

# SAFE STREETS AND ROADS FOR ALL (SS4A) COMPREHENSIVE SAFETY ACTION PLAN RFP: FY2023 SS4A SAFETY ACTION PLAN – CHAMBLEE PUBLIC WORKS

CITY OF CHAMBLEE | 10.14.24



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group

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October 14, 2024

City of Chamblee  
3518 Broad Street  
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ATTN: Christopher Poythress, City of Chamblee, Department of Pubic Works  
RFPinfo@chambleega.gov

## RE: RFP: FY2023 SS4A Safety Action Plan – Chamblee Public Works

Dear Mr. Poythress and Selection Committee,

We appreciate the opportunity to submit our qualifications for the City of Chamblee's SS4A plan. We are a unique firm that possesses a proper mix of practitioners, planners, and engineers that can guide a truly innovative effort like this. Our goal is to assist the city develop an implementation-based plan that can solicit funding from state and federal partners for its execution.

Foresite Group, LLC is a multi-discipline planning, engineering, design, and consulting firm that provides full-service planning and engineering across multiple disciplines (transportation, civil, structural, mechanical, electrical, and plumbing, civil engineering, landscape architecture, structural, broadband, and wireless) all in-house. We are currently contracting with communities in Georgia, like Chamblee that won initial SS4A planning funds.

We are proud to continue to partner with High Street Consulting. High Street is at the forefront of safety data analysis and planning having worked on several State DOT safety plans before the creation of the SS4A program. They are currently working as subconsultants to us on the SS4A studies we are undertaking. They also are priming other SS4A efforts throughout the northeast.

Our firms have joined together to provide the necessary skills and experience to develop a plan unique to Chamblee that will allow it to find quick wins and small, high impact projects, make changes to internal operations within the city with a focus on safety, and setting the stage for broader projects through additional state and federal funding

## KEY HIGHLIGHTS OF OUR APPROACH INCLUDE:

- 1. Utilizing Safe System Approach:** We're dedicated to developing SS4A action plans centered around the Safe System Approach, focusing on safe road users, vehicles, speeds, roads, and post-crash care. Our team has extensive experience in implementing this approach in various SS4A plans nationwide. Our approach has delivered SS4A Action Plans that meets all 8 tenants required by FHWA.
- 2. Expertise in Accident Data Evaluation:** Leveraging diverse data sources and assessment tools, we ensure all safety concerns are addressed comprehensively. From GIS data to state and national databases, we analyze various factors to identify potential locations for safety improvements.
- 3. Public Engagement:** We understand the importance of public involvement in transportation infrastructure projects. Drawing from our vast experience in public engagement, we'll tailor an engagement plan for Chamblee, combining in-person meetings and technology to ensure inclusive participation.
- 4. Implementation Focused:** We work with our clients to make sure we have plans that are actionable. Our team is thinking about types or countermeasures that make and impact in Chamblee but also resonate with federal funding partners. We also look to be aggressive with our planning process to put our clients in the best position for federal funding.

As requested in the solicitation here is some information about our firm, our philosophy, and why we feel we can provide the best value in delivering Chamblee's first Comprehensive Safety Action Plan.

## FORESITE GROUP INFORMATION

Foresite Group, LLC is a privately held engineering, planning, and design firm, serving public and private clients nationwide since January 24, 2003. Our 155 associates across 16 offices are dedicated to enhancing communities through thoughtful design and engineering solutions. We prioritize client relationships, tailoring our approach to meet their challenges and resources. Our expertise spans planning, design, and engineering services, ensuring efficient and effective project delivery. With a focus on communication, collaboration, and cost control, we offer in-house capabilities for streamlined project management. Our commitment to delivering economical designs within schedule and budget has earned us recognition as an award-winning team with a track record of success.

## FORESITE GROUP BUSINESS PHILOSOPHY

Foresite Group was founded in 2003 by motivated engineers taking advantage of an opportunity to strike out on their own. That same drive and willingness to take calculated risks and keep the door open for opportunities has allowed us to grow from two offices offering Land Development and Wireless Services to 17 offices nationwide supporting six practice areas. Between 2009-2012, we added Transportation, Landscape Architecture, and Structural Engineering to our service portfolio. We grew again in 2015 as we added our Broadband Engineering practice, and again in 2019 adding our MEP+ Fire Safety Practice. Always looking to expand our reach into new markets, we have strategically added offices over the years to support our goals. Of course, our people drive this growth. We prioritize hiring the best people and equipping them to pursue work that excites them. We tell potential team members: you define your success at Foresite Group; you can go as far as your drive takes you, because that's exactly how we've experienced success from the beginning.

Our core values are the guiding principles that form the foundation on which we operate as a firm. In all that we do, we highly value our clients, our service, our people, and our culture.

- **Our Clients:** Helping our clients achieve their goals every day
- **Our Service:** Excellent service and products through experience and trust
- **Our People:** Great associates who deliver on promises and love what they do
- **Our Culture:** Continual idea generation and the pursuit of growth opportunities via creativity and a collaborative approach

## FORESITE GROUP'S INTEREST IN THIS SOLICITATION

The Foresite Group Team enjoys working with smaller communities that like to see things get accomplished. Our team has practitioners that have worked at local government and understand the challenges of working for a city like Chamblee. We know you are seeking to leverage this safety grant to not just develop a plan but to seek funding to solve problems. Our proposed project manager, Erik Steavens, has over 30 years working at local, state, and federal transportation agencies. Mr. Steavens has worked for two different state DOTs (Georgia and Texas) as well as for the Federal Highway Administration (FHWA). In his career, he has developed discretionary funding programs at the national level and understands how agencies "fund" projects. He will be guiding the project steering committee's effort with a focus on projects that are practical and effective at solving the transportation problems at hand. Our engagement manager, Doug Stoner understands local government having worked as an economic development director, a Georgia elected official as well as having serviced in the State Senate and House. He is well attuned to issues and making sure there can be a political "win" for projects and strategies. Our team collectively will ensure that projects are not just technically but politically viable at the local level and with potential funding agencies. We have worked on bringing over \$100M in discretionary projects to local jurisdictions using this approach.

We hope to have the opportunity to assist the City of Chamblee make informed decisions on addressing its transportation network for now and the future.

Thanks,

**FORESITE GROUP, LLC**



Erik Johnston  
President



## 2 | QUALIFICATIONS & RELATED EXPERIENCE

### ***A. A description of the team's project understanding and project approach, methodology and schedule that sufficiently addresses the scope of work.***

#### **PROJECT UNDERSTANDING**

The Foresite Group team understands the City of Chamblee seeks qualified support to develop a Comprehensive Safety Action Plan (CSAP) to bring safety funding and solutions to the community through the U.S. Department of Transportation's Safe Streets for All (SS4A) program. Chamblee applied for and received SS4A funding to create a CSAP with a focus on current and future safety and mobility issues in the community. With a focus on the Chamblee downtown core, the CSAP will provide data-driven solutions and implementation strategies that include safety awareness/safety culture; bicycle and pedestrian safety; and multimodal corridors that allow both automotive and alternative transportation users to access downtown safely and comfortably.

A CSAP is the basic building block and the first requirement for accessing future implementation funding. A CSAP needs to be comprehensive, addressing serious injury and fatal crashes, and supported by data analysis that characterizes the roadway safety issues facing users in the City today and in the future.

#### **PROJECT APPROACH & METHODOLOGY**

Having developed many SS4A CSAPs in the past and through our collective experience, we understand some critical issues that we will consider in our approach and methodology when developing the Chamblee CSAP :

**DEVELOP A DIVERSE STAKEHOLDER GROUP.** Improving community safety must include a wide range of local government and community representatives who understand Chamblee's safety issues and observe and/ or experience those issues daily. We are strong advocates of inviting first responders (fire, police, EMS, etc.), public works, schools, transit providers, hospital systems, and organizations that represent historically disadvantaged communities, among others to participate in the CSAP development. Collectively, these stakeholders can inform the development of your safety plan, identifying issues and potential solutions to complement data-informed analysis. Further, they provide a good sounding board to get a gut check on what the data may be telling us.

**ADDRESS EQUITY.** Equity is a priority in the fabric of the CSAP because we understand disadvantaged communities are historically, and disproportionately impacted by transportation investments that don't consider their needs.

Low-income communities spend a higher proportion of their annual income on transportation than wealthier communities, and the neighborhoods they live in have historically received a lower share of investments in safer, multimodal transportation options. For the city, we will work to assess the roadway network with a focus on vulnerable roadway users in disadvantaged communities within

the city. Our objective is to deliver safer and better infrastructure that increases mobility and eliminates barriers for those who have not always received the benefits of equitable, mobility-focused transportation infrastructure.

**LOOK FORWARD, NOT JUST BACKWARD.** In a community like Chamblee where population growth is rapidly occurring, just looking at past trends is not enough. The Foresite Group team will seek to link the county's crash findings to specific roadway characteristics that contribute to poor safety outcomes. We will then be able to develop specific strategies to address these types of locations in a predictive approach, rather than waiting for crashes to occur.

**DEVELOPING CHAMPIONS.** Developing and engaging plan champions at all levels with influence within and over the city supports the city to drive the CSAP to implementation. We will also seek to find champions within the community as with the political leadership at the state and national levels.

Developing thoughtful, implementable plans for improving safety requires taking a deep dive into the data, considering equity throughout the process, and engaging with a diverse group of stakeholders. We are focused on ensuring these critical issues are addressed and are at the forefront as we develop the CSAP.

The Foresite Group team is enthusiastic to share our experience developing successful Comprehensive Safety Action Plans (CSAPs) (PTS-HSPs) through the SS4A program in communities with challenges and opportunities much like the City of Chamblee. Our team brings an unparalleled understanding of the unique opportunities and intricacies of developing CSAPs.

Led by Mr. Erik Steavens, the Foresite Group team brings leadership and unparalleled expertise developed over his years of service as director of the Albany, GA MPO, Georgia Department of Transportation (GDOT) Intermodal Programs division director, and Texas Department of Transportation (TxDOT) Rail division director.

We understand that many communities have not developed CSAPs and may not have the policy or data foundation to confidently begin this journey. Our team brings the expertise to help our clients create holistic CSAPs based on their unique community needs and priorities, and that can be implemented effectively. We understand that creative and timely solutions help safety interventions and countermeasures be implemented in the community sooner, saving lives that much sooner.

Our team's work includes accelerating our planning process to complete the Effingham County, GA CSAP three (3) months ahead of schedule to help the county meet the SS4A Demonstration and Implementation funding grant cycle. We are focused and aware this is an issue for Chamblee as well and to that point, Erik has chosen a depth of professional resources that supports conducting tasks concurrently.

At the end of the day, our team cares about the community’s safety and will hustle our work effort to create advantages for our clients where it makes sense.

Ms. Lori Cox, AICP, has recently joined the Foresite Group. Lori has over 20 years of experience in the public and private sector working with smaller communities like Chamblee to develop plans focused on practical implementation. She will be supporting the success of this project by providing project management support, engagement expertise, policy development, and implementation solutions.

Erik has also selected High Street Consulting Group to join the Foresite Group team to provide additional depth of resources to Chamblee. Each firm has worked with communities around the country with similar transportation planning and safety challenges and opportunities. Further, the Foresite Group and High Street have worked together previously which ensures we already have a level of communication that will keep this project moving along and with consistent quality control.

**DEVELOPING SAFETY ACTION PLANS OR SIMILAR TYPE STUDIES**

The Foresite Group team has extensive experience in developing safety plans and programs. Our team has just completed a Comprehensive Safety Action Plan under the SS4A program for Effingham County, GA. We will complete a similar planning effort for Barrow County by year’s end. Our subconsultants are currently working on two (2) other SS4A efforts in Idaho and in the northeast U.S.

In addition to plans for SS4A, our team has worked on numerous other safety-related plans, including Safe Routes to Schools, State Highway Safety Plans, and many corridor safety assessments. Further, our proposed project manager, Erik Steavens, has been the State Safety Oversight lead for the Georgia Department of Transportation as well as the Texas Department of Transportation.

**COMMUNITY ENGAGEMENT**

Our team has worked collectively on more than 300 projects that have included education and engagement because that’s how our team works. We know there is no “silver bullet or singular technique that works for all communities- wholesale. We will sit down with you and your staff to develop an engagement plan that works for the city using the lessons we have learned and applying techniques and methods that combine in-person meetings and technology to ensure that all voices can be heard.

Our engagement lead, Doug Stoner, is a Georgia State Representative and has led study and project efforts ensuring that the public is informed, engaged, and heard. We understand one of the biggest challenges with developing transportation infrastructure is ensuring the public is well informed, engaged, and feels they are contributing to the solution. Doug ensures that not just the public is heard but that elected decision-makers are part of the engagement process as well.

As we put together an outreach program for Chamblee, we seek to gather input at three (3) major milestones:

1 RECAP	<ul style="list-style-type: none"><li>Recap overall SS4A program</li><li>Confirm the role of the Committee</li><li>Present potential high-crash areas and solicit feedback</li><li>Present potential countermeasures and solicit feedback</li></ul>
2 REVIEW	<ul style="list-style-type: none"><li>Present draft projects and preliminary prioritization results</li><li>Solicit feedback on draft projects</li></ul>
3 CONFIRM	<ul style="list-style-type: none"><li>Present and confirm final projects and policy recommendations</li></ul>

We have used this approach for developing the current SS4A studies we have underway.

**CRASH DATA ANALYSIS**

Through every SAP, we leverage diverse quantitative and qualitative data sources and assessment tools to ensure all safety concerns are addressed comprehensively. From GIS data and state and national databases to public surveys and in-person meetings, we collect a holistic depth of resources and angles to identify the best possible locations for community-based safety improvements.

**ROADWAY SAFETY AUDITS**

Throughout the SAP development process, our team employs and implements Roadway Safety Audits to ensure we’re creating designs and countermeasures with prominent checks to ensure they’re meeting their objectives. We take them throughout the project development process, based on our several hundred previous assessments, to “BUILD SAFETY” throughout our process.

**SIGNAL TIMING AND PROGRESSION**

The Foresite Group team ensures signal timing and progression support for our clients’ safety objectives. We collect and analyze traffic data to optimize signal timing plans and use traffic simulation software to assess their impact on intersection performance. We are currently working on several GDOT routes, bringing expertise to improve travel corridors and traffic flow.

**LARGE-SCALE TRAFFIC CALMING/ROAD DIET PROJECTS**

We focus on making roads safer and more pleasant for everyone. Our team carefully considers how road changes will affect traffic, pedestrians, and cyclists. We have the skills to gather and explain data, and we follow the best guidelines. Our expertise includes designing corridors for everyone.

**TRANSIT SYSTEM STOP SAFETY ANALYSIS**

We specialize in safety assessments of transit system stops, identifying hazards and recommending improvements to enhance visibility and reduce accident risks. Our work includes optimizing bus stop locations along transit corridors and advising on safety planning and design initiatives.

**TRANSPORTATION PLANNING**

The Foresite Group team understands that practical and efficient transportation networks are the foundation of economic well-being, with sustainable and reliable infrastructure profoundly impacting both people and the natural environment. With that in mind, the Foresite Group team places stakeholder involvement

at the heart of our process shaping the strategies that improve a community's mobility and access while fostering sustainability and resiliency.

We understand that transportation infrastructure often serves as a catalyst for community transformation and may not have been built in the past to serve the community needs of today. We help our clients effectively and intelligently plan for the growth they want to see rather than just 'fix a problem'. We bring a team of multidisciplinary planners, engineers, and landscape architects equipped to help our clients plan with practical, implementable solutions for a variety of transportation scopes, such as urban, rural, and regional growth; plans to foster a prosperous downtown through transit-oriented development; recommendations on new mobility strategies to implement; or enhancing transportation network operations and connectivity.

**Our services include:**

- Vision Zero and safety planning
- Alternatives analysis
- Community and stakeholder engagement and facilitation
- Corridor and subarea planning
- Data analytics and modeling
- Feasibility studies
- Financial analysis
- Goods movement planning
- Long-range transportation planning
- Multi-modal planning
- New mobility planning
- Parking planning
- Performance measurement and management
- Transportation policy analysis and development
- Resilience planning
- Scenario planning
- Strategic planning
- Transit-oriented development

## PROJECT APPROACH & METHODOLOGY

### TASK 1 PROJECT MANAGEMENT

Foresite Group will provide overall management and coordination of the project. Foresite Group's Project Manager, Erik Steavens, successfully managed many planning efforts across the country. Mr. Steavens will be responsible for management of the scope, schedule and budget of this project and will be the primary point of contact with Chamblee's project manager.

Mr. Steavens and the Foresite Group Team recognizes that moving to implementation as early as possible is a goal of this project and will continue to look for efficiencies to accomplish this goal while not compromising the quality of the work.

**Plan of Action.** The Foresite Group Team will develop an actionable plan to ensure the SS4A planning process is efficient and transparent. A program management plan that includes a detailed schedule will be developed shortly after the award.

**Meetings/Coordination.** The Foresite Group Team will provide full support to all the Stakeholders Committee, town hall meetings, webinars, and focus group discussions. This includes meeting scheduling, preparation of agendas, meeting materials, facilitation, and meeting summaries. Mr. Steavens will lead biweekly progress meetings with city staff. Minutes of discussions will be made and distributed to the city.

Foresite Group, however, will not wait to notify Chamblee's Project Manager of issues. The city will be alerted at once and Foresite Group will determine potential solutions and recommendations. Foresite Group and its team members will be available to meet with the Chamblee Project Manager to discuss issues or prepare for Stakeholders Committee meetings and other meetings.

**Invoicing/Progress Reports.** Foresite Group will prepare monthly invoices accompanied by a written progress report that identifies work performed, upcoming work and deliverables, as well as any issues or potential issues that could affect the project scope, schedule, or budget. Foresite Group team will assist the city in meeting its reporting requirements for the SS4A program.

**Deliverables: Project Management Plan with Schedule  
Facilitation of Progress Meetings and Minutes  
Monthly Invoices and Quarterly Progress  
Reporting (SF425, etc.)**

### TASK 2 STAKEHOLDER AND PUBLIC ENGAGEMENT

The purpose of an engagement plan is to serve as a road map for community and stakeholder engagement and communications in support of the CSAP planning process.

Below is a short list of components that the Foresite Group Team has identified for the CSAP engagement plan:

- Engagement objectives
- Target audience(s)
- Outreach strategies
- Engagement phasing and scheduling

Detailed recommendations related to each item are provided below.

### OBJECTIVES

The objectives for the engagement plan set the tone for stakeholder engagement and help determine which outreach strategies are appropriate for inclusion in the plan. For the CSAP some might include:

- Identify community-based organizations (CBOs) and others with a stake in the development of the plan and consider establishing a formal partnership with one or more CBO(s) to support the engagement process.
- Identify outreach techniques for engaging community groups and the broader public.
- Ensure all stakeholders have open access to and input into the decision-making process and have timely information about the project as it moves forward.
- Provide reasonable public access to technical and other information about the project.

- Ensure the concerns, issues, and preferences of stakeholders are understood and reflected in the final plan document.

## TARGET AUDIENCE

Engagement will be tailored to include the wide range of CSAP internal and external stakeholders. Each target audience has a unique constellation of needs regarding how, where, when, and with whom engagement will be conducted. Furthermore, each target audience has its own unique familiarity with different facets of plan content (e.g., engineering knowledge, political knowledge and concerns, personal experience with safety issues). Audiences should be engaged in an order that best leverages and builds upon available information and solicits feedback that supports the next phase of engagement or plan development.

## OUTREACH STRATEGIES

Foresite Group has used several strategies to get critical input from constituents. Foresite Group will work with County staff on the details of our proposed plan. Approaches for engagement could include:

- Establishing a Project Steering Committee. This group has been referred to in the approach but will have a mix of technical staff, political and appointed staff, interest groups, and the public.
- Partnering with community-based organizations (CBOs) and neighborhood or district groups to receive input and feedback via small group meetings. CBOs can serve as trusted liaisons between city/county staff and consultants to the public who create a comfortable and familiar small-group context in which community members feel comfortable asking questions and sharing feedback. They are also great at helping to identify and address equity issues.
- Community workshops and public forums. Large workshops and forums (virtual or in-person) provide opportunities to share information with the public, get the word out about draft plans, and advertise upcoming engagement opportunities. In-person workshops provide opportunities to gather nuanced insights from the public via hands-on idea-generating activities (e.g., mapping and sketching).
- Online outreach via a project website and surveys. This medium provides the opportunity to engage individuals who cannot attend in-person or timed events. It is important to be aware of language barriers (i.e., provide the website in commonly spoken languages) and acknowledge who cannot access this medium based on digital divides in the community.
- Table activities near key community services and gathering spaces. This strategy can help reach individuals not otherwise reached by mailers, digital notices, social media, and other traditional means of government communication. This strategy can be used to directly share information about a plan and solicit feedback or direct individuals to engage via one of the other available activities mentioned above.

Ultimately, engagement best serves the project when it is designed to meet all unique stakeholder groups where they are and provide flexibility in how people engage with and provide feedback on

project materials.

## ENGAGEMENT PHASING & SCHEDULING

The most successful engagement plans are designed to facilitate iterative improvement of the plan via knowledge sharing and receipt of feedback. Though each project has its unique engagement needs and capacities, outreach can generally be structured to align with CSAP phases:

- **Phase 1:** Existing Conditions & Vision/Goal Setting
- **Phase 2:** Proposed Infrastructure Improvements & Priority Projects
- **Phase 3:** Draft Plan Review & Adoption

## CONVENE A PSC

Making a safety plan such as this requires considerable input and engagement from a diverse range of individuals in each community. The foundation of the SAP is a steering committee, which is the team responsible for developing the action plan. Bringing the right agencies and individuals together to be part of the working group will help foster a long-term commitment and build momentum to implement the plan. The responsibilities of this group will include:

- Establishing a charter or memorandum of understanding to clarify each working group member's role.
- Analyzing data (crash, traffic, etc.) to look for trends or potential problem areas.
- Recommending and prioritizing emphasis areas to include in the SAP.
- Engaging relevant safety stakeholders.
- Identifying public, private, and non-profit funding sources to implement the SAP.
- Marketing the SAP through a communication plan with key messages for active public involvement

The Foresite Group team will work with city staff to develop the PSC and will provide the materials needed for the development and implementation PSC meetings throughout the study effort.

### ***Deliverables: Public Engagement plan***

## TASK 3 DATA COLLECTION

In our pursuit of creating Safe Streets for All (SS4A), Task 3 focuses on data collection, a critical step in formulating an effective Action Plan. Our approach is multifaceted, encompassing various data sources and analytical methods to derive valuable insights that inform targeted safety measures. The Foresite Group team will rely on data from several sources that present the environment for safety. They include, but are not limited to:

- **GDOT** – The primary database to be used to identify crash characteristics is GDOT Numetric. GDOT data will also be used to identify vehicular traffic volumes and travel patterns as well as roadway characteristics such as number of lanes and signal locations.
- **City of Chamblee and DeKalb County** – Local government data will be used to identify items such as existing land use



and character areas, future land use land uses, ADA-compliant crosswalks, locations of street lighting, and locations of schools, EMS (Police, Fire) facilities, and medical facilities.

- **Atlanta Regional Commission** – ARC has several GIS layers related to transportation service available including a new bicycle and pedestrian GIS tool. Additionally, the Foresite Group team will leverage ARC’s Replica data license. Replica is an AI-powered urban planning tool developed by Sidewalk Labs uses aggregated and anonymized data to create a digital model of a city and simulate various urban scenarios. Replica can analyze vast amounts of data related to traffic patterns, pedestrian movements, accident hotspots, and other relevant information. Replica can analyze demographic data to identify areas with vulnerable populations, such as children, elderly individuals, or people with disabilities, who might be at higher risk on the streets. This information can guide the development of targeted safety measures.

**Deliverables: Technical Memorandum on Chamblee Accident Data**

## TASK 4 SAFETY ANALYSIS

Foresite Group’s team will conduct data analysis as this to identify factors such as traffic speed that can potentially have causation or correlation to crash patterns. Similar analysis on various contributing factors will be used to identify emphasis areas. Geospatial and socioeconomic data will be analyzed to identify whether high injury crashes are disproportionately occurring in certain parts of the city. In addition, weighting factors can be applied based on whether the road is near areas frequented by children (schools, parks, etc. Based on safety data analysis, city staff/community priority factors, and other roadway features and factors, a GIS map of the City’s High Injury Network will be developed and provided. This analysis will be used to identify and prioritize potential projects as part of the overall safety action plan.

In addressing equity, the Foresite Group team will utilize the USDOT Equitable Transportation Community (ETC) Explorer tool to serve as a baseline for identifying Justice40 Communities. The tool has identified specific areas within Chamblee that are considered disadvantaged Census tracts. Specific elements are available for each of these Census tracts that can inform the outreach process, such as poverty level, median household income, transportation cost burden, estimated cost of transportation, housing cost burden, households with no personal vehicle, broadband access, and drive distances to education, grocery stores and medical services.

Our team will also use Replica to gather information on disadvantaged community safety issues. Replica’s data can also be used to normalize severe injury and fatality crash data to go beyond where crashes are happening and determine where road users are most at risk. The images below depict the potential for Replica to identify the trends for low income and minority travelers.

**Deliverables: Technical Memorandum on Data Analysis**  
**Technical Memorandum on High Injury Network**

## TASK 5 TRANSPORTATION EQUITY REVIEW

The SS4A plan will be developed using inclusive and representative processes to pursue a comprehensive approach to advancing equity for all, including individuals who belong to underserved

communities that have been denied such treatment, such as Black, Latino, Indigenous, and Native Americans, Asian Americans and Pacific Islanders, and other persons of color; members of religious minorities; lesbian, gay, bisexual, transgender, and queer (LGBTQ+) persons; persons with disabilities; persons who live in rural areas; and persons otherwise adversely affected by persistent poverty or inequality. The plan will further focus on the disproportionate, adverse safety impacts that affect certain groups on our roadways, particularly people walking and biking in underserved communities. Underserved communities are identified through data and available regional Environmental Justice Analysis, and in collaboration with community partners.

Equity considerations are integral to our safety analysis. We leverage resources like the Justice40 dataset and Replica data to cross-reference findings with crash data, shedding light on the connections between transportation safety and socio-economic factors. This insight informs the integration of equity into location and facility prioritization. We’ll take origin destination data and determine if our most disadvantaged users are passing through our identified high-injury network.

In addition, the team will assess equity through the Atlanta regional lens.

## FOCUSING ON VULNERABLE ROAD USERS (VRU)

Our analysis will include quantitative analysis of VRU fatalities and serious injuries that includes data such as location, roadway functional classification, design speed, speed limit, and time of day. To identify the percentage of VRU’s killed or seriously injured we will take a multi-pronged approach:

- Align with upcoming VRU submittals by reviewing the safety assessments that considers the demographics of the locations of fatalities and serious injuries, including race, ethnicity, income, and age.
- Track trips originating from disadvantaged locations. We will leverage census resources like the Equitable Transportation Community Explorer (ETCE) to blend with origin-destination (OD) data by cross-reference findings with crash data, shedding light on the connections between transportation safety and socio-economic factors. This insight informs the integration of equity into location and facility prioritization. By combining routing engines like the Open Streets Routing Machine (OSRM) with OD information (from the regional travel demand model, tools like Replica) to traffic analysis zones, the number of trips using a facility can be estimated without running a time-intensive select-link analysis with the TDM.
- Engage with stakeholders to leverage their local knowledge of locations with higher VRU and crash density on the HIN.

**Deliverables: Technical Memorandum on Equity**

## TASK 6 IMPLEMENTATION MATRIX

An actionable plan is built from the collection and assessment of quality data, key assumptions, civic input, and strategies. The Foresite Group team will facilitate the stakeholder committee to identify the key emphasis areas for the SS4A plan. An emphasis

area is an area of opportunity to improve safety through a Safe System Approach.

The emphasis areas will be consistent with trends identified during the data analysis. The development of emphasis areas should have a robust public engagement process so that citizens have the chance to identify areas of concern. The countermeasure toolkit will be used to develop strategies to address the emphasis areas of concern.

#### **IDENTIFY EMPHASIS AREA OBJECTIVES / PERFORMANCE MEASURES**

Each emphasis area will help meet the plan's overall goal by establishing objectives and performance measures. Performance measures are short term outcomes that contribute to achieving the strategic plan. They provide milestones, indications of progress, and will be established within a specific, actionable period. Performance measures may be set at specified time intervals measured over the life of the plan such as, "reducing roadway departure fatalities each year and an overall reduction of 10 percent within five years."

#### **ASSESS FUTURE CONDITIONS**

In developing strategies and emphasis areas, one needs to understand future conditions. The Foresite Group Team will forecast traffic for 20 years along key routes based on percentage annual growth and consider forecasted changes in local land use. From these forecast assumptions about the future can be made regarding future levels of service (LOS) and operating conditions along key routes and intersections. This forecast will also shed some insights on capacity, geometric, right of way, and other deficiencies along key roadway routes identified for the 20-year time frame.

#### **PROJECT PRIORITIZATION CRITERIA**

The Foresite Group team will propose strategies for each key emphasis area. These will be prioritized by the stakeholder committee by comparing the benefits and costs of implementation. This comparison will help the implementation phase by starting with the strategies that provide the highest benefit (e.g., reduction in crashes) for the least cost. However, costs and benefits are not the only considerations. Other considerations for prioritization will include the availability of manpower (e.g., does the city maintenance staff have time available to trim vegetation over the summer), the schedule for implementation (e.g., are there short-term strategies that can be implemented rather quickly), and the relative importance of each emphasis area. The PSC will determine an agreed upon priority for the strategy with these considerations in mind.

***Deliverables: Technical Memorandum on Project Prioritization.***

#### **DEVELOP AREAWIDE STRATEGIES TO ADDRESS IDENTIFIED SAFETY ISSUES**

The CSAP will also include strategies focused on addressing the areas of emphasis on segments in the city. Strategies will be based on identifying, categorizing, and reviewing high priority corridors for improvement. These are locations where safety improvements are most needed to achieve the goals of the SS4A and can form

the basis for system-wide improvement strategies. Options will be provided by the Foresite Group Team to the city and the PSC for consideration and ultimate inclusion in the plan.

#### **DOCUMENTATION WITH STAGED IMPROVEMENT PLAN (IMPLEMENTATION MATRIX)**

The Foresite Group team will propose strategies for each key emphasis area. These will be prioritized by the PSC by comparing the benefits and costs of implementation. This comparison will help the implementation phase by starting with the strategies that provide the highest benefit (e.g., reduction in crashes) for the least cost. However, costs and benefits are not the only considerations. Other considerations for prioritization will include the availability of manpower (e.g., does the city maintenance staff have time available to trim vegetation over the summer), the schedule for implementation (e.g., are there short-term strategies that can be implemented rather quickly), and the relative importance of each emphasis area. The PSC will determine an agreed upon priority for the strategy with these considerations in mind.

The goal of the written report will be to make a case for safety improvements in the city that include quick action items as well as longer-term solutions that will need additional development. This document will be the basis for engaging state and federal agencies funding to implement the plan with strategies for short-term (0-5 years), mid-term (5- 10 years), and long-term (10+ years).

***Deliverables: Implementation Matrix.***

#### **TASK 7 DRAFT AND FINAL PLAN**

##### **DRAFT SS4A ACTION PLAN**

At this point the Foresite Group Team in consultation with city staff and the PSC has developed and prioritized the issues, needs, and strategies to address the safety concerns for the city. The Foresite Group Team will provide a through accounting of this process using the following as out report outline.

The draft will be provided to the city for review and comment. The Foresite Group Team will respond promptly to comments or concerns expressed by the city on the draft.

***Deliverables: Draft SS4A Plan***

##### **FINAL REPORT**

A final report will be developed using all the input received. The goal of the written report will be to make the case for safety improvements in the city while being an easy-to-understand document while balancing the technical level of detail state and federal agencies will seek as the city begins to ask for funding to implement the plan.

***Deliverables: Final SS4A Plan***

#### **TASK 8 - EXECUTIVE SUMMARY AND FACT SHEET**

Plans are only as good as how they are communicated. The Foresite Group team will develop an executive summary document for the city. The executive summary will be written in plain language and heavily use graphics to tell the story of the Safety Action Plan. Foresite Group will also develop a fact sheet and brochure that will be available during the public engagements of the study effort.

***Deliverables: Executive Summary (not to exceed 10 pages) and up to three brochures and fact sheets***

## PROPOSED SCHEDULE

This schedule assumes a notice to proceed from the City by November 18, 2024. Timing for milestones and activities would be proportional based on the actual notice to proceed. The schedule represents the timing to prepare a Three Phase Process for developing the SS4A Safety Action Plan. The dates in blue represent the Visioning Phase, the dates in Red represent the Strategies Phase and the dates in green represent the Review Phase of the planning process. The goal is this schedule is to be in position to apply for federal funds at the end of August for demonstration funding if USDOT holds to the schedule they used this fiscal year.

2024

*\* Monthly Project Review Meetings on the last Thursday of each month*



### VISIONING PHASE

#### LISTENING AND LEARNING

Introduce the SS4A Safety Action Plan, analyze current data, and collect feedback to define the overall vision and goals.

##### MILESTONES

NOV

11/29 - Project Management Plan

DEC

12/06 - Technical Memorandum on Project Steering Committee

12/12 - Formal Project Kick-off Meeting and PSC Meeting

12/13 - Stakeholder Engagement Plan

JAN

01/10 - Technical Memorandum on Vision Goals and Objectives

FEB

02/13 - Second PSC Meeting



### STRATEGIES PHASE

#### EVALUATE OPTIONS AND DEVELOP SAFETY STRATEGIES

Share with stakeholders and the community potential safety initiatives eligible for grant funding that are both feasible and applicable.

##### MILESTONES

MAR

03/19 - Technical Memorandum on Safety Data + Technical Memorandum on the Anderson County HIN

APR

04/10 - Third PSC Meeting

04/16 - Technical Memorandum on Equity

MAY

05/24 - Technical Memorandum on Policies, Guidelines, and Standards Review

05/29 - Tentative Public Input Meeting

JUN

06/07 - Technical Memorandum on Potential Safety Strategies

06/12 - Fourth PSC Meeting

06/14 - Technical Memorandum on Intersections

06/20 - Technical Memorandum on Strategies and Approach to Emphasis Area



### REVIEW PHASE

#### REVIEW DRAFT SAFETY ACTION PLAN

Present suggested changes through a preliminary Safety Action Plan draft, allowing for public commentary before finalizing the SS4A Safety Action Plan.

##### MILESTONES

JUL

07/16 - Tentative Public Input Meeting

07/17 - Final PSC Meeting

07/19 - Technology Plan for a SS4A study website and progress tool

07/22 - Draft SS4A Plan

07/29 - Final Project Review Meeting

AUG

08/18 - Final SS4A Plan

2025

**B. A description of the consultant team's experience with similar projects that have included transportation planning, corridor studies, access management, and innovative and creative design.**

**REFERENCE 1.**

<b>Project Name</b>	<b>SAFE STREETS FOR ALL (SS4A) PLAN</b>
<b>Company Name and Address</b>	Effingham County, Georgia 804 S Laurel Street Springfield, GA 31329
<b>Dates of Service</b>	DEC 2023 - AUG 2024
<b>Project Budget</b>	\$190,000
<b>Firm's Duties Under This Project</b>	<b>Foresite Group</b> was tasked with developing a Safe Systems-based plan in alignment with the County's Safe Streets for All (SS4A) initiative. The SS4A Action Plan represents the first step in identifying issues and solutions to enhance safety across Effingham County. This plan aims to discover innovative ways to fund and implement cost-effective, high-impact solutions. The development process involves collaboration with partners on various aspects of the Action Plan, including data collection, formulating alternatives and recommendations, and prioritizing strategies to improve safety throughout Effingham County. The SS4A Plan will produce three key deliverables: data management, policy recommendations, and a prioritized list of capital improvement projects. Upon completion, this prioritized list will be eligible for funding from multiple sources, such as federal discretionary grants and local funding. The Foresite Group team, collaborating closely with county staff, expedited our efforts to complete the study ahead of schedule, positioning us to apply for demonstration funding in 2024 instead of waiting for the 2025 grant cycle.
<b>Primary Contact Name and Title</b>	Danielle Carver Procurement and Capital Projects Manager
<b>Contact Phone Number and Email Address</b>	912.754.2159 x4572 dcarver@effinghamcounty.org





## REFERENCE 2.

<b>Project Name</b>	<b>SAFE STREETS FOR ALL (SS4A) PLAN</b>
<b>Company Name and Address</b>	Barrow County, Georgia 30 North Broad Street Winder, GA 30680
<b>Dates of Service</b>	JAN 2024 - OCT 2024
<b>Project Budget</b>	\$295,000
<b>Firm's Duties Under This Project</b>	<b>Foresite Group and High Street</b> were commissioned to develop a Safe Systems-based plan in alignment with the County's Safe Streets for All (SS4A) initiative. The SS4A Action Plan represents the first step in identifying issues and solutions to enhance safety for everyone in Barrow County. The plan aims to discover innovative ways to fund and implement cost-effective, high-impact solutions. Its development involves collaboration with partners on various elements, including data collection, formulating alternatives and recommendations, and prioritizing strategies to improve safety across all areas of Barrow County. The SS4A Plan will produce three key deliverables: data management, policy recommendations, and a prioritized list of capital improvement projects. Upon completion, this list will be eligible for funding from multiple sources, such as federal discretionary grants and local funding.
<b>Primary Contact Name and Title</b>	Chris Yancey Director of Public Works
<b>Contact Phone Number and Email Address</b>	770.867.7640 cyancy@barrowga.org



REFERENCE 3.

Project Name	SS4A GRANT SERVICES
Company Name and Address	City of Villa Rica, Georgia 571 W Bankhead Hwy Villa Rica, GA 30180
Dates of Service	2024
Project Budget	\$9,400
Firm’s Duties Under This Project	<b>Foresite Group</b> has been engaged by the City of Villa Rica to assist in negotiating and executing a grant agreement between the City and the Federal Highway Administration (FHWA). Our services include refining the scope of the Safety Actbn Plan, coordinating with city staff, engaging in discussions with FHWA on the proposed scope of work, and developing the necessary documentation required for the city’s grant agreement.
Primary Contact Name and Title	Diana DeSanto Deputy City Manager
Contact Phone Number and Email Address	678.840.1213 ddesanto@villarica.gov





**REFERENCE 4.**

<b>Project Name</b>	<b>SC DOT MOMENTUM 2050 STATEWIDE MULTIMODAL TRANSPORTATION PLAN</b>
<b>Company Name and Address</b>	SCDOT 1201 Main Street, Suite 600 Columbia, SC 29201
<b>Dates of Service</b>	2023 - 2024
<b>Project Budget</b>	\$912,000
<b>Firm's Duties Under This Project</b>	<b>High Street</b> is leading Momentum 2050, SCDOT's plan for the future of the state's multimodal transportation network. The document is a statewide plan for all users, all modes, and any area that has a role in South Carolina's transportation system. It evaluates the transportation system, what is changing, and how to improve it over the next decades. Momentum 2050 does not choose specific projects or decide what will be built where, but rather produces strategies and policies that will help SCDOT prioritize projects that will help achieve its vision. High Street also developed and implemented a public participation plan to gather feedback on public priorities and how residents envision the future of transportation in the state.
<b>Primary Contact Name and Title</b>	LaToya Grate-Adams, AICP SCDOT
<b>Contact Phone Number and Email Address</b>	803.737.0654 gratel@scdot.org



REFERENCE 5.

<b>Project Name</b>	<b>CAMPO PROJECT PRIORITIZATION METHODOLOGY UPDATE, NORTH CAROLINA</b>
<b>Company Name and Address</b>	NC CAMPO 1 Fenton Main Street, Suite 201 Cary, NC 27511
<b>Dates of Service</b>	2023 - 2024 (Present)
<b>Project Budget</b>	\$533,750; MTP Prioritization Framework: \$62,000
<b>Firm's Duties Under This Project</b>	<b>High Street</b> is establishing data-driven and community-focused processes to create an SS4A action plan by conducting multimodal crash data analysis, developing a high injury network, performing a risk assessment, conducting an equity analysis, and recommending safety enhancements. They are also developing regional goals, objectives, policies, and an implementation framework; conducting public engagement activities for leadership, stakeholders, and the general public; developing a Regional Multimodal Safety Action Plan with recommendations for how CAMPO and its partners can improve regional safety performance; and enhancing MTP prioritization processes based on identified safety improvement metrics.
<b>Primary Contact Name and Title</b>	Tim Shortley GIS Programmer/Analyst
<b>Contact Phone Number and Email Address</b>	919.996.4405 timothy.shortley@campo-nc.us



# BLUEPRINT FOR SAFETY

CAMPO Regional Transportation Safety Action Plan



C. Identification of the key personnel who will be assigned to the project, including resumes, with a description of their respective roles and an estimate of their level of participation in the project.

ORGANIZATION CHART



MATRIX OF AVAILABILITY

PROPOSED STAFF	AVAILABILITY	PROPOSED STAFF	AVAILABILITY
Erik Steavens	60%	Yousef Dana	50%
Dennis Tonsor	60%	Bryce Miller	35%
Stevie Berryman	50%	Kevin Ford	20%
Devesh Doobay	45%	Jeff Carroll	10%
Lori Cox	45%		
Alexandria Chezem	45%		
Doug Stoner	35%		
Brett Basquin	35%		
Alan Neal	10%		



## ERIK STEAVENS

Transportation Program Manager + Primary Point-of-Contact  
esteavens@fg-inc.net



### PROJECT ROLE: PROJECT MANAGER

## BACKGROUND

Mr. Steavens has over 30 years of experience in infrastructure development. He is known as a leader driving transportation infrastructure development for federal, state, and local governments. Highly competitive, passionate, persuasive, and articulate, able to achieve results others believed to be impossible. Experienced in multi-modal planning, environmental analysis, partnership building and project management. His past work experience includes Manager, Planning and Operations for FHWA; Senior Policy Advisor, U.S. Senate Environment and Public Works Committee; Senior Transportation Analyst, Georgia State Road and Tollway Authority ; Intermodal Division Director, Georgia DOT; Rail Division Director, Texas DOT; and MPO Administrator, Albany, GA. His planning and programmatic advisory skills are known nationwide.

## QUALIFICATIONS

### YEARS' EXPERIENCE

Foresite Group: 1  
Total: 30

### EDUCATION

Georgia Institute of Technology  
Master of Science in Civil Engineering  
  
Georgia Institute of Technology  
Bachelor of Science in Civil Engineering

### AFFILIATIONS + ORGANIZATIONS

Georgia Transit Association  
  
Association for the Improvement of  
American Infrastructure  
  
Association of Metropolitan Planning  
Organizations  
  
Transportation Research Board, Intercity  
Passenger Rail Committee

## HIGHLIGHTED EXPERIENCE

### SS4A PLAN FOR EFFINGHAM COUNTY

*Springfield, GA*  
Program Manager

### SS4A PLAN FOR BARROW COUNTY

*Winder, GA*  
Program Manager

### ALBANY DOUGHERTY REGIONAL TRANSPORTATION PLAN

*Albany, GA*  
Program Manager

### GEORGIA STATE TRANSIT PLAN

*Atlanta, GA*  
  
Program Manager

### MARTA RAIL SAFETY OVERSIGHT PROGRAM

*Atlanta, GA*  
  
Program Manager  
  
**RTD UNION STATION REDESIGN**  
*Denver, CO*  
Engineer

### RTD W LINE DESIGN

*Denver, CO*  
Engineer

### RTD BUS MAINTENANCE FACILITY EVALUATION

*Denver, CO*  
Engineer

### TEXAS RAIL SAFETY OVERSIGHT

*Austin, TX*  
Program Manager

### TEXAS RAIL SAFETY PLAN

*Austin, TX*  
Program Manager

### GEORGIA TRANSIT GRANT PROGRAM

*Atlanta, GA*  
Program Manager

### HIGH OCCUPANCY TOLL AND TRUCK ONLY TOLL LANE STUDIES

*Atlanta, GA*  
Program Manager

### GRAND PARKWAY FEASIBILITY

*Houston, TX*  
Program Manager

### TEXAS / OKLAHOMA PASSENGER RAIL STUDY

*Dallas, TX*  
Program Manager

### ADVISORY SERVICES, LOUISIANA DEPARTMENT OF TRANSPORTATION AND DEVELOPMENT

*Louisiana*  
Program Manager

### ADVISORY SERVICES, MBTA

*Boston, MA*  
Program Manager

### TEXAS CENTRAL RAILWAY

*Dallas, TX*  
Program Manager

### ADVISORY SERVICES, NEW JERSEY TRANSIT

*Newark, NJ*  
Program Manager

### MARYLAND TRANSIT ADMINISTRATION SAFETY MANAGEMENT SYSTEM

*Baltimore, MD*  
Program Manager

### CALIFORNIA ELECTRONIC TRANSPORTATION IMPROVEMENT PROGRAM

*Sacramento, CA*  
Program Manager



## LORI COX AICP

Senior Planning Consultant  
lcox@fg-inc.net | Orlando, FL



### PROJECT ROLE: TRAFFIC ENGINEERING ANALYSIS

## BACKGROUND

Lori is a versatile, highly skilled strategist with a distinguished career in cultivating business growth, securing financial resources, and leading complex initiatives. Her proven ability to develop and execute effective strategies has been instrumental in addressing pressing challenges at the intersection of climate change and economic stability. Through a community-centric approach, Lori is dedicated to providing exceptional solutions that foster resilience and sustainability.

## QUALIFICATIONS

### YEARS' EXPERIENCE

Foresite Group: <1  
Total: 20

### EDUCATION

Florida State University  
Master of Science in Urban and Regional Planning

Florida State University  
Bachelor of Science in Geography  
specialization in Environmental Studies

### AFFILIATIONS + ORGANIZATIONS

Certified Urban Planner | AICP # 024141

## HIGHLIGHTED EXPERIENCE

### HILLSBORO BLVD COMPLETE STREETS STUDY

*City of Hollywood, FL*  
Public Involvement

### RAISE GRANT APPLICATION FOR CHESTERFIELD TRANSPORTATION DEPARTMENT

*Chesterfield County, VA*  
Transportation Planning and Grants Specialist

### DEPARTMENT OF PUBLIC WORKS AND TRANSPORTATION 2022 SAFE STREETS FOR ALL GRANT APPLICATION

*Prince George's County, MD*  
Transportation Planning and Grants Specialist

### LAKE BRADFORD/CHJBB LAKE STORMWATER BUILDING RESILIENT INFRASTRUCTURE AND COMMUNITIES (BRIC) GRANT APPLICATION

*Virginia Beach, VA*  
Transportation Planning and Grants Specialist

### BREVARD COUNTY RESILIENCE PLAN (FDEP RESILIENT FLORIDA GRANT, 2021)

*Brevard County, FL*  
Principal Planner and Resiliency Project Manager

### EATONVILLE ECONOMIC RESILIENCE PLAN (FDEO GRANT, 2021)

*Eatonville, FL*  
Principal Planner and Resiliency Project Manager

### CENTRAL FLORIDA OFF-HOURS FREIGHT DELIVERY PILOT

*Orange County, FL*  
Senior Grant Writer, Project Manager, and Principal Planner

### FDOT DISTRICT FIVE, SIS FUNDING PLAN (THROUGH GENERAL PLANNING CONTRACT)

*Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia Counties, FL*  
Senior Transportation Planner

### FDOT DISTRICT FIVE | EAST CENTRAL FLORIDA CORRIDORS EVALUATION STUDY

*Brevard, Orange and Osceola Counties, FL*  
Principal Planner and Task Manager

### FDOT CENTRAL OFFICE TRANSTAT OFFICE | FREIGHT AND MODAL DATA INVENTORY

*Statewide, FL*  
Principal Planner and Task Manager for Transportation Data Resources

### FDOT DISTRICT ONE | STRATEGIC INTERMODAL SYSTEM (SIS) FUNDING PLAN

*Charlotte, Collier, DeSoto, Glades, Hardee, Hendry, Highlands, Lee, Manatee, Okeechobee, Polk, and Sarasota Counties, FL*

SIS Program Planner and Funding Project Manager

### FDOT DISTRICT FIVE | DISTRICT FIVE FREIGHT MOBILITY AND TRADE IMPLEMENTATION PLAN

*Brevard, Flagler, Lake, Marion, Orange, Osceola, Seminole, Sumter, Volusia Counties, FL*

Freight Mobility Planner and Implementation Specialist





## DOUG STONER

Public Engagement  
dstoner@fg-inc.net



### PROJECT ROLE: PUBLIC ENGAGEMENT

## BACKGROUND

Doug is a respected public figure and business leader with a 25+ year record of championing economic/business development and building strategic alliances as a COO, management consultant, elected officeholder (Georgia State Senator, 2005-2013), public servant, and civic volunteer. Doug leverages a deep understanding of business/public affairs to source opportunities, form networks, and engage stakeholders. He is a solution-focused consensus builder able to bridge the divide among diverse factions to create synergy and drive results.

## QUALIFICATIONS

### YEARS' EXPERIENCE

Total: 25+

### EDUCATION

Kennesaw State University  
Bachelor of Science in Political Science  
Carl Vinson Institute of Government  
Development Authority Training

### AFFILIATIONS + ORGANIZATIONS

Board Member, Cobb Chamber Government Affairs Committee, 2013-Present  
Board Member, Cobb Chamber Competitive EDGE Steering Committee, 2011-2012  
Chairman, Cobb Chamber Transportation Committee, 2008-2009  
Member, Southern States Energy Board, 2005-2007  
Member, Georgia Rail Passenger Authority Oversight Committee, 2003-2007  
Chairman, Cobb Transit Advisory Board, 1999-2002  
Board Member, Cobb Transit Advisory Board, 1995-2002

### HONORS + AWARDS

Environmental Leadership Award, Georgia Conservation Voters, 2006, 2008-2012  
Friend of Transit Award, Georgia Transit Association, 2010  
Champions of Mobility Award, Get Georgia Moving Coalition, 2008  
Legislator of the Year Award, Georgia Association of Educators, 2005  
Georgia Legislator of the Year Award, American Cancer Society, 2003-2005  
Distinguished Local Service Award, American Public Transportation Association, 2004

## HIGHLIGHTED EXPERIENCE

### SS4A PLAN FOR EFFINGHAM COUNTY

Springfield, GA  
Equity & Outreach Lead

### SS4A PLAN FOR BARFOW COUNTY

Winder, GA  
Equity & Outreach Lead

### CHAIRMAN, SOUTH COBB REDEVELOPMENT AUTHORITY

2015 - Present

### PRESIDENT/PRINCIPAL, LD SQUARED, INC.

2003 - Present

### VICE CHAIR, SMYRNA DOWNTOWN DEVELOPMENT AUTHORITY

1991 - 2016

### MANAGING DIRECTOR/CONSULTANT, DEVELOPMENT AUTHORITY OF DEKALB COUNTY

2014

### CHAIRMAN, SENATE DEMOCRATIC CAUCUS

2010 - 2012

### BUSINESS DEVELOPMENT CONSULTANT, EXELOO, INC.

2003 - 2017

### GOVERNMENT AFFAIRS CONSULTANT, ATLANTA BELTLINE PARTNERSHIP, INC.

2015 - 2017

### BUSINESS DEVELOPMENT CONSULTANT, VEOLIA TRANSPORTATION

2013 - 2014

### BUSINESS DEVELOPMENT CONSULTANT, GAS SOUTH

2010 - 2014

### DIRECTOR OF BUSINESS DEVELOPMENT, CROY ENGINEERING, INC.

2011 - 2013

### SENIOR BUSINESS DEVELOPMENT MANAGER, ATKINS NORTH AMERICA,

2009 - 2011

### VICE PRESIDENT, VEE-JAY INC.

1990 - 2003

### GEORGIA STATE SENATOR

2005 - 2013

Ranking Member, Senate Committees:  
Economic Development | Transportation  
| Regulated Industries & Public Utilities |  
State & Local Government Operations |  
Intermodal, Rail, and Transit Subcommittee  
(Chairman)

### GEORGIA STATE REPRESENTATIVE,

2003 - 2005

Georgia State House



## Yousef Dana, P.E.

Senior Consultant

Yousef is a Transportation Engineer and Data Scientist with experience in performance-based transportation planning, operations, analytics, and design. He has experience assessing statewide transportation needs with predictive safety analysis, performance-based planning, forecasting, and data-informed project prioritization. Yousef focuses on delivering strategic approaches intended to produce measurable results that fit within the needs of each engineering department.

Over his career, Yousef has worked on projects as a transportation engineer and data scientist with various government DOTs, MPOs, and private clients. He utilizes his knowledge and experience in R, GIS, Python, and SQL. Yousef holds a Bachelor of Science in Civil Engineering from the University of Illinois at Chicago and is a licensed professional engineer.

### Years of Experience

8

### Education

BS, Civil and Material Engineering, University of Illinois at Chicago, 2018

### Certifications/Licenses

Professional Engineer, 2022

Social-Behavioral Educational Researcher, HSR Basic, 2021

## Experience

### Performance Based Planning, Programming, and Analytics

**Maricopa Association of Governments (MAG) – SunCloud Data Dashboard for Sun Corridor.** Yousef provided a safety data layer utilizing the five-year crsch data from MAG and adapted safety performance functions from the Highway Safety Manual (HSM). He generated five-year data statistics by categorization for segments and intersections, calculated initial number of Fatalities and Serious Injury Crashes relative to SPF expectation, and calculated the Initial Rate of Fatalities and Serious Injury Crashes/100 million Vehicle Miles Travelled. In addition, Yousef calculated predicted crash measures by utilizing calibrated SPFs and adjusting per EB method to determine excess expected crashes and level of service safety.

**Metropolitan Area Planning Agency, NE (MAPA) – SS4A Data Support.** Yousef is working on the development of an SS4A data inventory to support an SS4A Safety Action Plan. This consists of reviewing regional plans, analyzing of existing safety conditions and trends, developing an interactive Esri-based high injury network that blends both observed crash data with systemic risk factors derived from statistical analysis, conducting equity analysis of safety outcomes for vulnerable road users, providing exploratory data science analyses, and supporting the objective scoring of candidate projects with safety improvement components.

**Effingham County, GA – SS4A Safety Action Plan.** Yousef is leading the team in the development of a countywide road safety plan by developing a high injury network, conduct both data-informed outreach and outreach-informed data analysis, and identifying emphasis areas with accompanying strategies and project priorities.

**Barrow County, GA – SS4A Safety Action Plan.** Yousef is leading the team in the development of a countywide road safety plan by developing a high injury network, supporting community engagement, analyzing vulnerable road users and communities of concern, assessing current policies, guidelines, and standards, to identify and prioritize projects/strategies and develop a county safety action plan.

**Community Planning Association of Southwest Idaho (COMPASS) – SS4A Regional Safety Action Plan.** Yousef is leading the team to strategically combine systemic and location-specific analyses to thoroughly assess and elevate transportation safety. He is identifying features that correlate with severe accidents across the regional network, which could range from inadequate pedestrian infrastructure to speeding-related driver behaviors. Simultaneously, our Location-Specific Analysis is deploying GIS-based tools to pinpoint areas of high incident concentration, providing actionable insights for improvement. Underpinning this effort is an interactive visualization tool that dynamically presents the High Injury Network (HIN) and other analysis results. This tool will serve as a catalyst for planning potential safety enhancements.

#### D. Description of any specialty equipment/software or capabilities.

**USE DATA AND TECHNOLOGY.** Planners have always had crash studies and anecdotal evidence about where the problem areas are, but with Replica, the Foresite team can provide more coverage to different non-systems streets. One of the more challenging places to get good information about roadway usage and safety are in unincorporated areas. By leveraging Replica, we can provide better information (incorporating driving event data like speeding, hard-braking, and distracted driving rather than just crash data) across the proactively identify and address high-risk corridors before crashes occur.

Furthermore, our team takes advantage of the utilizing ArcGIS Dashboards, our custom-made dashboard tools present location-based analytics and interactive data visualizations. A high injury network (HIN) is a common strategy for identifying and prioritizing locations for safety improvements in a safety action plan. For the City of Chamblee (like our other SS4A clients), we developed a methodology that identified a HIN application to allow for easy assessment of various implementation scenarios. We have also used GIS to assist with engagement. Our team has developed surveys that feed our GIS system with information to support our data collection and project development process.

#### E. Other supporting documentation which demonstrates the ability to successfully perform the work.

At this time, we have no additional supporting documentation to provide. The materials previously submitted adequately demonstrate our qualifications and ability to successfully perform the work.

### 3 | BUDGET

**A. Provide a fixed cost proposal for all personnel requirements and any other applicable costs associated with the services to be provided. Include the hourly rates of those individuals that may perform work under this contract. Include a breakout of hours and cost for each major task area, and an overall indication of the level of effort (percentage of overall project team hours) allocated to each task. The City has a budget of \$300,000 available for this project and proposals exceeding this amount will not be considered.**

	Erik Steavens Project Manager	Dennis Tansor Land Planner	Doug Stoner Public Engagement	Lori Cox Senior Planner	Stevie Berryman Traffic Engineer	Dev Doobay Planning	Bryce Miller Systems Planner	Brett Basquin QA/QC	Allie Chezim Public Engagement Data	Stevie Berryman Traffic Analysis	Kevin Ford SWE	Yusef Dana Data Collection	
Hourly Rates	\$210	\$175	\$175	\$190	\$190	\$190	\$180	\$160	\$120	\$210	\$320	\$190	Task Cost
<b>TASK</b>													
TASK 1: Project Management	40	16	24	16	0	16	0	0	0	0	0	16	\$24,520
TASK 2: Stakeholder and Public Engagement	80	8	80	50	0	80	40	0	80	0	0	0	\$73,700
TASK 3: Data Collection	24	8	2	40	0	8	40	8	4	4	0	80	\$40,910
TASK 4: Safety Analysis	24	40	50	8	16	12	4	8	0	4	0	80	\$45,670
TASK 5: Transportation Equity Review	24	24	8	8	0	12	24	0	0	0	4	24	\$24,600
TASK 6: Implementation Matrix	24	8	8	40	0	40	0	0	20	0	4	0	\$26,720
TASK 7: Draft and Final Plan	24	4	4	80	0	40	8	4	40	0	0	0	\$36,120
TASK 8: Executive Summary and Fact Sheet	24	8	8	16	0	16	0	0	0	0	0	0	\$13,920
<b>INDIRECT COSTS</b>													
Data, Travel, Materials, Etc.													\$9,990
	264	116	184	258	16	224	116	20	144	8	8	200	
<b>SUMMARY TOTAL</b>													
Total Hours	1558												
Total Budget	\$296,150												





Safe Streets and Roads for All (SS4A)  
RFP: FY2023 SS4A Safety Action Plan – Chamblee Public Works

### List of References

#### **Reference 1**

Client/Organization Name: Effingham County, Georgia

Project Name/Description: SAFE STREETS FOR ALL (SS4A) PLAN

Projects Scope: (Briefly describe the scope, key objectives, and deliverables):

Foresite Group developed a Safe Systems-based plan aligned with Effingham County's Safe Streets for All (SS4A) initiative. The SS4A Action Plan aims to enhance safety countywide by identifying cost-effective, high-impact solutions and securing funding. The process includes data collection, recommendations, and strategy prioritization. Key deliverables are data management, policy recommendations, and a prioritized list of capital projects eligible for various funding sources. By working closely with county staff, Foresite accelerated the study to apply for 2024 demonstration funding instead of waiting for 2025.

Project Timeline: DEC 2023 - AUG 2024

Contact Person's Name: Danielle Carver Contact Person's Title: Procurement and Capital Projects Manager  
Contact Person's Email: dcarver@effinghamcounty.org Contact Person's Phone: 912.754.2159 x4572

#### **Reference 2**

Client/Organization Name: Barrow County, Georgia

Project Name/Description: SAFE STREETS FOR ALL (SS4A) PLAN

Projects Scope: (Briefly describe the scope, key objectives, and deliverables):

Foresite Group and High Street were tasked with creating a Safe Systems-based plan aligned with Barrow County's Safe Streets for All (SS4A) initiative. This Action Plan marks the first step in enhancing countywide safety by identifying and funding cost-effective, high-impact solutions. Development includes collaboration on data collection, recommendations, and strategy prioritization. The SS4A Plan will deliver three key outcomes: data management, policy recommendations, and a prioritized list of capital projects, eligible for funding from federal grants and local sources.

Project Timeline: JAN 2024 - OCT 2024

Contact Person's Name: Chris Yancey Contact Person's Title: Director of Public Works  
Contact Person's Email: cyancy@barrowga.org Contact Person's Phone: 770.867.7640



Safe Streets and Roads for All (SS4A)  
RFP: FY2023 SS4A Safety Action Plan – Chamblee Public Works

**Reference 3**

Client/Organization Name: City of Villa Rica, Georgia

Project Name/Description: SS4A GRANT SERVICE

Projects Scope: (Briefly describe the scope, key objectives, and deliverables):

Foresite Group has been engaged by the City of Villa Rica to assist in negotiating and executing a grant agreement between the City and the Federal Highway Administration (FHWA). Our services include refining the scope of the Safety Action Plan, coordinating with city staff, engaging in discussions with FHWA on the proposed scope of work, and developing the necessary documentation required for the city's grant agreement.

Project Timeline: 2024

Contact Person's Name: Diana DeSanto

Contact Person's Title: Deputy City Manager

Contact Person's Email: ddesanto@villarica.gov

Contact Person's Phone: 678.840.1213



Safe Streets and Roads for All (SS4A)  
RFP: FY2023 SS4A Safety Action Plan – Chamblee Public Works

## PROPOSAL FORM

Proposal of Foresite Group, LLC (Hereinafter called "Offeror"), organized and existing under the laws of the State of Georgia, doing business as Foresite Group, LLC \*. In compliance with your RFP, the Offeror hereby proposes and agrees to perform and furnish all work for the requirement known as **RFP # Safe Streets for All (SS4A)** Plan in strict accordance with the Proposal Documents, within the time set forth therein, and at the price proposed. By submission of this Proposal, the Offeror certifies, and in the case of a joint Offer, each party thereto certifies as to its own organization that: 1. The Offeror has examined and carefully studied the Proposal Documents and the Addenda, receipt of all of which is hereby acknowledged at Section V-B. 2. The Offeror agrees that this proposal may not be revoked or withdrawn after the time set for the opening of proposals but shall remain open for acceptance for a period of one hundred twenty (120) days following such time. Authorized Representative/Title (print or type) Authorized Representative (Signature) Date

Company Name	Foresite Group, LLC
Contact	Erik Steavens
Address	3740 Davinci Ct, Suite 100 Peachtree Corners, GA 30092
Phone	770.368.1399
Email	esteavens@fg-inc.net



By checking this box, I acknowledge that I have read all requirements and will meet requirements listed in RFP # Safe Streets for All (SS4A) Plan if awarded.

Erik Johnston  
Authorized Representative (Print)

  
Authorized Representative (Signature)

President  
Authorized Representative Title (Print)

10/9/24  
Date





STATE OF Georgia  
COUNTY OF Gwinnett

**CONTRACTOR AFFIDAVIT AND AGREEMENT**

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm, or corporation which is engaged in the physical performance of services on behalf of the City of Chamblee, Georgia has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned contractor will continue to use the federal work authorization program throughout the contract period and the undersigned contractor will contract for the physical performance of services in satisfaction of such contract only with subcontractors who present an affidavit to the contractor with the information required by O.C.G.A. § 13-10-91(b).

Contractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

1250269  
Federal Work Authorization User Identification  
Number

December 7, 2022  
Date of Authorization

Foresite Group, LLC  
Name of Contractor

FY2023 SS4A Safety Action Plan – Chamblee Public Works  
Name of Project

City of Chamblee, Georgia  
Name of Public Employer

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on October 9th, 2024 in  
Peachtree Corners (city), GA (state).

Erik Johnston  
Signature of Authorized Officer or Agent

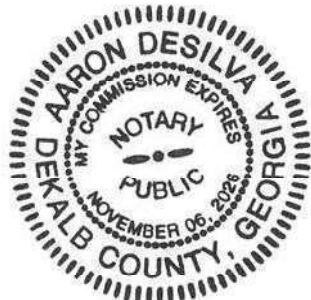
Erik Johnston, President  
Printed Name and Title of Authorized Officer or  
Agent

SUBSCRIBED AND SWORN BEFORE ME  
ON THIS THE 9<sup>th</sup> DAY OF  
October, 2024.

Aaron Desilva  
NOTARY PUBLIC

[NOTARY SEAL]

My Commission Expires:  
11-6-26





STATE OF Illinois  
COUNTY OF Will

**SUBCONTRACTOR AFFIDAVIT**

By executing this affidavit, the undersigned subcontractor verifies its compliance with O.C.G.A. § 13-10-91, stating affirmatively that the individual, firm or corporation which is engaged in the physical performance of services under a contract with High Street Consulting Group, LLC (name of contractor) on behalf of the City of Chamblee, Georgia has registered with, is authorized to use and uses the federal work authorization program commonly known as E-Verify, or any subsequent replacement program, in accordance with the applicable provisions and deadlines established in O.C.G.A. § 13-10-91. Furthermore, the undersigned subcontractor will continue to use the federal work authorization program throughout the contract period, and the undersigned subcontractor will contract for the physical performance of services in satisfaction of such contract only with sub-subcontractors who present an affidavit to the subcontractor with the information required by O.C.G.A. § 13-10-91(b). Additionally, the undersigned subcontractor will forward notice of the receipt of an affidavit from a sub-subcontractor to the contractor within five (5) business days of receipt. If the undersigned subcontractor receives notice that a sub-subcontractor has received an affidavit from any other contracted sub-subcontractor, the undersigned subcontractor must forward, within five (5) business days of receipt, a copy of the notice to the contractor.

Subcontractor hereby attests that its federal work authorization user identification number and date of authorization are as follows:

1208198  
Federal Work Authorization User Identification  
Number

June 20, 2017  
Date of Authorization


High Street Consulting Group, LLC  
Name of Contractor

FY2023 SS4A Safety Action Plan  
Name of Project

City of Chamblee, Georgia  
Name of Public Employer

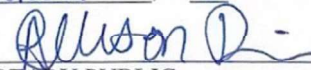
I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on October 11, 2024 in  
Naperville (city), IL (state).

  
Signature of Authorized Officer or Agent

Kevin M. Ford, Ph.D., PE | Partner  
Printed Name and Title of Authorized Officer or  
Agent

SUBSCRIBED AND SWORN BEFORE ME  
ON THIS THE 11 DAY OF  
October, 2024

  
NOTARY PUBLIC

[NOTARY SEAL]

My Commission Expires:  
09/21/2025



N/A

City of Chamblee  
RFP:  
Safe Streets and Roads for All (SS4A)



#### CITY OF CHAMBLEE DISCLOSURE FORM

This form is for disclosure of campaign contributions and family member relations with City of Chamblee officials/employees.

Please complete this form and return as part of your RFP package when it is submitted.

Name of Offeror: \_\_\_\_\_

Name and the official position of the Chamblee Official to whom the campaign contribution was made (Please use a separate form for each official to whom a contribution has been made in the past two (2) years.)

Name: \_\_\_\_\_

Position: \_\_\_\_\_

List the dollar amount/value and description of each campaign contribution made over the past two (2) years by the Applicant/Opponent to the named Chamblee Official.

Amount/Value	Description
_____	_____
_____	_____
_____	_____
_____	_____





**IMMIGRATION AND SECURITY FORM**  
**CONTRACTOR AFFIDAVIT AND AGREEMENT**

Contract No. and Name: FY2023 SS4A Safety Action Plan – Chamblee Public Works

Name of Contracting Entity: Foresite Group, LLC

By executing this affidavit, the undersigned contractor verifies its compliance with O.C.G.A. §13-10-91, stating affirmatively that the individual, firm, or corporation which is contracting with the City of Chamblee has registered with and is participating in a federal work authorization program\* [any of the electronic verification of work authorization programs operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to Immigration Reform and Control Act of 1986 (IRCA), P.L. 989-603], in accordance with the applicability provisions and deadlines established in O.C.G.A. §13-10-91.

The undersigned further agrees that, should it employ or contract with any subcontractor(s) in connection with the physical performance of services pursuant to this contract with the City of Chamblee, contractor will secure from such subcontractor(s) similar verification of compliance with O.C.G.A. §13-10-91 on a Subcontractor Affidavit provided in Rule 300-10-01-.08 or substantially similar form. Contractor further agrees to maintain records of such compliance and provide a copy of each such verification to the City of Chamblee at the time of the subcontractor(s) is retained to perform such service.

1250269

EEV / Basic Pilot Program\* User Identification Number

Erik Johnston  
BY: Authorized Officer or Agent (contractor name)

December 7, 2022

Date

President

Title of Authorized Officer or Agent of Contractor

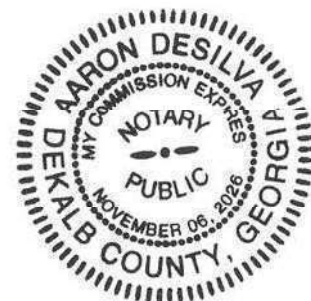
Erik Johnston

Printed Name of Authorized Officer or Agent

SCRIBED AND SWORN BEFORE ME ON THIS 9 DAY OF October, 2024

Aaron Desilva  
Notary Public

My commission Expires: 11-6-26



\*or any subsequent replacement operated by the United States Department of Homeland Security or any equivalent federal work authorization program operated by the United States Department of Homeland Security to verify information of newly hired employees, pursuant to the Immigration Reform and Control Act of 1986 (IRCA), P.L. 99-603.