



December 28, 2007

Mr. Peter Naghavi
City of Costa Mesa
Transportation Services Division
77 Fair Drive
Costa Mesa, CA 92626-1200

Re: Updated Proposal for Professional Services for Conceptual Design of Multi-Purpose Trail

Dear Mr. Naghavi:

KFM Engineering, Inc. appreciates the opportunity to submit our "updated" proposal for the subject project. As evidenced in the enclosed information, KFM has extensive experience in completing trail preliminary and final design projects.

The proposal herein is structured as follows:

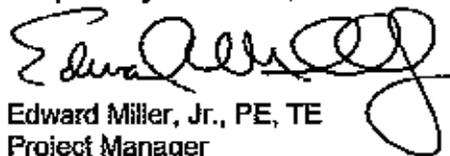
- 1.0 PROJECT APPROACH**
- 2.0 PROJECT TEAM**
- 3.0 RELEVANT EXPERIENCE**
- 4.0 SCHEDULE**

Our "updated" cost proposal is also included.

We have reviewed the sample City contract attached to the RFP and take no exception. KFM maintains insurance coverage which meets all requirements and coverages stated in the contract.

We trust this information herein is complete. If you have any questions or require additional information, please do not hesitate to contact myself or Ed Miller.

Respectfully Submitted,



Edward Miller, Jr., PE, TE
Project Manager

1.0 PROJECT APPROACH

1.1 Project Overview

The proposed multi-purpose trail project is clearly an important improvement for Costa Mesa area residents. The development of a conceptual trail plan will help identify the many significant issues for implementation of the design along the existing flood channels and provide a foundation for providing a much needed pedestrian and bike corridor.

The urban trail will serve as a backbone trail, enhancing community mobility and quality of life by providing access to local schools (especially Costa Mesa High School and Orange Coast Community College), shopping, recreation and employment. To build a successful trail into a community asset will require sensitivity to landscape issues, drainage, trail surfacing, maintenance, security concerns, trail signage, accessibility, traffic safety and property line interface to adjacent residential neighborhoods.

The KFM team has dealt with all of the issues involved in urban trail design in flood corridors, railroad corridors and in other public and open space settings. Public outreach has been an extensive aspect of our experiences from Los Angeles to San Diego County. Our teams experience on similar projects is summarized in Section 3.0 of this proposal.

In preparation of this proposal, KFM has walked the entire length of the project and documented it with photographs. We have also obtained assessors parcel maps and right of way record maps to identify any potential right of way impacts.

1.2 Scope of Work

Task 1 – Public Outreach

To identify and address local resident concerns and issues on the proposed improvements, a public outreach program shall be initiated as the first order of work on the project.

CALTROP as a subconsultant team member to KFM Engineering shall develop, in coordination with City staff, this public outreach program for the proposed project. A copy of CALTROP'S scope of work is provided as an attachment. KFM along with Clark & Green shall provide large-size exhibits for presentation at the neighborhood meetings and City Commission and Council meetings. For purposes of this proposal we envision six (6) neighborhood meetings and two (2) City Council/Commission meetings.

Task 2 – Collect Record Information

KFM shall collect all record information including, but not necessarily limited to, the following:

- *As-built Drawings*
- *Assessors Parcel Maps**
- *Right of way Record Drawings**
- *Utility Record Plans/Atlas Sheets*
- *Survey Benchmark Information*
- *Centerline Intersection Ties*

*denotes information already obtained.

Task 3 – Field Survey

KFM shall establish horizontal and vertical control in the field and set aerial targets for aerial mapping.

Task 4 – Aerial Topographic Mapping

Digital Mapping Inc. will provide an ortho photogrammetric base map for the project. Mapping shall be completed at a scale of 1"=40'. The mapping will be 100 feet wide and will cover the project over from Fairview Road to Santa Ana Avenue, an approximate distance of 10,700 feet. The mapping will depict all existing site features including fences, walls and above-ground utility boxes.

Task 5 – Base Mapping

KFM shall prepare project base maps using the following procedure:

- Step 1** Load aerial topographic maps provided by DMI into KFM's CADD system.
- Step 2** Add all pertinent information, including utility locations obtained under Task 1 and 5 to the base maps.
- Step 3** Field review base map and modify as necessary.

Task 6 – Utility Investigation and Coordination

- a) Obtain plans showing location and size of all utility lines and appurtenances within the project area.
- b) Plot utility lines on Base Map (Task 4).
- c) Cross check plotted locations above with field review information to insure that existing lines are shown in the proper location.
- d) Upon finalizing the proposed conceptual improvements, determine where potential utility conflicts exist and where utility modifications are warranted.
- e) Coordinate with affected utility companies regarding conflicts, relocations and improvements. All correspondence with utility companies shall be sent via certified mail and copied to the City of Costa Mesa.

Task 7 – Analysis and Review

Analyze the project, review the area, evaluate the existing conditions, identify potential conflicts and provide solutions. The proposed multi-purpose trail and all associated features shall be designed in accordance with County of Orange, as well as State of California Department of Transportation (Caltrans) Highway Design Manual standards. KFM shall provide conceptual design of the multi-purpose trail to incorporate the following:

1. Landscaping improvements adjacent to multi-purpose trail and at access areas adjacent to public streets.
2. Need for additional walls and/or fencing, such as wrought iron, particularly adjacent to residential properties and access areas.
3. Lighting needs for full scope of project area.
4. Structural section required for the trail to accommodate maintenance vehicles.
5. Needed traffic improvements at intersections and/or mid-block locations including all required signing, striping and other traffic control measures needed for the project.

Meet periodically with Client and City staff during the progress of conceptual design for appropriate guidance and coordination.

Task 8 – Plans and Exhibits

Conceptual plans shall be developed in color with landscaping and other hardscape features and presented in an artistic, architectural style. Plans shall be forty-scale for presentation on 24"x36" or 30"x40" large size boards and shall contain notes and legends highlighting main features of multi-purpose trail. Plans shall also be reproduced in 11"x17" format for distribution.

Typical, scaled cross-sections of the multi-purpose trail, bike lanes and/or bike routes and all other associated segments shall be developed and incorporated onto presentation boards.

Task 9 – Cost Estimates

The KFM team shall prepare detailed construction cost estimates for trail improvements. Due consideration will be given to phasing the project to give the City funding flexibility.

2.0 PROJECT TEAM

City of Costa Mesa

**ED MILLER, PE, TE
KFM
Project Manager**

**JIM GARVIN, LS
*HULTT-ZOLLARS
Field Survey**

**DAVID JARVI, PE
KFM
Project Engineer**

**BOB CLARK, ASLA
*CLARK & GREEN
Landscape Architect**

**NOELLE AFUALO
*CALTROP
Public Outreach**

***DIGITAL MAPPING INC
(DMI)
Aerial Topographic
Mapping**

SUPPORT STAFF

* Denotes Subconsultant

PROJECT ROLE:

Project Manager

Mr. Miller is responsible for the planning, design and contract administration of transportation and public works projects.

EDUCATION:

B.S. in Civil & Environmental
Engineering
Pennsylvania State University,
1983

Assignments have included:

- *Project Manager for the City of Orange's Santiago Creek/Tustin Branch Bike Trail projects.*
- *Project Manager of the City of San Juan Capistrano's Enhancement of the Camino Capistrano Historic View Corridor*

AFFILIATION:

American Society of Highway
Engineers

Train Riders Association of
California

Orange County Traffic Engineers
Council

- *Project Engineer providing engineering overview services to the Orange County Transportation Authority, including the review of Caltrans and consultant plans for upgrading the County freeway system. Duties included preparation of fact sheets on the I-5 and SR 55 widenings and the Imperial Highway Superstreet project, participation in PDT meetings on I-5, and value engineering on various highway projects.*

REGISTRATION:

Registered Civil Engineer
(California)

Registered Traffic Engineer
(California)

Registered Civil Engineer
(Arizona)

- *Implementation Plan, including alignment drawings, for Imperial Highway Smart Street from the Los Angeles County Line to SR 91, a distance of 12.5 miles. This project traversed the Cities of La Habra, Fullerton, Brea, Placentia and Yorba Linda.*
- *Project Engineer for preparation of PS&E for the upgrading of 75 changeable message signs on the L.A. County Freeway System for Caltrans District 7. Responsible for the preparation of plans, specifications and estimates for new and upgraded signs, involving surveys, site development, maintenance access, traffic control, power and telephone service, and CADD production.*
- *Engineer for the traffic design elements of the Lake Forest Drive intersection improvement project for the County of Orange.*
- *Project Engineer for final design for the Beach Boulevard (SR 39) Smart Street improvements in the City of La Habra. This project included design of improvements to the Beach Boulevard/Imperial Highway intersection. Project was subject to Caltrans District 12 oversight.*
- *Project Engineer for the widening of the SR55 freeway from 17th Street to the SR-22 freeway, responsible for stage construction and traffic control plans, for a traffic management plan, and for the preparation of a fact sheet.*
- *Project Engineer for a 1 mile section of the Foothill Transportation Corridor, SR 241, and the Avenida de las Banderas interchange for TCA and Caltrans District 12. Responsible for horizontal and vertical alignment design, development of Digital Terrain Model (DTM), contour grading plans, and organization of CADD production.*

DAVID JARVI, P.E.

Education: Bachelor of Science in Civil Engineering
California State University, Chico, 1993

Registration: Registered Civil Engineer (California)

Experience:

Mr. Jarvi has 11 years experience in General Civil and Transportation Engineering. During this time he has worked for different cities and international organizations. As a Peace Corps Volunteer in the country of Malawi (Southeast Africa) for the Municipality of Zomba, he evaluated and assisted consultants on local government development projects, inventoried and evaluated the infrastructure of the Municipality, and instructed subordinates on the usage of computers and their programs. Other duties included assisting the Municipal Engineer with decisions pertaining to the department's structure, building codes, and management procedures.

Past assignments include:

- *Katella Avenue Smart Street Improvements, Orange County, California. Design Engineer for sections of the Katella Avenue Smart Street running through the cities of Los Alamitos, Cypress, Anaheim and Stanton. Improvements included precise alignment, intersection widenings, spot widenings for constructing bus bays, traffic signal installations and modifications, and storm drain design. Responsibilities included the preparation of base maps and cross sections, utility coordination, water vault design and the preparation of legal plats and descriptions.*
- *Anaheim Resort Area (ARA) projects. Design Engineer responsible for base mapping and final design of streetscape retrofit projects on Harbor Boulevard, Bell Road, and Disney Way.*
- *Project Engineer Justin Branch Bike Trail Project in the City of Orange*
- *Project Engineer for the Santiago Creek Bike Trail project in the City of Orange*
- *Design Engineer for the project report and PS&E for the upgrading of Imperial and La Palma in the City of Anaheim, including right-of-way engineering and utility coordination.*
- *Imperial Highway Sound Wall, Brea, Orange County. This project was a 890m long sound wall along Imperial Highway. Responsibilities included the preparation of base maps, surveys, preparation of details, structural evaluation, vertical and horizontal layout and the coordination of permits from Caltrans for the City.*
- *Chapman Avenue Widening, City of Orange, California. Design Engineer for the alignment study for a one mile segment of Chapman Avenue. Responsibilities include the development of base plans and cross sections for the purpose of alignment analysis and the completion of a summary report outlining roadway widening costs and right-of-way impacts for various alignment alternatives.*
- *Project Engineer/Manager for Rehab of Bus Depot, Malawi, Africa. This project was funded by World Bank and took one and a half year to build. Ninety-percent of all travel done was by bus. The Municipality of Zomba was a major stopping point along the main route and the work done included the construction of new buildings, restroom, a shelter, sidewalks, curb and gutters, and a repaving job.*

Robert B. Clark, Jr.

As Principal of Clark & Green Associates, a full service landscape architectural firm established in 1987, Robert Clark brings 28 years of professional experience to Clark & Green Associates.

He graduated with honors from California State Polytechnic University San Luis Obispo in 1979, with a bachelor of science degree in landscape architecture. Recipient of the ASLA Student Design Competition Award, senior year.

Prior to forming Clark & Green Associates, Mr. Clark worked with Peridian Group Landscape Architects and with the Sea Ranch Master Association on its coastal development project.

His work is quite varied ranging from urban design and public spaces to sustainable design, restoration and mitigation. Much of Mr. Clark's career has been spent working with master developers in the design of large-scale planned communities. Since Clark & Green's inception, Mr. Clark has advocated and integrated native California and drought tolerant planting design into projects. Bob Clark has also worked with public agencies, fire authorities and homeowner associations to facilitate an appreciation of our southern California native landscape heritage.

JAMES L. GARVIN, PLS

Vice President

James Garvin has 25 years of experience in the preparation, processing and management of a wide range of mapping projects, including right-of-way mapping, tract maps, parcel maps, condominium plans, Record of Surveys, legal descriptions, Caltrans survey control maps, and ALTA survey maps. He has been responsible for all phases of the project including negotiations, client interface and satisfaction, scheduling, project coordination, production, and quality control.

RELEVANT PROJECT EXPERIENCE

Lincoln and State College Topographic Survey - City of Anaheim, California

As Project Manager, Mr. Garvin was responsible for surveying and right-of-way engineering for the rehabilitation and widening of Lincoln Avenue (+1200 LF) and State College Boulevard (+1400 LF) located in the City of Anaheim. Work consisted of: Record map research, centerline monument recovery survey, vertical level run to tie into the City of Anaheim vertical datum, aerial target control, scanned digital aerial photography, 1"=40' scale aerial topographic mapping with 1 foot contour intervals, ground cross-section survey at 25 foot intervals from R/W to R/W, ground design topographic survey for all utilities and design survey at adjacent existing conditions for street widening, calculation of the digital terrain model (DTM) for the roadway surface and preparation of existing condition digital cross-sections, and the preparation of legal descriptions and exhibits for right-of-way acquisition, temporary construction easements and sign easements. Huit-Zollars was sub-consultant to LAN Engineering.

On-Call Surveying and Mapping Services, County of Orange, EMA

As Project Manager for this on-call contract with the Orange County Surveyor's Office, Mr. Garvin coordinated surveying and mapping services. Tasks completed to date include establishment of high-water take-lines at predetermined elevations along the banks of the Santa Ana River; field boundary and topographic surveys for location of property line monumentation and lines of occupation for a 2-mile section of the Riverside Freeway in Anaheim; final monumentation of Orange County Flood Control boundaries and high-water, take-line limits; detailed topographic survey of encroachment areas within Handy Creek in Orange, and the preparation of a Record of Survey showing the establishment of the centerline alignment for the entire 12-mile length of Santiago Canyon Road.

CITY OF SANTA ANA ON - CALL CONSTRUCTION SURVEYING SERVICES

Mr. Garvin served as the Project Manager for this on-call surveying contract to the City of Santa Ana. As part of this contract Huit-Zollars provided construction staking services for curb and gutter, street paving, sewer line construction and monument perpetuation corner records (pre and post construction) for this two-mile section of First Street from Bristol Street to Grand Avenue.

REGISTRATION

Professional Land Surveyor: 1990/California/#6343

EDUCATION

Undergraduate Studies - Fullerton, College

PROFESSIONAL AFFILIATIONS

California Land Surveyors Association - State and Orange County Chapter
American Congress of Surveying and Mapping - Southern California Section

3.0 RELEVANT EXPERIENCE

KFM PROJECT EXPERIENCE

PROJECT: Santiago Creek/Tustin Branch Bike Trail
LIMITS: City wide
CLIENT: City of Orange
REFERENCE: Mr. Amir Farahani (714) 744-5666

KFM completed and obtained approval for the Santiago Creek/Tustin Branch Bike Trail concept alignment plan throughout the City of Orange. The project included on-street and off-street alignments and coordination with CA Fish and Game, US Army Corps of Engineers, Orange County Flood Control District and Caltrans.

KFM completed the project plans, specifications and estimate for two completed sections of Santiago Creek Bike Trail from State Route 22 to Tustin Avenue. Both segments included construction within "historic" Hart Park.

PROJECT: Enhancement of Camino Capistrano Historic View Corridor
LIMITS: Adjacent to Interstate 5/AMTRAK San Diego Corridor/Oso Creek
CLIENT: City of San Juan Capistrano
REFERENCE: Ms. Jill Thomas (949) 493-1171

KFM prepared the preliminary engineering for the Transportation Enhancement Activity (TEA) funded enhancement of Camino Capistrano Historic View Corridor. The project goal was for the transformation of this historic City byway into a promising City park and regional trail juncture of important regional recreational and historical significance.

The project included the evaluation of opportunities and constrains of the plan with local residents, Caltrans, the Orange County Flood Control District and a Native American tribe.

PROJECT: Katella Avenue Smart Street Improvements Phases 1 and 2
LIMITS: Interstate 5 to Ninth Street
CLIENT: City of Anaheim
REFERENCE: Ms. Natalie Meeks (714) 765-5175

KFM completed and obtained approval of an Alignment Study and final design for the widening of 3 miles of Katella Avenue along the Disneyland and Anaheim Convention Center frontages. This project included the widening of four major intersections, namely Katella/Haster, Katella/Harbor, Katella/West and Katella/Walnut. The construction of Phase 1, from I-5 to Harbor Boulevard, was completed in June of 1999. Phase 2, extending from Harbor Boulevard to Ninth Street, was completed in November of 2000. The total construction value of both phases was approximately \$35 million.

PROJECT: Northwood Namons Bike Trail
LIMITS: Abandoned RR RW
CLIENT: City of Irvine

KFM completed conceptual and final design for a 1.6 mile long all-surface bike way in abandoned railroad right of way in the City of Irvine. This project included extensive grading, drainage, landscape and lighting improvements as well as the traffic safety improvements at three roadway intersection.

CLARK AND GREEN PROJECT EXPERIENCE

PROJECT: Bastanchury Road Widening and Slope Revegetation
CLIENT: City of Fullerton
CONTACTS: Rick Kreuzer - KFM Engineering (949) 580-3838

Responsibilities include conceptual design, construction documents and a construction cost estimate for 2-1/2 acres of City R.O.W., multi-recreation trail impact and Army Corps jurisdictional flood control land. Developed a drought tolerant hydroseed mix for low maintenance areas and a native re-vegetation plan for Brea Dam Flood Control Basin area impacted by the Bastanchury Road widening.

PROJECT: Bastanchury Park and Regional Trail
CLIENT: LSF II/City of Fullerton
CONTACTS: Susan Hunt -City of Fullerton (714) 614-1968

Responsibilities included project management, consultant coordination, and public review process for a 10.5 acre Park including 1/3 mile of multi-recreation trail, sports fields, basketball court and 1.4 acres of riparian habitat mitigation. The project was completed in November 2005.

PROJECT: Castleview Park
CLIENT: City of Riverside
CONTACTS: Andrew Emery, Senior Park Planner (714) 782-5594

Schematic design, construction contract document preparation and construction administration. This 26.6 acre park with natural riparian stream course is protected by U.S. Department of Fish and Game. Project includes the protection and revegetation of the native plant community in coordination with development of interpretative trails, open turf plan areas, picnic areas and children's play areas.

PROJECT: Corriganville Community Park
CLIENT: Rancho Simi Valley Open Space
CONTACTS: Don Hunt, Planning Director (805) 584-4418

This 60 acre first phase will include picnic areas and hiking trails, in addition to historically accurate re-creations of former buildings in the famous western movie set/tourist theme park on the eastern end of the Simi Valley. This phase will also include a 5,000 square foot Visitor Center, maintenance/storage building, caretakers residence and restrooms, as well as utility infrastructure, flood control and street improvements.

PROJECT: Northwood Bikeway Corridor
CLIENT: KFM Engineering/City of Irvine
CONTACTS: Rick Kreuzer, Project Engineer (949) 580-3838

This 1.6 mile long bikeway greenbelt included design, construction documents and construction administration. This Class 1 trail is part of a 70 foot wide abandoned railroad easement/linear park providing a vital pedestrian/bikeway link between Culver Blvd. and Jeffrey Road.

PROJECT: Oak Canyon Community Park, Agoura Hills, California
CLIENT: Rancho Simi Valley Open Space Conservation Agency
CONTACTS: Kathy Blansett, (805) 584-4422

This 150 acre community park is in the Medea Creek area of Agoura. The park includes picnic area, play areas, an amphitheatre, archery range, wetland restoration, wildlife feeder ponds, a maintenance yard and caretakers residence, carefully set in a beautiful oak woodland and coastal sage scrub environment. A two mile bicycle and pedestrian path transverses the park connecting an upstream isolated residential community through the park and down to Oak Park High School.

PROJECT: Sunset Aquatic Regional Park General Development Plan and EIR - Seal Beach, California
CLIENT: Harbors Beaches and Parks Division, Orange County Environmental Management Agency

The development of the 33 acre second phase of this 63 acre regional park, marina and wildlife habitat required a complete General Development Plan documenting all aspects of the proposed improvements including the preparation of a full EIR. A coastal development permit will be obtained prior to construction.

PROJECT: Tustin Branch Trail
CLIENT: KFM Engineering, Orange County Environmental Management Agency

This project consisted of the public consensus planning effort to link together creek side, rail corridor and public street system of bike trails to create a three mile system. This complex effort resulted in the approval of a first phase of construction along Santiago Creek between Hart Park and the Newport freeway with eventual linkages to the Santa Ana river trail.

4.0 SCHEDULE

KFM is providing the City of Costa Mesa with the following preliminary project schedule:

Task 1- Public Outreach Program.....	Week 4
Task 2- Data Collection	Week 5
Task 3- Field Survey.....	Week 6
Task 4- Aerial Mapping.....	Week 7
Task 5- Base Mapping.....	Week 7
Task 6- Utility Coordination.....	ongoing
Task 7- Analysis and Review.....	Week 8
Task 8- Plans and Exhibits	Week 10
Task 9- Cost Estimates	Week 10

**CITY OF COSTA MESA
MULTI-PURPOSE TRAIL IMPROVEMENTS**

**EXHIBIT A
FEE SCHEDULE**

TASK	KFM STAFF			SUBCONSULTANTS				SUBTOTAL SUBS	TOTAL
	PM (\$100)	PE (\$100)	SUBTOTAL KFM	C & G	HZ	DMI	CALTROP		
1. Public Outreach	38	38	\$0,000				\$22,062	\$22,062	\$31,062
2. Collect Data	1	6	\$750					\$0	\$750
3. Field Survey	2	2	\$500		\$8,980			\$8,980	\$7,480
4. Aerial Topographic Mapping	2	2	\$500			\$8,500		\$8,500	\$7,000
5. Base Mapping	2	20	\$2,300					\$0	\$2,300
6. Liability Research and Coordination	2	12	\$1,500					\$0	\$1,500
7. Analysis & Review	24	24	\$6,000	\$5,500				\$5,500	\$11,500
8. Plans & Exhibits	24	49	\$8,400	\$12,400				\$12,400	\$20,800
9. Cost Estimate	1	8	\$1,400	\$3,035				\$3,035	\$4,435
TOTAL MANHOURS	97	158							
TOTAL FEE	\$14,550	\$16,000	\$30,350	\$20,935	\$8,960	\$8,500	\$22,062	\$57,057	\$87,407

Legend

PM Project Manager
PE Project Engineer
HZ Huilt Zolars
CG Clark & Green
DMI Digital Mapping Inc.

PROJECT UNDERSTANDING

CALTROP understands that the City of Costa Mesa is seeking the support of a specialized public outreach consulting firm to provide outreach services on behalf of the Costa Mesa Multi-Use Trail, as a subconsultant to KFM Engineering. The outreach consultant will communicate with residents, businesses, and other stakeholder groups in developing the concept for a bicycle trail along flood control channels. During the development of the conceptual plans, the City desires to present the proposed preliminary design to various audiences within Costa Mesa. Including:

- Affected residents
- Costa Mesa City Council
- Major Stakeholders
- Business Groups

The City wishes to engage the stakeholders in discussion about the multi-purpose trail features including landscape and hardscape improvements, as well as any other issues that could be addressed. CALTROP understands that this is a highly-sensitive project. We will work with the City and KFM to adequately represent the positive benefits to adjacent homeowners, businesses, and other major stakeholders. We will gather in-depth information from stakeholders to ensure that developed concepts incorporate their desires and address concerns.

CALTROP further understands that the outreach process may be segmented to better reach out to impacted groups and capture the feedback of as many stakeholders as possible. The CALTROP staff proposed has extensive experience handling similar sensitive projects successfully for other municipalities and local agencies. We have ample experience in local government relations, media relations, public communication, collateral design and production and public meeting planning and execution. We have a track record of working with major stakeholders in Orange County such as the Flood Control District, CJ Segerstrom and Sons, the City of Costa Mesa, and others. We further have the expertise to address homeowners and businesses one-on-one effectively to build consensus within the community regarding the project. For this project, CALTROP proposes to provide the following services.

1. **Outreach Plan:** Develop and implement a public outreach plan that will lay out specific tactics for involving residents, business owners, and other stakeholders during the conceptual design process.
2. **Meeting Notification:** CALTROP will use City-provided list for notification purposes and will be responsible for providing all public meeting notification. If requested by the City we can assist with developing a comprehensive contact list. We will provide staff to walk out flyers and or label and stuff envelopes as directed by the City and/or KFM.
3. **Public Meetings:** We will schedule and attend up to eight (8) public meetings. More public meetings may be scheduled at the request of the City. Preparation will include identifying the site and paying all site fees, procuring refreshments, preparing meeting materials, producing wayfinding signage, securing all meeting participants needed, preparing presentations, developing talking points for City staff and/or elected officials as needed, notifying key stakeholders and media outlets as directed by the City. It is assumed that an hour of on-site

preparation will be required with a 2-hour long public meeting and a half hour of clean-up per meeting will be required.

4. **Collateral:** Working directly for KFM, we will develop all necessary collateral, boards, handouts, surveys, flyers, website content, etc. for all public meetings.
5. **Stakeholder Meetings:** We will actively engage residents and business owners in one-on-one meetings as directed by the City. CALTROP will accommodate every request for a stakeholder meeting received from the City in a timely fashion and will prepare meeting notes for City staff if they are unable to attend.
6. **Council and Commission Meetings:** We will attend up to four (4) City council meetings, commission meetings, or local organization meetings where the project may be discussed. We will provide input to the City and KFM for written reports that may be required in support of the meetings. It is assumed that meetings will last two hours each.
7. **Presentations:** During all public meetings, CALTROP staff will take the lead in making presentations, soliciting input, and generating dialogue from the community. We will look for venues to present information about the concept and seek input from stakeholders.

Throughout the implementation of this outreach program, CALTROP will strive to represent the City to the highest standards and will communicate with your public consistent with City procedures and expectations, using your protocol and working under direction of City staff. Our methodology will effectively communicate the benefits and features of the potential project and will capture stakeholder feedback to be incorporated into the concept. CALTROP is committed to full public participation in the development of the Paularino Multi-Use Trail Conceptual Design.

PROPOSAL

KFM
ENGINEERING, INC.

Public Outreach Services in Support of
Preliminary Design of the City of Costa
Mesa Multi-Purpose Trail



CALTRIP

Solutions for Complex Projects

1851 East 1st Street, Suite 1280
Santa Ana, California 92705
(714) 428-6100
www.caltrip.com

October 31, 2007



October 31, 2007

Ed Miller, Principal
KFM Engineering
26672 Towne Centre Drive, Suite 300
Foothill Ranch, CA 92610

**Subject: Proposal for Public Outreach Services in Support of Preliminary Engineering
for the City of Costa Mesa's Multi-Purpose Trail**

Dear Mr. Miller:

Thank you for your inquiry into the public outreach services CALTROP Corporation can provide in support of KFM Engineering for the City of Costa Mesa's Multi-Purpose Trail. We are excited about the prospect of being part of KFM's Team to provide the full range of public outreach services required to assist KFM and the City in gathering input from the community for the preliminary engineering of the multi-purpose trail planned along the Santa Ana Channel and Bristol Street. CALTROP understands the unique sensitivities involved with the creation of new multi-purpose trails, and will work seamlessly with KFM to showcase the benefits to residents and businesses, and educate the public about how this project will be a new amenity to enhance their quality of life.

Delivering Quality Service is What We Are All About

While CALTROP is known widely as a full service Construction Management firm, our expertise also encompasses Public Outreach services. Our clients include regional transportation agencies, local municipalities and state agencies. We have provided outreach and marketing services for public works and transportation infrastructure projects for more than 19 years. We have offices strategically located throughout California including Santa Ana, Upland, Los Angeles, Fontana San Diego, Emeryville, Eureka, Redding and Sacramento.

As part of our core business philosophy, we firmly believe that public participation is an essential part of the success of our clients' programs. We have a staff of full time graphic design, public relations and outreach professionals who develop and implement comprehensive public awareness campaigns which include focus groups, grass roots outreach, event planning, government relations, media relations, and advertising. To support KFM's engineering team, we propose to provide outreach professionals dedicated to the creation and implementation of a comprehensive outreach plan in support of preliminary engineering activities.

We will work seamlessly under direction from KFM and City staff to deliver the key messages developed in communicating with the public, and will provide prompt responses to public inquiry. The CALTROP Team has a proven approach to designing and executing effective public awareness campaigns. CALTROP will analyze the target audiences and will use creative communications vehicles where appropriate including open house meetings, one-on-one interaction with key stakeholders and elected officials, interactive website content, direct mail campaigns, e-newsletters, email and fax communications, speaker bureaus, videos and even coloring books. We will work with KFM and the City to create the right message for the project and to select the most cost-effective means of communicating with the public.

Track Record of Success

Our experience providing public outreach services includes, but is not limited to:

- I-5 Gateway, Orange County Transportation Authority
- Bradford Avenue Grade Separation and Pedestrian Overcrossing, City of Placentia

- On-call Construction Support Services, City of Corona
- Hilltop Bridge Widening Project, City of Redding
- SR-60 / SR-91 / I-215 Interchange Improvement Project, Caltrans District 8
- On-call Construction Management Caltrans District 8, multiple projects simultaneously
- Douglas Street Grade Separation, City of El Segundo
- Sepulveda Grade Separation, City of Carson
- Del Amo Overcrossing, City of Carson
- I-605 / Carson Street Interchange Improvements, Caltrans District 7 and City of Long Beach

Team Leadership you can Trust

Our proposed Project Manager is Noelle Afualo. Noelle has more than nine years of experience in public relations, communications and outreach for the transportation industry. She formerly worked for the Orange County Transportation Authority as a Marketing Account Executive / Outreach Specialist. Her experience includes government relations, event planning and implementation, developing marketing materials and press kits, and working directly with the public. Her recent clients have included Caltrans District 8, the City of Corona, the City of Placentia and the City of Redding. Noelle will bring her enthusiasm, commitment to customer service and knowledge of polling and public outreach tactics to bear on this contract. She is adept at relationship-building with stakeholders ranging from elected officials and business leaders to grassroots and community representatives.

Marnie Primmer, a resident of Costa Mesa, is the Principal-in-Charge for the project and will be responsible to allocate firm resources efficiently in support of Noelle and her team in order for them to deliver the highest quality marketing and outreach services for the City. She will assist with government relations, creation of the outreach plan, and will act as a resource to KFM, the City and the CALTROP Team throughout the preliminary engineering phase of work. Both Marnie and Noelle will be available to KFM and the City at all times for the duration of the preliminary engineering phase of the project.

We are extremely excited about the opportunity to provide KFM and the City of Costa Mesa with Public Outreach support services for the preliminary engineering phase of the new Multi-Purpose Trail. Because we focus on providing value to our clients and always adhere to the highest ethical standards, we pride ourselves on the long-term relationships we build. We encourage you to contact our references listed in this proposal to learn more about CALTROP's client-oriented focus.

The Right Team for the Job

CALTROP will provide KFM and the City of Costa Mesa with the peace of mind that comes from having an experienced team of professionals deliver the highest caliber of service. The end result: a comprehensive public communications program that meets the needs of the City provided by the highly qualified CALTROP Team.

In summary, the CALTROP team offers the City high-caliber public communications, media relations and public affairs services expertise. We appreciate the opportunity to submit this proposal and look forward to being included in your team to provide comprehensive public outreach services for the Multi-Purpose Trail. In the meantime, should you have any questions please contact me at 714-955-3313 (mobile) or 714-426-0597 (office) mobrien@caltrop.com.

Sincerely,

CALTROP Corporation



Marnie Primmer

Director of Marketing and Business Development

CALTROP'S QUALIFICATIONS AND EXPERIENCE

FIRM PROFILE

CALTROP Corporation is a professional program, project and construction management firm with offices in Santa Ana, Los Angeles, Upland, San Diego, Fontana, Los Angeles, Emeryville, Redding, Eureka and Sacramento, California. With nearly 200 professionals onboard, we specialize in providing project and construction management, public and business communication and outreach, and related support services to public agencies and municipalities for transportation, public works and infrastructure projects. We provide professional, cost-effective and high-quality services that are tailored to fit our clients' needs. CALTROP, a California corporation established in 1988, is a leader in the construction consulting industry. The hallmark of our service is quality, integrity and innovation – values that we bring to KFM Engineering and the City of Costa Mesa for the Public Outreach Services for the Multi-Purpose Trail preliminary engineering project. The single most important asset we have as a company, and as individuals, is our credibility. We recognize that we are your representative to the public, and we will be proactive, open, and responsible in all communications with the public on behalf of the City.

We have provided program management, project management and construction management services on locally and federally-funded construction and infrastructure projects throughout California. We have extensive experience in developing all aspects of a successful public outreach program, including public communications, government relations, media relations, website maintenance, collateral design, public meeting planning and execution, and stakeholder relations. **We are currently providing, or have recently provided, services similar to those required by the City on the following projects:**

- I-5 Gateway, Orange County Transportation Authority
- SR-60 / SR-91 / I-215 Interchange, Caltrans District 8
- Douglas Street Grade Separation, City of El Segundo
- Del Amo Overcrossing, City of Carson
- Sepulveda Grade Separation, City of Carson
- SR-605 / Carson Street Interchange Improvements, City of Long Beach
- I-405 / SR-55 Interchange Improvement, Orange County Transportation Authority (OCTA) and Caltrans Dist. 12
- On-Call Community Outreach, Caltrans District 8
- 5th Street Bridge Replacement & Highway Widening, City of Highland
- Alabama Street Bridge & Orange Street Bridge Replacement & Widening, City of Redlands
- On-Call Public Relations & Community Outreach, City of Corona

PROJECT UNDERSTANDING

CALTROP understands that the City of Costa Mesa is seeking the support of a specialized public outreach consulting firm to provide outreach services on behalf of the Costa Mesa Multi-Use Trail. The consultant will communicate with residents, businesses, and other stakeholder groups in planning the bicycle trail along flood control channels. During the development of the conceptual plans, the City desires to present the proposed preliminary design to various audiences within Costa Mesa. Including:

- Affected residents
- Costa Mesa City Council
- Major Stakeholders
- Business Groups

The City wishes to engage the stakeholders in discussion about the multi-purpose trail features including landscape and hardscape improvements, as well as any other issues that could be addressed. CALTROP understands that there is some resistance to the project, and will work with the City and KFM to adequately represent the positive benefits to adjacent homeowners, businesses, and other major stakeholders.

CALTROP further understands that the outreach process may be segmented to better reach out to impacted groups and capture the feedback of as many stakeholders as possible. The CALTROP staff proposed has extensive experience handling similar sensitive projects successfully for other municipalities and local agencies. We have ample experience in local government relations, media relations, public communication, collateral design and production and public meeting planning and execution. We have a track record of working with major stakeholders in Orange County such as the Flood Control District, CJ Segerstrom and Sons, the City of Costa Mesa, and others. We further have the expertise to address homeowners and businesses one-on-one effectively to build consensus within the community regarding the project. For this project, CALTROP proposes to:

1. Develop and implement a public outreach plan that will lay out specific tactics for involving residents, business owners, and other stakeholders during the conceptual design process.
2. Use City-provided list for notification purposes and will be responsible for providing all public meeting notification. We will provide staff to walk out flyers and or label and stuff envelopes as directed by the City and/or KFM.
3. We will schedule and attend up to eight (8) public meetings. Preparation will include identifying the site and paying all site fees, procuring refreshments, preparing meeting materials, producing wayfinding signage, securing all meeting participants needed, preparing presentations, developing talking points for City staff and/or elected officials as needed, notifying key stakeholders and media outlets as directed by the City. It is assumed that an hour of on-site preparation will be required with a 2-hour long public meeting and a half hour of clean-up per meeting will be required.
4. Working directly for KFM, we will develop all necessary collateral, boards, handouts, surveys, flyers, website content, etc. for all public meetings.

5. We will attend up to four (4) City council meetings, commission meetings, or local organization meetings where the project may be discussed. We will provide input to the City and KFM for written reports that may be required in support of the meetings. It is assumed that meetings will last two hours each.
6. During all public meetings, CALTROP staff will take the lead in making presentations, soliciting input, and generating dialogue from the community. CALTROP will further be available to meet with stakeholders one-on-one as directed by the City.

Throughout the implementation of this outreach program, CALTROP will strive to represent the City to the highest standards and will communicate with your public consistent with City standards and expectations, using your protocol and working under direction of City staff. We will proactively seek ways to positively portray the project to the public, and will look for opportunities to be creative in outlining the benefits and features of the project to ensure the overall goal of project implementation.

RESUMES

Marnie O'Brien Primmer – Principal-In-Charge

Education

MBA, Business
 Administration, UC Irvine
 BA, History, Magna Cum
 Laude, Amherst College

Relevance Experience

- Public Relations &
 Communications Expert
- Event Planning &
 Marketing Experience
- Development of Public
 Awareness Campaigns
- Client & Government
 Relations Coordination
- Agency & Stakeholder
 Relationship Building

Ms. Primmer has **more than 9 years of experience** in increasingly responsible management roles. Her experience includes work within a public sector environment managing nearly **\$1.2 million in public outreach programs for over \$1.4 billion in capital projects**. Her expertise in consensus-building and communication keeps projects on track. For instance, for the **I-5 Gateway Project** through Buena Park she was instrumental in developing the Traffic Management Plan, as well as moving the cooperative agreements forward, and coordinated three successful partnering sessions. As Director of Business Development and Marketing for the firm, she oversees CALTROP's communications services and ensures the quality of our services for clients including OCTA, Caltrans District 8, the City of Redding and City of Corona. She currently serves as president of the Orange County Chapter of the Women's Transportation Seminar (WTS).

Representative Experience

I-5 Gateway, Orange County Transportation Authority, Buena Park, CA: Project Manager. As OCTA staff, was responsible for developing the Integrated Communications Plan and Public Awareness Campaign (PAC), which included metrics for success, for this \$318 million capital program. The project includes

right of way acquisition, the widening of three structures over an active freeway adjacent to active rail lines, and is complicated by a high water table in the area. Adjacent businesses include auto dealerships, small businesses, industrial and commercial interests as well as the heart of Buena Park's Entertainment Zone. Since joining CALTROP, Ms. Primmer has served OCTA as a consultant for the I-5 Gateway. She is responsible for delivering CALTROP's outreach services including event planning support, database maintenance, FastFax distribution, Construction Alert preparation and distribution, community outreach, commuter outreach, business outreach, and project collateral development. Coordination of subconsultants and vendors, and quality assurance also falls under Ms. Primmer's responsibilities.

On-Call Community Outreach, Caltrans District 8, City of Riverside, CA: Public Relations Coordinator. Responsible for implementing elements of several public relations campaigns including those for the SR-83 Devore 2 Rapid Rehab, SR-38, SR-60, and SR-91 throughout San Bernardino and Riverside Counties. Provide legislative outreach, media relations; milestone event planning and public meeting support; develop collateral, website content, and direct mail campaigns.

SR-60 / SR-91 / I-215 Interchange Improvement Project, Caltrans District 8, City of Riverside, CA: Public Relations Coordinator. Responsible for implementing elements of the SR-60 / SR-91 / I-215 public relations campaign. Develop community-based events such as bridge opening celebration and youth safety outreach program. Provide support at public meetings, develop collateral, website content, direct mail campaigns, legislative outreach and media relations.

Marnie Primmer (Continued)

I-405 / SR-55 Interchange Improvement Project, Major Operating Segments 1, 2 & 3, OCTA, Costa Mesa, CA: Public Outreach Specialist. As OCTA staff, was responsible for developing and implementing a plan for the last leg of the public awareness campaign including media coordination, construction alerts, attending weekly traffic meetings, oversight of consultants, interfacing with the community, speakers bureau presentations, liaising with local elected and city officials, and coordination with the Caltrans Public Information Office. The 10th busiest interchange in the nation, the project is located in a vital economic center adjacent to the largest shopping center in Orange County, the Orange County Performing Arts Center, and a dense residential population, the project had intense community scrutiny.

CenterLine Light Rail Starter System, OCTA, Santa Ana, CA: Public Outreach Manager. Responsible for managing a team of agency staff and consultants in developing and implementing a communications strategy for the proposed light rail system in Orange County. Also developed and oversaw implementation of an educational light rail experience tour that resulted in improving participants' opinions of Orange County's suitability for light rail trains by 24% and reducing impressions of trains as noisy and unsafe by nearly 54%. The highly-controversial project was proposed to traverse three cities with end points at major transportation hubs at the Santa Ana Depot and the John Wayne Airport. Elements of the Communications Plan included grassroots outreach, project brochure, FAQs and website, project informational video, media coordination including minority media outlets, an information hotline, public hearings and open houses, a proactive project support network and an active speakers bureau.

Noelle Afualo –Project Manager

Education

MBA, Marketing (ongoing)
 Regis University
 MA, Philosophy, Cal State
 Long Beach
 BA, Philosophy, Cal State
 Long Beach

Relevance Experience

- Public Relations & Communications
- Event Planning
- Public Awareness Campaign Development and Implementation
- Youth Outreach
- Government Relations
- Relationship Building

Ms. Afualo has more than seven years of extensive public relations and community outreach experience for various transportation industry sectors. Her expertise in consensus-building and communication keeps the community happy and projects on track. She develops and implements public awareness campaigns and media plans, writes press releases and radio campaigns that target specific community groups and media outlets and stages successful project milestone ceremonies. She designs and implements polling projects, public meetings, door-to-door community outreach efforts, and is an expert at being a productive and successful liaison for her clients. Ms. Afualo's experience includes developing marketing materials and coordination of media outreach to the public for the SR-60 / SR-91 / I-215, SR-138, SR-83, I-40 and Devore 2 Caltrans District 8 projects. She has extensive experience managing milestone events including the SR-91 / Green River Road Groundbreaking in the City of Corona, Award-winning Orange Street Bridge Widening project for the City of Redlands, Buena Park Metrolink Station Groundbreaking, and Bradford Street Pedestrian Overcrossing for the City of Placentia. Her background includes, but is not limited to, media relations, surveys, and educational public meetings. She is adept at relationship-building with stakeholders from elected officials and business leaders to grassroots and community representatives. Her extensive experience and background make her an excellent resource for the City of Costa Mesa.

Project Experience

Orange County Transportation Authority, Orange, CA: Marketing Account Executive / Outreach Specialist. Responsible for researching, developing and implementing youth-related programs. Duties included developing innovative marketing plans for youth programs. Provided education and outreach to over 22,000 youth and increased youth ridership by 5% which generated over \$150 thousand in revenue. Managed outreach consultants and their contracts valued at over \$500,000. Developed and increased corporate partnerships by more than 100%. Developed and managed extensive outreach events throughout Orange County promoting bus service, Measure M and OCTA awareness generating over 500,000 impressions. Project Manager of many high-profile VIP events, groundbreakings and Annual Metrolink Event, Project Manager for award-winning California Rideshare Week campaign increasing participation by 150%. Project Manager / Creative Director for 2006 Annual Small Business Conference & Vendor Fair marketing collateral. Account Executive for Employer Outreach Program increasing clientele by 30% in first month of implementation. Research, write and edit content for company newsletter. Supervise and direct work of marketing interns. Developed and implemented successful polling projects regarding constituent opinions on numerous projects. These projects include the CenterLine Light Rail Starter System, "Customers First" Campaign, the renewal of the half-cent sales tax, Measure M, youth motion focus groups and surveying and the Employer Outreach Program regarding SCAQMD's Average Vehicle Rider surveys. These polling projects helped gather a vast amount of information, which ultimately assisted OCTA in making vital, positive decisions for their many programs and projects.

Noodle Añuallo (Continued)

SR-91 / Green River Road Bridge Improvement Project and Beverly Road Street Improvement Project, City of Corona, Corona, CA: Public Relations Coordinator. Responsible for planning and implementing public outreach events including conducting public meetings, door-to-door community outreach, present monthly updates to Corona business community and facilitating emergency task force meetings with local emergency service agencies. Designed and implemented SR-91/Green River Road groundbreaking.

Widening of the Hilltop Drive Overcrossing of Highway 44, City of Redding, Redding, CA: Public Relations Coordinator. Responsible for planning and implementing public outreach events including door-to-door business community outreach, designing and producing weekly project update newsletters and press releases and providing updates to local emergency service agencies, school districts and public transportation agencies.

On-Call Community Outreach, City of Riverside, Riverside, CA: Public Relations Coordinator. Responsible for planning and implementing public outreach events as needed.

Alabama Street Bridge at Santa Ana River Ribbon Cutting Ceremony, City of Redlands, Redlands, CA: Event Manager. Responsible for designing, coordinating and implementing the ribbon cutting ceremony to signify and celebrate the opening of the newly reconstructed and widened Alabama Street Bridge.

SR-138 Community Outreach, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for planning and implementing public outreach events for the SR-138 while acting as a liaison between Caltrans and community members. Coordination of national press conference for SR-138 project. Provide media outreach including marketing materials, public meetings, media relations and direct mail campaigns.

SR-60 / SR-91 / I-215 Community Outreach, Caltrans District 8, Riverside, CA: Public Relations Coordinator. Responsible for providing support at public meetings, legislative outreach, media relations, developing collateral, website content, direct mail campaigns. Created Caltrans Youth Outreach Program for safety and public awareness. Liaison between Caltrans and community members. Event planner for five of the milestone grand opening events, event to be attended by the Governor of California, Arnold Schwarzenegger.

On-Call Community Outreach, SR-83, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for implementing public relations campaign. Provide support at public meetings, legislative outreach, media relations, developing collateral, website content, direct mail campaigns. Created Caltrans Youth Outreach Program for safety and public awareness.

On-Call Community Outreach, Devore 2 Rehabilitation, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for implementing an award-winning, outreach campaign for the Devore 2 Rehabilitation project which span across Southern California, Nevada and Utah. Assisted in developing and producing all collateral and wrote radio spots for highway radio campaign. Acted as community liaison between Caltrans and community members. Coordinated and implemented numerous community outreach events.

On-Call Community Outreach, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for implementing elements of the US-95 and I-40 projects and public relations campaign. Provide support at public meeting, legislative outreach, media relations, developing collateral, website content, direct mail campaigns. Liaison between Caltrans and community members.

Jeana Wallin – Sr. Public Outreach Specialist

Education

BA, Public Relations
 Andrews University

Relevance Experience

- Public Relations & Communication
- Event Planning
- Implementation of Public Awareness Campaigns
- Excellent Interpersonal
- Agency Coordination
- Collateral Creator
- Hotline Maintenance

Ms. Wallin's experience includes working with the public, media relations, special events and community relations, database maintenance and hotline response as well as market research analysis. She has provided public relations services on such complex and high-profile projects as the I-15 Devore 2 Rehabilitation and SR-138 Widening. Her expertise in communication keeps projects on track. She communicates effectively and successfully leads teams in completing tasks and reaching goals. She has excellent time management skills, is able to multi-task and meets deadlines. She has experience with Word, Power Point, Excel, Acrobat, In Design and Illustrator. Project Experience

On-Call Community Outreach, Caltrans District 8, Riverside, CA: Public Relations Coordinator. Worked closely with Caltrans Construction Liaison staff to provide outreach support to active construction projects throughout Riverside and San Bernardino Counties. Responsible for implementing elements of public awareness campaigns including Ribbon Cutting Ceremonies, Community Outreach Program; Business Outreach; Media Relations; Safety Program; Employer Outreach; Transportation Hotline Service; Project Display. Services include support at public meetings, legislative outreach, media relations, develop collateral, update website content, direct mail campaigns, and distribute door hangers.

On-Call Community Outreach, I-15 Barstow Rehabilitation Project, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for planning and implementing public outreach events for the I-15 Barstow 50 mile rehabilitation project. Provided media outreach including marketing materials, public meetings, media relations and direct mail campaigns.

On-Call Community Outreach, SR-330, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for providing media outreach including marketing materials, public meetings, media relations and direct mail campaigns. Attended kick off meetings and pre-construction meetings, planned public outreach events and acted as a liaison between Caltrans and community members.

On-Call Community Outreach, Route 395, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Responsible for planning community meetings while acting as a liaison for Caltrans. Replied to project complaints and questions. Provided media outreach including marketing materials, public meetings, media relations and direct mail campaigns. Coordinated kick off and construction meetings.

SR-138 Community Outreach, Caltrans District 8, San Bernardino, CA: Public Relations Coordinator. Assisted in implementing public outreach events for the SR-138 and acted as a liaison between Caltrans and the community.

On-Call Community Outreach, I-15 Devore 2, Caltrans District 8 San Bernardino, CA: Public Relations Coordinator. Responsible for fielding incoming calls from public with questions about closures and concerns.

Evelyn French – Public Outreach Specialist

Education

AA, General Studies Pomona
City College

Relevance Experience

- Account Receivable Experience
- Office Administrative Experience
- Proficient in all Microsoft Programs
- Written & Verbal Communication Skills
- Bi-Lingual / Bi-Literate in English & Spanish

Ms. French has more than **six years of experience in public relations, translation and office administration services.** In addition to her recent outreach team experience, her wide ranging experience includes working as a customer service team member; account receivable clerk; and as a bi-lingual / bi-literate translator. Her relevant experience includes setting up and maintaining project files, editing, research, vendor negotiation, event planning support, database maintenance, helpline monitoring, and creation and distribution of FastFaxes. Ms. French is a team player with a "can-do" spirit and a positive attitude that translates into effective community relations. She is proficient in various computer software programs including Microsoft Word, Excel, PowerPoint and Access.

Project Experience

On-Call Community Outreach, SR-60 / SR-91 / I-215, Caltrans District 8, San Bernardino, CA: Public Affairs Coordinator. Responsible for providing support including coordinating, preparing and distributing FastFaxes to local businesses and residents and providing administrative / phone assistance. Coordination and implementation of the 3rd and Blaine Street ribbon cutting ceremony that was televised nationally.

SR-91 / Green River Road Widening & Bridge Construction, City of Corona, Corona, CA: Public Relations Assistant. Responsible for assisting Public Relations Coordinator with research, development and implementation in support of the SR-91 / Green River Road Widening & Bridge Construction public relations campaigns. Also assisted in designing and producing the collateral for the SR-91/Green River Road groundbreaking ceremony.

Caltrans District 8, San Bernardino, CA: Administrative Assistant. Responsible for administrative tasks for Caltrans District 8 including fielding public questions and concerns for the transportation helpline, drafting and distributing FastFaxes and email communications, creating project correspondence, filing, general clerical tasks.

L/O Kolelsky, Mancini, Feldman & Morrow, Los Angeles, CA: Account Administrator / Administrative Assistant. Responsible for receiving, reviewing and opening new cases files for all attorneys and opened new billing files for the Accounting Department. Also responsible for receiving and reviewing vendor bills and billing vendor bills, posed deposits to firms accounts. Keep track of all vendor invoices owned.

Gracie Rallis – Graphic Designer

Education

BS, Computer Information
Systems- DeVry

Relevance Experience

- 17 Years Experience as a Graphic Artist
- Agencies Coordination
- Proficient in Several Graphic Applications
- Digital Camera Experience For High Quality Graphics
- 3D Applications & Video

Ms. Rallis has more than **17 years experience in developing marketing collateral as a graphic/web/concept designer**. Ms. Rallis plans and participates in a wide range of community events and tradeshow. She is proficient in several graphic applications, including InDesign, Photoshop, Illustrator, CorelDraw, Flash, Image Ready, Quarkxpress and Fireworks. She is also knowledgeable with regards to advanced web technologies including the application of object-oriented design principles. Furthermore, Ms. Rallis has the ability to use appropriate technology (e.g. scanner, digital camera) to produce high quality web-ready graphic elements.

Project Experience

SR-60 / SR-91 / I-215 Community Outreach, Caltrans District 8, Riverside, CA: *Assistant Public Relations / Graphics Coordinator.* Provide graphics design support for brochures, mailers and invitations.

On-Call Community Outreach, Caltrans District 8, Riverside, CA: *Assistant Public Relations / Graphics Coordinator.* Responsible in assisting in elements of the 60/91/215, SR-83 Devore 2 Rapid Rehab and additional public relations

campaign. Provide graphics design support for brochures, mailers and invitations. Also, responsible for designing and developing Caltrans District 8 Cone Kid's Safety Club coloring book, media presentations and posters.

SR-83 Devore 2 Rapid Rehab, Caltrans District 8, Riverside, CA: *Graphic Artist.* Provide graphics design support for brochures, mailers and invitations. Designed banners for groundbreaking ceremony. Responsible for designing presentations for community relations meetings.

I-5 Gateway Project, Caltrans District 12, Buena Park, CA: *Graphic Artist.* Provide graphics design support for brochures, mailers and invitations. Designed presentations for community relations meetings.

PROJECT EXPERIENCE

I-5 Gateway Project

Location

Buena Park, CA

Client

Orange County Transportation Authority

Project Amount

\$314 million

Completion Date

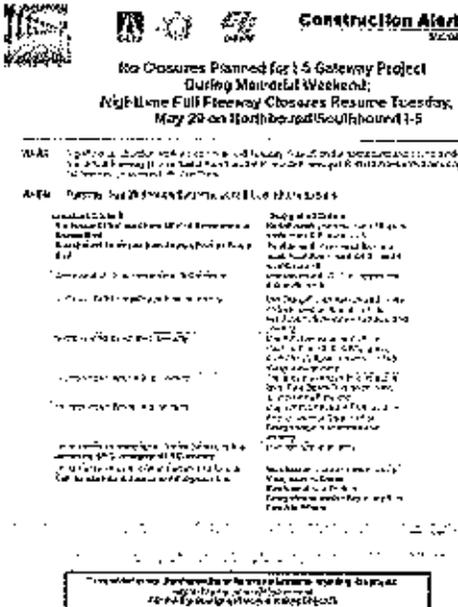
Ongoing

Project Highlights

- Database Maintenance
- Public Meeting Support
- Event Planning
- Translation when needed

As part of our comprehensive construction support services, CALTROP is supporting the Public Awareness Campaign for the I-5 Gateway Project which is anticipated to be completed in 2010. CALTROP is working under the direction of OCTA staff as part of the project delivery team to coordinate public outreach activities with Caltrans. We help OCTA keep the traveling public, businesses, residents, and other stakeholders informed of pending traffic delays, detours and closures.

The CALTROP outreach team maintains the project contact database; designs, drafts and distributes approved project construction alerts; supports staff at public meetings as needed; and has assisted with planning and implementing milestone events such as the project groundbreaking ceremony. The I-5 Gateway project is the final leg of the I-5 corridor to be widened through Orange County thanks to Measure M, the County's half cent sales tax. This high profile project covers two miles from just north of SR-91 to the Artesia under-crossing at the Los Angeles County line.



On-Call Community Outreach

Location

San Bernardino & Riverside Counties,
CA

Client

Caltrans District 8

Project Amount

\$1.7 million

Completion Date

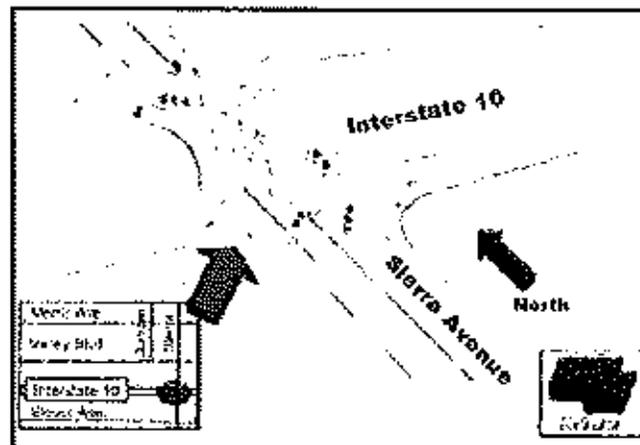
Ongoing

Project Highlights

- Media Relations
- Local Government Outreach
- Community Outreach
- Youth Outreach
- Designed Flyers & Invitations
- Public Meeting Support
- Event Planning
- Project Video & Displays
- Translation Services

CALTROP is providing public outreach services to both the Public Information Office and Construction Liaison. Our primary responsibility is to inform residents, commuters and businesses about the ways in which the construction will affect their mobility. We provide support at public meetings, legislative outreach, media relations and developing collateral, website content and direct mail campaigns. We worked with the PIO to create a new Caltrans Youth Outreach Program for safety and public awareness, including a safety activity / coloring book and age-appropriate multi-media presentations. CALTROP distributes construction alerts via fax and email, manages the construction helpline, and meets with the public one-on-one. We have supported the District on multiple projects, with several on-going simultaneously. Projects have included:

- **Event Support for the Blaine street / 3rd Street Bridge Ribbon Cutting Ceremony** preparation and implementation.
- **Devore 2:** Responsible for developing a comprehensive distribution list for Devore 2 collateral.
- **I-40 Project and Public Relations Campaign:** CALTROP provided support at public meetings, legislative outreach and media relations; developed collateral, website content and direct mail campaigns.
- **On-Call Community Outreach, SR-138:** Responsible for planning and implementing public outreach events for the SR-138.



SR-60 / SR-91 / I-215 Public Awareness Campaign (PAC)

Location

Riverside & Moreno Valley, CA

Client

Caltrans District 8

Project Amount

\$2 million

Completion Date

2005

Project Highlights

- Public Outreach
- Merchant Outreach
- Media Relations
- Project Branding
- Safety Programs
- Website Design & Development
- Project Video & Displays

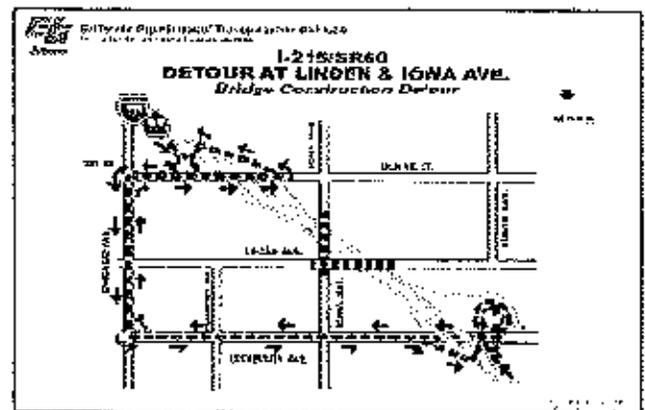
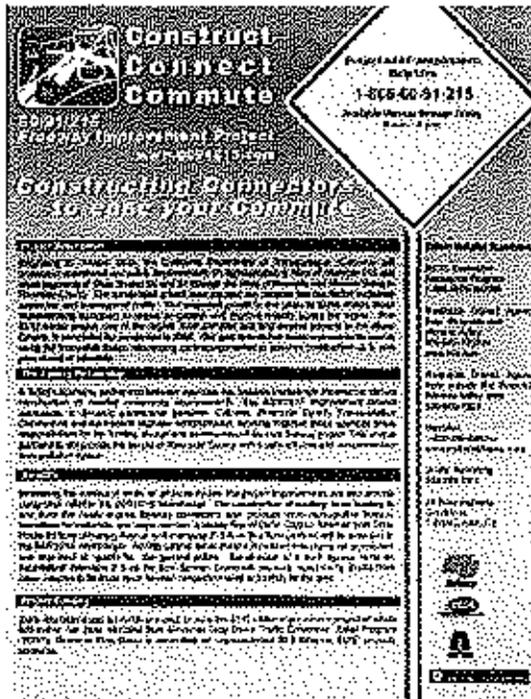
CALTROP's primary role was to educate and inform those affected by freeway construction and to take proactive steps to minimize construction impacts. We provided:

- Project Branding
- Community Outreach & Safety Program
- Merchant, Tourist & Employer Outreach
- Media Relations, Website Design & Maintenance
- Transportation Helpline Service
- Project Video & Display

CALTROP's PAC objectives included:

- Identifying all target audiences impacted by construction activities
- Serving as the focal point for project related questions from the public
- Inform the public and surrounding communities of the project and travel
- Promote an understanding of the benefits of an improved facility
- Activities with existing PACs to ensure consistency of goals & objectives
- Promote alternate modes of transportation and alternate routes
- Communications plan for the consultant, Caltrans, RCTC / Contractors
- Encourage and promote a positive image of Caltrans

The PAC was an important tool for building positive relationships between Caltrans and the community, reaching target audiences with important construction project information and educating motorists about improved facility.



On-Call Management Services

Location

Corona, CA

Client

City of Corona Public Works Department

Project Amount

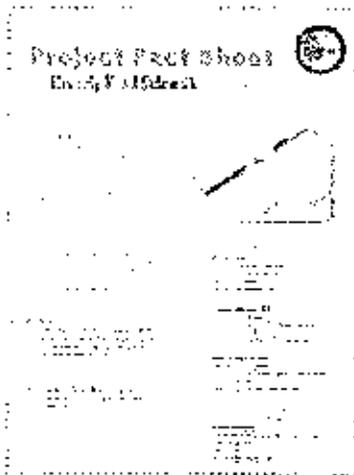
\$45,000

Completion Date

Ongoing

Project Highlights

- Public Relations / Newsletters
- Community Outreach Meetings
- Design & Distribute Fact Sheets
- Ground Breaking

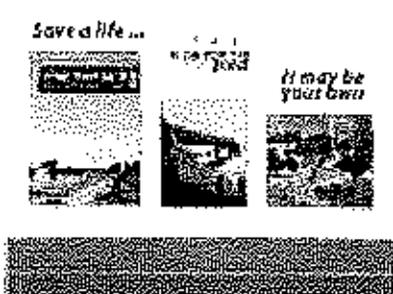


CALTROP is providing the City of Corona with As-Needed Management Services. Our projects and services have included:

Beverly Sidewalk Project: Responsible for **Public Outreach**. Duties include designing, developing and distributing a Fact Sheet to be distributed to local residents regarding upcoming construction. Also responsible for providing residents with construction information and details as necessary.

Green River Road Groundbreaking: Provided **Event Management Services** for Ground Breaking including: promoting event to target audience; designing, printing and mailing formal invitation; designing and printing program; pursuing partnerships with all agencies involved to minimize out of pocket expenses; developing working relationship with all vendors needed for event; contacting land owner and securing empty lot of land for event site; preparing necessary insurance documentation for use of event site; preparing contingency plan for alternate venue in case inclement weather occurs; planning and implementing SR-91/Green River Road Ground Breaking Event logistics; and managing equipment, refreshments and decorating for event.

SR-91 / Green River Road Widening & Bridge Construction: Responsible for planning and implementing public outreach events including conducting public meetings, door-to-door community outreach, present monthly updates to Corona business community and facilitates emergency task force meetings with local emergency service agencies.



Douglas Street Grade Separation

Location

El Segundo, CA

Client

City of El Segundo

Project Amount

\$1 million

Completion Date

Ongoing

Project Highlights

- Public Outreach
- Railroad & Pedestrian Bridge
- Detour Coordination

As part of our construction management services, CALTROP is currently providing public relations for the City of El Segundo, Metropolitan Transportation Authority and Caltrans District 7. A comprehensive public relations campaign is vital for project success due to the coordination required. Construction of the project is being coordinated with adjacent contracts, MTA, the BNSF Railroad and various utility companies. In all three stages and phases of the work, pedestrian access to the Douglas Street station elevator shall be maintained. Mandatory access to local businesses during construction working hours will be coordinated and provided. CALTROP is providing interface with businesses, residents, utilities and railroads to publicize detours construction activities to ensure business and pedestrian access are maintained and disruption is minimal.



Grove Avenue Grade Separation

Location

Ontario, CA

Client

City of Ontario

Project Amount

\$700,000

Completion Date

2003

Project Highlights

- Developed Newsletters
- Organized Community Meetings
- Coordinated Bus Stops & Routes

CALTROP was responsible for executing the public outreach activities of a \$12 million project in the center of the City of Ontario used by the UPRR and administered by the City and Caltrans. Prior to the beginning of construction and throughout construction, our responsibilities included contacting the businesses located in the project area; creating a project newsletter; organizing community outreach meetings for residents and businesses, and coordinating alternative bus stops and routes with city transit and the local school district.



Construction Management & Inspection Services, Bradford Avenue Closure & Pedestrian Over Crossing Bridge

Location

Placentia, CA

Client

City of Placentia

Project Amount

\$3 million

Completion Date

Ongoing

Project Highlights

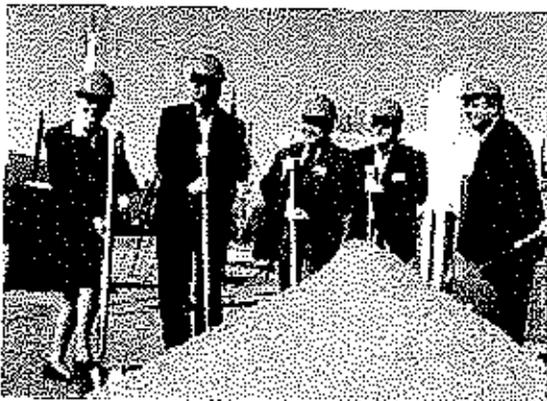
- Extensive Public Relations
- Ground Breaking Ceremony

CALTROP is providing public relations services, resident engineering, inspection, survey, construction staking and geotechnical services for the Bradford Pedestrian Over Crossing Bridge Project.

CALTROP provided **Event Management** services for the Ground Breaking, including **promoting event to target audience; pursuing partnerships with all agencies involved to minimize out of pocket expenses; developing working relationship with all vendors needed for event; planning and implementing Ground Breaking Event logistics; and managing equipment, refreshments and decorating for event.**

Maintaining ease of access and **minimizing disruption for the public is a top priority**, so CALTROP is coordinating with property owners and receiving and responding to all complaints to make sure that the project is a successful showcase for the City of Placentia.

Constructing the Bradford Pedestrian Over Crossing Bridge Project on Bradford Street, across the Burlington Northern and Santa Fe (BNSF) railroad tracks, is part of the City of Placentia's overall goal of completing the Orangethorpe Corridor Grade Separation Projects to improve automobile and pedestrian safety.



Construction Management & Inspection Services for the Hilltop Drive Overcrossing of SR-44

Location
Redding, CA

Client
City of Redding

Project Amount
\$3.2 million

Completion Date
Ongoing

Project Highlights

- Extensive Public Relations
- Press Releases
- Fact Sheets

CALTROP is providing public relations, project management, construction contract administration, construction inspection and materials testing services to the City of Redding for the widening of the Hilltop Drive Overcrossing of Highway 44.

Our **public outreach services** include extensive coordination with the City of Redding residents and businesses to minimize inconvenience. We design and distribute **project fact sheets**, compose and **issue press releases** and conduct **community meetings**.

The project consists of widening the existing structure by approximately 27 feet to the east using a cast in place pier in the median of SR-44 along with pre-cast support girders. The project also includes construction of a new sidewalk off the western edge of the structure. The sidewalk will meet current American Disability Act requirements. Existing failed areas of roadway will be removed and repaired. The existing deck will be milled and an overlay placed from intersection to intersection. Additional work will include signal relocation, retaining walls, barrier rail and landscaping.



Order: 01/20/07
Contract: 01/20/07
Project: 01/20/07

STATE OF CALIFORNIA OFFICE OF THE HILLTOP DRIVE OVERCROSSING

Redding, California, Hilltop Drive Overcrossing of SR-44, is a major project in the City of Redding, California. The project is a widening of the existing structure by approximately 27 feet to the east using a cast in place pier in the median of SR-44 along with pre-cast support girders. The project also includes construction of a new sidewalk off the western edge of the structure. The sidewalk will meet current American Disability Act requirements. Existing failed areas of roadway will be removed and repaired. The existing deck will be milled and an overlay placed from intersection to intersection. Additional work will include signal relocation, retaining walls, barrier rail and landscaping.

Please refer to the table below for next weeks project information:

Contract	Location	Contract	Contract
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07
01/20/07	01/20/07	01/20/07	01/20/07

10/31/07

Fact Sheet

Widening of the Hilltop Drive Overcrossing of SR-44

PROJECT DESCRIPTION

The project consists of widening the existing structure by approximately 27 feet to the east using a cast in place pier in the median of SR-44 along with pre-cast support girders. The project also includes construction of a new sidewalk off the western edge of the structure. The sidewalk will meet current American Disability Act requirements. Existing failed areas of roadway will be removed and repaired. The existing deck will be milled and an overlay placed from intersection to intersection. Additional work will include signal relocation, retaining walls, barrier rail and landscaping.

PROJECT LOCATION

The project is located at the intersection of Hilltop Drive and SR-44 in Redding, California.

PROJECT SCHEDULE

The project is currently ongoing and is expected to be completed by the end of the year.

CONTACT INFORMATION

For more information, please contact the City of Redding at (530) 243-1234.



CALTROP

Solutions for Complex Projects