

December 22, 2020

Ms. Lisa Silva
Metropolitan Planning Organization
Principal Planner
601 E Kennedy Blvd, 18th Floor
Tampa, Florida 33602

Subject: Proposal for Park Speed Zone Pilot

Dear Ms. Silva:

Fehr & Peers appreciates the opportunity to submit this scope of services to work with the Hillsborough Metropolitan Transportation Organization (MPO) to develop a Park Speed Zone pilot project. The purpose of this project is to develop a process that can be replicated at parks throughout the County to implement safety countermeasures with a focus on speed management. A toolbox of safety countermeasures will be developed as part of the process. The pilot project will include three different types of park facilities in Hillsborough County, including local and regional park facilities whose context and transportation safety issues broadly represent other facilities in the region such that the findings from this pilot project can be applied elsewhere in the County.

The first step is to identify park facilities to include in the pilot project. During an initial discussion with project stakeholders, numerous candidate locations were identified. The initial screening will be a data driven process, and the final selection of park sites will be based on selection criteria to be developed as a part of Task 1. Once pilot project locations have been identified, a detailed existing conditions assessment will be conducted to document the transportation networks in the park vicinity, prevailing travel patterns including speeds, and collisions. Feedback from the public will be an important component of the project to identify safety concerns that might not be readily apparent with the data. We will then develop a countermeasure toolbox that can be applied to subsequent projects.

As a part of the project, we will review and incorporate relevant background information, including:

- MPO Vision Zero Action Plan and Top 50 Corridor locations
- Speed Management Action Plan
- Collision Data from CDMS
- City of Tampa Mobility Plan
- Hillsborough County Park Master Plan
- Non-Discrimination Plan/Communities of Concern Map Series
- Context Sensitive Roadway Classification Maps by Hillsborough County (draft) and FDOT
- MPO Greenways & Trails Master Plan
- CCC Regional Multi-Use Trails Map



The following provides a detailed scope of work.

Task 1 – Screening

Fehr & Peers will work with MPO staff and feedback from partner jurisdictions to develop screening criteria for the selection of three parks to include in the pilot project. Each prototypical location should exemplify certain challenges created by high-speed multilane arterials acting as barriers between parks and nearby neighborhoods, in different contexts. We understand that there is a desire to select parks in different jurisdictions within the county, in different urban contexts, and with differing levels of non-motorized access.

To assist with the screening, Fehr & Peers will map all parks in Hillsborough county by type (local, regional and state), Top 50 Corridors, posted speeds, appropriate speed based on national guidelines (consistent with the Speed Management Action Plan), non-motorized transportation facilities, communities of concern, surrounding land use classifications, population density, and other readily available data.

Using these characteristics, Fehr & Peers will propose three groupings of park access conditions and sort each park into one of the three groups that reflect a project goal of ultimately selecting different types of parks in different urban contexts such that collectively the three pilot sites can serve as an example for most other parks in the County. In each group, a prototypical park will be chosen for further study by the MPO and stakeholders.

Key Task Deliverable: Screening Maps and Evaluation Criteria

Task 2 – Existing Conditions Assessment

For each of the three selected parks we will conduct an existing conditions assessment, including a combination of field visits, traffic count data collection, speed data collection, collision review and park access and circulation. Specifically, the existing conditions assessment will include:

- Map of park area, including connecting roadways and non-motorized facilities (1/2 to 1-mile Euclidean radius around park).
- Description of park facilities (playground, fields, bbq, picnic tables, etc.), parking inventory, transit access, and documentation of recurring or special events to be identified in consultation with the parks departments.
- Detailed descriptions of all roadways that bound the park site, including functional classification, speed limits, cross section, transit facilities and non-motorized facilities including width, presence of on-street parking, presence of landscape buffers and type/presence of street lighting. Field reconnaissance including pictures will be conducted.
- Travel characteristics, including daily traffic volumes (if recent traffic counts are not available, we have assumed that data would be collected by others, as directed by the Hillsborough MPO) and speed characteristics. For vehicle speeds we will use data from mobile devices that will provide information related to travel along the corridor including travel speeds, number of stops, percent



- time stopped, and to the extent available, locations where hard breaking or quick acceleration occurs.
- Assessment of all collisions that resulted in a death or severe injury with a focus on vulnerable roadway users within a 1/2-mile radius of the park in the past five years.

Key Task Deliverable: Existing Conditions assessment of each study park (3), including maps and tables

Task 3 – Public Outreach

Our public outreach approach will build on successful engagement strategies that have been employed by the MPO for other projects, including other on-going Vision Zero efforts. We have planned for public outreach to be conducted in a combination of virtual and in-person formats. We expect two public outreach events for each park, with the first occurring during the existing conditions assessment to ask local community members to share their feedback related to their transportation safety concerns while accessing the selected Park sites. Based on feedback from MPO staff, feedback could be collected concurrently with Task 2 or after Task 2 with the existing conditions assessment made available to the public as they are providing feedback. We propose to conduct this outreach using an interactive web map where people can note their safety and transportation challenges with accessing specific park locations.

We will develop and host the web map and prepare explanatory text to help guide users. We expect that the MPO will reach out to local community groups in the neighborhoods surrounding each project site to promote the project and solicit feedback. The web map can be prepared in English and Spanish. If Spanish is desired, we request examples of other transportation-related translations. Full translation of all project materials is not included in this scope, but translation of the web map purpose, instructions, and content is included.

The Fehr & Peers team will also lead the preparation of one blended event for each park that includes an in-person option as well as a virtual option. For each location we will prepare up to three presentation boards with relevant project information, an event booklet, event invitations, and provide opportunities for public feedback. We expect that MPO staff will be responsible for noticing the event, sending invitations to interested parties, and hosting any on-line portions of the event on the MPO website.

Key Task Deliverable: Web map for Public Feedback and One Blended event per site

Task 4 – Countermeasure Toolbox

Based on the collision profiles at the three pilot sites we will develop a countermeasure toolbox with up to approximately 40 strategies that could be implemented on roadways bounding and connecting to the park sites. For each countermeasure, we will provide a description, the safety issue category (i.e., speeding, bike safety, pedestrian safety), crash reduction factor (where available), order of magnitude cost (low, medium and high), and an icon to provide a visual description of the measure.

Key Task Deliverable: Memorandum detailing potential Countermeasures



Task 5 – Specific Recommendations

Based on the results of Tasks 2 and 3, and the countermeasure toolbox developed in Task 4, we will work with the team to identify specific recommendations that could be implemented at each of the 3 park sites. We expect that this will be a collaborative process involving the project Stakeholder Group, with the final recommendations incorporating feedback from the public outreach.

Deliverable: Annotated map conceptually depicting improvements for each location, memo summarizing the overall findings for each park, and process for conducting additional assessments beyond the pilot that include lessons learned and documenting how final recommendations reflected public outreach from the pilot process.

Task 6 – Team and Stakeholder Meetings

We expect that throughout the course of this project we will participate in 3 project team meetings and 3 Stakeholder meetings. Additional check-in calls/correspondence will also occur on a routine and as-needed basis between the Fehr & Peers project manager and the MPO project manager. We expect that all team and Stakeholder meetings will be conducted virtually due to Covid-19 and the expected project schedule. Based on the project schedule and project elements where feedback from the Stakeholder group is desired, we will tentatively schedule stakeholder meetings for early March, late April and mid-June, presuming an additional meeting is not necessary to finalize pilot site locations.

Schedule

The project schedule will be largely driven by the selection of candidate locations and the public engagement process. We have outlined a schedule that would largely complete the project by the end of June. The following schedule has been prepared assuming we finalize the scope and receive authorization to proceed by January 4th.

- January – Submit results of initial screening by January 20th; candidate site selection is made by January 29th
- February – Existing Conditions Assessment, including web map for public feedback
- March – Present initial existing conditions assessment to Stakeholder group and finalize based on feedback from public and stakeholders
- April – Develop Engineering Countermeasures Toolbox and facilitate stakeholder meeting to identify countermeasures suitable to each location
- May – Conduct Second Public Outreach event
- June – Present Draft Final Recommendations to Stakeholder Group and finalize documentation based on feedback, develop presentation that can be delivered by staff various MPO committees and the MPO Board; Fehr & Peers will participate in the presentation to the MPO board



Key Deliverables and Data Needs

The following summarizes the key deliverables that will be developed as a part of the project, with the details provided within each task:

- Screening Maps and Evaluation Criteria
- Existing Conditions
- Web map for Public Feedback and three (3) presentation boards per site
- Countermeasure Toolbox
- Draft and Final Report
- Stakeholder Group Presentation 1
- Stakeholder Group Presentation 2
- MPO Board and Committee Presentation
- GIS Layers Created for Project

We expect that Hillsborough MPO will be responsible for the following:

- Identify Stakeholder group and coordinate Stakeholder group meetings (we can host on Teams, Zoom or other desired platform, if needed)
- Providing weblinks to the studies listed on Page 1
- Providing available GIS layers
- Noticing all public engagement activities, including sending invitations to interested parties, and webhosting of project information (not the web map)
- Collection of additional traffic count data, if needed
- Delivery of presentations to MPO Committees

Our level of effort is presented on the attached spreadsheet and is within the budget allocated for the project, with a DBE utilization of approximately 18 percent. We look forward to collaborating with you on this effort.

Sincerely,

FEHR & PEERS

Kathrin Tellez, AICP, PTP
Principal
P20-0063-OR

*Attachments:
Fee Schedule*



Our mission is to empower every employee to develop effective and innovative transportation solutions that **improve communities**

Fee Proposal for Park Speed Zone Pilot

Tasks	Fehr & Peers (Prime)											Patel Green & Associates													
	Chief Planner/ Fehr & Peers Project Manager	Chief Engineer II	Planner	Senior Engineer1	Senior Planner	Data Scientist	Clerical	Labor Hours	Labor Costs	Out of Pocket Expenses	Subtotal	Chief Planner/ PGA Project Manager	Engineer I	Engineering Intern	Technician Aid	Engineer II	Engineering Aid	Secretary/ Clerical	Labor Hours	Labor Costs	Out of Pocket Expenses	Subtotal	Total Labor Hours	Total Costs	
	\$85.10	\$100.00	\$32.21	\$63.70	\$50.00	\$52.16	\$24.52					\$71.80	\$43.70	\$31.94	\$19.63	\$61.46	\$27.40	\$25.26							
	\$259.27	\$304.67	\$98.13	\$194.07	\$152.34	\$158.92	\$74.71					\$217.84	\$132.59	\$96.91	\$59.56	\$186.47	\$83.13	\$76.64							
Task 1 - Screening + Project Management																									
1.1 Project Initiation	1						1	2	\$333.98		\$333.98							1	1	\$76.64		\$76.64	3	\$410.62	
1.2 Screening	6	2	18		6	8		40	\$6,116.74		\$6,116.74								0	\$0.00		\$0.00	40	\$6,116.74	
1.3 Invoicing and General Project Management	6						6	12	\$2,003.88		\$2,003.88	4						8	12	\$1,484.48		\$1,484.48	24	\$3,488.35	
Task 2 - Existing Conditions																									
2.1 Existing Conditions Analysis	6	4	30	4	12	8		64	\$9,594.00	\$2,000.00	\$11,594.00	4		20	16				40	\$3,762.40		\$3,762.40	104	\$15,356.40	
Task 3 - Public Engagement																									
3.1 Webmap	2		24		2	6		34	\$4,131.93	\$2,500.00	\$6,631.93								0	\$0.00		\$0.00	34	\$6,631.93	
3.2 Public Meeting	16		16	4	12		8	56	\$8,920.49	\$1,200.00	\$10,120.49	12					12	6	30	\$4,071.51		\$4,071.51	86	\$14,192.00	
Task 4 - Countermeasure Toolbox																									
4.1 Develop Countermeasure Toolbox	6	4	16	8	6			40	\$6,811.08		\$6,811.08		8			1			9	\$1,247.16		\$1,247.16	49	\$8,058.24	
Task 5 - Specific Recommendations																									
5.1 Develop Recommendations	6	2	28	12	12			60	\$9,069.66		\$9,069.66								0	\$0.00		\$0.00	60	\$9,069.66	
5.2 Project Documentation	8	2	12	4	2		2	30	\$5,091.52		\$5,091.52								0	\$0.00		\$0.00	30	\$5,091.52	
Task 6 - Meetings																									
6.1 Team Meetings	3	3						6	\$1,691.83		\$1,691.83	6							6	\$1,307.05		\$1,307.05	12	\$2,998.88	
6.2 Task Force Meetings	9	3	8					20	\$4,032.55		\$4,032.55	9							9	\$1,960.57		\$1,960.57	29	\$5,993.12	
Total for all Tasks	69	20	152	32	52	22	17	364	\$57,797.67	\$5,700.00	\$63,497.67	35	8	20	16	1	12	15	107	\$13,909.80	\$0.00	\$13,909.80	471	\$77,407.46	

Notes:
 To meet project schedule, staff not shown on this fee table may be substituted. However, the overall fee would not be exceed, nor would the wage rate by classification allowed under the contract.
 Direct costs under Task 2.1 include speed data for all study roadways (expected to be 12) and roadway count data at 6 locations
 Direct costs under Task 3.1 include webhosting fees
 Direct costs under Task 3.2 include presentation board preparation