



June 29, 2011

Heather Menninger, Principal
AMMA Transit Planning
393 Two Trees Road
Riverside, CA 92507

SUBJECT: LETTER OF TASK AGREEMENT #11-01
BETWEEN AMMA TRANSIT PLANNING AND
THE PLACER COUNTY TRANSPORTATION PLANNING AGENCY

Dear Ms. Menninger:

This letter, when countersigned, authorizes work under the “Master Agreement between the Placer County Transportation Planning Agency (PCTPA) and AMMA Transit Planning” dated May 26, 2010.

- 1) Incorporated Master Agreement: This Letter of Task Agreement is the statement of contract-specific requirements applicable to the work effort to be undertaken by AMMA Transit Planning in fiscal year 2011/12. This signed Letter of Task Agreement comprises the contract between AMMA Transit Planning and PCTPA.
- 2) Term: Consultant services are to commence July 1, 2011 and shall be completed in such a sequence as to assure that timelines are met. This contract shall end on June 30, 2012. Extensions to this contract may be made with the agreement of both parties. During the term of this contract, Consultant shall not engage in other work that would be deemed a conflict of interest with PCTPA interests.
- 3) Scope of Services: Consultant will provide the Western Placer Consolidated Transportation Services Agency technical transit planning assistance as outlined in AMMA Transit Planning’s proposal dated May 4, 2011. David Melko, PCTPA Senior Transportation Planner, will act as Project Manager.
- 4) Personnel: Consultant shall provide its own personnel to perform the work in the proposal. Consultant shall provide administrative support and overhead expenses.
- 5) Compensation: For services rendered and direct expenses incurred, Consultant will receive a sum not to exceed \$12,000. Consultant will invoice on a monthly basis for work completed and reference the appropriate work completed the cost of each task and shall include a ten percent (10%) retainage withholding. The accumulated retainage will be released upon acceptance by PCTPA of the completed Short Range Transit Plan document.

If this Letter of Task Agreement meets with your approval, please sign and return one copy. Questions concerning this agreement and the project in general should be directed to David Melko at 530-823-4090.

Sincerely,

Accepted by:

Celia McAdam, Date
Executive Director
Placer County Transportation Planning Agency

Heather Menninger, Date
Principal
AMMA Transit Planning

CM/dm



May 4, 2011

Mr. David Melko
Western Placer County Consolidated Transportation Services Agency
299 Nevada Street
Auburn, CA. 95603

Subject: Follow-On Assistance to Placer County Transportation Planning Agency

Dear Mr. Melko:

At the request of PCTPA, this proposal outlines additional consulting work to assist in the implementation of organizational and administrative recommendations made in the Short Range Transit Plan for the Western Placer Consolidated Transportation Services Agency.

Task 1: Organization and Structure of WPCTSA Service Agreements

The review of existing service agreements entered into by the Western Placer CTSA and subsequent operational analysis of the transportation services provided through those agreements found that the methods of compensation, responsibilities of the parties, program administration, and reporting and monitoring functions were not adequately addressed. Additionally, it was recommended that the WPCTSA take a more direct role in the administration of these agreements as well as in the subcontract agreements for service delivery.

Under this follow-on assistance, the consultants will work with management and staff of the PCTPA and, as appropriate, its major partner organizations, to clarify the most effective role of the agency with regard to the administration and management of the various CTSA transportation agreements. The consultants will then develop draft service agreements based on the desired administrative structure and, in cooperation with PCTPA, develop an implementation plan through which the new structure will be realized. It should be noted that the agreements that will be drafted will require formal legal review before being adopted for use.

Work under this task is envisioned to require two on-site meetings with PCTPA management and staff and with representatives of CTSA partner organizations. These on-site meetings will be needed to explore and clarify the existing and desired organizational structures and then to present the recommended structure and draft agreements. This work will take place over a period of approximately 3 months. *Lead responsibility:* Roy Glauthier, support from Heather Menninger.

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Task 2: Reporting and Monitoring

The SRTTP for the Western Placer CTSA also found inconsistent reporting across the sponsored transportation services and recommended a more formalized and thorough reporting of operating and financial data and regular monitoring of the service agreements and provided transportation services.

This follow-on assistance will provide the PCTPA and Western Placer CTSA with a reporting and monitoring program for its sponsored transportation services that will support timely review of key performance measures, ensure compliance with applicable state and federal requirements, and minimize administrative requirements for collection and maintenance of operating and financial data. The reporting and monitoring program will emphasize on-line data submission in a “roll-up” format that minimizes data re-entry and automatically creates year-to-date totals, thus minimizing staff time and the opportunities for re-entry data errors. The program will identify required operating and financial data as well as additional data that lends “depth” and clarity to the impacts of the social service transportation provided through the CTSA. To facilitate the use of this data, a limited set of “key performance measures” will be defined that will be applied to each transportation program and tracked on a monthly basis through a monthly CTSA Services Report. Working with PCTPA staff, the consultants will develop and provide data collection and presentation formats using Microsoft Excel 2010 formats.

It is anticipated that development work on this task will proceed concurrently with the Organization and Service Agreement work defined above and generally requiring a similar period of three months for completion. *Lead responsibility:* Dennis Brooks, support from Heather Menninger and Roy Glauthier

Task 3: Development of Branding/ Design Standards

To promote the visibility of the CTSA and its identity within the “family” of public transportation services within Placer County, we propose to assist WPCTSA by developing core design guidelines establishing the program’s identity that can be incorporated into the basic service contracts. We believe this to be important as WPCTSA works to create and maintain partnerships, where various partners and/or service providers are providing services that are part of other services. Conscious effort to include the WPCTCSA logo in relation to service delivery, on websites or in printed materials is aided by establishing basic guidelines as to when and in what manner to do so.

Working with WPCTSA’s existing logo, we believe this effort will help to “brand” the WPCTSA services, even when components of larger services or partner efforts. This helps to communicate important messages to Placer County residents. Such branding increases residents’ awareness that the services exist. It hopefully builds public support for the WPCTSA’s program of services, were there to be a time when public support, and/or voter approval, was important.

The basic product of this effort will be a design template that establishes a common look and logo placement, as well as guidelines for when to use the WPCTSA logo. These may be included in the contract documents between WPCTSA and its partners, as well as provided to partners in an FAQ or other type format as they think about marketing services funded in part by the WPCTSA.

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This activity is fairly straightforward and as it will be kept simple it is likely to be completed within six weeks, concurrent with the other two tasks. Lead responsibility: AMMA's Design Associate, Lynn Ricketts, supported by Heather Menninger.

Staffing, Level of Effort, Staffing and Billing Rates

We propose to bill, based upon actual hours expended, at a not-to-exceed level of effort of \$12,000.

AMMA team members Heather Menninger, Roy Glauthier and Dennis Brooks are known to WPCTSA staff and have been providing products associated with the SRTP process and the previous 2006 Dial-a-Ride evaluation. Additionally included in this effort is Ms. Lynn Ricketts to assist with the proposed design standards. Ms. Ricketts brings considerable design experience to the team from her work with the Disney organization, working with AMMA Transit Planning during this past year as a design and built environment associate. Her resume is attached.

For this follow-along contract, we propose to use the billing rates following the SRTP development proposal submitted to PCTPA in April 2010, with two exceptions. There is a merit increase to Mr. Dennis Brooks salary and the hourly rate for Ms. Lynn Ricketts is included below as well as she was not in the 2010 proposal submittal form A-M-M-A Transit Planning.

	<u>Fully Burdened Rates</u>
Heather Menninger	\$130.20
Roy Glauthier	\$131.25
Dennis Brooks	\$ 82.40
Lynn Ricketts	\$ 90.00

We expect to bill direct expenses based upon actual, largely related to travel, with no more than four site-visit trips expected and probably fewer. The distribution of labor resources over tasks will depend somewhat on the specifics to be undertaken but we expect it is likely that Task 1 will consume about 55% to 60% of the total effort, Task 2- Reporting System about 20% to 25% of the total effort and Task 3 about 15% to 20% of the total effort. If there is likelihood of any substantial variance in work effort among the tasks, this will be discussed with the WPCTSA staff at such time as which this becomes clear.

Thank you for the possible opportunity to assist you with the important programs of the WPCTSA. We look forward to being able to participate in implementation of this organization's next and maturing phase.

Sincerely,



Heather Menninger, Principal

LYNN RICKETTS
PRINCIPAL IN CHARGE - AMMA TRANSIT PLANNING

SUMMARY

Award winning designer and art director, Lynn began her career with product design and has honed her skills over twenty-five years in a variety of dimensional design fields: graphics, interiors, architectural, museum and theme park design in both 2D and 3D forms. Lynn's creative imagery and imaginative design is structured by her technical training in engineering and architecture. Lynn's strengths lie in her ability to intuitively listen and translate her vision into physical designs. Her ability to problem solve through space and images, brings to A-M-M-A a new exploration of mobility and its challenges.

TECHNICAL EXPERTISE

AutoCAD / Excel	Vendor Liaison / Tender Coordination
Word / Photoshop	Government Agencies Permit Process
InDesign / PowerPoint	Civil / MEP / Structural Coordination
Color / Materials / Finishes	Budget Review / Value Engineering
Hand Sketching / Presentation Art	Safety & Code Compliance Review
Scope of Work / Contract Documentation	Spatial / Functional Programming
Casework Details / Shop Drawing Review	Field Installation Coordination
Concept / Schematic / Design Development	Project Planning / Scheduling
As-Built Documentation / Specification Review	Submittal & Review Process
Client / Contractor / Interdepartmental Liaison	Construction Documents

PROFESSIONAL EXPERIENCE

1980 – Current Design Consultant

Designed diverse residential & commercial design; as-built documentation; professional organizer; technical innovation research & prepared summary reports; energy efficient design resource reference.

2010 - Current Transit Oriented Design Consultant

Client: A-M-M-A Transit Planning, Riverside

Collaborating associate offering built environment design relating to transportation accessibility; designed public survey for Riverside to Perris Valley Metrolink extension

2005 – 2009 Facility Design Manager, Senior Designer

Employer: Chimera Design, Sherman Oaks / Dedicca Group, Irvine (merger)

Major Projects: Marvel Dubailand (Dubai); Ngong Ping Village 360, Symbio, SkyFair (Hong Kong)

Collaborated with multiple disciplines to ensure aesthetic, feasible, affordable and functional design solutions. Coordinated design production, documentation schedule, technical & code requirements.

2004 – 2005 Design Consultant

Client: Nadel, Costa Mesa

Projects: Major Retail Facility Design

Prepared retail proposals & presentation site plans - materials, finishes, colors; AutoCAD & PhotoShop.

2003 – 2004 Design Consultant

Client: Cuningham Group, Marina del Rey

Major Projects: TEDA & Haihe River Projects (Hong Kong); Toronto Nascar Speedway (Canada)

Researched and incorporated innovative, cost-effective, sustainable design solutions for retail, dining, entertainment, commercial and residential environments.