

# Bay Fair Community Based Transportation Plan Scope

The Bay Fair Community Based Transportation Plan (CBTP) will be completed for the City of San Leandro (City) and County of Alameda (County) concurrently with City of San Leandro’s “Bay Fair TOD Subarea 1 Development Plan,” which will be funded by a PDA grant from the MTC (PDA Grant).

## Task 1 – Project Administration (\$22,000)

- **Project Management.** The consultant team will attend internal coordination meetings, coordinate deliverables, track progress on budget and deliverables, and coordinate with the client team.
- **Client Project Coordination Meetings.** The consultant team will attend monthly client meetings with the City of San Leandro, the County of Alameda and BART for the 18-month project.

## Task 2 –Community Engagement (\$121,000)

The consultant team will lead community engagement to support the Community Based Transportation Plan (CBTP), as well as set up a CBTP Steering Committee.

Community outreach efforts will engage community members within the ½ mile station area, as shown in Figure 1, residents of nearby areas designated by the MTC as Equity Priority Communities, and broader users of the Bay Fair BART station and visitors to Bayfair Center (Engagement Area). All activities will be summarized in the Community Engagement chapter of the CBTP as described in Task 3.

### General Community Engagement

- **Website:** A project website will be hosted on the City of San Leandro’s and Alameda County’s websites that includes a project overview provided in multiple languages including English, Spanish, Tagalog and Chinese. The consultant team will provide text and graphic content updates as needed, generally on a monthly basis.
- **Materials:** The consultant team will create flyers with project information in coordination with City and County Staff to publicize the project, community survey, and community open houses. Social media content will be produced for the City and County to publicize engagement opportunities.
- **Pop-up Events (2):** The consultant team will attend two (2) pop up events to promote the project, community open houses, and survey. Pop up events will be timed in advance of the two open houses and materials will relate thematically to open house content. Materials for pop up events will be developed, including an interactive feature, such as a spinner with



prizes, exhibit with dot stickers, children's activity (word search or coloring activity), wish jar, or other method to attract attention during pop-up events such as a farmers markets, Fall Fest, Fan Fest, Health Fair, and the County Fair. Materials will be developed so that they can be easily reused for additional pop up events to be led and attended by City/County staff.

- **Online Community Needs Survey:** An online survey will be created and advertised to the Outreach Area to gather feedback from the community on existing conditions and transportation challenges and needs. The online survey will be provided in English, Tagalog, Spanish, and Chinese. An online survey data summary will be posted to the project website when completed without analysis. Analysis will be included in the Community Outreach Summary.
- **Community Open Houses (2)**

Project-specific community engagement meetings will be oriented around two critical components of the CBTP: an existing conditions and needs assessment and a presentation of draft multimodal recommendations:

- **Existing Conditions and Needs Assessment:**
  - **Community Open House 1:** The consultant team will hold a Community Open House to understand existing conditions and assess transportation needs. The venue of the open house would be selected in partnership with the City and County and would coincide with a survey, described below.
- **Draft Multimodal Recommendations:**
  - **Community Open House 2:** The consultant team will hold a second Community Open House to present draft multimodal recommendations for the CBTP area.

#### Targeted Community Engagement

- **Community Representative Interviews (5):** Virtual interviews will be conducted with selected community representatives that represent relevant individuals/organizations such as residents, business representatives, accessibility, equity-focused group representatives.
- **Steering Committee (4 meetings):** The selection of the Steering Committee will be based on input from the City and County and will include members who are well-suited to serve on a committee, including invested public stakeholders and community representatives, partner agencies, CBOs and underrepresented populations. Four steering committee meetings will be conducted to assess accessibility gaps and present recommendations to stakeholders. Each meeting will include Meeting Support materials such as invites, agendas, presentations, and internal minutes.
- **Site Visits (2):** The consultant team will visit the site twice, once in preparation to tour with the Steering Committee after existing conditions analysis has been initiated, and once with the Steering Committee. The site visits will include a map.

## Decision-Maker Hearings

The Consultant Team will also prepare materials and present at study sessions and public hearings for decision-makers.

### **Task 3 – Community Based Transportation Plan (\$187,00)**

The consultant team will prepare a CBTP for the Bay Fair area that includes the following required components of a CBTP, including:

- **Existing Conditions.** The consultant team will analyze existing conditions, including community assets, BART ridership and parking data, existing traffic information, multimodal traffic collision data, existing and proposed active mobility and micromobility, and existing and proposed transit service and infrastructure. The consultant will collect information on existing neighborhood on-street parking, as shown in Figure 2. The consultant will consolidate this information into a centralized database.
- **Demographics.** The consultant will analyze demographics of the area, with a focus on understanding the local context and centering equity in recommendations. Characteristics such as population and household characteristics, age distribution, race and ethnicity, language, and commute modes will be explored.
- **Related Plans and Projects.** The consultant will summarize related plans and projects that may affect the CBTP Area.
- **Community Engagement Summary.** The consultant will summarize community engagement activities and results conducted under Task 2.
- **Needs Assessment.** Based on feedback collected in outreach activities, the consultant will prepare a needs assessment and create a community-prioritized transportation gaps and barriers list.
- **Multimodal Recommendations.** The consultant will identify and develop potential solutions and recommendations to the main accessibility issues identified through outreach.
- **Implementation Plan.** The consultant will prepare an Implementation Plan for the community-based solutions and recommendations for both City and County Adoption. The plan will identify discrete projects, programs and policies that could improve access and mobility in the station areas, potential funding sources, staff resources (management and delivery), and an implementation schedule. The consultant will create cost estimates for identified infrastructure improvements.
- **Monitoring and Evaluation.** The consultant will develop a monitoring and evaluation process for the solutions and recommendations for both the City and County, to be presented to the MTC and the CBTP Steering Committee. The consultant will coordinate



**Figure 1 On Street Parking Data Collection Area**

and incorporate recommendations from the CBTP into the Bay Fair Sub-Area 1 Development Plan.

- **Draft and Final CBTP.** An Admin Draft, Public Draft, and Final Draft of the CBTP are assumed.

**Total labor cost:** \$330,000

**Subconsultant Markup:** \$13,000

**Direct Costs (Translation and Printed Materials):** \$7,000

**Total:** \$350,000