of our on-call services, we offer a mix of planning, operations, and design-related experience. Our balanced approach includes a mix of traffic engineering skills such as traffic impact, safety and operation studies, traffic signal designs, and signal timing along with context-sensitive approaches that incorporate elements such as roundabouts, traffic calming, shared parking, and transportation demand management (TDM).

Kenny Jeong, a Senior Traffic Engineer that also provides part-time in-house staff services in the City of Novato, will be your primary contact person. As a Senior Principal of W-Trans, I will serve as the Principal in Charge for the staff services assignment.

What does the W-Trans Team offer?

- A dedicated Project Manager with On-Call Staff Services expertise and extensive local traffic engineering experience;
- Multiple Principals who are leaders in the industry in their respective specialties and possess decades of experience working with Los Gatos and jurisdictions throughout California;
- A transportation planning team with a proven track record of success preparing warrant studies, peer reviews, CEQA and non-CEQA traffic operations studies, and transportation grant applications;
- A design team with experience preparing plans for traffic signals, pedestrian and bicycle improvements, roundabouts, streetlighting, and signing and striping layouts;
- Experience meeting with local residents regarding complaints and preparing responses to resident requests; and
- A long history of successful on-call assignments throughout the Bay Area and Northern California that reflect our ability to complete quality work and maintain relationships with Agency staff.

W-Trans understands how to partner with local agencies to successfully provide on-call services. We offer experienced project management and staff that are responsive, cost-effective, and act as a resource to your staff. We understand the analytical, regulatory, and reporting requirements for projects in Los Gatos, and are very familiar with the local transportation issues that residents, businesses, and visitors face daily.

We have confirmed that our staff have availability, and we can dedicate the personnel and resources necessary to provide on-call staff support services on your behalf. We are available to commence services immediately and are committed to maintaining our key staff and a high level of responsiveness throughout the contract. We encourage the Town to contact our other staff service clients to discuss their satisfaction with our services, including adherence to schedule and budget.

Thank you for giving W-Trans the opportunity to propose on these services.

Sincerely,



Mark E. Spencer, TE
Senior Principal, President

MES/mes/LGA902.P1

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About Us

W-Trans provides traffic engineering and transportation planning services that emphasize mobility within available resources and help transform streets to serve all potential users. We are particularly skilled in retrofitting streets and roads to make walking, bicycling and transit use safer and more convenient while also appropriately managing vehicle traffic. We have applied these skills to many different types of projects, and with the changes to the California Environmental Quality Act (CEQA) that now place more emphasis on alternative modes versus driver convenience, this long-term focus has become even more important.

Our staff have gained a wide range of experience through working on a variety of projects such as analyses for traffic studies, Initial Studies and EIRs; developing traffic collision reduction programs; designing transportation facilities design including traffic signals, roundabouts, and pedestrian and bicycle facilities; streetscape planning efforts; and complete street projects. We take a holistic approach to traffic engineering, realizing that solutions cannot be developed in a vacuum or strictly follow the standards of the past. Traffic analysis and design must be sensitive to the context of the surrounding land use and community goals to be successful.

Our planning studies support the design practice that we also maintain. While the early years focused primarily on vehicle-oriented design services such as traffic signal and signing and striping plans, our design services have evolved with the transportation engineering industry and W-Trans has played a crucial role in advocating for, and designing, new state-of-the practice facilities for pedestrians and bicyclists such as enhanced pedestrian crossings and protected and buffered bike lanes. W-Trans is proud to have designed the first High-Intensity Activated Crosswalk (HAWK) Beacon in Sonoma County on Montgomery Drive adjacent to the Spring Lake Village senior living community in the City of Santa Rosa.

Our design projects range from traffic control improvements at intersections to mid-block crossing enhancements to Complete Streets corridor-level improvement projects. Our design and Complete Streets practices often work hand-in-hand and allow W-Trans the unique ability to work on all transportation-related aspects of a design project in-house from concept design to final design all the way through construction support. Many of our construction design projects are a result of an improvement identified through one of our corridor studies or are based on concept design plans prepared by our Complete Streets practice. This capability allows critical design knowledge to be passed along seamlessly from an operational analysis or concept plan to a final design plan with the benefit being a cohesive, well-thought-out construction drawing.

Through these various types of projects, we have the opportunity of working on diverse issues and concerns, giving us a breadth of potential solutions to any particular problem. We bring this background to our



w-trans.com

Whitlock & Weinberger
Transportation, Inc.

414 13th Street
5th Floor
Oakland, CA 94612
Office 510.444.2600

490 Mendocino Avenue
Suite 201
Santa Rosa, CA 95401
Office 707.542.9500

Our strength and focus are on balancing the technical needs and functionality of traffic with the desire of communities to create more livable streets and sustainable transportation systems.

W-Trans Service Areas

- Bicycle Facilities
- Complete Streets
- Municipal Staff Services
- Parking
- Pedestrian Safety and Design
- Roundabouts
- Safe Routes to School
- Traffic Calming
- Traffic Engineering Design
- Traffic Impacts
- Traffic Operations
- Traffic Safety
- Transportation Demand Management
- Trip Generation Rate Development
- VMT Impacts

staff services assignments – providing your City with access to solutions that have worked elsewhere as well as understanding why some measures may be better than others for any specific situation. Our staff routinely works as an extension of agency staff – dedicating entire days to be in the office with staff if desired – or serving as the staff representative to a traffic committee of some sort. We understand the overwhelming workload assigned to most public agency staff and believe that our role is to help alleviate the crush of that demand by completing tasks that can be spun off to a consulting firm. Our staff services assignments have been as varied as our other types of work. We routinely prepare warrants to determine need for a change in right-of-way controls, evaluate safety concerns, address resident requests, review traffic studies prepared by others, prepare traffic control plans for special events, and update traffic signal timing, to name a few. We offer our years of experience in numerous agencies to help the City of Rocklin address any and all types of traffic issues and concerns.[]

Firm History

W-Trans was established in 1995 by Dalene Whitlock and Steve Weinberger. W-Trans opened its Oakland office in 2011 with Mark Spencer as the Branch Manager. W-Trans is an employee-owned company, with over 80 percent of current employees having ownership.

Small Business (Micro) Certification

W-Trans is certified as a Small Business (Micro) by the State of California Department of General Services . A copy of our certification can be provided upon request. W-Trans was certified as a Disadvantaged Business Enterprise (DBE) by the California Department of Transportation; however, that program is currently suspended pending changes to the Unified Certification Program (UCP) and a reevaluation process of certified DBEs under new criteria.

Understanding

As part of our on-call services portfolio, W-Trans has experience preparing traffic operations analysis, warrant studies and speed surveys in response to resident, staff or Council concerns. These are often followed by response memos and staff reports. We have also prepared peer reviews of numerous transportation impact studies that have included TIA Guidelines, standards, CEQA elements such as VMT, safety and policy matters, and non-CEQA traffic operations effects such as LOS, queueing and parking. Our on-call staff services work has also included plan check reviews for complete street, roadway striping and traffic control plans. Our staff have successfully prepared grant applications (e.g., HSIP, OBAG, etc.) and we have coordinated with neighboring cities, counties, MTC and Caltrans on behalf of our on-call clients.

We understand that in Los Gatos we may be assigned one or more of the following services as in-house traffic engineering staff support:

- Respond to community traffic concerns related to speeding, traffic calming, neighborhood cut-through traffic, sight distance, pedestrian safety, bicycle facilities, school access, and parking.
- Review development applications for traffic engineering impacts and prepare traffic-related Conditions of Approval.
- Review Traffic Impact Analyses (TIAs), Vehicle Miles Traveled (VMT) analyses, parking studies, transportation demand management (TDM) plans, and circulation studies.
- Conduct traffic engineering studies, including speed surveys, intersection evaluations, stop sign warrant analyses, signal warrant analyses, parking restrictions, and traffic control device evaluations.
- Review and recommend signing, striping, pavement markings, bicycle facilities, pedestrian improvements, ADA accessibility improvements, and temporary traffic control plans.
- Assist with traffic signal operations, signal timing reviews, intelligent transportation systems (ITS), flashing beacons, and traffic control system coordination.
- Prepare technical memoranda, staff reports, engineering recommendations, grant application support, and presentation materials.
- Coordinate with Caltrans, Santa Clara County, neighboring jurisdictions, school districts, transit agencies, emergency service providers, and utility companies on transportation-related projects.
- Provide technical assistance for roadway safety audits, Complete Streets implementation, Active Transportation Program (ATP) projects, Safe Routes to School improvements, and other special transportation initiatives as directed by the Town Engineer.

Key Personnel

W-Trans key staff are listed below, including their role and bio. Resumes with relevant registrations are provided in **Appendix A**. W-Trans will make available all of our staff to the Town of Los Gatos, such that specific expertise can be aligned with a particular assignment.

Key Staff

Mark Spencer, PE – Principal in Charge

President and Senior Principal Mark Spencer is the manager of the Oakland office. He focuses on traffic analysis for multi-disciplinary projects, and excels at community engagement. He is registered in California as a Traffic Engineer.

Mark holds a B. Eng. in Civil Engineering from McGill University and an M.S. in Civil Engineering from the University of California at Berkeley. He has been working as a consultant in the Bay Area since 1990, and joined W-Trans in 2011. His work includes managing a wide array of transportation planning projects, from EIRs and Specific Plans to parking studies and neighborhood traffic management plans. He is often invited to present projects before community forums and elected officials, and is recognized for his ability to present technical topics to both general and professional audiences. When asked what he does for a living, Mark will typically respond that, through transportation, he works to make communities better, safer and more livable. He also enjoys his role in mentoring and training staff.



Mark has been an active member of ITE since he was a Student Chapter President and then as an elected officer in the San Francisco Bay Area Section. He was Chair of the 2010 ITE Western District Annual Meeting in San Francisco, and was elected to the Western District Board in 2014. He served as an International Director representing the Western District on the ITE International Board of Direction from 2021-2023. He was also an Executive Board Member of the ITE International Transportation Consultants Council, and was on the Technical Review Panel for the ITE *Parking Generation Manual*, 4th Edition. Mark has presented papers at ITE and TRB Meetings on topics ranging from ITS to Parking Guidance Systems and ADA Training for Professionals. He also serves on the City of Fremont Mobility Commission.

Kenny Jeong, PE – Project Manager and On-Call Staff Services Primary Contact

Senior Traffic Engineer Kenny Jeong manages traffic engineering studies and provides technical support for transportation improvement projects. He is registered in California as a Traffic Engineer.

Kenny received his B.S. in Civil and Environmental Engineering from San Jose State University in 2001. The Bay Area native began his consulting career immediately following graduation from SJSU contributing on Plans, Specifications and Estimates for roadway improvement projects and traffic analyses for development projects all across the Bay Area. Kenny has a broad range of experience including multi-jurisdictional projects with evaluations of traffic operations using micro-simulation, roundabout analysis and planning, conducting traffic impact studies and reviewing school circulation issues.



Brian Canepa, TDM-CP – Parking and TDM Task Leader

Principal Brian Canepa specializes in innovative parking and Transportation Demand Management (TDM) plans designed to promote prudent sustainability and maximize available resources. His work ranges from developing programs to reduce traffic and parking impacts to shared parking and financial modeling with a special emphasis on academic campuses.



Brian brings years of experience in developing countless parking and TDM plans for a wide range of clients including public, private, and non-profit entities as well as many academic campuses. His efforts have produced quantifiable traffic reductions and implementable shared parking and TDM plans. Brian's approach to transportation planning is a blend of technical expertise and stakeholder engagement. He has a distinct ability to engage key stakeholders and community members and effectively communicate complex technical material in straightforward terms to highlight inherent trade-offs and potential outcomes. The resulting transportation plans produce traffic reductions, parking management, and other products strongly endorsed by community members and participants.

Atul Patel, PE, PTOE – Transportation Engineering Design Task Leader

Principal Atul Patel oversees W-Trans' design practice. He is registered in California as a Traffic Engineer, and as a Civil Engineer in the states of Texas, Florida, and Hawaii. He is also a Professional Traffic Operations Engineer.



Atul has 32 years of traffic engineering and ITS experience, and has worked in both the public and private sectors. He has designed numerous traffic signal installations and modifications involving Caltrans and obtained encroachment permits for these clients. Some of his design projects have included flashing yellow arrow operation, signal hardware upgrades, ITS equipment, installation of traffic signal interconnect conduit and cable to the adjacent signals, installation of curb ramps that comply with the Americans with Disabilities Act (ADA), video detection systems, video surveillance systems, emergency vehicle pre-emption, and fiber optic communication hubs. He has also completed railroad signal pre-emption, prepared signing and striping designs, and provided bid and construction assistance support services.

Barry Bergman, AICP – Grant Applications Task Leader

Senior Planner Barry Bergman has a multimodal transportation planning background, specializing in active transportation, complete streets and grant writing. He has over 29 years of planning experience, including 17 years in the public sector. Barry is certified by the American Institute of Certified Planners (AICP).



Barry completed his Master of Regional Planning (MRP) degree in 1993 at the University of Massachusetts. Prior to joining W-Trans in 2018, Barry's experience included 17 years as a transportation planner in the public sector and six years with Rails to Trails Conservancy.

Barry specializes in active transportation planning, having managed regional, citywide, corridor-level, and project-specific plans in rural, suburban, and urban contexts. With an eye toward transportation as a key part of placemaking, he maintains a focus on the larger policy context and with his experience preparing grant applications, strategically guides planning projects to successfully compete for future funding. Barry has led highly inclusive public engagement efforts for numerous plans, working effectively with a broad range of stakeholders, including agency staff, elected officials, business leaders, and community-based organizations.



Principals

Oakland

Santa Rosa

Mark Spencer, PE

Senior Principal
Traffic Studies, Parking,
Traffic Calming, Traffic Operations

Brian Canepa, TDM-CP

Senior Principal
Transportation Demand Management,
Parking

Zack Matley, AICP

Principal
VMT, Roundabouts, Transit Centers,
Area Planning

Atul Patel, PE, PTOE

Principal
Traffic Engineering Design, Traffic Operations,
Intelligent Transportation Design

Senior Engineers & Planners

Barry Bergman, AICP

Senior Planner
Transportation Planning,
Grant Applications

Kenny Jeong, PE

Senior Traffic Engineer
Traffic Studies,
Traffic Operations

Cameron Nye, PE

Senior Transportation Engineer
Traffic Studies, Traffic Operations,
Traffic Engineering Design

Kevin Carstens, PE

Senior Traffic Engineer
Traffic Studies, Traffic Operations,
Traffic Engineering Design

Allison Moser, PE

Senior Traffic Engineer
Traffic Studies, Traffic Operations,
Traffic Engineering Design

Associate Engineers & Planners

Jennifer Costello, PE

Associate Engineer

Cade Luongo, EIT

Associate Engineer

Ming Lee, PE

Associate Engineer

Assistant Engineers & Planners

Rory Meechan, EIT

Assistant Engineer

Angel Gonzalez Rodriguez, EIT

Assistant Engineer

John King, EIT

Assistant Engineer

Eamon Haverty, EIT

Assistant Engineer

Consultants

Dalene J. Whitlock, PE, PTOE

Expert Witness

Bob Mandel

GIS Specialist

Administrative Staff

Jessica Bender

Administrative Supervisor

Michele Johnson

Senior Accounting Specialist

Erika Totanes

Graphic Designer

Renee Johnson

Accounting Assistant

Project Experience

On-Call Traffic Engineering Services – City of Novato

As the City of Novato consulting traffic engineer, we embedded our senior traffic engineer at City Hall once each week, where all staff and the community are directed for assistance on all their traffic-related issues. The work initially was to focused on investigating and responding to resident requests, but has grown to include consultations to Public Works Engineering staff on various traffic system design questions, accessible route design or operational issues, and signing and striping needed for establishing safe and legal railroad crossings subject to Quiet Zone operations. Additional staff work has recently included conducting corridor safety studies, crosswalk policy development, and developing a new format for their Engineering & Traffic Surveys.

Project Term: March 2017 - Ongoing

Project Staff: Kenny Jeong, Dalene J. Whitlock, Zack Matley, Atul Patel, Barry Bergman, Allison Moser

Contact: Nick Nguyen, Public Works Director, (415) 899-8961, nnguyen@novato.org

On-Call Traffic Engineering Services – Town of Windsor

W-Trans has been providing staff services to the Town of Windsor since 2004, serving as an extension of Town staff. These services include responding to resident requests; developing and reviewing traffic control plans and special event detour plans; providing traffic signing, striping, and parking prohibition suggestions; maintaining the Town's Engineering and Traffic Survey (E&TS) database; preparing grant applications; attending monthly Traffic Safety Committee meetings; maintaining an online traffic engineering SharePoint site, and making recommendations relative to other operational and safety issues. Recent work includes development of a Vehicle Miles Traveled (VMT) policy, Traffic Impact Study Guidelines, several new E&TS in the context of new state legislation, and close collaboration with SCTA to prepare concept design plans and cost estimates for several quick build improvements on Windsor Road and Foothill Drive. We are currently in the process of updating the Town's Complete Street Design Guidelines and are in the final stages of updating the Town's Active Transportation Plan (ATP). With everything we touch in Windsor, specific attention is paid to ensuring the appropriateness of public street intersection controls and how proposed public improvements are consistent with adopted complete streets design principles, traffic calming measures, and climate protection philosophies. W-Trans also reviews and/or creates public infrastructure designs; performs traffic safety analyses for pedestrians, bicyclists, and drivers; reviews development plans; and performs field inspections during construction and in response to resident complaints. W-Trans has conducted peer reviews for numerous important Town planning efforts including the General Plan Update, Downtown Parking Study, Transportation Impact Studies, Safe Routes to School reports, as well as development improvement plans.

Project Term: 2004 - Ongoing

Project Staff: Cameron Nye (PM), Zack Matley, Dalene J. Whitlock, Atul Patel, Barry Bergman, Kevin Carstens, Allison Moser

Prime: W-Trans

Client: Town of Windsor, 8400 Windsor Road, Building 100, Windsor, CA 95492

Contact: Alejandro Perez, Senior Civil Engineer, (707) 838-5318, aperez@townofwindsor.com

On-Call Traffic Engineering Services – City of San Carlos

W-Trans has provided on-call services to the City of San Carlos since 2015. During that time, we have been assigned task orders for services varying from evaluating traffic control warrants, conducting citywide traffic counts, developing pedestrian safety improvement plans, updating traffic impact fees, and performing traffic signal design services. Public outreach and participation were fundamental pieces of various projects.

Project Term: December 2016 - Ongoing

Project Staff: Mark Spencer (PIC), Zack Matley, Brian Canepa, Kenny Jeong, Kevin Carstens, Allison Moser, Cameron Nye

Prime: W-Trans

Subconsultants: CSG Consultants

Client: City of San Carlos, 600 Elm Street, San Carlos, CA 94070

Contact: Grace Le, City Engineer, (650) 802-4201, GLE@cityofsancarlos.org

On-Call Traffic Engineering Services – County of Alameda

W-Trans has provided on-call services to Alameda County since March 2017. During that time we have been assigned 30 task orders for services varying from preparing traffic signal designs, to intersection control studies, pedestrian safety studies, a neighborhood cut-through traffic study, a safety study, corridor study ultimately resulting a coordination plan update, including coordination with Caltrans, as well as a signal timing plan review for a 12-phase intersection. In 2020, W-Trans used drone video surveillance to analyze origin and destination patterns at a street couplet located near a freeway interchange and a BART line. This provided a unique technological alternative to more traditional survey methods. Following the O-D study, W-Trans evaluated traffic operations and potential improvements for this unique area, including a comparison of potential differences in average vehicle delay and queuing between various geometric alternatives. Most recently, W-Trans has started preparing traffic signal modification designs for the two existing traffic signals in this couplet. W-Trans is also completing design of 5 signal modifications as part of an HSIP Cycle 9 project.



Project Term: February 2017 - Ongoing

Project Manager: Mark Spencer (PIC), Kenny Jeong (Deputy PM), Atul Patel, Kevin Carstens, Allison Moser, , Cameron Nye,

Client: Alameda County Public Works Agency, 399 Elmhurst Street, Hayward, CA 94544

Contact: Amber Lo, Principal Civil Engineer, (510) 670-5485, amberl@acpwa.org

On-Call Traffic Control Plan Review Services – City of San Leandro

The City of San Leandro asked W-Trans to review traffic control plan reviews in support of the permit department. Twenty-seven permit applications have been reviewed to date, including utility work at a single site or multiple sites, private telecom linear trench installations for over a mile, to City projects making improvements near City Hall.

Project Term: March 2017 - Ongoing

Project Staff: Mark Spencer, Atul Patel, Kenny Jeong, Allison Moser

Client: City of San Leandro, 835 East 14th Street, San Leandro, CA 94577

Contact: Sheila Marquises, Engineering & Transportation Director, (510) 577-3433, smarquises@sanleandro.org

On-Call Transportation Engineering Services – City of El Cerrito

Through assignments under an on-call contract W-Trans has prepared various warrant analyses to determine need for additional right-of-way controls and/or pedestrian facilities at numerous locations throughout the City of El Cerrito. The need to convert from two-way stop controls to all-way stops and warrants for crosswalks or enhanced signing, striping, and markings or enhanced warning devices have been documented for staff's use. Additionally, a five-legged signalized intersection was evaluated to determine potential measures to provide improved guidance and address safety concerns due to driver confusion. The City has recently selected W-Trans for another 3-year contract providing similar services.



Project Term: January 2012 - Ongoing

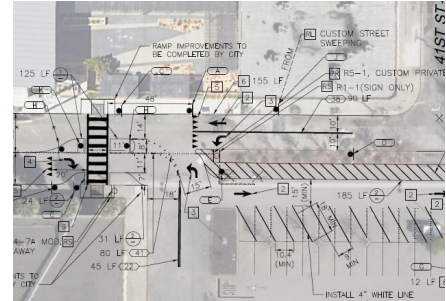
Project Staff: Mark Spencer, Atul Patel, Kenny Jeong, Kevin Carstens, Allison Moser

Client: City of El Cerrito; 10890 San Pablo Avenue, El Cerrito, CA 94530

Client Contact: Yvetteh Ortiz, Public Works Director, (510) 215-4382, yortiz@ci.el-cerrito.ca.us and Jarrett Mullen, Sustainable Transportation Program Manager, 510-215-4332, JMullen@ci.el-cerrito.ca.us

On-Call Transportation Engineering Services – City of Richmond

On-call services provided by W-Trans to the City of Richmond On-Call have included intersection control evaluations for a variety of locations throughout the City such as assessing existing two-way yield and stop controls to determine if they should be retained or upgraded to two-way or all-way stop control, respectively. Consideration was given to the need for enhanced pedestrian infrastructure separate from modifications to intersection control as well as analysis of speed control measures to calm traffic in locations where all-way stop control was not warranted. W-Trans has also evaluated the potential change in street operations from two-way to one-way circulation at several locations throughout the city, and provided design services for signing and striping of an intersection focused on quick-build improvements enhancing traffic flow and safety.



Project Term: August 2015 - Ongoing

Project Staff: Mark Spencer (PIC), Kenny Jeong (PM), Kevin Carstens, Zack Matley, Barry Bergman, Allison Moser

Client: City of Richmond; 450 Civic Center, Richmond, CA 94804

Contact: Robert Armijo, Deputy Public Works Director/City Engineer, (510) 620-5477, robert_armijo@ci.richmond.ca.us

On-Call Traffic Engineering Services – City of Concord

W-Trans began providing on-call services to the City of Concord in 2021 with a staff traffic engineer working in the City's offices once weekly providing assistance on traffic-related issues. Key tasks thus far have included development site plan reviews of trip generation and compliance with local ordinances regarding parking, pedestrian, and bicycle facilities. Other assignments have included application of commercial transportation analytics to compare arterial traffic volumes and downtown activity before and during the pandemic, reviewing the bicycle network for gaps, and assessing the parking demand of a proposed development.

Project Term: March 2021 - Ongoing

Project Staff: Kevin Carstens (PM), Mark Spencer (PIC), Brian Canepa, Kenny Jeong

Prime: W-Trans

Subconsultants: CSG Consultants

Client: City of Concord, 1950 Parkside Drive, Concord, CA 94519

Contact: Aaron Elias, Transportation Program Manager II, (925) 671-3276, Aaron.Elias@cityofconcord.org and Abhishek Parikh, Deputy Public Works Director, (925) 671-3129, Abhishek.Parikh@cityofconcord.org

Engineering and Traffic Surveys – Various Jurisdictions

W-Trans staff has recently completed or is currently preparing Engineering and Traffic Surveys for the Cities of Walnut Creek, San Rafael, El Cerrito and Petaluma. For each of these projects, the State statutes applicable to determining radar enforceable speed limits were reviewed and any changes to the requirements for collecting data and establishing speed limits as set forth in the California MUTCD identified. All street segments were driven by a Registered Traffic Engineer who also oversaw and reviewed all data collected, performed the analysis and made recommendations regarding speed limits. Summary reports identifying the legal framework, methodologies, assumptions and findings were provided.

Contacts: Smadar Boardman, Traffic Engineer, City of Walnut Creek, (925) 943-5899 x2223, boardman@walnut-creek.org; Rafat Raie, Deputy Director of Public Works, City of San Rafael, (415) 485-3473, rafat.raie@cityofsanrafael.org; Yvetteh Ortiz, Public Works Director, City of El Cerrito, (510) 215-4382, yortiz@ci.el-cerrito.ca.us; Jeff Stutsman, Traffic Engineer, City of Petaluma, (707) 776-3673, jstutsman@ci-petaluma.ca.us

Traffic Control and Pedestrian Crossing Warrant Studies – Various Jurisdictions

W-Trans has prepared warrant analyses for many Bay Area agencies. These studies include determining the appropriate level of traffic control (uncontrolled, yield control, two-way stop control, all-way stop control, or signalization) and need for pedestrian crossing facilities (crosswalks, enhanced visibility treatments, flashing beacons, or pedestrian hybrid beacons/HAWKS). Consideration is given to traffic patterns, driver and pedestrian behavior, local settings, resident complaints, agency standards, and industry standard methodologies and practices. Findings were documented and prepared by a Registered Traffic Engineer in concurrence with staff input. In some cases, design and construction support services were provided relative to the recommended traffic control or pedestrian crossing treatments.

Contacts: Hanieh Houshmandi, Senior Traffic Engineer, City of San Carlos, (650) 802-4349, hhoushmandi@cityofsancarlos.org; Ed Moore, Engineering Assistant, City of Napa, (707) 257-9328, emoore@cityofnapa.org; Yvetteh Ortiz, Public Works Director, City of El Cerrito, (510) 215-4382, yortiz@ci.el-cerrito.ca.us

Transportation and Traffic Impact Studies – Various Jurisdictions

W-Trans has prepared transportation impact analyses and peer reviews of traffic studies for projects in rural, suburban, metropolitan and transitional areas throughout California. These evaluations typically include an operational analysis of the surrounding roadway network, vehicular access and circulation, pedestrian and bicyclist access and safety, transit facilities, parking, and an assessment of the project's potential vehicle miles traveled (VMT) impacts. Often recommendations from these studies inform design of various traffic engineering projects (e.g., controls for various new intersections created by the project, need for left-turn lane channelization, and the cross section of a new project street that includes Class II bike lanes), or identify opportunities to advance local or regional goals (e.g., connecting to a planned crosswalk or bicycle facility; the incorporation of TDM measures or active transportation incentives; or even opportunities to pursue various grants).

Contacts: Matthew Jue, Traffic Engineer, City of Campbell, (408) 866-2154, matthewj@cityofcampbell.com; Rob Sprinkle, Deputy Director- Traffic Engineering, City of Santa Rosa, (707) 543-3817, rsprinkle@srcity.org; Grace Le, City Engineer, City of San Carlos, (650) 802-4201, GLE@cityofsancarlos.org

Availability and Anticipated Response Times

We have confirmed that our designated Project Manager, Kenny Jeong, has the available time to commit to this assignment. We have found through our numerous on-call projects that it can be cost and time-effective to have our designated Project Manager be a primary point of contact, and to use the resources of our staff to assist with individual tasks if needed. We have also worked well with other on-call consultants when local agencies have split the on-call staff services work among two or more firms, relying on the respective strength of each firm.

Kenny can initially commit to one or two days a week either in-person or remote. Based on our experience with many similar staff services engagements, once a relationship has been established between Town staff and W-Trans, and with the ebb and flow of on-call work assignments, we anticipate that the work may transition to a mixture of varying hours as well as in-person and remote work.

The response times for work assignment will vary, depending on the request. For example, items that require data collection, such as traffic counts and traffic control warrants, will take a few weeks to respond and complete. Peer reviews of transportation studies may take a week to review and prepare a comment letter on behalf of the Town. We understand that some items will require staff reports with hard deadlines, whereas other items may be internal or require coordination with other Town departments or outside agencies. The goal will be to first provide an estimate for each requested task once its presented to us, and then provide timely responses to each request.

Hourly Billing Rates for Proposed Personnel



2026 Fee Schedule by Staff Member

Name	Title	Billing Rate
Dalene J. Whitlock	Senior Principal	\$400/hour
Mark Spencer	Senior Principal	\$340/hour
Atul Patel	Principal	\$320/hour
Brian Canepa	Principal	\$320/hour
Zack Matley	Principal	\$285/hour
Barry Bergman	Senior Planner	\$235/hour
Kevin Carstens	Senior Traffic Engineer	\$235/hour
Cameron Nye	Senior Transportation Engineer	\$230/hour
Kenny Jeong	Senior Traffic Engineer	\$220/hour
Allison Moser	Senior Traffic Engineer	\$230/hour
Ming Lee	Associate Engineer	\$175/hour
Jennifer Costello	Associate Engineer	\$170/hour
Cade Luongo	Associate Engineer	\$170/hour
Bob Mandel	GIS Specialist	\$160/hour
Angel Gonzalez-Rodriguez	Assistant Engineer I	\$150/hour
John King	Assistant Engineer I	\$150/hour
Rory Meechan	Assistant Engineer II	\$150/hour
Eamon Haverty	Assistant Engineer I	\$145/hour
Michele Johnson	Senior Accounting Specialist	\$170/hour
Jessica Bender	Administrative Supervisor	\$150/hour
Renee Johnson	Administrative Assistant	\$145/hour
Erika Totanes	Proposal Coordinator	\$135/hour

Quality Assurance/Quality Control

W-Trans has standardized procedures that we have successfully used on numerous on-call assignments.

Approach and Management Plan

Below is our approach to managing and maintaining quality control for projects or on-call agreements that have quick turnaround schedule requirements by the client.

Developing a Work Plan

The first step when initiating a new project is to gain insight into the work needed and ensure that the goals to be achieved are fully understood. Input from stakeholders could be obtained at this stage if needed to adequately scope the work and could include a field meeting to fully understand any concerns. Building upon this understanding, a scope of work can be developed, including key milestones and associated deliverables. Tasks will be included identifying the number and types of meetings anticipated, as well as the processes for determining participants and ensuring that stakeholders are included in the communication protocol. In determining the fee it is critical that the right personnel are assigned to perform the work proposed. Finally, a schedule would be provided that indicates timing for key milestones, deliverables, meetings, hearings, and other deadlines. W-Trans would base the schedule on past experience in terms of the time needed for preparation of our work and including adequate time for stakeholder review and input. We would work with Town of Los Gatos staff to ensure that “hard” deadlines, or those set by outside agencies or funding requirements, are always met.

Project Management Plan

Upon initiating work, the Project Manager will hold meetings with other staff weekly, or as needed, to ascertain progress and discuss upcoming actions. The Project Manager will monitor adherence to the schedule and apprise the client of progress. It is the Project Manager’s responsibility to ensure that milestone deliveries are made on time, and also to check in with reviewers to receive comments and also prompt action when needed. When necessary, the Project Manager will create a matrix of comments showing each comment, the person or firm responsible for responding, and any notes or other information to be included in the response. Upon receipt of responses the matrix will be assembled in such a way that it can be sorted by commenter, responder, or topic, if appropriate.

The Project Manager will be the key contact for the Town and will manage communication with other team members, including sub-consultants. Use of email is highly encouraged so that team members can be kept “in the loop” regarding ongoing issues and decisions. If a project requires communication with an outside agency, such as Caltrans, VTA, Santa Clara County, the MTC or neighboring cities, all electronic communication will be copied to Town staff and notes regarding any phone conversations of merit will also be provided to staff to ensure that appropriate stakeholders are aware of any decisions being made.

Finally, the Project Manager will be responsible for monitoring the financial aspects of the project to ensure that any tasks undertaken are completed within the programmed fee, including for sub-consultants. The project manager has access to real-time budget information in our accounting system to track the budgets per task. Records will be kept for any sub-consultants to track their invoices against any task orders and ensure that the fee is consistent with the work produced.

Managing Key Risks and Challenges in Delivering a Project

Every project has its own unique challenges associated with the specifics of the project itself, but all share the challenge of meeting the client’s expectations, achieving a product that meets the goals of the project, and completing the work within the established schedule and budget. To avoid the risk of need to re-do any of the work,

a partnership with Town of Los Gatos staff is needed to manage coordination between various agencies and address changes are discussed well in advance of when they might affect schedule adherence.

W-Trans has both led and participated in numerous projects that required a team of consultants to work together in a collaborative manner. The key challenge to such a project is, again, communication, and information would be disseminated to the team as well as other stakeholders through the use of emails and other written records together with either face-to-face or telephone meetings to ensure that all participants are working toward the same goals.

Quality Assurance Program

W-Trans has established a high standard of quality products, achieved through both internal reviews and checks. All work is checked by a second staff member during the preparation of studies, plans, reports, or any product; then prior to issuing any review draft to the Town of Los Gatos it would undergo a final review, being read or reviewed in its entirety by a principal not involved in prior day to day efforts to ensure that it is comprehensive, cohesive and consistent. This final review is critical to ensuring that products make sense, and also includes a review to see that all of the issues identified in the scope and other prior feedback has been addressed. Any products prepared by sub-consultants would likewise be subject to a final internal review to ensure that W-Trans' standard for quality is met.

We take pride in producing quality work and commit to ensuring that the quality of our work will not suffer, even in the face of schedule adherence. We will devote additional resources as needed through our own staff and those of our team members (if any) to achieve the quality that the Town deserves while still meeting schedule commitments. This QA Program would be documented through logs identifying the steps to be taken, the personnel assigned both to prepare and check the work and including any notes or comments along with copies of check prints. For written documents this would be accomplished through use of the "track changes" feature in WORD to identify changes made subsequent to the initial preparation of any documents.

References

Bill Rose, Assistant City Manager/Interim Public Works Director, City of Novato
(415) 985-5582, brose@novato.org

Amber Lo, Principal Civil Engineer, County of Alameda
(510) 670-5485, amberl@acpwa.org

Hanieh Houshmandi, Senior Traffic Engineer, City of Can Carlos
(650) 802-4349, hhoushmandi@cityofsancarlos.org



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Appendix A

Key Staff Resumes



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Mark E. Spencer, PE Senior Principal

President and Senior Principal Mark Spencer is the manager of the Oakland office, focuses on traffic analysis for multi-disciplinary projects, and excels at community engagement. He is registered in California as a Traffic Engineer.

Mark holds a B. Eng. in Civil Engineering from McGill University and an M.S. in Civil Engineering from the University of California at Berkeley. He has been working as a consultant in the Bay Area since 1990, and joined W-Trans in 2011. His work includes managing a wide array of transportation planning projects, from EIRs and Specific Plans to parking studies and neighborhood traffic management plans. He is often invited to present projects before community forums and elected officials, and is recognized for his ability to present technical topics to both general and professional audiences. When asked what he does for a living, Mark will typically respond that, through transportation, he works to make communities better, safer and more livable. He also enjoys his role in mentoring and training staff.

Mark has been an active member of ITE since he was a Student Chapter President and then as an elected officer in the San Francisco Bay Area Section. He was Chair of the 2010 ITE Western District Annual Meeting in San Francisco, and was elected to the Western District Board in 2014. He served as an International Director representing the Western District on the ITE International Board of Direction from 2021-2023. He was also an Executive Board Member of the ITE International Transportation Consultants Council, and was on the Technical Review Panel for the ITE *Parking Generation Manual*, 4th Edition. Mark has presented papers at ITE, TRB and APA Meetings on topics ranging from ITS to Parking Guidance Systems and ADA Training for Professionals. He also serves on the City of Fremont Mobility Commission.

Publications and Presentations

Transportation Master Planning: Where Policy, Funding and Public Engagement Intersect, presented at the ITE Western District Annual Meeting, Palm Springs, CA, June 2022
The Transportation Engineering Profession is Changing: How Do Managers Keep Up?, presented at the ITE Annual Meeting, Toronto, ON, August 2017
ADA Design vs. Practicality: Training Engineers to Go Beyond the Manuals, with L. Lim-Tsao, presented at the ITE Western District Annual Meeting, Anchorage, AK, July 2011
Implementation of San Jose's Parking Guidance System, with J. West, presented at the TRB Annual Meeting, Washington, DC, January 2004 and published in Transportation Research Record, Journal of the Transportation Research Board, No. 1886, 2004
Merging ITS Into the Santa Clara County Transportation Plan 2020, with C. Emoto, presented at the ITE International Annual Meeting, Las Vegas, NV, August 1999
Spartan Stadium Parking and Transportation Plan, with D. Dagang and J. Harrison, presented at the ITE District 6 Annual Meeting, San Jose, CA, July 1998
The Evolving Role of Small City Downtowns in the Post-Pandemic Environment, panelist at the APA California 2024 Conference, Riverside, CA, September 2024

Representative Projects

Transportation Planning

Belmont – Harbor Industrial Area Specific Plan and EIR

Campbell – Dell Avenue Area Plan and EIR

Fremont – State Route 84 Truck Restriction Study

Menlo Park – Transportation Master Plan

Milpitas – Milpitas Metro Specific Plan

Oakland/Richmond – KP COVID-19 Drive-Through Testing and Vaccine Site Plans

San Carlos – Downtown Plan

Walnut Creek – Shadelands Gateway Specific Plan

Education

MS in Civil Engineering

University of California, Berkeley, 1989

B. Eng. in Civil Engineering

McGill University, Montreal, Canada, 1988

Affiliations/Activities

Institute of Transportation Engineers (ITE) Fellow

International Director - 2021 - 2023

President, *Western District Board*, 2016-2018

Chair, *ITE Western District Annual Meeting*,
San Francisco, 2010

San Francisco Bay Area Section President,
2003-2004

ITE Transportation Consultants Council Executive Board

2012-2018

South Bay Transportation Officials Association

President, 2000

City of Fremont Mobility Commission

Member, 2020 - present

Chair, 2020-2023

Awards

Transportation Professional of the Year, ITE
SF Bay Area Section, 2010

Mentor Award, ITE Western District, 2023

Registration

Traffic Engineer #1737 (CA)

Professional History

2011-Present

W-Trans

1990-2011

DKS (Principal)

Mark E. Spencer
(continued)

Complete Street Corridor Projects

Atherton – *El Camino Real Complete Streets Plan*
Menlo Park – *El Camino Real Corridor Study*
Redwood City – *El Camino Real Corridor Plan*
San Mateo County – *Coleman and Ringwood Avenues Active Transportation Study*

School Traffic and Parking Studies

Alameda County – *Safe Routes to School Programs 2017-2022*
Atherton – *Sacred Heart Schools Master Plan Transportation Analysis*
Atherton – *Menlo-Atherton High School Monitoring and TDM Program Implementation*
Oakland – *Madison Park School Master Plan Transportation Analysis*
San Jose – *Franklin Elementary School Access Improvements*

CEQA EIR/NEPA EIS

Fremont – *Niles Gateway EIR*
Menlo Park – *Facebook Campus EIR, 1300 El Camino Real EIR, and 500 El Camino Real EIR*
Palo Alto – *Castilleja School EIR*
San Carlos – *Alexandria Center for Life Sciences EIR*
Suisun City – *Logistics Center EIR*

Parking Studies

Arroyo Grande – *East Grand Avenue Corridor Study*
Morgan Hill – *Downtown Parking Management Plan*
San Jose – *Downtown Parking Guidance System*
San Rafael – *East San Rafael Parking Study*
Santa Clara – *Santa Clara University Parking Study, Civic Center Parking Study*
VTA – *El Camino BRT Parking Analysis*

Transportation Impact Studies

Fremont – *Mission Clay Quarry Truck Route Study*
Pacifica – *Rockway Quarry Reclamation Project*
Pleasant Hill – *Car Max Transportation Impact Analysis*
Richmond – *Power Plant Transportation Impact Analysis*
South San Francisco – *Centennial Village Transit Oriented Development*
Walnut Creek – *Marriott Hotel Traffic and Parking Study*

On-Call Traffic Engineering Services

Los Gatos – *SR 9 Corridor Safety Study, Hillbrook School Annual Monitoring*
Menlo Park – *Development project and policy consistency analysis, mitigation plan review*
Orinda – *El Toyonal Parking and Fire Evacuation Study*
Richmond – *Peer review of traffic studies, neighborhood traffic control evaluation*
San Carlos – *VMT Analysis and Threshold Criteria Policy*
San Pablo – *Parking and traffic calming studies*

General Plans

Belmont – *Circulation and Housing Elements*
Fremont – *Circulation Element*
Milpitas – *Circulation Element*
San Carlos – *Housing Element*



Kenneth Jeong, PE Senior Traffic Engineer

Kenny Jeong is a Senior Traffic Engineer who manages traffic engineering and transportation planning studies and provides technical support for transportation improvement projects. He is registered in California as a Traffic Engineer.

Kenny received his B.S. in Civil and Environmental Engineering from San Jose State University in 2001. The Bay Area native began his consulting career immediately following graduation from SJSU contributing on Plans, Specifications and Estimates for roadway improvement projects and traffic analyses for development projects all across the Bay Area. Kenny has a broad range of experience including evaluations of traffic operations using micro-simulation, conducting traffic impact studies, reviewing neighborhood and school circulation issues and performing duties as a City Traffic Engineer.

Education

BS in Civil Engineering
San Jose State University,
San Jose, 2001

Affiliations/Activities

Institute of Transportation Engineers (ITE)
Member

Registration

Traffic Engineer #2787 (CA)

Professional History

2017-Present
W-Trans

2001-2017
DKS Associates

Representative Projects

Traffic Impact Studies/CEQA

Campbell – In-N-Out Burger, Chick-fil-A, 1700 Dell Avenue Office, Franciscan Apartments, Winchester Townhomes and City Sports Club

Contra Costa County – 197 Midhill Road Homes and Windhover Apartments

Dublin – Hexcel Development and BASIS School

Fremont – Ardenwood IV Office, Osgood II Residential, 3440 Walnut Avenue Townhomes

Oakland – Vista Crest Townhomes, Residential Developments at 820 W. MacArthur Boulevard, 685 9th Street and 220 Alice Street

Palo Alto – Castilleja School EIR, 200 Portage Road, 2850 West Bayshore Road and 3001 El Camino Real

Richmond – 100 38th Street, Brickyard Cove Residential, Power Plant Cultivation Facility, Country Club Homes and UPS Expansion EIR, Marina Way South Residential Development

San Carlos – Alexandria Center for Life Sciences, Hotel Indigo, 888 Bransten Street, 1021 Howard Avenue and 789 Old County Road

San Leandro – Town Hall Square and 14341 Bancroft Avenue

Santa Cruz – Ocean Street Mixed Used

Municipal Staff Services

Alameda – On-Call Traffic Engineering Services

Novato – Consulting City Traffic Engineer

San Carlos – On-Call Transportation/Traffic Engineering Services

Vehicle Miles Traveled (VMT) Assessment

Berkeley – San Pablo Avenue Affordable Housing

Contra Costa County – Moraga Road Self-Storage, Chelsey Avenue Self-Storage and Senior Homes at 375 El Pintado Road

Newark – Timber Street Townhomes

Richmond – Garrity Way Hotel

San Mateo County – Quarry Park EIR

Vallejo – Admiral Callaghan Self-Storage

Watsonville – Crockers Lockers Self-Storage

Site Planning and Circulation

School Access Studies– Campbell, Gilroy, Castro Valley, Dublin

Car Wash Queuing Studies– Delta Car Wash (Campbell), Blue Wave Car Wash (Pittsburg)

Alameda County – Safe Routes to School Site Assessments

Campbell – School of Innovation Access Study

Castro Valley – Canyon Middle School Traffic Circulation Study

Gilroy – South Valley Middle School Access Study

Oakland – Bentley and Head Royce School Traffic Monitoring and Kaiser Permanente COVID-19 Testing Efficiency Study

San Carlos – Downtown Circulation Study

Kenneth Jeong
(continued)

Neighborhood Engineering

Alamo – Iron Horse School Crossing Guard Study

Ashland – Lewelling Boulevard Left Turn Evaluation

Danville – Borel Park Feasibility Study

Dublin, El Cerrito, San Carlos, San Leandro, Novato, and Walnut Creek – Engineering & Traffic Surveys

Richmond – Barrett Avenue Median Study, Various Neighborhood Safety Studies

San Carlos – All-Way Stop-Control and Traffic Calming Studies

San Pablo – Lake Street Traffic Calming Study

Traffic Signal Evaluation

Castro Valley – Strobridge-Norbridge Avenue Circulation Study

Las Vegas – Maryland Boulevard Traffic Signal Priority Study

San Francisco – Geary Boulevard BRT Operations Modeling

San Leandro – West Davis Street Signal Study, Doolittle Drive/Davis Street Traffic Operations Study

San Jose and Sunnyvale – SCATS Before and After Evaluation

San Ramon – Adaptive Signals Before and After Evaluation

Street Design and Highway Operations

Fremont – Traffic Impact Fee Update

Half Moon Bay – SR 1 Permit Engineering Evaluation Report

Novato – Annual Pavement Rehabilitation and Striping Projects

Oakland – San Pablo Avenue Median

San Bruno – El Camino Real/Sneath Lane Widening

San Leandro – MacArthur Boulevard/Superior Avenue Roundabout Study



Brian Canepa, TDM-CP Principal



Brian Canepa is a Principal specializing in innovative parking and Transportation Demand Management (TDM) plans designed to promote prudent sustainability and maximize available resources. His work ranges from developing programs to reduce traffic, vehicle miles traveled (VMT), and parking impacts to crafting comprehensive parking management plans that help achieve broader community and economic goals.

Education

Masters Urban and Regional Planning
Virginia Tech, 2005

MA Political Management
George Washington University, 2001

BA History
Bates College, 2000

Affiliations/Activities

Association for Commuter Transportation
Certification Board of Trustees Member

Sonoma County Bicycle and Pedestrian
Advisory Committee
Member, 2021-2023

Certification

Transportation Demand Management -
Certified Professional
Association for Commuter Transportation

Professional History

2019-Present
W-Trans

2006-2019
Nelson\Nygaard Consulting

2004-2006
Transportation Research Board

2002-2004
MultiState Associates

Brian brings years of experience in developing countless parking and TDM plans for a wide range of clients including public, private, and non-profit entities as well as many academic campuses. His efforts have produced quantifiable traffic reductions and implementable shared parking and TDM plans. Brian's approach to transportation planning is a blend of technical expertise and stakeholder engagement. He has a distinct ability to engage key stakeholders and community members and effectively communicate complex technical material in straightforward terms to highlight inherent trade-offs and potential outcomes. The resulting transportation plans produce traffic reductions, parking management, and other products strongly endorsed by community members and participants.

Publications

Releasing the Parking Brake on Economic Development, Planning Magazine, May 2015

Representative Projects

Parking Plans

Concord – Beacon Senior Affordable Housing Parking Study

Livermore – Downtown Parking Program

Newport Beach – Balboa Village Parking Plan

Novato – Homeward Bound Parking Study

Pleasanton – Art of Problem Solving Academy Parking Plan

Rohnert Park – Vertex Gym Parking Study

Sacramento – Parking Zoning Code Update

Sonoma – McArthur Hotel Parking Management Plan

Transportation Demand Management and VMT Reduction Plans

Honolulu – Ward Village TDM Plan

Milpitas – Metro Area TDM Plan

Mountain View – 1100 La Avenida Affordable Housing TDM Plan

Mountain View – East Whisman TDM Plan

Napa – Shadybrook Winery TDM Plan

Oahu – Koa Ridge Trip Reduction Assessment

Oakland – Villa Fruitvale TDM Plan

St. Helena – Rombauer Winery TDM Plan

San Carlos – 808 Alameda de las Pulgas TDM Plan

General and Specific Plans

Sacramento – General Plan

Sonoma County – Sonoma Developmental Center Specific Plan

Complete Streets

Mill Valley – Miller Avenue Streetscape Plan

Campus Plans

Berkeley – UC Berkeley Mobility Plan

Brian Canepa
(continued)

Long Beach – *CSU Long Beach Mobility Plan*
Riverside – *UC Riverside Mobility Plan*
Sacramento – *UC Davis Health Center Parking Plan*
San Francisco – *UCSF Shuttle Operations Study*
San Marcos – *CSU San Marcos Mobility Plan*

Traffic Analyses

Concord – *Kidz Planet Traffic and Circulation Study*
Marin County – *COVID-19 Travel Conditions Assessment*
Pleasanton – *Art of Problem Solving Academy Traffic Analysis*



Atul Patel, PE, PTOE Principal



Atul Patel is a Principal and oversees W-Trans' design practice. He brings over 30 years of public and private sector traffic engineering design experience to our growing firm.

Atul has 32 years of traffic engineering and ITS experience, and has worked in both the public and private sectors. He has designed numerous traffic signal installations and modifications involving Caltrans and obtained encroachment permits for these clients. Some of his design projects have included flashing yellow arrow operation, signal hardware upgrades, ITS equipment, installation of traffic signal interconnect conduit and cable to the adjacent signals, installation of curb ramps that comply with the Americans with Disabilities Act (ADA), video detection systems, video surveillance systems, emergency vehicle pre-emption, and fiber optic communication hubs. He has also completed railroad signal pre-emption, prepared signing and striping designs, and provided bid and construction assistance support services.

Education

MBA in Technical Management
University of Phoenix, 2004

BS in Civil Engineering
Texas A&M University, 1991

Affiliations/Activities

Institute of Transportation Engineers (ITE)
Member

Intelligent Transportation Society of California (ITSCA)
Member

Registration

Traffic Engineer #2321 (CA)
Professional Traffic Operations Engineer
#1640

Civil Engineer #83987 (TX)
Civil Engineer #89838 (FL)
Civil Engineer #20897 (HI)

Professional History

2022-Present
W-Trans

2012-2022
TJKM Transportation Consultants

2010-2012
City of Menlo Park

1999-2010
DKS

1998-1999
PBQ&D

1994-1998
City of Coppell

1992-1994
City of Dallas

1990-1991
Texas Transportation Institute

Representative Projects

On-Call Traffic/Transportation Engineering Services

Alameda County, Burlingame, Concord, Davis, Menlo Park, Novato, San Leandro, Santa Clara, Stockton and Sunnyvale

Traffic Signal Design

ACTC – East Bay Greenway Phase 1 Signal Modifications and HAWK Installations

Alameda County – HSIP 5 Signal Upgrade Project; Strobbridge and Stanton at CVB Signals; Signalized Intersection Improvements

Belmont – Ralston Ave HAWK Installation

Burlingame – Oak Grove/CA and Carolan Avenue Signal Design

Concord – Citywide Signal Hardware Upgrades (Phases 1 & 2)

Manteca – HSIP Traffic Signal Systems Update Project

Menlo Park – El Camino Real Crosswalk Improvements and Bike Lane Feasibility

Modesto – Citywide Signal Hardware and Backplate Replacement Project

Mountain View – Grant Road-Phyllis Avenue/Martens Avenue Intersection Improvements

Pittsburg – HSIP Citywide Signal Hardware Upgrades; HSIP Stoneman Avenue HAWK and Intersection Improvements; and HSIP West Leland Safety Improvements

Rohnert Park – Citywide Traffic Signal Safety Improvements

Santa Rosa – Northpoint Parkway/Dutton Meadows Signal Design; Down/Hearn Signal Modification

Sunnyvale – HSIP Traffic Signal Upgrades and HSIP East Sunnyvale Sense of Place;

Homestead High Bicycle and Pedestrian Improvements; Mathilda/Indio Intersection Improvements; 2023 Pavement Rehabilitation Project; and Fremont Avenue/Wright Avenue Video Detection System Improvements

Intelligent Transportation Systems

Concord – Willow Pass Signal System Improvements and Monument Boulevard Signal System Improvements

Modesto – Claus and Scenic Corridors Fiber Installation

Tracy – Prologis Fiber Intranet Communication Systems (Phases 1, 2 and 3)

Street Lighting Design

Alameda County – East 14th Street Streetscape and Mission Boulevard Complete Streets

Alameda County – ACTC East Bay Greenway (Phase 1)

Arroyo Grande – Halcyon/Fair Oaks Roundabout Lighting

Belmont – ADLP Complete Street Project

Paso Robles – Creston Road Roundabout Lighting

Stockton – Miner Avenue Streetscape Project; Morgan Place/Swain Roundabout Lighting

Atul Patel
(continued)

Complete Streets and Corridor Projects

ACTC – *East Bay Green Way Project Phase 1*

Alameda County – *East 14th Street Streetscape Project and Mission Boulevard Complete Streets Design*

Arroyo Grande – *Halcyon Complete Streets Project*

Belmont – *Ralston Avenue Corridor Improvements (Segments 1 and 2) and ADLP Complete Streets Improvements*

Oakland – *Telegraph Avenue Streetscape*

Paso Robles – *Creston Road (Phases 1 and 2)*

Stockton – *Miner Avenue Complete Streets PS&E and Central Stockton Fremont Avenue Road Diet*

Safe Routes to School

Kettleman – *Safe Routes to School Designs*

Los Altos – *Safe Routes to School Designs*

Sunnyvale – *Safe Routes to School Designs*

Bicycle and Pedestrian Facilities

ACTC – *East Bay Green Way Project Phase 1*

Alameda County – *East 14th Streetscape Project*

Burlingame – *Murchison/Trousdale/Davis Drive Bicycle Route Improvement Project*

Colma – *Serramonte Boulevard Pedestrian and Bicycle Improvements*

Concord – *Downtown Concord Pedestrian and Bicycle Lane Improvements*

Daly City – *Central Corridor Bicycle and Pedestrian Safety Improvements*

Merced County – *On-Call RRFs at four locations*

Mountain View – *Stierlin Road Bike and Pedestrian Improvement Project*

Novato – *Citywide Pedestrian Improvements*

Redding – *California Avenue Bikeway Project*

Richmond – *41st Street at Bissell Quick Build Project*

Rohnert Park – *Lancaster at Liman Quick Build Project*

Stockton – *Central Stockton Road Diet & Striping Connections*

Sunnyvale – *Homestead High School Pedestrian and Bicycle Improvements; SNAIL and Braly Neighborhood Pedestrian Improvements*

Construction Zone Traffic Control

Alameda County – *Mines Road Traffic Control Plans*

DeSilva Gates Construction On-Call – *Alcosta Boulevard and Crow Canyon Road in San Ramon and various roadways in Moraga, Orinda and San Leandro*

Eureka – *Caltrans District 1 On-Call*

Marin County – *Signing & Striping Plans for Road Sealant Project*

Menlo Park – *Sand Hill Road PG&E Gas Distribution Line*

Novato – *On-Call Peer Review*

San Leandro – *Lake Chabot Road Portable Signal Plans*

Santa Clara – *On-Call Traffic Control Plan Peer Review*

Windsor – *On-Call Traffic Control Plan Peer Review*

Transit

AC Transit – *San Pablo Avenue Rapid Corridor Design*

AC Transit – *Hesperian Avenue BRT Design*

San Leandro – *BART Downtown Pedestrian Enhancements*



Education

MRP in Regional Planning

University of Massachusetts, 1993

BS in Human Development & Family Studies

Cornell University, 1985

Affiliations/Activities

Association of Pedestrian and Bicycle Professionals (APBP)

Member

American Planning Association (APA)

Member

Association for Commuter Transportation (ACT)

Member

City of San Rafael Bicycle and Pedestrian Advisory Committee

Member

Certification

American Institute of Certified Planners
AICP #31554

Professional History

2018-Present

W-Trans

2012-2018

Rails-to-Trails Conservancy

2010-2012

Transportation Planning Consultant

2002-2011

City of Alameda Public Works Department

1995-2002

Baltimore Metropolitan Council

Barry D. Bergman, AICP Senior Planner



Barry Bergman is a Senior Planner with a multimodal transportation planning background, specializing in active transportation, complete streets and grant writing. He has over 29 years of planning experience, including 17 years in the public sector. Barry is certified by the American Institute of Certified Planners (AICP).

Barry completed his Master of Regional Planning (MRP) degree in 1993 at the University of Massachusetts. Prior to joining W-Trans in 2018, Barry's experience included 17 years as a transportation planner in the public sector and six years with Rails to Trails Conservancy.

Barry specializes in active transportation planning, having managed regional, citywide, corridor-level, and project-specific plans in rural, suburban, and urban contexts. With an eye toward transportation as a key part of placemaking, he maintains a focus on the larger policy context and with his experience preparing grant applications, strategically guides planning projects to successfully compete for future funding. Barry has led highly inclusive public engagement efforts for numerous plans, working effectively with a broad range of stakeholders, including agency staff, elected officials, business leaders, and community-based organizations.

Publications and Presentations

Trail User Counts – Emerging Tools for Planning and Advocacy, California Trails and Greenways Conference, Rohnert Park, CA, 2018

Creating 21st Century Trail Networks, International Trails Symposium, Dayton, OH, 2017

Rails-with-Trails – Safe, Common, and Growing, Rail-Volution – Building Communities with Transit, San Francisco, CA, 2016

Representative Projects

Local and Countywide Plans

Atascadero – *Local Roadway Safety Plan*

Belmont – *Belmont Housing Element EIR*

Mendocino County – *Zero Emission Vehicle Readiness Plan*

Menlo Park – *Menlo Park Transportation Master Plan*

Milpitas – *General Plan Circulation Element*

Milpitas – *Milpitas Metro Specific Plan and SEIR*

Santa Rosa – *Santa Rosa General Plan*

Complete Streets

Atascadero – *El Camino Real Corridor Study*

Lake County – *Highway 20 Traffic Calming Plan*

Lakeport – *Eleventh Street Corridor Study*

Newman – *Highway 33 Specific Plan Update*

Santa Rosa – *Stony Point Road Corridor Plan*

Bicycle and Pedestrian Planning

Hayward – *Safe Routes for Seniors*

San Francisco Bay Area – *Regional Active Transportation Plan*

Santa Clara County – *Bear Creek Redwoods Trail Crossing Study*

Sonoma County – *Safe Routes to School*

Sonoma County – *Lower Russian River Trail Feasibility Study*

Windsor – *Bicycle and Pedestrian Master Plan Update*

Traffic Impact Analysis

Arcata – *Isaacsons Affordable Housing Traffic Study*

Mendocino County – *Supplement to EIR for Bella Vista Housing Project*

Napa – *Napa Valley College On-Campus Housing CEQA Initial Study*

Barry Bergman
(continued)

Napa County – *Conn Creek Winery Traffic Impact Study*
Novato – *Village at Novato Traffic Impact Study*
San Rafael – *Traffic and Parking Study for Aldersly Senior Living Community*
Santa Rosa – *Downtown Station Development Project*
Santa Rosa – *Ross Street Mixed Use Project*
Santa Rosa – *Santa Rosa First Supportive Housing Project*
Santa Rosa – *Santa Rosa Junior College On-Campus Housing Project*
Santa Rosa – *Yolanda Avenue Industrial Project Traffic Impact Study*
Sonoma County – *Manzana Products Project*

Grant Writing

Active Transportation Program
Caltrans Sustainable Transportation and Partnership Planning Grants
Highway Safety Improvement Program
Local Partnership Program
Transportation Fund for Clean Air