

LONGVIEW- KELSO TRANSPORTATION PLAN

SCOPE OF SERVICES

The proposed Parametrix Scope of Work would include ten major tasks which are described below. The flow chart illustrates major work activities including their progression and interrelationships.

Task 1: Conduct Baseline Conditions Assessment

This task will include assembling all reports, plans, studies and data necessary to fully understand and document existing and potential future conditions for the multi-modal transportation system serving the Longview/Kelso study area. Prior studies would include recent and earlier work along the SR 432 corridor (the earlier work was conducted by Parametrix with an update and confirmation of most recommendations in a recently completed study of highway and rail improvement needs for this bi-city industrial corridor). The recently completed Talley Way corridor study provides guidance for this industrial corridor in Kelso. The West Main Street realignment study just adopted in Kelso provides technical details and a recommendation for enhancing this facility that also needs to be recognized in the Transportation Systems Plan. The Metropolitan Transportation Plan highlights policy directives for the regional transportation system and offers recommendations for improvements at several congested locations. The Access Management Implementation Strategy of SR 411 and SR 4 provides insight into the issues of this corridor and potential improvement recommendations. Additionally, there have been numerous community visioning efforts that have helped to clarify community visions and development goals, including local comprehensive plans, the Regional Trails Plan, and the current Tennant Way Beautification project.

Some of the key transportation features in Longview and Kelso that need to be understood in developing a successful transportation plan include the following:

- There is a lack of local street connectivity, particularly in W. Longview, that forces traffic to rely on the arterial street system. This system is often congested and is characterized by wide streets with multiple lanes for through and turning traffic. These streets often have frequent property access which creates conflict points and potential safety problems.
- There is a lack of pedestrian and bicycle facilities along many streets that impacts safe and comfortable travel by these modes. Challenges include narrow sidewalks with limited setback from busy high speed roads, no bicycle lanes or pathways along key commuter routes, infrequent safe pedestrian crossing locations on major streets, gaps or other barriers in the systems that do exist, and other issues.
- There is a demonstrated need for adequate and appropriate access to the major industrial areas of both cities which requires consideration of heavy truck volumes and design requirements. Many studies have been done over the past few years for SR 432 and the Talley Way corridor which offer a solid understanding of the issues in these corridors, and effective strategies for addressing them. The provision of adequate transportation service to underutilized or poorly connected industrial properties should be considered.

Specific work elements in this task will include the following:

- Prepare for and attend kick-off meeting with the TAC (meeting #1) and participate in a community visit
- Assemble and review data and prior studies including GIS files, traffic counts, etc.
- Obtain up to (5) PM peak hour turning movement counts at deficient locations and evaluate
- Obtain and evaluate crash data for up to five locations
- Create project base mapping

- Synthesize existing conditions data and prepare summary of opportunities and constraints
- Hold team meeting to discuss opportunities and constraints
- Obtain 2030 PM peak hour travel demand model output from COG, and post-process data at up to 5 locations to evaluate future traffic conditions
- Synthesize future conditions data, and identify potential future opportunities and constraints
- Prepare baseline conditions technical memorandum including map describing existing/future needs and deficiencies

Task 2: Identify Great Streets Strategies, Goals and Evaluation Criteria

This task would include identifying Great Street strategies, along with goals and evaluation criteria, and determining the applicability of each to Longview/Kelso. Specific Longview/Kelso issues would be addressed including:

- Great Streets and local street connectivity, including enhancing local street connectivity to provide alternatives to using the arterial streets system for autos, bicyclists, pedestrians and transit users.
- Great Streets for Pedestrians, including pedestrian enhancements such as wider or buffered sidewalks and improved cross-street connectivity. These strategies would demonstrate the value of route directness, as well as quality of the walk and general walkability. These strategies would also demonstrate how streets fulfill a community place-making role, and how coordinating the design of buildings and streets can create better places.
- Great Streets for Bikes, including bicycle facilities or parallel corridor options such as local street bike boulevards. These strategies would demonstrate the value of a complete network of bicycle lanes on arterials, as well as alternative environments such as local streets. They would also demonstrate how building networks can help to increase non-auto mode split.
- Great Streets for Transit Users, including transit accessibility and pedestrian access, bus stop enhancements and improvements to bus circulation. These strategies would focus on maximizing intermodal connectivity and enhancing transit as a travel choice by improving the route environment.

Great Streets strategies will be developed through close coordination with COG and city staff, and will represent multi-disciplinary solutions that combine best practices for transportation planning, urban design and economic development.

Specific work elements in this task will include:

- Hold a team meeting to coordinate Task 1 findings with the Task 2 effort
- Assess local transportation networks and connectivity opportunities
- Identify other strategies to address local transportation system deficiencies
- Prepare typologies that define desired features of different streets in relation to both their functional classification and their urban form context. These typologies could be applicable to address local deficiencies with particular focus on Ocean Beach Highway
- Identify study goals and evaluation criteria
- Prepare for and attend TAC Meeting #2 to discuss needs and deficiencies, range of applicable Great Streets strategies and prepare for Great Streets Summit
- Identify location along arterias where abutting land uses impair mobility

Task 3: Conduct Great Streets Summit

This task will kick off the public engagement process at a Great Streets Summit. The purpose of the Summit is multi-fold with the following objectives.

- To educate the region's civic leadership and the general public on how Great Streets form the backbone of great communities. Common elements of Great Streets will be identified, and the benefits of developing a variety of different streets and streetscape standards will be highlighted. These benefits will not only include those experienced by transportation system users, but will also address benefits to local businesses and residents who consider the quality of life in a community when making decisions to locate or invest.
- To confirm the technical evaluation of transportation system opportunities, needs and constraints, and identify community preferences for certain types of Great Streets improvement strategies (traffic calming, connectivity, enhanced bicycle and pedestrian facilities, reallocation of existing street right-of-way to accommodate a wider variety of users, access management, road diets, etc.).
- To identify opportunities to apply Great Streets strategies to meet the needs and challenges of the existing and potential future transportation system.

Specific work elements in this task will include:

- Hold team meeting to strategize presentation objectives, roles, format and objectives of the Great Streets Summit
- Prepare graphics and other presentation materials for the summit
- Facilitate the summit
- Prepare a summary of summit events and document input received.

Task 4: Identify and Evaluate Range of Improvement Strategies

Based on the outcomes of the Great Streets Summit, which will highlight improvement opportunities and provide direction related to preferences, a range of improvement strategies will be identified. This effort will focus on specific transportation corridors, and will address a range of strategies that are appropriate to the nature, problems and general objectives of the corridor. Opportunities for improving multi-modal transportation along major corridors will also consider improvements to lower order streets that provide alternatives to using arterials. The range of strategies developed and considered will include those focused on:

- Roads and key intersections
- Multi-modal circulation needs and enhancements
- Freight mobility
- Contextual environment served by the transportation system

Transportation system strategies will be evaluated using the goals and criteria developed under Task 2, to identify those options that should advance for further study. Specific work elements in this task will include:

- Identify necessary roadway and intersection improvements to meet travel demand and safety needs. Some of this information will be drawn from prior studies, augmented by the analysis of the selected five study area intersections described above in Task 1.
- Identify potential great streets opportunities and develop conceptual approaches to establishing great streets. Emphasis in this work element will be placed on the arterial street system, but will also include opportunities for enhancing local connectivity. A planning level assessment will be conducted to identify the implications of the conceptual approaches.

- Prepare for and attend TAC Meeting #3 to discuss the results of the Great Streets Summit and the range of improvement strategies that will be considered.
- Conduct evaluation and prepare draft report summarizing findings and conclusions.
- Prepare for and attend TAC Meeting #4 to discuss the evaluation of strategies and prioritize results.

Task 5: Refine Improvement Strategies

The focus of this task will be on refining the priority improvement strategies based on the preferences identified in Task 4. Key objectives of this task include:

- Refining Great Streets concepts to address applicability to Longview/Kelso.
- Determining if these concepts meet the local and regional visions for transportation and community development in enhancing safety, the quality of place and economic development.
- Illustrating how the application of these concepts would look and operate.
- Identifying how the concepts could be implemented.

While the task will include preparation of a technical report on strategy refinement, its primary outcome will be to develop visual tools such as traffic operations simulations, streetscape visualizations, illustrations of cross-sections, and/or mapping of modal-specific improvements to articulate findings, conclusions and recommendations. The outcome of this task will form the technical foundation for the Great Streets Workshop at which public preferences and concerns can be identified and discussed.

Specific work elements in this task include:

- Hold team meeting to narrow the range of improvement strategies to be studied
- Conduct planning level assessment of operational, safety and contextual elements of the strategies
- Identify preferred strategies
- Facilitate meeting with key project staff (e.g., management team) to discuss preferred strategies
- Prepare documentation of planning process, as well as key findings, conclusions and recommendations.
- Prepare up to three visualizations illustrating application of great streets concepts.
- Prepare for and attend TAC meeting #5 to discuss analysis results and provide direction for the Great Streets Workshop and preparation of the TSP.

Task 6: Conduct Great Streets Workshop

The primary purpose of the Great Streets Workshop will be to review, discuss and provide direction on the range of improvement options coming out of the technical analysis conducted under Tasks 4 and 5. The workshop will involve the civic leaders who participated in the Great Streets Summit, but will also be open to broad community participation. The workshop will be structured around the following:

- Provide an abbreviated education on the elements and benefits of Great Streets to ensure that workshop participants understand the underlying approach of the planning process.
- Test the applicability of Great Street options by allowing creative and active discussion of the range of improvement options under consideration. These options could range from roadway or intersection expansion to address mobility and/or safety needs, to implementation of access management strategies, road diets, and/or enhancement of non-motorized travel modes, and to identification of specific infrastructure improvements that could be undertaken to create a sense of place.

Use of the existing public right-of-way will be a key issue around which the workshop would be organized, applying and testing a range of solutions that could be implemented for various street classifications and specific locations. The effect of these potential solutions on safety, quality of life and economic development will be a focus of the discussion. Participants will be provided with mapping, illustrations and, as appropriate, computer visualizations to indicate how priority local roadways can become Great Streets and form an efficient multi-modal transportation network. This meeting will be educational for both the community and project staff, as attendees will be asked to choose between different roadway design options and help tailor chosen designs. Opportunities for implementing “low-hanging fruit,” as well as longer term strategies would be identified.

At the end of the summit, project staff will have the guidance needed to initiate preparation of the Transportation Systems Plan, making sure the overall network will meet the needs of a growing community, and meet it in a way that is supported by those it serves.

Key work elements included in this task are:

- Team meeting to strategize workshop objectives, presentation materials, roles, and format
- Prepare graphics and other presentations materials
- Facilitate workshop
- Prepare summary of workshop events and input received from civic leaders, staff and the general public

Task 7: Prepare TSP and Implementation Strategy

This task will pull together the recommendations coming out of Task 6 and will identify a long-range transportation plan and a specific, phased strategy for implementation which is coordinated for the two cities.

Specific recommended improvements will be identified at a level of detail sufficient to determine:

- Roadway cross-section,
- Intersection designs,
- Traffic control,
- Bicycle and pedestrian facilities, and other appropriate elements.

Specific improvement recommendations will also be documented based on their:

- Ability to serve job creation at designated job centers,
- Development and significant redevelopment at catalyst sites, and
- Their contribution to place making opportunities in both cities.

One of the primary goals of this task will be to develop phased Capital Improvement Program (CIP) for each of the two jurisdictions in the study area. The CIP will identify the specific projects to be undertaken in a general priority, and will address all travel modes. To accomplish this task, the Parametrix team will work with project partners to break improvement recommendations into discrete elements that can be implemented as independent projects. After discrete projects are identified, planning-level cost estimates will be developed based on each project as a stand alone work effort. The appropriate timing of improvements will be recommended based on local and state priorities, needs as determined through the use of the “triggers,” and the cost and funding assumptions.

The CIP projects will be matched with specific funding sources for each mode. The evaluation of funding sources will look at existing sources for the cities, WSDOT, the Port and the Cowlitz Transit Authority; trends and outlook for future local, state and federal revenues; a list of potential local, state, and federal funding sources; and preliminary strategies to consider for funding various elements of the plan. Projects that include elements related to streetscape or

other non-traditional Great Streets strategies may be eligible for funding from sources not normally identified for transportation purposes.

Recommended improvements will then be categorized into the following three groups:

- Short-term, immediate implementation actions affecting the interchanges, arterial road extensions and other improvements.
- Mid-term (e.g., 5 to 10 year implementation actions).
- Long-term (e.g., 10 to 20 year implementation actions).

The transportation systems plan will also identify policy actions such as potential modifications to the functional classification system to include all travel modes, and will provide the necessary background for preparing code revisions for such items as street standards, a traffic calming approach, and other plan elements.

When completed, the Transportation Systems Plan will include, but not be limited to, such elements as:

- Recommended road and intersection improvements,
- Non-motorized improvements,
- Traffic-calming improvements including local street connectivity, road diets, access management, and other approaches,
- Transit circulation and accessibility enhancements,
- Freight movement improvements (including rail, truck and ports),
- Implementing elements such as street standards,
- A prioritized list of projects evaluated by their eligibility for available grants, ability to alleviate traffic issues, benefits to job centers, multimodal benefits, and place making opportunities, and
- An action plan for the first 5 years of plan implementation.

The draft Plan will be submitted to the COG and the cities for review. Based on comments received from staff and from the two public meetings identified in Task 8, the Plan will be finalized. Five hard copies and 5 CDs including the Final Report and all Technical Memoranda will be provided.

Task 8: Public Involvement Program

A multifaceted public involvement process will be undertaken with the objective of unifying the community around their vision of Great Streets — streets that support local economic vitality, that contribute to the livability of the neighborhoods, and that ensure people can travel safely. The end products will be unique streetscape designs that maximize community assets and multi-modal connectivity, and a passionate constituency that ensures the streetscapes become a reality.

In addition to the Great Streets Summit and Workshop identified above, the public involvement program will include the following activities:

- **Supporting Local Agency Outreach** – In addition to working with the community’s civic leadership, we will support the project’s broader local agency outreach efforts as follows:
 - Following the Great Streets Summit, we will refine the presentation’s most important points into tools appropriate for outreach to organizations and the general public. We will develop a PowerPoint presentation that local staff can use in Rotary, PTA, neighborhood association, and other meetings, as well as develop newsletter article(s) and Web site content. The Web site platform can also provide an opportunity for feedback, for example, by allowing users to take the visual preference survey.

- After the Great Streets Workshop we will prepare another PowerPoint presentation and newsletter article(s) to support local staff outreach to the community at large. These materials will highlight the most compelling streetscapes and their roles in an integrated transportation network. Additional Web site content will allow for feedback on the project choices to ensure the broader community’s insights and preferences are understood by the project team.
- **Public Meetings** – The Parametrix team will prepare for and present the findings, conclusions, and recommendations of the Plan at public meetings to be held in each city prior to the completion of the Transportation Systems Plan and Implementation Strategy.
- **Cowlitz Area Technical Advisory Committee** – As noted under the technical work tasks discussed above, the Parametrix team will prepare for and facilitate up to six meetings with the TAC over the 16-month study period including:
 - Meeting #1: A kick-off meeting at the outset of the project to discuss expectations, project schedule and deliverables, and to request/obtain baseline information for use in the study.
 - Meeting #2: To prepare for the Great Streets Summit
 - Meeting #3: To review the development and evaluation of improvement options after the Great Streets Summit
 - Meeting #4: To review and discuss the evaluation of strategies and to prioritize actions for further study.
 - Meeting #5: To prepare for the Great Streets Workshop
 - Meeting #6: To review and discuss the draft Transportation Systems Plan and Implementation Strategy.

Task 9: Project Management

Preparation of the Longview/Kelso Transportation Systems Plan is estimated to last approximately 16 months from start to completion of the final study report. Active project management is needed to ensure that the project is completed on time and within budget. Key project management tasks will include:

- Maintaining on-going communications with project team, Council of Governments, city staff and related stakeholders regarding project issues, schedule and progress.
- Manage overall project schedule. Proactively identify items needed to maintain schedule and ensure their delivery.
- Analyze and track project budget and expenditures.
- Prepare invoices and progress reports, develop subconsultant agreements and process subconsultant invoices.
- Provide quality control and assurance including design review, communication of design information and oversight.

Deliverables

The table below summarizes the key deliverables anticipated for the Longview/Kelso TSP including both major interim products such as Technical Memoranda that summarize the findings, conclusions and/or recommendations of each major study phase, but also working papers, maps, illustrations and other items that communicate key elements of the planning.

Deliverables and Study Objectives by Task

Task	Key Deliverables	Study Objectives Addressed
1 – Baseline Conditions	<ul style="list-style-type: none"> ● Summary of prior studies and 	<ul style="list-style-type: none"> ● Engage stakeholders and staff in

<p>Assessment</p>	<p>visioning efforts</p> <ul style="list-style-type: none"> • GIS base map • Existing conditions report for transportation, land use, and urban design context • Future conditions report for transportation including travel forecasts and identification of deficiencies 	<p>identification of needs, concerns and desires</p> <ul style="list-style-type: none"> • Create detailed description of existing and projected future conditions including transportation deficiencies • Integrate transportation analysis with environmental, land use/neighborhood and economic considerations
<p>2 – Great Streets Toolbox</p>	<ul style="list-style-type: none"> • Project vision and guiding principles • Evaluation criteria • Great street strategies that may be applicable in study area 	<ul style="list-style-type: none"> • Establish planning framework for developing and evaluating multimodal system improvements and community place-making opportunities available through transportation infrastructure enhancements

<p>3 – Conduct Great Streets Summit</p>	<ul style="list-style-type: none"> • Outreach presentation materials for summit • Conduct summit • Document findings, conclusions and recommendations from summit 	<ul style="list-style-type: none"> • Educates civic leaders on Great Streets concepts and benefit, as well as transportation needs, concerns and desires • Confirm transportation and community vision • Articulate range of goals and expectations to guide development and evaluation of alternatives
<p>4 – Identify and Evaluate Transportation Strategies</p>	<ul style="list-style-type: none"> • Report on development and assessment of multi-modal transportation system improvement options that address identified deficiencies and provide opportunities to enhance quality of life and economic development 	<ul style="list-style-type: none"> • Test and apply both traditional transportation planning and Great Streets approaches to developing and assessing transportation system enhancements
<p>5 – Refine Improvement Strategies</p>	<ul style="list-style-type: none"> • Report on evaluation/ screening of transportation options including traffic, urban design and economic consequences • Financial framework including identification of options 	<ul style="list-style-type: none"> • Identify and evaluate alternatives • Lay foundation for analysis of Implementation Strategy
<p>6 – Conduct Great Streets Workshop</p>	<ul style="list-style-type: none"> • Outreach presentation materials for workshop • Conduct workshop • Document findings, conclusions and recommendations from workshop 	<ul style="list-style-type: none"> • Engage public and staff in discussion of alternative solutions for the transportation system
<p>7 – Prepare Transportation Systems Plan and Implementation Strategy</p>	<ul style="list-style-type: none"> • Draft and final TSP and Implementation Strategy. 	<ul style="list-style-type: none"> • Transportation Systems Plan for transportation improvements tied to phased implementation program and CIP • Guidance for type and nature of roadway improvements made through public projects or traffic impact mitigation. • Identify potential funding options and constraints
<p>8 – Public Involvement</p>	<ul style="list-style-type: none"> • Kick-off meeting materials/ notes • TAC and public meeting materials/notes • Great Streets Summit and Workshop • Planning commission/city council meeting materials • COG web site and newsletter materials 	<ul style="list-style-type: none"> • Effectively engage the public in the planning process • Educate the public about transportation decision-making and alternatives available • Effectively manage team/agency coordination
<p>9 – Project Management</p>	<ul style="list-style-type: none"> • On-going communications, progress reports, schedule updates, invoices 	<ul style="list-style-type: none"> • Efficient management of the team and project • Adherence to schedule and budget • Delivery of quality products