

## AGREEMENT FOR PROFESSIONAL SERVICES

THIS AGREEMENT is made and entered into on this 20 day of November, 2012, by and between the City of Manhattan Beach, a municipal corporation ("City") and Dan Boyle & Associates, Inc., a California corporation ("Contractor") (collectively, the "Parties").

### RECITALS

A. City desires to obtain services of Contractor for fixed route transit consulting services, in accordance with RFP #899-13.

B. Contractor represents that it is qualified and able to perform the Scope of Work.

NOW, THEREFORE, in consideration of the Parties' performance of the promises, covenants, and conditions stated herein, the Parties hereto agree as follows:

#### Section 1. Contractor's Scope of Work.

(a) Services. Contractor shall perform the services ("Services") described in the "Proposal for Manhattan Beach Fixed Route Transit Consulting Services Bid No. 899-13," dated October 23, 2012, in a manner satisfactory to City and consistent with the level of care and skill ordinarily exercised by members of the profession currently practicing in the same locality under similar conditions. The Proposal is attached hereto as Exhibit A.

(b) Optional Services. Contractor has proposed the following optional tasks 1 and 2: 1) Manhattan Beach Resident Survey, described as Task 5 in Exhibit A, and 2) development of an RFP for operation and maintenance of a fixed route public trolley transit service, described as Task 6 in Exhibit A. City shall not pay Contractor for any work related to such tasks, unless and until City approves such tasks in writing.

Section 2. Term of Agreement. This Agreement shall apply to services rendered on or after November 21, 2012, and shall terminate when the work is completed, unless sooner terminated by the City.

Section 3. Time of Performance. Contractor shall commence its services under this Agreement upon receipt of a written notice to proceed from City in the manner described in Exhibit A. Contractor shall complete the services in conformance with the timeline set forth in Exhibit A, or as otherwise directed by the City's representative.

#### Section 4. Compensation.

(a) Services. City shall pay Contractor for Services satisfactorily rendered in accordance with Tables 1 and 2 of the Fee Proposal included in Exhibit A. In no event shall City pay Contractor for such Services an amount exceeding \$30,400.

(b) Optional Services. In the event City authorizes any of the optional tasks pursuant to Section 1(b) of this Agreement, the total cost to the City for optional task 1 shall not exceed \$9,115 and the total cost for optional task 2 shall not exceed \$3,115.

(c) With the exception of the "Direct Costs" specified in Table 2 of Exhibit A, City shall not reimburse Contractor for any expenses. Any expenses incurred by Contractor that are not expressly authorized by this Agreement will not be reimbursed by City.

Section 5. Method of Payment. City shall pay Contractor said consideration in accordance with the method and schedule of payment set forth in Exhibit A, attached hereto and incorporated herein. Each invoice shall describe in detail the services rendered during the period, the days worked, number of hours worked, the hourly rates charged, and the services performed for each day in the period, as applicable. Within 45 days of receipt of each invoice, City shall pay all undisputed amounts included on the invoice.

Section 6. Independent Contractor. The Parties agree, understand, and acknowledge that Contractor is not an employee of the City, but is solely an independent contractor. Contractor expressly acknowledges and agrees that City has no obligation to pay or withhold state or federal taxes or to provide workers' compensation or unemployment insurance or other employee benefits and that any person employed by Contractor shall not be in any way an employee of the City. As such, Contractor shall have the sole legal responsibility to remit all federal and state income and social security taxes and to provide for his/her own workers compensation and unemployment insurance and that of his/her employees or subcontractors. Neither City nor any of its agents shall have control over the conduct of Contractor or any of Contractor's employees. Contractor shall not, at any time, or in any manner, represent that it or any of its agents or employees are in any manner agents or employees of City. Contractor shall indemnify and hold harmless City and its elected officials, officers and employees, servants, designated volunteers, and agents serving as independent contractors in the role of City officials, from any and all liability, damages, claims, costs and expenses of any nature to the extent arising from Contractor's personnel practices. City shall have the right to offset against the amount of any fees due to Contractor under this Agreement any amount due to City from Contractor as a result of Contractor's failure to promptly pay to City any reimbursement or indemnification arising under this Section 6.

Section 7. Assignment. This Agreement shall not be assigned, in whole or in part, by Contractor without the prior written approval of City. Any attempt by Contractor to so assign this Agreement or any rights, duties, or obligations arising hereunder shall be void and of no effect.

**Section 8. Responsible Principal(s).**

(a) Contractor's responsible principal, Dan Boyle, shall be principally responsible for Contractor's obligations under this Agreement and shall serve as principal liaison between City and Contractor. Designation of another Responsible Principal by Contractor shall not be made without prior written consent of City.

(b) City's Responsible Principal shall be City Manager Dave Carmany, or his designee.

**Section 9. Personnel.** Contractor represents that it has, or shall secure at its own expense, all personnel required to perform Contractor's Scope of Work under this Agreement. All personnel engaged in the work shall be qualified to perform such Scope of Work.

**Section 10. Permits and Licenses.** Contractor shall obtain and maintain during the term of this Agreement all necessary licenses, permits, and certificates required by law for the provision of services under this Agreement, including a business license.

**Section 11. Interests of Contractor.** Contractor affirms that it presently has no interest and shall not have any interest, direct or indirect, which would conflict in any manner with the performance of the Scope of Work contemplated by this Agreement. No person having any such interest shall be employed by or be associated with Contractor.

**Section 12. Insurance.**

(a) Contractor shall at all times during the term of this Agreement carry, maintain, and keep in full force and effect, insurance as follows:

(1) A policy or policies of Comprehensive General Liability Insurance, with minimum limits of \$1,000,000 for each occurrence, combined single limit, against any personal injury, death, loss, or damage resulting from the wrongful or negligent acts by Contractor.

(2) A policy or policies of Comprehensive Vehicle Liability Insurance covering personal injury and property damage, with minimum limits of \$1,000,000 per occurrence combined single limit, covering any vehicle utilized by Contractor in performing the Scope of Work required by this Agreement.

(3) Workers' compensation as required by the State of California, unless waived by the City's Risk Manager.

(4) A policy or policies of Professional Liability Insurance (errors and omissions) with minimum limits of \$1,000,000 per claim and in the aggregate. Any deductibles or self-insured retentions attached to such policy or policies must be declared to and be approved by City. Further, Contractor agrees to maintain in full force

and effect such insurance for one year after performance of work under this Agreement is completed.

(b) Contractor shall require each of its sub-contractors (if any) to maintain insurance coverage that meets all of the requirements of this Agreement.

(c) The City's Risk Manager may, in writing, amend and/or waive the insurance provisions set forth in paragraph (a) herein. In such case, the Contractor shall comply with the insurance provisions required by the City's Risk Manager.

(d) The policy or policies required by this Agreement shall be issued by an insurer admitted in the State of California and with a rating of at least A-;VII in the latest edition of Best's Insurance Guide

(e) Contractor agrees that if it does not keep the aforesaid insurance in full force and effect, City may either immediately terminate this Agreement or, if insurance is available at a reasonable cost, City may take out the necessary insurance and pay, at Contractor's expense, the premium thereon.

(f) At all times during the term of this Agreement, Contractor shall maintain on file with the City Clerk a certificate or certificates of insurance on the form approved by the City's Risk Manager, showing that the aforesaid policies are in effect in the required amounts. Contractor shall, prior to commencement of work under this Agreement, file with the City Clerk such certificate or certificates. The general liability insurance and vehicle insurance shall contain an endorsement naming the City as an additional insured. All of the policies required under this Agreement shall contain an endorsement providing that the policies cannot be canceled or reduced except on thirty days' prior written notice to City, and specifically stating that the coverage contained in the policies affords insurance pursuant to the terms and conditions as set forth in this Agreement.

(g) The insurance provided by Contractor shall be primary to any coverage available to City.

(h) Any deductibles or self-insured retentions must be declared to and approved by City. At the option of City, Contractor shall either reduce or eliminate the deductibles or self-insured retentions with respect to City, or Contractor shall procure a bond guaranteeing payment of losses and expenses.

Section 13. Indemnification. Contractor shall defend, indemnify, and hold harmless the City, its officials, and every officer, employee and agent of City (collectively "City") from any claim, liability or financial loss (including, without limitation, attorneys fees and costs), injuries to property or persons (including without limitation, attorneys fees and costs) arising out of any acts or omissions of Contractor, its officials, officers, employees or agents in connection with the performance of this Agreement, except for such claim, liability or financial loss or damage arising from the sole negligence or willful misconduct of the City, as determined by final arbitration or court decision or by the agreement of the Parties. Contractor shall defend City, with counsel

of City's choice, at Contractor's own cost, expense, and risk, and shall pay and satisfy any judgment, award, or decree that may be rendered against City. Contractor shall reimburse City for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Contractor's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by Contractor or City. All duties of Contractor under this Section shall survive termination of this Agreement.

**Section 14. Termination.**

(a) City shall have the right to terminate this Agreement for any reason or for no reason upon five calendar days' written notice to Contractor. Contractor agrees to cease all work under this Agreement on or before the effective date of such notice.

(b) In the event of termination or cancellation of this Agreement by City, due to no fault or failure of performance by Contractor, Contractor shall be paid based on the percentage of work satisfactorily performed at the time of termination. In no event shall Contractor be entitled to receive more than the amount that would be paid to Contractor for the full performance of the services required by this Agreement. Contractor shall have no other claim against City by reason of such termination, including any claim for compensation.

**Section 15. City's Responsibility.** City shall provide Contractor with all pertinent data, documents, and other requested information as is available for the proper performance of Contractor's Scope of Work.

**Section 16. Information and Documents.** Contractor covenants that all data, documents, discussion, or other information (collectively "Data") developed or received by Contractor or provided for performance of this Agreement are deemed confidential and shall not be disclosed by Contractor without prior written authorization by City. City shall grant such authorization if applicable law requires disclosure. All Data required to be furnished to City in connection with this Agreement shall become the property of City, and City may use all or any portion of the Data submitted by Contractor as City deems appropriate. All data shall be returned to City upon the termination of this Agreement. Contractor's covenants under this Section shall survive the termination of this Agreement.

**Section 17. Changes in the Scope of Work.** City shall have the right to order, in writing, changes in the Scope of Work or the services to be performed. Any changes in the Scope of Work requested by Contractor must be made in writing and approved by both Parties.

**Section 18. Notice.** Any notices, bills, invoices, etc. required by this Agreement shall be deemed received on (a) the day of delivery if delivered by hand during the receiving party's regular business hours or by facsimile before or during the receiving party's regular business hours; or (b) on the second business day following deposit in the United States mail, postage prepaid, to the addresses set forth below, or to such

other addresses as the Parties may, from time to time, designate in writing pursuant to this section.

If to City: City of Manhattan Beach  
1400 Highland Avenue  
Manhattan Beach, California 90266  
Attn: Eve Kelso

If to Contractor: Dan Boyle & Associates, Inc.  
13084 Signature Point, #150  
San Diego, CA 92130  
Attn: Dan Boyle

Section 19. Attorneys' Fees. If a party commences any legal, administrative, or other action against the other party arising out of or in connection with this Agreement, the prevailing party in such action shall be entitled to have and recover from the losing party all of its attorneys' fees and other costs incurred in connection therewith, in addition to such other relief as may be sought and awarded.

Section 20. Entire Agreement. This Agreement represents the entire integrated agreement between City and Contractor, and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by a written instrument signed by both City and Contractor.

Section 21. Governing Law. The interpretation and implementation of this Agreement shall be governed by the domestic law of the State of California.

Section 22. City Not Obligated to Third Parties. City shall not be obligated or liable under this Agreement to any party other than Contractor.

Section 23. Exhibits; Precedence. All documents referenced as exhibits in this Agreement are hereby incorporated in this Agreement. In the event of any material discrepancy between the express provisions of this Agreement and the provisions of any document incorporated herein by reference, the provisions of this Agreement shall prevail.

Section 24. Corporate Authority. The persons executing this Agreement on behalf of the Parties warrant that they are duly authorized to execute this Agreement on behalf of said Parties and that by their execution, the Parties are formally bound to the provision of this Agreement.

Section 25. Severability. Invalidation of any provision contained herein or the application thereof to any person or entity by judgment or court order shall in no way affect any of the other covenants, conditions, restrictions, or provisions hereof, or the application thereof to any other person or entity, and the same shall remain in full force and effect.

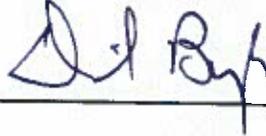
EXECUTED on the date first written above at Manhattan Beach, California.

CITY OF MANHATTAN BEACH

CONTRACTOR:



\_\_\_\_\_  
DAVID N. CARMANY  
City Manager



ATTEST:

\_\_\_\_\_  
LIZA TAMURA  
City Clerk

APPROVED AS TO FORM:



\_\_\_\_\_  
QUINN M. BARROW  
City Attorney

**EXHIBIT A**  
**SCOPE OF WORK**



***Proposal for Manhattan Beach  
Fixed Route Transit Consulting Services  
Bid No. 899-13***



***Submitted to:*** City of Manhattan Beach

***Submitted by:*** Dan Boyle & Associates, Inc.  
13084 Signature Point, #150  
San Diego, CA 92130

In association with:  
Judith Norman Transportation Consultant  
GIS Workshop

October 23, 2012

October 22, 2012

City Clerk  
City of Manhattan Beach  
City Hall  
1400 Highland Avenue  
Manhattan Beach, CA 90266

SUBJECT: Proposal for Fixed Route Transit Consulting Services  
Bid # 899-13

Dear Sirs:

Dan Boyle & Associates, Inc., in association with Judith Norman Transportation Consultant and GIS Workshop, is pleased to submit a proposal for Fixed Route Transit Consulting Services to the City of Manhattan Beach.

The Dan Boyle & Associates, Inc. project team offers extensive experience in transit planning. Operational experience includes scheduling and service design, identification of transit-oriented neighborhoods, development and prioritization of service alternatives, ridership projection, service costing, and funding alternatives. The team also offers experience in facilitated public processes to build internal and external consensus around cost-effective recommendations for new and/or revised transit services. The DBA team has a long track record of working together as a team with our clients to deliver timely and practical solutions that directly address their major issues.

All team members have worked extensively throughout the country on transit planning and operational studies for agencies of various sizes. All team members have also worked extensively for municipal operators in the greater Los Angeles region on a variety of transit projects. Dan Boyle, proposed project manager for this study, served in this role for the *Comprehensive Operational Analysis* for Beach Cities Transit (with the same team members) and also conducted a nationwide review of downtown transit circulators. The project team understands the issues facing Manhattan Beach in deciding whether to pursue a local transit service.

In light of the importance of this study, we have proposed only senior-level team members who are very familiar with the issues cited in the RFP. Our level of experience and knowledge of the issues ensure that the project team can carry out the required tasks in an expeditious manner. All members of the project team take pride in their ability to deliver high-quality work products in a timely fashion. We are committed to meeting and exceeding our clients' needs, on time and within budget. Ensuring that this occurs is another reason why we are proposing senior-level personnel who are extremely knowledgeable in all aspects of transit. We strongly encourage the City of Manhattan Beach to contact our references to assess our team's abilities and dedication.

Daniel Boyle is President of Dan Boyle & Associates, Inc. and is authorized to represent the project team in all matters regarding this RFP. Mr. Boyle can be contacted by mail at 13084 Signature Point, #150, San Diego, CA 92130, by telephone at (858) 259-6515, by fax at (858) 259-2305, or by email at [dan@danboyleandassociates.com](mailto:dan@danboyleandassociates.com).

By submission of this letter, Dan Boyle & Associates, Inc. represents that the project team is willing and able to perform all tasks cited in the RFP. This proposal will remain in effect for a 90-day period from the due date.

Sincerely,

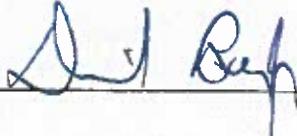
A handwritten signature in blue ink that reads "Dan Boyle". The signature is written in a cursive style with a large initial "D" and "B".

Daniel K. Boyle  
President  
Dan Boyle & Associates, Inc.

The undersigned has checked carefully the entire Request for Proposal (RFP) #899-13 – Fixed Route Transit Consulting Services. By signing this document, I attest that I am authorized to contractually bind the company listed, and will meet the Proposal requirements if awarded a contract.

Dated this 19th day of October, 2012

Name Printed: Daniel Boyle

Signature: 

Title: President

Company Name: Dan Boyle & Associates, Inc.

Business Address: 13084 Signature Point, #150

City, State, Zip Code: San Diego, CA 92130

Telephone Number: (858) 259-6515

Fax Number: (858) 259-2305

E-mail: dan@danboyleandassociates.com

## 1. PROJECT UNDERSTANDING

The City of Manhattan Beach is inviting proposals from qualified consultants to conduct a study of a potential fixed route transportation system within the City. Using the 2010 *Trolley Feasibility Study* as its starting point, this study will obtain public input, consult with stakeholders, redesign routes as necessary to take into account existing Metro and Beach Cities Transit (BCT) routes, prepare draft schedules for use in quantifying costs, and explore funding sources.

The City is interested in conducting this study at this time for several reasons. A major reason is the interest of the City Council, which has prioritized this study in its Strategic Work Plan for the current year. Providing new mobility options for City residents, employees, and visitors will enhance the City's strong reputation as a great place to live, work, shop, and play. Manhattan Beach has been an active partner in Beach Cities Transit. As a sub-regional service with limited funding, BCT routes do not meet all the needs of City residents, particularly with regard to internal circulation. This study will result in a readily implementable plan, crafted with citizen and stakeholder input, that considers and quantifies all relevant information.

The Dan Boyle & Associates, Inc. (DBA) team is well qualified to assist the City of Manhattan Beach in all of these areas. DBA is a client-focused firm that provides excellent technical assistance in a style based on close collaboration with the client. Dan Boyle, President of the firm and proposed project manager, has managed bus planning studies across the United States, as noted in the *Qualifications* section of this proposal. As the principal author of the new scheduling manual for the transit industry (*TCRP Report 135*), he is extremely well-versed in transit scheduling techniques and their application to specific situations. Dan also authored a national study on the development and deployment of downtown circulators (*TCRP Synthesis Report 87*). Team member Judith Norman specializes in technical assistance to cities with regard to transit funding and also brings extensive expertise in processes to build consensus and forge cooperative relationships among stakeholders in the development of successful transportation plans and programs.

The DBA team brings a "fresh set of eyes" to the issues currently facing the City of Manhattan Beach. Team members have worked for many municipal systems in the Los Angeles region and are very familiar with the challenges and opportunities. The team conducted the 2011 comprehensive operational analysis of BCT services and so is especially knowledgeable of the challenges and potential for transit service in Manhattan Beach and surrounding areas.

The successful conduct of this project requires:

- extensive experience in transit operations planning and analysis, particularly at the community level;
- knowledge of and experience in route design (including innovative options), scheduling, transit operations and management, and survey methodology (for the optional task);
- development of capital and operating budgets;
- insight into strategic approaches to the start-up of new service;
- knowledge of Federal and State rules and requirements; and

- ability to achieve consensus, both internally and through public outreach efforts, and to present findings in a way that the target audience clearly understands.

The DBA team has a proven track record in all of these areas. Recent highlights are summarized in the following paragraphs, with greater detail provided in the *Qualifications* section.

*Beach Cities Transit.* Dan Boyle managed the 2011 comprehensive operational analysis that examined all aspects of BCT service. Judith Norman conducted stakeholder discussions that identified important issues as seen by staff of the four cities. The final plan reallocated resources from a low-ridership route primarily serving Torrance to achieve more frequent and consistent service on another route and prepared schedules for 30-minute service on Route 109, which operates in Manhattan Beach, when funding becomes available.

*Glendale Beeline.* DBA developed a series of recommendations to focus service where it is most needed that resulted in an annual savings of over \$200,000. The package included service enhancements where needed as well as short-turns on a specific route and rationalization of service levels. We developed fare proposals and additional service options in the event of a more severe budget shortfall and we worked with City staff, the Transportation and Parking Committee, and the City Council to gain approval of the final proposal.

*Antelope Valley Transit Authority.* Dan Boyle served as the agency's project manager for a long-range transportation plan while also completing a line-by-line analysis. DBA worked extensively with AVTA management to finalize a blueprint for transit over the next 20 years. Line-by-line recommendations, within an established budget envelope, are the first step toward achieving the overall vision, and include: reallocation of service to strengthen core routes in Lancaster and Palmdale, including 15-minute service at least in peak hours on two routes; limited-stop service as a precursor to BRT; and discontinuation of poorly performing routes.

*Orange County Transportation Authority.* DBA is under contract with OCTA to provide technical support and project management in the area of transit service planning. Tasks to date include implementation of recommendations from a county-wide transit study, including preparation of draft schedules for OCTA's first BRT route, cost modeling for new directly operated and contracted services, and preparation of a strategic Short Range Transit Plan.

*Laguna Beach Transit.* DBA has worked with the City of Laguna Beach since 2002 on several projects, primarily the analysis and expansion of Summer Festival service related to the Arts Festival held every summer in the City. DBA has established a continuing dialogue with the City Council, a strong supporter of the Summer Festival service.

DBA strongly believes in working with the client throughout the project to ensure agency "ownership" in the final recommendations and successful implementation. On this project, we will achieve this through:

- Ongoing contact with City staff to ensure a clear understanding of important issues and awareness of emerging study findings;
- Extensive field work in Manhattan Beach to evaluate different route configurations in terms of mobility and operational feasibility;

- Discussions with stakeholders (identified jointly by the project team and City staff) regarding service needs, future plans, and opportunities for cooperative efforts. These may take the form of stakeholder roundtables or one-on-one interviews; we will discuss the benefits of each approach with City staff before making a final decision.

Throughout the project, DBA will maintain regular informal contact to keep the City aware of progress and any issues that may arise. Prior experience on the operator side of the table has taught us the importance of developing successful recommendations through close teamwork.

The practical nature of this project, reflected in the need to develop implementable recommendations, requires team members who know operations planning inside and out for fixed-route service. As noted earlier, Dan Boyle was the primary author of the new scheduling manual for the transit industry (*TCRP Report 135*). He understands that service design and scheduling must be considered jointly throughout the project to achieve desired efficiencies. DBA proposes creation of draft schedules to produce accurate costing of proposed routes.

Public outreach to stakeholders and community members is a very important component in our approach. The most brilliant technical plan with the flashiest graphics will not work without the painstaking process of building consensus. Judith Norman and Dan Boyle have worked extensively on public involvement processes related to service changes and are experts in transit as well as in community outreach. Our experience shows that effective public involvement must employ both skill sets to bring about meaningful consensus.

In summary, the DBA team's approach emphasizes:

- Recognition that Manhattan Beach is unique and requires a careful assessment of its environment and issues to create logical, customized solutions;
- Development of strategies *in conjunction with* consideration of their implications regarding implementation;
- Public outreach efforts framed by knowledge of transit operations and oriented toward consensus-building among internal and external stakeholders and residents;
- Service design grounded in practical considerations of route purpose and system efficiencies, which may involve different service delivery approaches.

The DBA team's detailed knowledge of transit, our experience with problem solving on both macro and micro scales, and our past success in building consensus through a variety of internal and public outreach techniques make us confident that we can successfully meet all of the study objectives cited in the RFP.

## **2. METHODOLOGY AND WORK PLAN**

### ***Task 1: Review Previous Proposal***

DBA will review and comment on the needs assessment, routes, times, and schedules of service, vehicle recommendations, cost projections, funding sources, and action plan in the 2010 study. This task will ensure that we are not reinventing the wheel while providing the opportunity to highlight areas that need different approaches or greater detail.

Deliverable: Written Feedback on the previous study  
Due Date: November 2012

**Task 2 Provide Routes, Stops, Times, and Schedules**

DBA will review and provide written feedback on the proposed route network in the 2010 plan. We will conduct field work to identify major destinations and assess the feasibility of transit operation on particular streets and discuss our findings with City staff. We will prepare routes and schedules using the RFP guidelines of 18 to 23 stops, 10 to 14 daily service hours, and headways of less than 30 minutes. We will note opportunities for shared stops with other transit providers and transfer locations to connect with regional services. DBA's extensive experience in route design and scheduling will ensure the efficiency and effectiveness of the proposed transit network. We will also analyze stop amenities and neighborhood and parking impacts. Depending on our findings, we may propose service options and/or phasing of the recommendations.

DBA used the Residential Transit Orientation Index to identify transit-oriented neighborhoods within the Beach Cities Transit service area in the 2011 study. The RTOI, originally developed at the University of South Florida, provides an effective tool to identify residential areas with a high propensity to use transit. This tool is useful in route design.

Deliverable: Proposed transit network for Manhattan Beach, including similarities and differences with the 2010 plan  
Due Date: December 2012

**Task 3 Review and Propose Costs**

DBA will develop operating and capital cost estimates. Preparation of draft schedules in the previous task will define the number of revenue hours and vehicle requirements. Costs will be estimated for different scenarios. DBA proposes to use unit costs from Beach Cities Transit in development of cost estimates, given that the operating environment is very similar.

Judith Norman will have the lead role in identifying potential funding sources, discussing the pros and cons of each, and assessing factors that would affect the likelihood of success.

Deliverable: Accurate operating and capital cost estimates; matrix of funding options  
Due Date: early January 2013

**Task 4 Hold Community Meetings**

Under this task, the DBA team will conduct outreach with stakeholders and community groups to obtain their views of the proposed community transit service based on the findings of previous tasks. DBA will hold two community meetings and up to five stakeholder meetings, including at least the Chamber of Commerce, the Downtown Business and Professional Association, the Manhattan Village Mall, and school and neighborhood groups. The DBA team will discuss the best means of conducting outreach for each specific group of stakeholders with the City. It is anticipated that the result will be some combination of stakeholder roundtables and individual interviews.

Judith Norman has facilitated numerous stakeholder and community meetings and will lead this task. The DBA team will summarize all input obtained in this task. Broad community meetings

often have low attendance; people lead busy lives and may not have the time to attend a meeting unless they have strong feelings on the topic. It is possible that the outcome will be different in Manhattan Beach, but DBA will discuss alternatives such as focus groups or meetings of invited, active citizens in the community that could yield more meaningful input.

Public outreach activities will take place in January after the holidays.

Deliverable: Outreach facilitation and summary of input  
Due Date: January 2013

### **Draft and Final Reports**

Upon the conclusion of the first four tasks, DBA will prepare and submit a draft report summarizing all findings, including service recommendations informed by public and stakeholder input. This report will be submitted to the City of Manhattan Beach by Friday, February 1, 2013. Following discussions with City staff, DBA will prepare 10 professionally bound copies of the final report along with an electronic version in pdf format. DBA will attend an evening City Council meeting to present the final document and answer questions from Council members.

### **Task 5 (Optional) Manhattan Beach Resident Survey**

DBA will design and conduct a statistically accurate survey of Manhattan Beach residents to gauge interest in a fixed route public trolley service. A telephone survey is a typical means of obtaining information of this nature. Telephone surveys are expensive; the cost of a statistically valid telephone survey would be between \$15,000 and \$20,000 in Manhattan Beach.

A less expensive option is to prepare a survey to be mailed with utility bills and returned with payment. This means of distributing the survey would ensure that each household within the City has an equal opportunity to participate. The survey could also be distributed during community meetings. This would be supplemented with an on-line survey, with a link to the survey on the City's website.

Deliverable: Draft and final survey instruments; analysis of results  
Due Date: December 2012

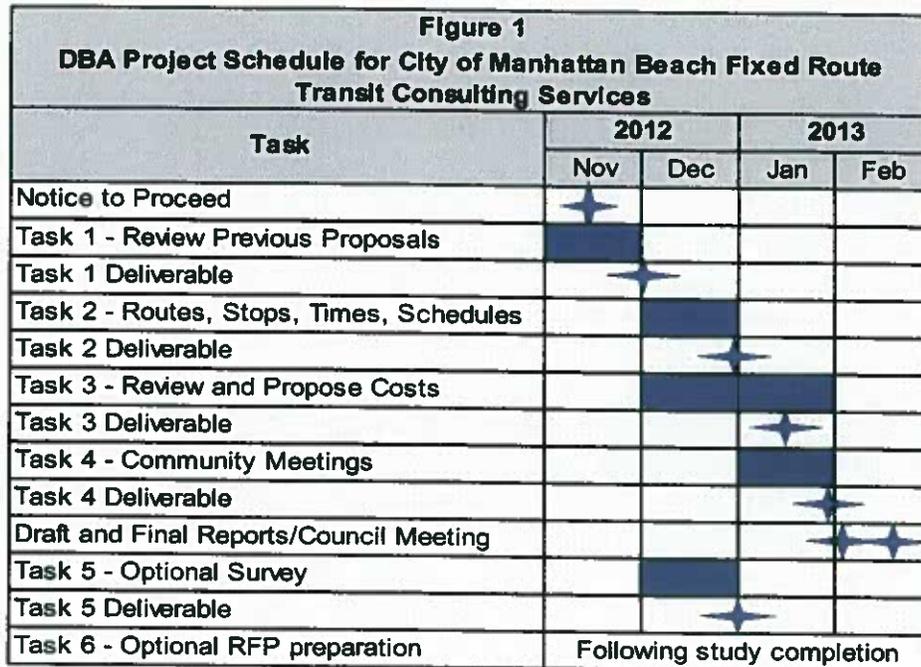
### **Task 6 (Optional) Future Request for Proposals**

Under this task, DBA would prepare an RFP for operation and maintenance of the transit service, if the City approves and moves forward with the concept. DBA would base this RFP on similar RFPs used by other cities and transit agencies and would finalize the list of recipients with assistance from other transit agencies. Dan Boyle has been invited by clients to sit on the selection committee for transit operations and is very familiar with this process.

Deliverable: RFP for operation and maintenance of transit service  
Due Date: To be determined by the City

## **SCHEDULE**

Figure 1 below presents the proposed schedule and key milestones for this project, following the schedule proposed in the RFP.



**3. EXPERIENCE AND QUALIFICATION OF THE FIRM**

**Dan Boyle & Associates, Inc.** was established in 2000 to provide assistance in various facets of public transportation planning and operations to clients throughout the United States. Areas of expertise include:

- Service design
- Short and long range development plans
- Service standards and guidelines
- Market research, including passenger and non-user surveys
- Fare policy analysis
- Strategic planning and policy development

Daniel K. Boyle, founder and President of Dan Boyle & Associates, Inc., established the firm to ensure that full attention is given to the needs of each client, regardless of size. A commitment to quality and the ability to listen to the client are hallmarks of the firm. Working solo or with project teams drawn from a network of experienced transportation professionals, the firm is dedicated to providing practical and implementable solutions for its clients.

Dan Boyle & Associates, Inc. is an S-corporation incorporated in the State of California with offices at 13084 Signature Point, # 150, San Diego, California 92130. The firm may be reached by email at [dan@danboyleandassociates.com](mailto:dan@danboyleandassociates.com), by telephone at (858) 259-6515, and by fax at (858) 259-2305.

Clients within the past three years are shown below. Bold typeface indicates a current project with that client. Italic typeface indicates a subconsultant role for DBA.

**Greensboro (NC) Transit Authority**

**Transit Cooperative Research Program (TCRP), Washington, DC**

Antelope Valley Transit Authority

Beach Cities Transit

City of La Mirada

City of Glendale/Glendale Beeline

**Maricopa Association of Governments, Phoenix**

ABQ Ride – Albuquerque, NM

City of Downey

City of Fairfield

Fresno Area Express

**Orange County Transportation Authority**

City of Laguna Beach

City of Monterey Park

Norwalk Transit System

University of Kansas

**Santa Clarita Transit**

LeeTran (Ft. Myers, FL)

MTA-New York City Transit

Pasco County (FL) Public Transportation

Sarasota County (FL) Area Transit

Project descriptions are included in the *References* section of the Appendix.

**4. QUALIFICATIONS/EXPERIENCE: ALL CONSULTANTS AND SUBCONSULTANTS**

DBA is pleased to be joined by two other firms for this engagement: GIS Workshop and Judith Norman Transportation Consultant.

**GIS Workshop** is a firm specializing in cartography and spatial analysis using GIS tools. John Johnson, Principal of the firm, has conducted mapping and geographic analysis for several transit agencies as well as for other public and private-sector clients. Mr. Johnson will lead all GIS-related efforts.

**Judith Norman Transportation Consultant (JNTC)** is a minority woman-owned consulting firm that specializes in urban and regional transportation issues. The Principal, Judith Norman, has worked in this field for over 20 years and has extensive, senior-level, public agency experience in Southern California. Areas of expertise include: transit planning and analysis; public outreach; transportation project development; and transit funding programs. Ms. Norman will lead the funding task and will conduct all public outreach.

**TEAM MEMBERS**

**Daniel K. Boyle** is President of Dan Boyle & Associates, Inc. and brings over 30 years of transit operations and consulting experience to this project. Mr. Boyle has worked as project manager on studies related to service planning, survey analysis, contracting, and strategic planning. He has served as project manager for major service planning studies in Orange County, Miami, FL, San Diego, Charlotte, NC, and Greensboro, NC. Dan has been principal author of several TCRP reports, including the transit scheduling manual. Mr. Boyle began his own firm in 2001. He is past Chair of the TRB Committee on Public Transportation Marketing and Fare Policy and past member of the TRB Committees on Buses and on Transit Capacity and Quality of Service. He is active in APTA's Intermodal Operations Planning Technical Forum.

**John Johnson**, Principal of GIS Workshop, specializes in the application of GIS techniques to public transportation in areas such as spatial analysis, interpretation, and cartographic services. John is certified by ESRI in Skills Training and Instruction for ArcView, and frequently conducts beginning and advanced ArcView training classes.

**Judith Norman** is a seasoned transportation professional who has worked with her own firm for over two decades to establish credibility and integrity through a commitment to excellence. Judith works to reveal the people-related impacts that the technical findings suggest, and then

to translate these findings into a practical and politically acceptable plan for achievement of objectives. She has provided technical assistance to cities in the areas of funding, service operation, development of vehicle specifications, bus routing, and scheduling. Judith has demonstrated expertise in building consensus and forging cooperative relationships among stakeholders in the development of successful transportation plans and programs.

Current related engagements for JNTC include American Logistics Company, LLC and Caltrans. Current related engagements for GIS Workshop include Tarrant County patient mapping and Texas Region 10 Health Care Partnership mapping/analysis for Cope Health Solutions.

Resumes and project descriptions are provided for all team members in the Appendix. The time availability of each key staff person is approximately 50 percent over the period of this contract.

## **5. OTHER PERSONNEL**

DBA does not anticipate the need for other personnel on this project.

## **6. REFERENCES**

Five references are provided in this section. Additional information regarding specific projects is available in the *References* section of the Appendix.

City of Redondo Beach  
Joyce Rooney, Transit Operations Manager  
(310) 318-0631 / x 2670

City of Glendale/Glendale Beeline  
Kathryn Engel, Transit Manager  
(818) 937-8330

Antelope Valley Transit Authority  
Julie Austin, Executive Director  
661) 729-2206

Orange County Transportation Authority  
Gary Hewitt, Section Manager, Transit Planning  
(714) 560-5715

City of Laguna Beach  
Steve May, Public Works Director  
(949) 497-0351

## **7. CONTRACT EXCEPTIONS**

DBA has two proposed exceptions to the RFP and/or Professional Services Agreement. The first concerns Workers Compensation insurance. As a company with only one employee, Dan Boyle & Associates, Inc. is not required to carry Workers Compensation insurance. There is no risk, since I am the only employee. The second concerns professional liability insurance. DBA carries insurance with a limit of one million dollars, which has been acceptable on every project since the company's inception. I request a limit of one million dollars for this project.

## **8. FEE PROPOSAL**

Table 1 on the following page shows the DBA cost proposal for this project. The firm fixed price with no optional tasks is \$30,400, with the community meetings comprising the largest expense. The firm fixed price with both optional tasks is \$42,630.

**Table 1**  
**Dan Boyle & Associates, Inc. Proposal for**  
**Manhattan Beach**  
**Fixed Route Transit**  
**Consulting Services**

<b>WORK ELEMENT</b>	<b>PROPOSED COST</b>
1. REVIEW PREVIOUS PROPOSAL	<b>\$1,237</b>
2. PROVIDE ROUTES, STOPS, TIMES, AND SCHEDULES	<b>\$5,046</b>
3. REVIEW AND PROPOSE COSTS	<b>\$5,862</b>
4. HOLD COMMUNITY MEETINGS	<b>\$13,746</b>
DRAFT AND FINAL REPORTS	<b>\$4,509</b>
<b>TOTAL FIRM FIXED-PRICE</b>	<b>\$30,400</b>
5. (OPTIONAL) MANHATTAN BEACH RESIDENT SURVEY	<b>\$9,115</b>
6. (OPTIONAL) FUTURE REQUEST FOR PROPOSALS	<b>\$3,115</b>
<b>TOTAL FIRM FIXED-PRICE WITH BOTH OPTIONAL TASKS</b>	<b>\$42,630</b>

Table 2 on the following page shows a cost breakdown by staff person and by cost category for the first four tasks and the draft and final reports.

## Table 2 Line Item Budget

Consultant: Dan Boyle & Associates, Inc.  
13084 Signature Point, #150  
San Diego, CA 92130

Contract:

Manhattan Beach  
Fixed Route Transit  
Consulting Services

**DIRECT LABOR AND FRINGE BENEFITS**

<u>Staffer</u>	<u>Hours</u>	<u>Rate</u>	<u>Amount</u>
Boyle, Project Manager	92	\$73.88	\$6,797
<b>Subtotal, Direct Labor</b>	<b>92</b>		<b>\$6,797</b>

**OVERHEAD AND FRINGE BENEFITS**

<b>Subtotal - Overhead and Fringe Benefits</b>		<b>88%</b>	<b>\$5,981</b>
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**SUBCONTRACTORS/CONSULTANTS**

## 1. GIS Workshop

<u>Staffer</u>	<u>Hours</u>	<u>Rate</u>	<u>Amount</u>
Johnson	32	\$75.00	\$2,400

## 2. Judith Norman Transportation Consultant

<u>Staffer</u>	<u>Hours</u>	<u>Rate</u>	<u>Amount</u>
Norman	72	\$150.00	\$10,800

<b>Total, Subcontractors/Consultants</b>	<b>104</b>		<b>\$13,200</b>
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**DIRECT COSTS**

Dan Boyle &amp; Associates, Inc.

Travel (miles)			\$809
Printing (final report)			\$700
Communication/Postage			<u>\$50</u>

Subtotal, Dan Boyle & Associates			\$1,559
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JNTC

Travel			\$66
Meeting Supplies			\$700
Communication			<u>\$19</u>

Subtotal, JNTC			\$785
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<b>Total, Direct Costs</b>			<b>\$2,344</b>
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<b>FIXED FEE</b> 8% of Labor, Overhead and Fringe			<b>\$2,078</b>
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<b><u>TOTAL CONTRACT COST WITHOUT OPTIONAL TASKS</u></b>			<b>\$30,400</b>
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ADDED COST FOR OPTIONAL TASK 5			\$9,115
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ADDED COST FOR OPTIONAL TASK 6			\$3,115
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<b><u>TOTAL CONTRACT COST WITH OPTIONAL TASKS</u></b>			<b>\$42,630</b>
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**APPENDIX**  
**RESUMES OF KEY PERSONNEL**

**DANIEL K. BOYLE**  
President  
Dan Boyle & Associates, Inc.

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## **EDUCATION**

Master's Degree in Regional Planning (M.R.P.), Cornell University, Ithaca, NY, 1977  
B.A. in Urban Sociology, distinction in all subjects, Cornell University, Ithaca, NY, 1974

## **WORK EXPERIENCE**

### **Transit Operations Planning**

- ◆ Comprehensive Operational Analyses/Major Restructuring studies: Metro-Dade Transit (MDT, Miami), Orange County Transportation Authority (OCTA), Greensboro (NC) Transit Authority (GTA), Southeast, Westside, and Central/East/Northeast Los Angeles, Charlotte Area Transit System (CATS), Metropolitan Transit Development Board (MTDB, San Diego), New York City Transit (NYCT), ABQ Ride (Albuquerque), LeeTran (Ft. Myers FL), Sarasota FL, Norwalk Transit (NTS), Santa Clarita (CA) Transit, MAG (Phoenix)
- ◆ Line-by-Line Analyses: NTS, Montebello Bus Lines (MBL), Glendale Beeline, Antelope Valley TA (AVTA, Lancaster, CA), Los Angeles DOT, Monterey Park, Redondo Beach
- ◆ Bus Rapid Transit: Metro (LA) Rapid Bus implementation, NYCT
- ◆ TCRP Studies/Syntheses: Scheduling Manual for the transit industry; Passenger Counting Systems; Fare Arrangements for Public Employers; Transit Ridership Forecasting and Planning Service Methods; Development and Deployment of Downtown Circulators
- ◆ Service guidelines and standards: AVTA, GTA, CATS, OCTA, SamTrans, MTDB, NTS
- ◆ Scheduling studies: Capital District TA (Albany), GTA, Pasco County (FL), NTS

### **Fare Policy**

- ◆ Fare policy recommendations/models: OCTA, GTA, AVTA, RGRTA (Rochester), RTC (Reno), NCTD (Oceanside), CATS, MARTA (Atlanta), SCAT (Oxnard, CA), FAX (Fresno)

### **On-Board and Travel Surveys**

- ◆ Before and after survey for Rapid Bus implementation – Metro LA
- ◆ On-board and/or telephone surveys: OCTA, GTA, MBL, AVTA, NTS, Redondo Beach

### **Other Transit Studies**

- ◆ Long-range transit plans – AVTA, GTA
- ◆ University pass program – GTA
- ◆ Summer Festival service – Laguna Beach (CA) Transit
- ◆ Contracting – TRB industry study, FAST (Fairfield, CA)

## **EMPLOYMENT HISTORY**

Dan Boyle & Associates, Inc.

President (2000 to present)

Transportation Management and Design

Vice President (1997-2000); Principal (1995-97)

Center for Urban Transportation Research (CUTR), University of South Florida

Transit Planning Program Manager (1994-95); Sr. Research Associate (1992-94)

New York City Transit Authority, Operations Planning Department

Assistant Manager (1990-92); Principal Transportation Planner (1987-90)

New York State Department of Transportation, Planning Division

Program Research Specialist III (1985-87); Senior Transportation Analyst (1982-85); PRS II (1980-82); Research Analyst (1978-79)

New York State Assembly Fellow (1976)

**JUDITH NORMAN**  
PRINCIPAL, JUDITH NORMAN -TRANSPORTATION CONSULTANT

1842 Denwall Drive  
Carson, CA 90746

(310) 608-2005

**EDUCATION**

**B.A. Music**, June 1977, California State University, Los Angeles, CA.

**B.A. Business Management**, December 1981, University of Redlands, Redlands, CA.

**ADDITIONAL TRAINING**

**UMTA (FTA), APTA, and MIT** coursework and training in *Transportation Planning and Operations*

Massachusetts Institute of Technology (MIT) training in Transportation Planning

**EMPLOYMENT HISTORY**

***Judith Norman Transportation Consultant (JNTC) (December 1990 – Present), Carson, CA***  
**Principal**

Since 1990 Principal and sole proprietor of a transportation consulting firm, which providing professional services to local jurisdictions, transportation and air-quality agencies in the areas of transit planning and analysis, community outreach and stakeholder involvement, policy and program development, transit finance, technical document preparation, and project management. A complete listing of clients and projects is available upon request.

***South Coast Air Quality Management District (SCAQMD) (October 1989 – December 1990), El Monte, CA***

**Transportation Program Manger**

Managed and coordinated a staff of 19 individuals in undertaking the professional and administrative activities involved in implementation of the Regulation XV Trip Reduction Program in the South Coast Air Basis. Duties included:

- Formulation of recommendation on policy and program implementation strategies;
- Serving as liaison and representative for the Director of Transportation at meetings;
- Formulation of recommendations on policy and program implication strategies;
- Serving as liaison and representative for the Director of Transportation at meetings, workshops, conferences, and panel discussions;
- Assisted the Director in the establishment of program objectives and goals for the section;
- Assigned and reviewed staff work, directed completion of special assignments and projects, and adjusted priorities as necessary;
- Advised federal, state, and local governmental agencies, private sector businesses, executives, and various industry groups on Regulation XV and other District programs.
- Reviewed and approved trip reduction plans for public agencies and private sector businesses; and
- Served as Director of Transportation in her absence.

***City of Los Angeles, Community Redevelopment Agency (July 1989 – September 1989), Los Angeles, CA***

**Senior Transportation Planner**

Provided technical and professional support to the Mayor's Committee for the Downtown Strategic Plan. Duties included preparation of reports and analyses on relevant transportation and land-use issues, selection and supervision of outside consultants, and other duties as necessary.

**Los Angeles County Transportation Commission (LACTC)** (October 1985 – June 1989), Los Angeles, CA

**Senior Transportation Analyst**

Designed and implemented plans and policies for cities in Los Angeles County, involving Commission funding for local transportation projects, including special regional demonstration projects. Acted as liaison and represented the Commission on outside study efforts, task forces, advisory groups, and panel discussions. Made presentations on Commission funding programs to business groups, city councils and outside agencies. Reviewed and reported on legislative and legal issues related to transportation as necessary. Provided technical assistance to cities including project design, development, approval, and evaluation. Prepared grants, proposals, Memorandums of Understanding and other technical agreements and documents as necessary. Hired, trained, and supervised professional transportation and clerical staff as well as outside consultants.

**Southern California Rapid Transit District (SCRTD)** (June 1984 – September 1985), Los Angeles, CA

**Transportation Planner**

Short and long range transportation planning in the Policy and Guideway Section of the Planning Department. Performed operational and service policy analyses for use in the District's Five-Year Short-Range Transit Plan. Reviewed and commented on City of Los Angeles' specific plans in relation to Metro Rail station design and development. Formulated timeline and implementation procedures for Metro Rail Benefit Assessment. Prepared Preliminary Before/After Metro Rail Study Design of lease and Occupancy Rates within the CBD. Drafted correspondence and other written reports for the Board, as necessary. Interfaced with District and outside agency staff to schedule and coordinate Interagency Management Committee meetings.

**M.L. Connely and Associates** (July 1979 - May 1984), Los Angeles, CA

**Assistant Planner**

Assisted in the preparation and completion of a variety of technical reports, needs assessments and analyses related to transportation and traffic projects for public and private sector companies. Compiled and analyzed financial and operational data and performed statistical analyses; assisted in preparation of written reports and bid documents; attended client meetings and briefings as requested.

**John Jay Johnson**

**Principal, GIS Workshop, Encinitas, CA est. 1999 Cartography, Spatial Analysis, ArcGIS Certified Training**

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**EDUCATION**

- Master of Business Administration, University of California, Irvine, 1987
- Master of Urban & Regional Planning, University of Oregon, 1983
- Bachelor of Arts, Geography, University of British Columbia, 1977

**RECENT PROFESSIONAL EXPERIENCE**

**2012**

- **Metropolitan Transportation Commission (MTC) Coordinated Public Transit Human Services Transportation Plan 2012 Update**, mapping & demographic information, A.M.M.A., Riverside, CA
- **Rogue Valley Transportation District (RVTD) Coordinated Public Transit – Human Services Transportation Plan Update**, mapping & demographic information, A.M.M.A., Riverside, CA
- **Tarrant County patient mapping by hospital, clinic, medicaid, medicare, fee for service, government payer, self-pay, managed care, high risk & frequent users**, Cope Health Solutions, Los Angeles, CA.
- **Texas Region 10 Health Care Partnership mapping/analysis**, Cope Health Solutions, Los Angeles, CA
- **Los Angeles Medicare-Medical Dual Beneficiaries mapping/analysis**, Cope Health Solutions, Los Angeles, CA
- **San Diego Health Care Facilities mapping**, Cope Health Solutions, Los Angeles, CA
- **Ventura County Work Area Profile & Employment mapping**, A.M.M.A., Riverside, CA
- **Consolidation of 12 DACUM Job Analyses into a ‘National Inventory of Geospatial Workforce Competencies’**, National GeoTech Center, Corpus Christi, TX

**2011**

- **Long Island Bus Service Route Reduction mapping**, Nassau County, NY, Veolia Transportation, NY
- **Placer County-Health Express, Trip Origin and Destination Patterns**, A.M.M.A., Riverside, CA
- **Downey Southwest Route Alignment Alternatives**, A.M.M.A., Riverside, CA
- **Adult Day Care Centers, San Diego County**, Cope Health Solutions, Los Angeles, CA
- **San Sedro Health Center Locations**, Cope Health Solutions, Los Angeles, CA
- **AltaMed Medical Facilities, Los Angeles, CA**, Cope Health Solutions, Los Angeles, CA
- **Regional ANC Partners, Southern California**, Cope Health Solutions, Los Angeles, CA
- **Community Health Centers & Physicians of Southeastern San Diego**, Cope Health Solutions, Los Angeles, CA
- **Dental Practices of Southeastern San Diego**, Cope Health Solutions, Los Angeles, CA
- **DSH Hospitals, California & Los Angeles County**, Cope Health Solutions, Los Angeles, CA
- **Clinic Development Sites, Chula Vista, CA**, Cope Health Solutions, Los Angeles, CA
- **Potential Community Partners – White Memorial Hospital, Los Angeles, CA**, Cope Health Solutions, Los Angeles, CA
- **Antelope Valley Transit System Routes & Minority & Low Income Resident Population**, Dan Boyle & Associates, San Diego CA.
- **Tri-City Trolley Routes**, Dan Boyle & Associates, San Diego CA.
- **Beach City Transit System Routes & Residential Transit Orientation Index**, Dan Boyle & Associates, San Diego CA.

**2010**

- **Dana Point Shuttle – Alternate Routes**, Dan Boyle & Associates, San Diego CA.
- **Calculate & map door to door & door thru door indicators of agency services, AAA Los Angeles Count**, A.M.M.A., Riverside, CA
- **Quantify supply and demand for specialized transportation services and project future demand and its spatial distribution**, ASI Los Angeles, Judith Norman Transportation Consultant, Carson, CA.
- **White Memorial, Citrus Valley, Hollywood Presbyterian & St. Mary’s Medical Center Service Areas, Clinics & medical beneficiaries**, Cope Health Solutions, Los Angeles, CA
- **Individual fixed-route and system maps, loading & unloading of passengers by stop & route changes**, Antelope Valley Transit Authority, Dan Boyle & Associates, San Diego CA.

**2009**

- **Calculate & map population estimates & route miles in urbanized area of Antelope Valley Transit Authority Service Area**, Dan Boyle & Associates, San Diego CA.
- **Calculate & map commuter travel patterns for Victor Valley & Lancaster/Palmdale residents**, Antelope Valley Transit Authority, Dan Boyle & Associates, San Diego CA.
- **Calculate and map passenger boardings & alightings, transit routes, commuter travel patterns & MTA routes for revised Beeline transit system**, City of Glendale, Dan Boyle & Associates, San Diego CA.
- **Map new routes, boardings by stop, and residential transit orientation index (RTOI) for revised system analysis**, City of Monterey Park, Dan Boyle & Associates, San Diego CA

[john@gisws.com](mailto:john@gisws.com) 1614 Hawk View Drive, Encinitas, CA 92024-1251 (760) 889-8606

- **Generate and map - population projections by age, race & ethnicity for Victor Valley Study Area, City of San Bernardino, A.M.M.A., Riverside, CA**

#### **2008**

- **Analyze and map - Palmdale/Lancaster stops by city, Antelope Valley Transit Authority, Dan Boyle & Associates, San Diego CA**
- **Analyze, map & discuss - population density, income, poverty level & disabilities by gender and age group, Butte County, A.M.M.A., Riverside, CA**
- **Map Laguna Woods Extension/Laguna Hills Go Local routes, boardings & alightings by stop & regional connectors, City of Laguna Woods, Dan Boyle & Associates, San Diego CA**
- **Conduct spatial data analysis of 200,000 origin & destination locations including maps, tables, address geocoding & discussion, Care More Health Plan, Judith Norman Transportation Consultant, Carson, CA.**
- **Calculate and map residential transit orientation index for City, City of Irvine, Dan Boyle & Associates, San Diego CA**
- **Calculate ridership by area (Assembly, Congressional, Senate, City). Prepare maps for Dial-A-Taxi brochure. Prepare 36 "boardings by stop" maps, calculate alternate percent route lengths by City, City of Montebello, Dan Boyle & Associates, San Diego CA**
- **Conduct a quantitative analysis of fixed route, ACCESS & Senior Mobility boardings using "trip utilization ratios". Create maps showing the trip utilization ratio for cities in Orange County for each of the 3 modes of transportation. Orange County Transportation Authority, A.M.M.A., Riverside, CA**
- **Prepare Transit District Service Area brochure maps, PVT, Dan Boyle & Associates, San Diego CA**
- **Analyze and map day care, work locations, routes and mileage for HOPE Bus Survey. Map county apportionment areas, Riverside County Transportation Commission, A.M.M.A., Riverside, CA**
- **Map consumer destinations and program sites, San Diego Mental Health Facility, A.M.M.A., Riverside, CA**
- **Geocode and map addresses for workshops, Seniors on the Move, A.M.M.A., Riverside, CA**

#### **2007**

- **Update route maps & calculate bi-directional mileage, Antelope Valley Transit Authority, Dan Boyle & Associates, San Diego CA**
- **Conduct analysis and mapping for Coordination Inventory & Action Plan, ACCESS Services, Inc, L.A., Judith Norman Transportation Consultant, Carson, CA.**
- **Update route maps, City of Whittier: Dan Boyle & Associates, San Diego CA**
- **Prepare revised system and route maps, City of Lawrence, Kansas, Dan Boyle & Associates, San Diego CA**
- **Update route maps, City of Montebello: Dan Boyle & Associates, San Diego CA**
- **Conduct analysis, mapping and interpretation for S. Placer Dial-A-Ride Study, Placer County, A.M.M.A., Riverside, CA**
- **Generate alternate route maps for proposed Tri-City Trolley, Dana Point, San Juan Capistrano, San Clemente, Dan Boyle & Associates, San Diego CA**
- **Conduct analysis, mapping and interpretation for VCTC Human Service & Transit Service Coordination Study - Paratransit Ridership, Ventura County Transit Commission, Judith Norman Transportation Consultant, Carson, CA.**

#### **RECENT PUBLICATIONS**

- **Inventory of Geospatial Workforce Competencies for GIS and Remote Sensing Occupations, John Johnson, National GeoTech Center, April, 2012**
- **National DACUM Job Analysis: Remote Sensing Specialist, Inc. National Survey of Remote Sensing professionals, National GeoTech Center, Corpus Christi, TX, 2011.**
- **What GIS Technicians Do: A Synthesis of DACUM Job Analyses, Journal of the Urban and Regional Information Systems Association (URISA), Vol. 22, No. 2, 2010.**
- **Curriculum Development for a Community College, Skills-Based GIS Certificate Program using DACUM/SCID and the UCGIS Body of Knowledge, Educ, 2008.**

**APPENDIX: DETAILED REFERENCES**

Section 6 of this proposal listed five references for Dan Boyle & Associates, Inc. Here we provide additional detail, including relevant project descriptions for related work. The selected projects emphasize the team's abilities in transit service planning, work with small cities, and ability to work with stakeholders. Project descriptions are provided for subconsultants also.

**DAN BOYLE & ASSOCIATES, INC.****Beach Cities Transit – Redondo Beach, CA**

Comprehensive Operational Analysis. Dan Boyle & Associates, Inc. conducted a complete analysis of Beach Cities Transit's services that examined route alignments, route schedules, internal and external connections, and vehicle configuration. Recommendations include discontinuing a very lightly patronized route and reallocating these resources to improve headways to 30 minutes all day on another route. DBA also prepared schedules to achieve 30-minute headways on a long BCT route when funding becomes available. The City Council accepted the recommendations at its first meeting in September 2011.

Client: Joyce Rooney, Transit Operations and Transportation Facilities Manager  
City of Redondo Beach  
(310) 318-0631 / x 2670  
[Joyce.Rooney@redondo.org](mailto:Joyce.Rooney@redondo.org)

Timeframe: December 2010 to September 2011

**City of Glendale – Glendale, CA**

Glendale Beeline Line-by-Line Analysis. Dan Boyle & Associates, Inc. conducted a line-by-line analysis for the Glendale Beeline, which has grown into a 10-route system serving the City of Glendale and surrounding areas. This study prioritized recommendations for service revisions and enhancements and provided current information on system usage and perceptions among riders. Recommendations for route restructuring to focus service where it is most needed result in a net savings of over \$200,000 per year.

Client: Kathryn Engel, Transit Manager  
City of Glendale  
818-497-8836  
[kengel@ci.glendale.ca.us](mailto:kengel@ci.glendale.ca.us)

Time Frame: October 2008 – Present

Budget: \$82,500

**Antelope Valley Transit Authority – Lancaster, CA**

Line-by-Line Analysis. Dan Boyle & Associates, Inc. completed a line-by-line analysis for AVTA. This study produced detailed boarding, alighting, and schedule adherence data to be used in enhancing system efficiency and effectiveness as AVTA considers changes to its transit network. Recommendations include reallocation of service to strengthen core routes in Lancaster and Palmdale, including 15-minute service at least in peak hours on two routes, limited-stop service as a precursor to BRT, and discontinuation of poorly performing routes.

Comprehensive Long-Range Transit Plan. Dan Boyle served as AVTA's project manager and authored several sections of the Comprehensive Long-Range Transit Plan. This study was a

follow-up to the agency's first long-range plan prepared by DBA in 2004. Building upon the earlier strategic planning process, DBA developed strategies under a variety of growth scenarios. Dan Boyle worked extensively with AVTA management and Board to finalize the blueprint for transit over the next 20 years in the Antelope Valley.

Client: Julie Austin, Executive Director  
Antelope Valley Transit Authority  
661-729-2206  
[jaustin@avta.com](mailto:jaustin@avta.com)

Time Frame: August 2003 – June 2012

### **Orange County Transportation Authority (OCTA) - Orange, CA**

**Project Management and Technical Support Services.** Dan Boyle & Associates, Inc. is under contract with OCTA to provide technical support and project management in the area of transit service planning. Tasks to date include implementation of recommendations from a county-wide transit study, including preparation of draft schedules for OCTA's first BRT route, cost modeling for new directly operated and contracted services, and preparation of a strategic Short Range Transit Plan.

Client: Gary Hewitt, Section Manager – Transit and Non-motorized Planning  
Orange County Transportation Authority  
(714) 560-5715  
[ghewitt@octa.net](mailto:ghewitt@octa.net)

Time Frame: January 2012 to present

### **City of Laguna Beach – Laguna Beach, CA**

2010 Summer Festival Operational Analysis. Dan Boyle & Associates, Inc. conducted a detailed analysis of the City of Laguna Beach's free Summer Festival service linking a remote parking lot with major Arts Festival sites, the beach, and downtown. Ridechecks were conducted in August 2010. Recommendations address the continuation of pilot service south to Monarch Bay Center on the South Route, a single service pattern on the Canyon Route, and added Thursday night service for the Pageant of the Masters.

Short Range Transit Plan. Dan Boyle & Associates, Inc. prepared a short range transit plan for the City of Laguna Beach. The plan encompasses changes to the City's Mainline service and its Summer Festival service. The Laguna Beach City Council received the report at its May 2007 meeting. As a follow-up to this study, Dan Boyle & Associates, Inc. developed recommendations for 2009 Summer Festival operation.

Client: Steve May, Director of Public Works  
City of Laguna Beach  
(949) 497-0351  
[smay@lagunabeachcity.net](mailto:smay@lagunabeachcity.net)

Time Frame: June 2006 to June 2012

### **Greensboro Transit Authority – Greensboro, NC**

Transit Services Plan. Dan Boyle & Associates, Inc. conducted a comprehensive study of the bus network for Greensboro Transit Authority. The study took a blank-slate approach to transit in Greensboro, answering the question: if we started up the system today, what would it look

like? Recommendations included an ideal future transit network (costs are too high to implement today) and a Phase One network that moves toward a hub-and-spoke system, with downtown continuing to be the major hub, within the current budget envelope. Another package of recommendations was developed to achieve key elements of the Phase One proposal without disrupting the existing transit network. DBA conducted the 2008 *Transit Services Plan* that recommended a five-part strategy to improve schedule adherence, a taxi voucher program to replace a poorly performing route, enhanced evening and Sunday service, a performance monitoring program, a bus stop amenity program, and route restructuring to streamline service along major corridors.

**University Pass Program.** Dan Boyle & Associates, Inc. worked closely with the City of Greensboro, GTA, and the seven colleges within GTA's service area to establish HEAT, a university pass program. DBA prepared routes and schedules for the new services, implemented in 2006, and continues to monitor and revise the program (now in its seventh year) for GTA. DBA worked with GTA and the university partners to revise the college and university fees needed to support the program, resulting in new three-year contracts through August 2015. In the 2011-12 academic year, 13,500 students took almost 760,000 trips via transit.

Client: Elizabeth G. James, Transit Administrator  
Greensboro Transit Authority  
(336) 373-2820  
[libby.james@greensboro-nc.gov](mailto:libby.james@greensboro-nc.gov)

Timeframe: September 1999 to Present

#### **Transit Cooperative Research Program (TCRP) - Washington, DC National Academy of Sciences**

**TCRP Synthesis Project SA-31: Common Sense Approaches for Improving Transit Bus Speeds.** Dan Boyle and Associates, Inc. is conducting this TCRP synthesis to identify and assess strategies to improve bus speeds and reliability. A web-based survey of a cross-section of transit agencies in North America and detailed case studies will be undertaken to document current practices.

Client: Donna Vlasak  
Transit Cooperative Research Program  
(202) 334-2934  
[dvasak@nas.edu](mailto:dvasak@nas.edu)

Timeframe: October 2010 to present

**TCRP Synthesis Project SA-23: Deployment and Development of Downtown Circulators.** Dan Boyle and Associates, Inc. conducted this TCRP synthesis to describe the development, deployment, and sustainability of downtown circulator systems. Major findings address funding, route design, frequency, target markets, partnerships, and branding. This synthesis will be used to aid public agencies, non-governmental organizations, and other stakeholders in deciding how to proceed when service is being considered. The report has been published as *TCRP Synthesis 87*.

Client: Donna Vlasak  
(202) 334-2934  
[dvasak@nas.edu](mailto:dvasak@nas.edu)

Timeframe: October 2009 to October 2010

TCRP Project A-29, Controlling System Costs: Basic and Advanced Scheduling Manual and Contemporary Issues. Dan Boyle & Associates, Inc. served as project manager and principal author for a new scheduling manual for use by beginning and advanced schedulers throughout the transit industry. The manual, published as *TCRP Report 135*, addresses contemporary issues in transit scheduling and provides guidance to transit agencies on a variety of scheduling issues typically faced in a transit operating environment.

Client: Gwen Chisholm Smith, Transit Cooperative Research Program  
(202) 334-2934  
[Gsmith@nas.edu](mailto:Gsmith@nas.edu)

Timeframe: September 2006 to March 2009

### GIS WORKSHOP

#### Beach Cities Transit – Redondo Beach, CA

Comprehensive Operational Analysis. As a subconsultant to DBA, calculated and mapped passenger boardings & alightings, transit routes, and the Residential Transit Orientation Index for the BCT network.

#### Glendale Beeline – Glendale, CA

Line-by-Line Analysis. As a subconsultant to DBA, calculated and mapped passenger boardings & alightings, transit routes, commuter travel patterns, and the Residential Transit Orientation Index for the City and its current and revised Beeline transit system.

#### Cope Health Solutions – Los Angeles, CA

Tarrant County and Texas Region 10 Health Partnership. Patient mapping and analysis by hospital, clinic, payment type, high risk, and frequent users.

Client: Evan King, Cope Health Solutions  
(213) 259-0245 ext. 238

Timeframe: 2012 (ongoing)

### JUDITH NORMAN TRANSPORTATION CONSULTANT

#### City of Montebello/Montebello Bus Lines

Grants Management. As Project Manager, JNTC provides on-going Federal and State grants management and administration using FTA's TEAM-Web. JNTC is responsible for all transportation grant-related activities for MBL including SOW development and submittal, TIP amendments, quarterly reports, review of grant ECHO drawdowns, interface and communication with FTA and Los Angeles Metro on grant-related issues, development of DBE goals, financial monitoring. JNTC conducted an in-depth financial audit and analysis of the City's capital and operating transportation revenues and expenditures and documented the findings, results and recommendations.

Client: Aurora Jackson, Director of Transportation, City of Montebello  
(323) 887-4606

Timeframe: April 2009 – June 2010

**American Logistics Company, LLC – Professional Transportation Services Support**

Proposal Development. JNTC prepared an Orange County Transportation Authority (OCTA) Combined JARC and NF Grant funding application for three unified school districts: Irvine, Saddleback Valley (SVUSD) and Capistrano (CUSD) located in South Orange County. Ms. Norman worked with the districts and their partners to develop the application to provide new transportation services for low-income persons with disabilities to access employment and job-related training opportunities.

Medi-Cal Review. JNTC conducted a review of Medicaid and Medi-Cal for the purposes of providing background on the transportation-related regulations and requirements, and to assess the long-term feasibility and potential for the company to obtain approval from the State of California to operate service for Medi-Cal recipients. JNTC prepared and submitted the final Medi-Cal Transportation and California Code Review report for the company in April 2009.

Client: Craig Puckett, President  
Phone: (866) 999-3371 x222  
Timeframe: October 2008 – Present

**California Department of Transportation (Caltrans) Mobility Action Plan Phase I Implementation Study**

As Prime Contractor and Project Manager, JNTC is conducting a study designed to assist Caltrans in the development of statewide mechanisms to promote and support coordination of transportation between public transit and human services. The study tasks include a legislative and funding analysis, a technical review of large/small urban and rural Coordinated Transportation Plans statewide and a comprehensive Stakeholder Involvement process. Under the auspices of the Mobility Action Plan Project Advisory Committee (MAP PAC) JNTC is working with Caltrans and other state, regional and local transportation and human service agencies in California to complete the study tasks and activities.

Client: Kimberly Gayle, Office Chief, Grants, DMT  
Phone: (916) 654-8074  
Timeframe: May 2008 – Present

**Beach Cities Transit – Redondo Beach, CA**

Comprehensive Operational Analysis. As a subconsultant to DBA, JNTC conducted stakeholder roundtables with partnering cities to identify critical issues.

Client: Joyce Rooney, City of Redondo Beach  
(310) 318-0631 / x 2670  
Timeframe: December 2010 to September 2011