




City Council

Item # 2H. – 20-748

Design Professional Services Agreement with Alta Planning + Design for the Pruneridge Avenue Complete Streets Plan Project and Related Budget Amendments

November 17, 2020


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City of Santa Clara
The Center of What's Possible

Project Study Limits

- 2.2 miles
- Pomeroy Avenue to Winchester Boulevard



----- Pruneridge Avenue Complete Streets Study Limits

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City Council Concerns

- April 7, 2020 – Report to Council to Consider Service Agreement with Alta Planning + Design
- City Council deferred approval due to shelter in place constraints
- Concerns with low traffic volume data and inability to hold public meetings

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Data Collection

- Traffic volumes significantly decreased since March 2020
- 22 intersection traffic counts needed for project
- Traffic data will be obtained by:
 - Using recent historical data for 10 intersections
 - Collect 2021 data for 22 intersections
 - Adjust data by developing engineering adjustment factors at 12 locations without historical count data

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Outreach

- Original scope of work included multiple in-person stakeholder and community meetings.
- Outreach modified with new strategies such as:
 - Up to 15 total events using internet teleconferencing platform with stakeholder groups, social media (i.e. Youtube, Facebook Live), City boards, community workshops
 - Postcard mailings
 - Project website, phone number hotline, and online survey
 - Sidewalk decals

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Schedule

- **Early 2021:** Website, Survey, Stakeholder Interviews, BPAC, Workshops, Outreach
- **Spring 2021:** Parking study, Conceptual Designs/Costs, Outreach
- **Summer 2021:** Corridor Analysis, Outreach
- **Fall 2021:** Workshops, Multimodal Simulation Modeling
- **Spring 2022:** Workshops, BPAC, Final Plan
- **Summer 2022:** City Council Consideration

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Next Steps

- Agreement Approval
- Kick-off Meeting with Consultant
- Schedule Public Outreach meetings
- Begin Data Collection

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