

**Request for Proposal**  
**Mountains Recreation and Conservation Authority**  
**Parking and Traffic Study for**  
**Malibu Coastal Access Public Works Plan and**  
**California Environmental Quality Act Document**  
**July 25, 2013**

The Mountains Recreation and Conservation Authority (MRCA) is contacting you to request a proposal for a traffic and parking study for several coastal access improvement projects in the City of Malibu. The proposal would include a text description of the scope of work proposed by the consultant, as well as a detailed budget and fixed price with added alternate costs, as necessary. MRCA is proposing to complete the planning and conceptual design for improvements (e.g., new stairs) to several accessways in order to provide public access to several beaches in Malibu. MRCA would prepare a Public Works Plan (to be submitted to California Coastal Commission) and a California Environmental Quality Act (CEQA) document (likely a Mitigated Negative Declaration [MND]) for the proposed public access improvements. The consultant would prepare a traffic and parking study that would be used to satisfy the CEQA requirements, and more specifically, to answer the Transportation/Traffic Initial Study questions (attached). This work would include an assessment of existing traffic, parking, and use; analysis of impacts; and recommendations for any mitigation measures (if necessary). The consultant would collect parking and other appropriate data, and analyze traffic, parking, and other appropriate data, in order to determine the existing conditions and potential for increased traffic and parking activity at and near the sites. The study will assess existing parking conditions, and address specific safety issues that might impact traffic, parking, and pedestrian use near the beach accessways.

The eight sites covered in this Request for Proposal are the following:

- (1) Las Tunas Beach- Harner/Hundley, vertical access easement held by MRCA;
- (2) Las Tunas Beach- MRCA-owned land;
- (3) Las Flores Beach- Lent, vertical access easement held by State Coastal Conservancy (SCC) ;
- (4) La Costa Beach- Wayne, deed restriction in favor of public access;
- (5) Carbon Beach and La Costa Beach- SCC-owned land;
- (6) Escondido Beach- vertical access easement held by MRCA at Geoffrey's restaurant;
- (7) Escondido Beach- Clark, deed restriction in favor of public access; and
- (8) Escondido Beach- Wildman/Mancuso, parking access easement and vertical access easement held by SCC.

Additional descriptions of the sites are included in the attached table. See attached maps and photos.

### **Data Collection:**

In terms of traffic counts, it is assumed that the existing data available from the City of Malibu will be sufficient, and that no new traffic counts will be needed. The City of Malibu (and consultants) collected extensive traffic data in 2012 (e.g., for use in the preparation of the Pacific Coast Highway Safety Study). Attached is a summary of the likely most useful data for the proposed project. This includes Intersection Turning Movement Peak Hour summaries collected Saturday, July 14, 2012 during the noon peak hour at multiple locations at, or in the vicinity of, the project sites. MRCA staff can provide this data to the selected consultant.

The proposal must include an assessment of the existing parking conditions at the proposed specific coastal access improvement sites. The proposal should include a description of the assessment method. This method must include collection of summer weekend observations, prior to September 2, 2013. The consultant can propose the specific time periods that would be appropriate (e.g., for a summer weekend day).

In addition, the proposal should include collection of recreational use observations (i.e., visitors) at existing beach accessways in Malibu in order to establish baseline conditions. (The accessways included in this project are not currently open and available for public use; thus, accurate baseline data cannot be collected from them.) This method must include collection of summer weekend observations, prior to September 2, 2013. Baseline observations would be collected from at least two existing, open coastal accessways that provide access from PCH to the beach in the City of Malibu. MRCA proposes that these use observations be collected from the following two existing beach accessways:

- Carbon Beach (22126 PCH [Geffen]) (managed by MRCA); and
- Escondido Beach (27420 PCH; west of Geoffrey's restaurant) (managed by MRCA).

The proposal should include a specific description of the type of use observations that is proposed to be collected (e.g., numbers of visitors arriving at the accessways from PCH and going to the beach), and the timing.

### **Impacts and Mitigation:**

The consultant would analyze the impacts to traffic and parking from implementation of the proposed projects and would recommend any mitigation measures (if necessary). MRCA

staff would provide anticipated use estimates to the consultant. These use estimates would be used in conjunction with the existing use data at existing beach accessways (to be collected by the consultant). The consultant will analyze the parking and traffic impacts and will address specific safety issues from the implementation of the projects. This analysis will look at vehicles entering and leaving existing parking spaces along PCH road shoulder (in the context of PCH road shoulder width and characteristics) and pedestrians approaching, using, and leaving the sites. The analysis of impacts should include a consideration of projected future baseline.

Any mitigation measures for project implementation proposed by the consultant (e.g., signage) will be written in a final form suitable for a MND and will be written for the specific sites. With respect to short-term construction impacts, the consultant should at least provide standard language for impacts and mitigation for each of the sites.

**Other Items to Be Included in Study:**

The City of Malibu is currently preparing a Pacific Coast Highway Safety Study. (See <http://www.malibucity.org/index.aspx?nid=443>.) Although the Pacific Coast Highway Safety Study has not been completed, the consultant's traffic and parking study should reference this Pacific Coast Highway Safety Study. The focus should be on answering the Initial Study questions. The consultant would work with the latest materials available for the Pacific Coast Highway Safety Study provided on the City's website (and/or provided by MRCA staff) through November 18, 2013, at a minimum.

The traffic and parking study must also include an assessment of available data on pedestrian, vehicle, and bicycle accidents at/near the subject sites, as well as at other locations along PCH in Malibu. In coordination with the selected consultant, MRCA staff will request PCH accident data from the Los Angeles County Sheriff. The consultant will analyze the frequency of traffic accidents at the site locations in relation to other areas along PCH. (See attached 2003 Mitigated Negative Declaration for SCC Carbon-La Costa property, including the attached traffic study. Note in particular the discussion regarding accident data. For the current work, the consultant would update that data and analyze similar types of data for the other sites.)

**Deliverables:**

The proposal should include the submission of a draft report to MRCA staff, incorporation of MRCA comments, and preparation of a final report. The consultant should provide a pdf of the complete report and at least two (2) hardcopies of the report (including parking and use data). Figures would be included.

**Assumptions:**

The consultant should assume that future users of the improved accessways would park along the PCH road shoulder. The consultant should assume that the project does not include painting or implementing any new parking spaces except at Escondido Beach (27900 PCH [Mancuso/Wildman]).

**Other Considerations:**

If the consultant believes that any tasks described in this request are not appropriate or preferred, the consultant may include in the proposal variations to the tasks described here. Justification must be provided. The most important considerations are that the traffic and parking study would satisfy the CEQA requirements, would be used to answer the Transportation/Traffic Initial Study questions (attached), and would be legally defensible. MRCA is looking for an innovative, low-cost approach to meeting these considerations.

This project is being funded by a grant from the State Coastal Conservancy (SCC). The selected contractor will need to meet the grant agreement requirements of the SCC (attached).

The City of Malibu Traffic Impact Analysis Guidelines are attached (August 2012). Although it is not expected a full traffic impact analysis as described in these guidelines would be necessary, the guidelines may provide some useful information.

The City of Malibu (and consultants) collected extensive traffic data in 2012 (e.g., for use in the preparation of the Pacific Coast Highway Safety Study), including data from Saturday, July 14, 2012, during the noon peak hour. Attached is a summary of the likely most useful data for the proposed parking and traffic study. MRCA can provide this data to the selected consultant.

In, or attached to, your proposal, please describe your firm's experience conducting traffic and parking studies to support CEQA document(s) for public access improvement projects (beaches and/or parks), as well as your experience working on contentious and/or litigious projects.

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**Anticipated Work Schedule:**

|                                 |                          |
|---------------------------------|--------------------------|
| Collection of summer data-      | Before September 2, 2013 |
| Draft report submitted to MRCA- | Before December 9, 2013  |
| Final report submitted to MRCA- | Before January 15, 2013  |

The consultant and MRCA staff can coordinate to refine this schedule, if necessary.

**Proposal Deadline:**

Proposals shall be submitted by August 7, 2013 via email to [judi.tamasi@mrca.ca.gov](mailto:judi.tamasi@mrca.ca.gov).

A hardcopy should follow in the mail to:

Judi Tamasi  
Re: Malibu Coastal Access Traffic/Parking Proposal  
Mountains Recreation and Conservation Authority  
5810 Ramirez Canyon Road  
Malibu, California 90265

If the file is too large to email, delivery of a hardcopy by the deadline is sufficient.

If you have any questions regarding the content of the proposal, or any other questions, please contact Judi Tamasi, Project Manager, by phone at (310) 589-3230, ext. 121 or by email at [judi.tamasi@mrca.ca.gov](mailto:judi.tamasi@mrca.ca.gov).

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**Attachments:**

- Table with Descriptions of Coastal Access Improvement Sites
- Maps and photos of sites
- CEQA Initial Study questions
- List of State Coastal Conservancy Grant Agreement Requirements for Consultants
- City of Malibu Traffic Impact Analysis Guidelines, August 2012
- City of Malibu Available Traffic Data
- Carbon-La Costa Beach Acquisition Initial Study/Proposed Mitigated Negative Declaration, prepared for California Coastal Conservancy, Oakland, CA, prepared by Jones & Stokes, October 2003, and Appendix B-Traffic Study entitled City of Malibu Pacific Coast Highway Pedestrian Access Evaluation prepared by Urban Crossroads.

*Note: This is a 13 MB file. This can be viewed at the following website:*

*<http://scc.ca.gov/webmaster/ftp/malibu/la-costa-beach-21554-21664-pch/la-costa-beach-21664-pch-litigation-acquisition/20031000-carbon-la-costa-ismnd-cd.pdf>*