Alta Planning + Design is North America’s leading multi-modal transportation firm that specializes in the planning, design, and implementation of bicycle, pedestrian, greenway, park, and trail corridors and systems. Founded in 1996, Alta has been in business 20 years. We have more than 180 staff in 30 offices across North America, including St. Louis, where this project will be managed. Alta is a Corporation owned by 12 owners.

Alta has experience managing similar consultant on-call contracts and understands the complexities associated with these types of projects, such as quick project initiation, project team selection, and managing multiple schedules and budgets. Due to this experience, we have the capability to take on new work with short notice and integrate project deadlines into our existing workload. Alta is agile and customer service-oriented, able to produce creative and responsive products on a short timeline and with small budgets. Our specific approach to working in an on-call environment involves close client communication, frequent collaboration during project development, and efficient delegation of tasks.

**ACTIVE TRANSPORTATION SPECIALISTS**

Alta is a national leader in design for active transportation. Over the past 20 years, we have helped communities plan, design, and build over 9,000 miles of bikeways, walkways, and trails and acquire more than $200 million in funding for project implementation. Alta staff have worked on pedestrian and bicycle plans and facility implementation for municipalities across the U.S. and Canada. We analyze current conditions, assess needed improvements, identify funding resources and strategies, design and engineer facilities, coordinate public and agency involvement, and see the project through on details such as connectivity, ADA compliance, landscaping and future expansion. Alta’s plans have helped public agencies identify needs, build community support, prioritize improvements, adopt new standards and codes, adopt financial plans, and implement a wide range of feasible projects.

**COMMUNITY-DRIVEN APPROACH**

Multimodal urban design is about allocating space in the right-of-way for people in a way that creates an economically and culturally healthy community. At times, our job is to articulate this vision and lead the conversation. This often involves trade-offs, however, through analysis, evaluation, criteria, and illustration, we work with stakeholders to make choices that shape their environments for decades to come.

**INTERDISCIPLINARY STUDIO**

Our landscape architecture and engineering studio brings an integrated design approach. Our extensive experience allows us to address a variety of nuanced design issues to overcome barriers and connectivity challenges. Our cohesive process provides a seamless transition from plan to implementation, turning community visions into reality.
Best Practice Design Guidelines

We bring knowledge and national experience in the design and engineering of bicycle facilities and urban streetscapes to create functional, safe, and aesthetically engaging solutions. Alta designers are adept at problem-solving at all stages in the process, from planning and conceptual design, to creating design standards, to producing construction documents for implementation.

When developing street design guidelines, Alta combines guidance found in more traditional resources such as FHWA, MUTCD, NACTO, ADAAG, and AASHTO with local standards and information from groups such as TRB, ITE, and academic researchers. Our approach creates a single visually-rich document that can be used as a resource to lead the design of bicycle and pedestrian facilities.

FHWA Small Town and Rural Streets (STAR) Guide
Alta is leading the technical work for the design practices and street typologies in partnership with the National Association of Counties (NACo) and the Small Urban and Rural Livability Center at Western Transportation Institute (WTI). The Small Town and Rural Multimodal Networks guide translates existing street design guidance and facility types for bicycle and pedestrian safety and comfort to the rural context. The guide provides clear examples of how to interpret and apply design flexibility to improve bicycling and walking conditions.

NACTO Urban Bikeway Design Guide
Alta worked with a team of officials from the National Association of City Transportation Officials (NACTO) member cities and a team of national and international bikeway design experts to develop the first Urban Bikeway Design Guide. This interactive document provides state-of-the-practice solutions for 21 on-street bikeway treatments based on national and international practices, policies, and programs. It offers solutions developed by cities, for cities, filling a much needed niche: a dynamic web-based platform for information sharing and guidance. Hundreds of communities are using it already. Alta has helped lead workshops for APBP and ITE, and is involved in training professionals throughout the country.

Altas design and landscape architecture staff create high-quality graphics as a routine part of all our streetscape design projects. We work hard to develop easily legible diagrams, beautifully rendered plans and sections, and state-of-the-practice 3D imagery to help our clients, project stakeholders, and the public understand the ideas and concepts we are proposing and what they will mean in built form.
Bicycle and Pedestrian Integration with Transit

Alta is the leading national expert on multimodal safety and integration of transit, bicycles, and pedestrians. Our planners, designers, engineers, and landscape architects understand that coordinating transit with bicycle and pedestrian facilities is fundamental to a balanced multimodal transportation system. Alta prepares pedestrian and bicycle facility plans and designs focused on access to transit to provide first- and last-mile connections that improve overall non-motorized transportation systems for residents and visitors alike. We create vibrant hubs that stimulate economic development and increase transit ridership.

We create safe, convenient, and comfortable bicycle and pedestrian facilities adjacent to and across transit alignments. Secure bicycle parking that meets demand, effective wayfinding, public art, and bike share stations are integrated into the experience. Alta provides expert analysis and design of the roadways along the transit corridor to foster a safe and inviting experience for pedestrians and bicyclists in context with the surrounding communities.

Transportation Behavior Change

Memorable transportation behaviour change campaigns grab the attention of the public. Our programs and graphic design teams work together to develop, design, and implement memorable campaigns, from brand and message development through to print management, media buys, and community outreach. We begin every outreach project by listening to local concerns and interests and designing a campaign to match. Our campaigns have covered reducing drive-alone trips, increasing active and shared modes, bicycle and pedestrian safety and awareness, school traffic safety, sharing paths and trails, promoting family bicycling, and more. Alta has successfully delivered transportation behavior change programs and strategic plans in more than 35 communities across North America.

Wayfinding and Signage

Alta has designed over 50 signage and wayfinding systems, specifically aimed at the needs of pedestrians and cyclists. We understand the key elements of creating systems that are safe, navigable, and accessible to all users. Our extensive experience designing pedestrian and cycling wayfinding systems has given us a thorough and specialized knowledge of federal MUTCD, DOT, NACTO, and ADA guidelines and standards. We use various tools during our planning and design process, including a geographic information system (GIS) database to assess and analyze the need and placement of signs. This database can then be used in the future to inventory and maintain the wayfinding system.

Trail Design

Alta provides a full range of services for the planning and design of non-motorized trails. Our services include design, alternatives analysis, property acquisition strategies, cost estimation, maintenance and management plans, and funding strategies. Alta has worked on hundreds of trail and open space master plans, feasibility studies, and implementation around the country.

Grant Writing

Alta staff have assisted jurisdictions across the country in winning over $200 million in grant funding, ranging from federal funds such as TIGER grants to state, regional, local, and private sources. Alta prepares grant applications, writes specific scope language, develops maps and graphics, reviews documents for quality control, and assists with environmental documentation and preliminary design.

Alta Provides a Full Range of Services Including:

- Master plans (bicycle, pedestrian, trail, and open space)
- Landscape architecture and project design
- Traffic engineering
- Greenway and corridor plans
- Bicycle and pedestrian integration with transit
- Bicycle and pedestrian facility design guidelines
- Counts, surveys, and demand analysis
- Complete Streets
- Trail safety and sustainability audit
- Signage and wayfinding plans
- GIS and mapping services
- Construction documentation and administration
- Safe Routes to School studies and plans
- Public involvement
- Technical assistance and training
- Education, encouragement, and marketing services
- Bike share feasibility studies