



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | altago.com

March 27th, 2026

Jesse Barron MPA, CBO, CASp, Assistant City Manager
City of Coalinga
155 W. Durian Ave

Coalinga, CA 93210

Re: SMART Sunset Educational Corridor Traffic Operations and Safety Study

Dear Jesse,

We appreciate the opportunity to support the City of Coalinga in advancing the SMART Sunset project. Based on our conversations and site visit, Sunset Street presents a complex set of operational, safety and access challenges that will require a corridor-level response that integrates outreach, engineering, policy and behavior.

We have assembled a team of experts in complete streets design, safe routes to schools, parking & curb management, and traffic engineering that we believe is well suited to delivering the project. We approach school planning through a safety first framework, seeking to align city priorities with grant funding criteria. Following are our proposed staff for this project:

- Sam Corbett, Principal - Planning, Principal-in-Charge
- Magnus Barber, Senior Associate - Planning, Project Manager
- Siqing Yi, Associate I - Planning, traffic analysis and operations
- Eric Purcell, Planner II, Safe-Routes-to-Schools & pick-up/drop-off specialist
- Hal Williams, Senior Associate Engineer, engineering oversight and quality assurance
- Amanda Zucker, Engineering Associate II, concept design lead
- Austin Osburn, Engineering Designer I, concept design

We have developed the following proposed scope, schedule and budget to address your requested outcomes. Please let us know if you have any questions or suggested changes.

Project Understanding

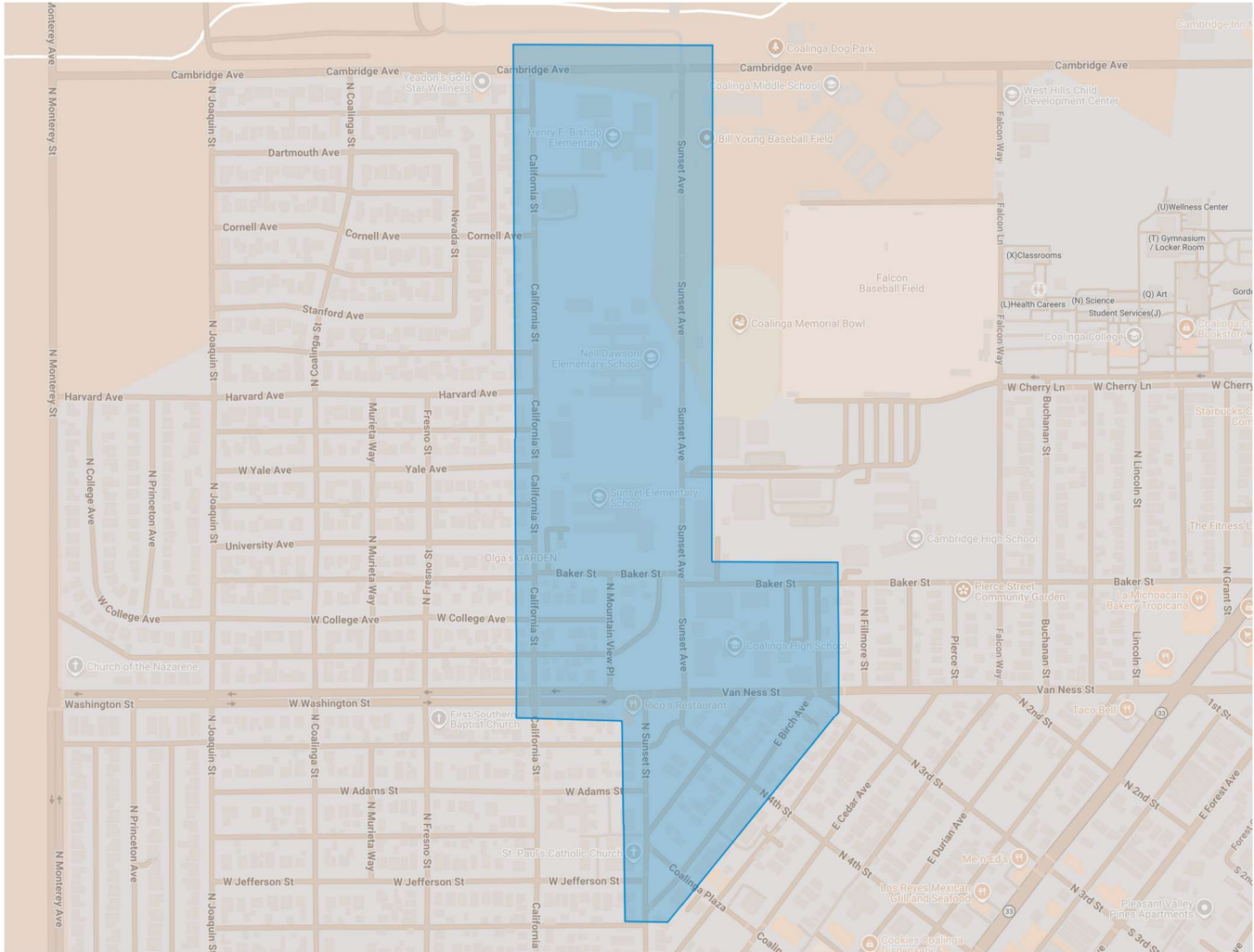
Sunset Street serves four schools clustered together on the northern end of Coalinga. The current condition is characterized by traffic congestion, disorganized and inefficient pick-up and drop-off, and a concern for pedestrian and bicyclist safety. The city therefore wishes to conduct a corridor-level study in order to develop a set of recommendations to reduce traffic conflict, improve safety for all users whether they are driving, walking or rolling to school, and to establish more efficient and predictable pick-up and drop-off operations.

Following our meeting with you, we understand the project area to be bounded to the west by California St, Cambridge Ave to the north, Sunset Ave to the east, and E Birch Ave to the south, as shown in Figure 1.



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | alta.com

Figure 1: Project Area



Proposed Scope

Task 1: Project Management

We will begin the project with an in-person kickoff meeting, including city staff and stakeholders the City may wish to invite such as school district staff or a representative from the parents-teachers association. During the meeting the group will review the proposed scope and schedule and confirm any changes. Either before or after the kickoff meeting, we will also conduct a walk audit with stakeholders (see Task 3) along with site visit of the study area.

We propose half hour biweekly coordination calls between Alta's project manager and the city project manager.

Alta will invoice monthly on a time and materials basis, including a progress report covering tasks undertaken during the preceding month.



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | altago.com

For all deliverables: Alta will respond to a single set of consolidated, non-conflicting, comments on the draft in order to produce the final deliverable.

Deliverables:

- In-person kickoff meeting
- Finalized scope and schedule
- Site visit
- Biweekly coordination calls

Task 2: Existing Conditions

During the kickoff meeting and following site visit/walk audit, Alta will observe pick-up and drop-off operations at the schools. Alta will also observe circulation within the study area of parents driving and any children walking or bicycling. We will document bicycle amenities and parking facilities at the schools, as well as auto parking and bus stops.

We will review collision history in the study area using data from the Statewide Integrated Traffic Records Systems (SWITRS), to identify any potential collision hot spots in the study area or on major routes between the study area and residential areas. We will also request streetscape improvement plans in the area such as the current Caltrans Complete Streets project on SH 33 (Polk St) and SH 198 (Elm St).

Deliverables:

- Existing conditions memorandum

Task 3: Stakeholder Engagement

It will be important to engage with stakeholders to capture and understand their issues, concerns and priorities. We would suggest involving the representatives from the school district, potentially someone from each school, representatives from the parents-teachers association, and any other stakeholders that city staff feel should be invited.

We propose two meetings with stakeholders. The first meeting would be held the same day (or at least during the same trip to Coalinga) as the kickoff meeting, and would involve an introduction of the project to stakeholders and a walk audit of the main routes to the school and key intersections of concern. The second meeting would be held after the completion of the existing conditions, operational analysis, needs assessment, and development of draft alternatives – with the purpose of gathering stakeholder feedback on the draft alternatives for incorporation in the final recommendations.

Deliverables:

- Introductory meeting and walk audit with stakeholders
- Second stakeholder meeting to review concepts and draft alternatives
- Memorandum summarizing stakeholder input



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | altago.com

Task 4: Operational Analysis

We will develop a memorandum detailing current traffic operations in the study area, including the main routes taken by people driving, walking or bicycling, and potential conflict points between the different modes. The memorandum will be based on observations from the site visit and walk audit, a review of current operations and historical collision data, combined with testimony from City staff and stakeholders. The memo will take the form of a needs assessment, detailing observed operational and safety issues that will be addressed in Task 5 Alternatives Development.

Deliverables:

- Operational analysis memorandum

Task 5: Alternatives Development

Based on the data collection, observations, analysis, and outreach in tasks 2-4, we will develop three alternatives to address the loading, circulation and safety issues. The plan views will cover the streets with proposed changes within the project area and will take the form of CAD over aerial. Cross sections will be generated in StreetMix, providing images that quickly communicate planned changes and can be used for outreach. The changes may include a variety of measures such as street design changes to make the streets calmer, more predictable and safer; or curb management and loading zone changes to improve pick-up and drop-off. Specific recommendations will vary depending on observations and city/stakeholder preferences, but could include striping and signage changes, crosswalk enhancements (markings, signage, beacons, etc), curb extensions (bulbouts), striped or protected bicycle lanes, and traffic calming measures such as speed tables, raised crosswalks, roundabouts, traffic circles, chicanes or diverters.

We will develop a set of draft concepts for review with City staff, followed by a refined set of draft concepts that can be presented to stakeholders and City Council. Based on feedback from stakeholders and City Council, a final set of concepts will be produced. We have allowed for two rounds of review and revisions to the concept designs.

Deliverables:

- Up to two review meetings with City staff
- 3 conceptual improvement alternatives
 - CAD plan view drawings for the corridor
 - Cross-sections



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | altago.com

Task 6: Cost Estimates

Alta will develop order-of-magnitude cost estimates based on recent local projects (if available), recent Alta projects, and California precedents, for the purposes of aiding city staff and elected officials to make informed decisions about the recommended alternatives and to support upcoming grant applications.

Deliverables:

- Order-of-magnitude cost estimates

Task 7: Grant Readiness

Our team includes several staff with experience assisting clients apply for active transportation, safety, and safe routes to schools grants. As we develop the recommendations and design alternatives, we will favor solutions that are both effective and also implementation focused and grant-ready. We will submit a memorandum with an overview of the relevant grants and which parts of the recommendations may be relevant for each grant.

Deliverables:

- Grant-readiness memorandum

Task 8: Phasing Strategy

We will develop a phasing memorandum that categorizes the projects by implementation timeline. Typically, phasing aligns with project readiness, cost and coordination requirements.

- **Near Term (within 1 year):** improvements that can be implemented quickly due to low cost, minimal materials, or urgent safety needs. Examples might include signage, or educational materials.
- **Mid-Term (1-3 years):** improvements requiring more coordination, higher costs, or specialized materials, but can still be delivered quickly. Examples might include striping for crosswalks or bike lanes, pick-up and drop-off zones.
- **Long-Term (3+ years):** improvements that require significant changes, higher cost, or additional feasibility analysis. Examples might include intersection design changes, physically protected bike lanes, or larger traffic calming measures.

Deliverables:

- Phasing strategy memorandum

Task 9: Report

We will consolidate the memorandums from tasks 1-8 into a draft project report. Alta will respond to a single set of consolidated, non-conflicting, comments on the draft report to produce the final report.



304 12th Street, Suite 2A
Oakland, CA 94607
(510) 788-6878 | altago.com

We will participate in up to two presentations for the City Council. We will follow your recommendation on the best approach and timing, but potentially the first meeting would present the draft recommendations and respond to any questions from councilors, and the second would present the final recommendations.

Deliverables:

- Draft and Final Report
- Up to two presentations to City Council

Proposed Schedule

We share the City's desire to move this project forward as rapidly as possible. It will be crucial to engage with the school district in order to get buy-in on proposed changes and create an actionable plan, which sets some parameters around our proposed stakeholder engagement. The last day of school for the Coalinga Huron Unified School District is June 4th, which may not leave enough time for engagement until the beginning of the fall 2026-27 school year in August. We have built a draft schedule (see below for details) around the assumption that the school district is able to engage prior to the summer break, but we will work with City staff and the school district to determine realistic timing and will adjust the schedule with stakeholder engagement after the summer break if needed.

Budget

The time and materials budget provided on the following page reflects the scope outlined in the Alta team's proposal. Funding allocations are informed by our experience delivering similar work products and will provide the most efficient resources and staffing to deliver the scope efficiently while ensuring excellent quality. The total proposed budget is **\$167,420**. Many of the tasks within our proposal can be scalable to meet the specific needs and constraints of the City of Coalinga. We are committed to closely collaborating with you to refine and adjust the project scope, ensuring it aligns perfectly with your goals and expectations. Our team is ready to work with you to tailor the scope to your satisfaction.

Sincerely,

A handwritten signature in blue ink, appearing to read "Sam Corbett".

Sam Corbett, Principal and MTP Group Leader
Alta Planning + Design, Inc.

Alta Planning + Design, Inc.

Phase	Alta Planning + Design, Inc.											Alta's Hours	Alta's Expenses	Alta's Sub Total
	Principal - Planning, PIC	Associate - Senior Planner, PM	Associate I - Planning	Planner III	Associate - Sr. Engineer	Associate II - Engineering	Engineering Designer III	Engineering Designer I	Technical Editor	Graphic Designer III	Project Accountant			
	Samuel Corbett	Magnus Barber	Siqing Yi	Eric Purcell	Hal Williams	Amanda Zucker	Em Katz	Austin Osburn	Katie Atkins	Anne Bothner-By	Kirsten Clausen			
1 Project Management	8	25	0	14	0	4	0	0	0	0	16	67	\$1,500	\$ 15,620
1.01 Kick-off meeting	3	12		14								29	\$1,500	\$ 7,680
1.02 Biweekly check-in meetings	4	12				4						20		\$ 5,360
1.03 Finalized scope and budget	1	1										2		\$ 580
1.04 Admin and billing											16	16		\$ 2,000
2 Existing Conditions	4	15	16	52	0	0	0	0	0	0	0	87	\$ -	\$ 16,500
2.01 Document collection and review		2		8								10		\$ 1,720
2.02 Historical crash data analysis (SWITRS)		2		4								6		\$ 1,120
2.03 Multimodal circulation		2		8								10		\$ 1,720
2.04 Site amenities (driveways, pickup/dropoff facilities, bicycle parking, lockers)		2		8								10		\$ 1,720
2.05 GIS maps		1	16									17		\$ 3,780
2.06 Existing Conditions memorandum	2	4		16								22		\$ 4,080
2.07 Existing Conditions memorandum	2	2		8								12		\$ 2,360
3 Stakeholder Engagement	3	24	0	0	0	0	0	0	0	0	0	27	\$ -	\$ 7,200
3.01 Introductory meeting and walk audit	1	4										5		\$ 1,360
3.02 Second stakeholder meeting		8										8		\$ 2,080
3.03 Stakeholder input memorandum draft	1	8										9		\$ 2,400
3.04 Stakeholder input memorandum final	1	4										5		\$ 1,360
4 Operational Analysis	2	20	40	0	0	0	0	0	0	0	0	62	\$ -	\$ 14,640
4.01 Review current site circulation, qualitative	1	8	16									25		\$ 5,920
4.02 Operational analysis memorandum draft	1	8	16									25		\$ 5,920
4.03 Operational analysis memorandum final		4	8									12		\$ 2,800
5 Alternatives Development	3	22	0	0	24	28	76	150	0	0	0	303	\$ -	\$ 61,320
5.01 Draft concept development, 3 concepts	3	6			12	12	40	80				153		\$ 30,600
5.02 Client review meetings, up to 2		4				4						8		\$ 2,000
5.03 Revised draft concepts		6			6	6	24	40				82		\$ 16,480
5.04 Final concepts		6			6	6	12	30				60		\$ 12,240
6 Cost Estimates	1	6	36	0	0	6	0	0	0	0	0	49	\$ -	\$ 11,240
6.01 Order of magnitude cost estimates, draft	1	4	30				6					41		\$ 9,400
6.02 Order of magnitude cost estimates, final		2	6									8		\$ 1,840
7 Grant Readiness	10	12	0	0	0	0	0	0	0	0	0	22	\$ -	\$ 6,320
7.01 Grant readiness memorandum, draft	8	8										16		\$ 4,640
7.02 Grant readiness memorandum, final	2	4										6		\$ 1,680
8 Phasing Strategy	2	6	20	0	0	0	0	0	0	0	0	28	\$ -	\$ 6,600
8.01 Phasing strategy memorandum, draft	1	4	12									17		\$ 4,000
8.02 Phasing strategy memorandum, final	1	2	8									11		\$ 2,600
9 Report	4	42	24	28	0	0	0	0	20	10	0	128	\$1,500	\$ 27,980
9.01 Draft Report	2	16	16	16					16	8		74		\$ 14,560
9.02 Final Report	1	6	8	12					4	2		33		\$ 6,400
9.03 Presentations to City Council (up to 2)	1	20										21	\$1,500	\$ 7,020
Staff Hours	37	172	136	94	24	38	76	150	20	10	16	773		
Labor Total	\$ 11,840	\$ 44,720	\$ 29,920	\$ 14,100	\$ 7,200	\$ 9,120	\$ 16,720	\$ 24,000	\$ 3,200	\$ 1,600	\$ 2,000			\$ 164,420
Project Total (Labor + Expenses + Sub Markup)	\$ 11,840	\$ 44,720	\$ 29,920	\$ 14,100	\$ 7,200	\$ 9,120	\$ 16,720	\$ 24,000	\$ 3,200	\$ 1,600	\$ 2,000		\$3,000	\$ 167,420

Name	Start date	Due date	Predecessors
1	Coalinga SAFER Sunset	05/04/2026	11/30/2026
2	1 Project Management		
3	1.01 Kick-off Meetir	05/05/2026	05/06/2026
4	1.03 Finalized scope	05/07/2026	05/08/2026 3FS
5	1.02 Biweekly check	05/05/2026	10/20/2026
6	1.04 Admin and bill	05/05/2026	10/20/2026
7	2 Existing Conditions		
8	2.01 Document coll	05/05/2026	05/26/2026
9	2.02 Historical crash	05/05/2026	05/26/2026
10	2.03 Multimodal cir	05/05/2026	05/26/2026
11	2.04 Site amenities	05/05/2026	05/26/2026
12	2.05 GIS maps	05/05/2026	05/26/2026
13	2.06 Existing condit	05/27/2026	06/05/2026 8FS, 9FS, 10FS,
14	2.07 Existing condit	06/08/2026	06/26/2026 13FS
15	3 Stakeholder Engagem		
16	3.01 Introductory m	05/05/2026	05/06/2026
17	3.02 Second stakeh	08/10/2026	08/12/2026 16FS
18	3.03 Stakeholder inj	08/13/2026	08/21/2026 17FS
19	3.04 stakeholder inj	08/24/2026	09/04/2026 18FS
20	4 Operational Analysis		
21	4.01 Review site circ	06/29/2026	07/10/2026
22	4.02 Operational an	07/13/2026	07/24/2026 21FS
23	4.03 Operational an	07/27/2026	08/07/2026 22FS
24	5 Alternatives Developm		
25	5.01 Draft concept c	07/13/2026	08/07/2026 21FS
26	5.02 Client review m	07/13/2026	08/07/2026 25SS
27	5.03 Revised draft c	08/10/2026	08/21/2026 25FS
28	5.04 Final concepts	08/24/2026	08/28/2026 27FS
29	6 Cost Estimates		
30	6.01 Order of magn	08/10/2026	08/17/2026 26FS
31	6.02 Order of magn	08/18/2026	08/26/2026 30FS
32	7 Grant Readiness		
33	7.01 Grant readines	08/10/2026	08/17/2026 26FS
34	7.02 Grant readines	08/18/2026	08/27/2026 33FS
35	8 Phasing Strategy		
36	8.01 Phasing strateç	08/10/2026	08/20/2026 26FS
37	8.02 Phasing strateç	08/21/2026	09/03/2026 36FS
38	9 Report		
39	9.01 Draft report	09/04/2026	09/25/2026 37FS
40	9.04 Second presen	09/28/2026	09/28/2026 39FS
41	9.02 Final report	09/28/2026	10/20/2026 39FS
42	9.03 First presentati	08/24/2026	08/24/2026 27FS

