



March 23, 2026

City of Rochester Hills
1000 Rochester Hills Dr
Rochester Hills, MI 48309

Attn: Tracey Balint, P.E., City Engineer

Re: Professional Services Proposal
Transportation Master Plan Update

HRC Job No. 20250823

Dear Mrs. Balint:

Hubbell, Roth & Clark, Inc. (HRC) is pleased to provide this proposal to update the City of Rochester Hills Transportation Master Plan (TMP). HRC played a major role in the 2021 Transportation Master Plan providing us with the knowledge to efficiently assist the city with updating the plan. Our scope of services is based on that previous knowledge and our experience completing similar plans. HRC is currently working on the Safe Streets for All (SS4A) plan for the City which will have some overlap with the safety information and public engagement.

HRC's scope of services to complete the update to the Transportation Master Plan is broken down into four tasks that are further explained below.

TASK 1. Project Administration and Communication.

This task is defined as the required coordination, communication and organization of meetings to ensure project delivery. HRC will provide the following:

- ≡ Project Kickoff Meeting
- ≡ Monthly Update Calls with City Staff
- ≡ Monthly Steering Committee Meetings
- ≡ Progress Reports
- ≡ Presentation to City Council

TASK 2. Public and Stakeholder Engagement

HRC will evaluate data collected during the city Master Plan Update and the Public Opinion Survey conducted in 2025 to determine what information is relevant and valuable to the development of the TMP, and what additional public input will need to be collected. HRC will coordinate this task with the public engagement efforts for the SS4A as well as the consultants that will be working on the City's Parks and Recreation Master Plan and Community Stewardship Plan. HRC will:

- ≡ Develop information for the public facing SS4A website to provide an opportunity for the public to submit input on transportation related concerns. Feedback solicited will be related to safety, efficiency, mobility and concerns regarding the transportation network in Rochester Hills.
- ≡ Develop survey questions to be included with the City's statistically significant public opinion survey to be completed as part of the Parks and Recreation Update and Community Stewardship Plan.
- ≡ Organize and host two (2) public workshops to be held in the evening at a location easy to access for the public. The first workshop will be soliciting feedback and the second will be to present recommendations. Both workshops will include information related to all four plans. The workshops may include a presentation, public facing visuals/materials and comment/feedback opportunities.

- ≡ Host two (2) stakeholder meetings, one will include transportation agency partners and city departments such as: Road Commission for Oakland County (RCOC), SMART Bus, Michigan Department of Transportation (MDOT), Southeast Michigan Council of Governments (SEMCOG), Rochester Community Schools, Police Department. The second stakeholder meeting will include representatives from City Committees and Citizen-based organizations such as: Public Safety and Infrastructure Committee, Older Persons Commission, Disability Network and the Rochester/Auburn Hills Community Coalition. Stakeholder meetings will provide an opportunity for focused conversations and gain valuable feedback needed during the development of the plan.
- ≡ Input received through the website and engagement activities will be used to identify public priorities and priority locations for improvements. A public feedback summary will also be developed and included in the plan update.
- ≡ For consistency HRC will coordinate with the city to use approved branding standards on all materials. HRC will also coordinate with the city to ensure awareness of engagement opportunities is distributed through city led notification and media channels.

TASK 3. Data Analysis and Evaluation.

Transportation related data will be collected and analyzed and incorporated in the plan update. HRC will complete the following:

- ≡ Road Network Update: Update federal and state road classifications and mileage, roadway jurisdiction, planned road right-of-way, traffic counts, asset condition assessment (pavement, bridges, culverts, signals, etc.)
- ≡ Traffic Operations Evaluation: Utilize TransCAD to conduct transportation demand forecasting and analysis looking at capacity, level of service and mobility.
- ≡ Multi-Modal System Evaluation and Policy Updates: Transit services will be evaluated to include information on routes, stops, and SMART service improvements or plans. Data collected during the SS4A Non-Motorized Gap Study will be incorporated for the pedestrian and bicycle network. Impacts and policy related to advanced technology such as drone usage and connected vehicle technology will be incorporated.
- ≡ Safety Analysis: Data collected as part of the SS4A Action Plan will be incorporated. Additional safety related data outside of fatal and serious injury crash locations will be reviewed and findings incorporated.

TASK 4. Plan Updates

This task includes all updates to the plan narratives and materials based on new information collected and the results of data analysis and evaluation conducted during Task 2 and 3.

- ≡ Update maps, graphics, images, introductory materials.
- ≡ Review and incorporation of previous planning efforts.
- ≡ Revisit established vision & goals, determine alignment with the City master plan and incorporate changes as necessary.
- ≡ Review previous network recommendations, design guidelines, and develop list of actions taken since the last plan update. Develop new recommendations, guidelines and action plan for the next 5 years.
- ≡ Plan drafting, distribution for review, incorporation of comments and final delivery.

Upon receiving a notice to proceed, HRC will schedule a kick-off meeting for April 2026. It is anticipated that all tasks will be completed within the calendar year, and a final plan presented to City Council for endorsement in April 2027.

Based on the scope of work, we estimate the cost not to exceed **\$179,500.00**. A detailed breakdown of tasks and hours is attached. We will invoice the City in accordance with the terms of our existing contract, and the final invoice amount will be based on actual time spent.

If you have any questions or require any additional information, please contact the undersigned.

Very truly yours,

HUBBELL, ROTH & CLARK, INC.



Charles E. Hart, P.E.
Vice President



Lia Michaels, PE, PTOE, RSP1
Associate

pc: HRC; file, S. Plumer

Recommended By:
CITY OF ROCHESTER HILLS

Signature: _____
Tracey Balint, City Engineer

Date: _____

Approved By:
CITY OF ROCHESTER HILLS

Signature: _____
Lisa Cummins, Procurement Manager

Date: _____

HRC																
TASK	Associate (L. Michaels)		Manager (S. Plumer)		Project Engineer (G. Heqimi)		Project Analyst (K. Myers)		GIS Manager (E. Mercier)		Project Engineer (C. Villalobos)		Marketing Specialist (C Gasso)		TOTAL	
	RATE	162.00	RATE	156.30	RATE	137.10	RATE	117.90	RATE	138.00	RATE	137.10	RATE	96.90	HRS	FEE
TASK 1 PROJECT ADMINISTRATION/COMMUNICATION															177	\$27,011.70
Project KickOff Meeting	4	\$648.00	4	\$625.20	4	\$548.40	4	\$471.60			4	\$548.40				
Monthly Calls with City Staff	12	\$1,944.00	12	\$1,875.60							12	\$1,645.20				
Contract Admin, Project Management, Progress Reports	16	\$2,592.00	8	\$1,250.40												
Monthly Steering Committee Meetings	38	\$6,156.00	24	\$3,751.20							24	\$3,290.40				
Presentation to City Council	4	\$648.00	4	\$625.20	1	\$137.10	1	\$117.90			1	\$137.10				
TASK 2 STAKEHOLDER AND PUBLIC ENGAGEMENT															304	\$38,986.50
Evaluation of Existing Public Feedback	1		2	\$312.60			4	\$471.60								
Develop information for website (combined with SS4A)	1	\$162.00	8	\$1,250.40			16	\$1,886.40	2	\$276.00			4	\$387.60		
Develop survey questions (combined with other plans)	1		8	\$1,250.40			8	\$943.20								
Public Meeting (2) (combined with other plans)	16	\$2,592.00	16	\$2,500.80	20	\$2,742.00	40	\$4,716.00	16	\$2,208.00	20	\$2,742.00	20	\$1,938.00		
Stakeholder Meetings (2)	4		16	\$2,500.80			8	\$943.20			6	\$822.60				
Public Engagement Summary	1	\$162.00	2	\$312.60			16	\$1,886.40					8	\$775.20		
Develop public priorities for inclusion in plan	2	\$324.00	8	\$1,250.40	2	\$274.20	16	\$1,886.40	4	\$552.00	3	\$411.30				
Social Media and Branding Coordination with City	1		2	\$312.60									2	\$193.80		
TASK 3 DATA ANALYSIS AND EVALUATION															506	\$68,235.00
Review and Update Road Network Data	2	\$324.00	2	\$312.60	20	\$2,742.00	8	\$943.20	16	\$2,208.00	20	\$2,742.00				
Traffic Operations Evaluation	2	\$324.00	2	\$312.60	160	\$21,936.00	2	\$235.80	8	\$1,104.00	100	\$13,710.00				
Multi-Modal System Evaluation	2	\$324.00	4	\$625.20	20	\$2,742.00	16	\$1,886.40	8	\$1,104.00	20	\$2,742.00				
Safety Analysis	2	\$324.00	4	\$625.20	80	\$10,968.00			8							
TASK 4 PLAN DEVELOPMENT, RECOMMENDATIONS AND PRIORITIES															391	\$45,181.20
Update narratives and visuals/graphics/maps	1	\$162.00	8	\$1,250.40			60	\$7,074.00	4	\$552.00	16	\$2,193.60	40	\$3,876.00		
Update to Plan Sections	4	\$648.00	8	\$1,250.40			16	\$1,886.40	8	\$1,104.00						
Vision & Goals	1	\$162.00	2	\$312.60			4	\$471.60								
Network Recommendations	1	\$162.00	4	\$625.20	8	\$1,096.80	4	\$471.60			8	\$1,096.80				
Design Guidelines	1	\$162.00			2	\$274.20					4	\$548.40				
Action Items	1	\$162.00	8	\$1,250.40	8	\$1,096.80					8	\$1,096.80				
Draft Report	2		4	\$625.20	2	\$274.20			8		2	\$274.20	80	\$7,752.00		
Final Report	4	\$648.00	8	\$1,250.40			8	\$943.20	4	\$552.00			40	\$3,876.00		
	124	\$18,630.00	168	\$26,258.40	327	\$44,831.70	231	\$27,234.90	86	\$9,660.00	248	\$34,000.80	194	\$18,798.60	1378	\$179,414.40
TOTAL COST OF PROJECT (Rounded Up)															1378	\$179,500.00