



Sohrab Rashid, TE

Principal

EDUCATION

B.S. Mechanical Engineering,
San Jose State University, 1988

REGISTRATIONS

Licensed Traffic Engineer, State of California
(TR1845)

AFFILIATIONS

Institute of Transportation Engineers (ITE)
American Planning Association (APA)
Women's Transportation Seminar (WTS)

AWARDS

- Sustainable Transportation and Land Use Planning in a Changing Environment, Nanning, China, December 2010
- Estimating Trip Generation for Transit-Oriented Developments (TODs), ITE Technical Conference, 2007
- Guest Lecturer (Transportation):
 - San Diego State University (2019)
 - San Jose State University (2004-09)

EXPERTISE

- Campus and Site Access Planning
- Long-range Multimodal Transportation Planning
- Parking Studies
- Traffic Operations Analysis
- Bicycle and Pedestrian Planning
- Multimodal Corridor Planning
- Transportation Demand Management
- Travel Demand Forecasting

ABOUT

Sohrab is a registered Traffic Engineer in California with 32 years of experience in transportation planning and engineering. He has served as Principal in Charge or Project Manager for numerous high-profile transportation projects throughout California, Hawaii, and internationally. Sohrab's strengths include a broad knowledge of mobility planning and engineering that he applies to maximize benefits to all travel modes, and an ability to communicate complex technical approaches and findings in an easy-to-understand way to decision-makers and the public. He is currently a Senior Market Leader in the firm's San Diego office, and oversees projects across Hawaii, in San Diego County, and in other western states. He also has experience working in the Pacific Rim, including in China, Singapore, and Guam.

REGIONAL AND LARGE-AREA PLANNING

Envision 2040 General Plan Update (San Jose, CA)

Fehr & Peers completed the technical analysis, background report, and policy development for the Envision San José 2040 General Plan (GP) Circulation Element update with Sohrab serving as Project Manager. This process involved a comprehensive evaluation of existing transportation conditions for 100 roadway segments, validation and enhancement of the city's travel demand model, analysis of five land use alternatives, and input into policies for all travel modes. A primary focus of the update was to promote a balanced policy approach to all modes and evaluating changes to the City of San Jose's level of service and parking policies. The result was a state of the practice, multimodal blueprint for a thriving City in the heart of Silicon Valley

Mobility Modeling Tool (San Diego, CA)

Fehr & Peers and City of San Diego Planning Department staff collaborated to develop a quick-response planning tool to estimate mode share and the potential change in Vehicle Miles Traveled (VMT) for development in the City. The tool informs land use, infrastructure, and policy strategies that can be implemented to meet aggressive commute mode share targets within Transit Priority Areas (TPAs), but more importantly to reduce VMT, which is the goal of the City's Climate Action Plan. The Excel-based tool was developed to provide a means for City planners to quickly test scenarios by community planning area (CPA) and view results at the community plan and citywide level. It is calibrated to local San Diego conditions using Census American Community Survey (ACS) journey-to-work data and incorporates data and output from the SANDAG regional travel demand model.

Central Oahu Transportation Study (Oahu, HI)

Sohrab was the lead mobility analyst for this OahuMPO-led study, where Fehr & Peers served as a subconsultant. The purpose of the study is to identify a program of multi-modal improvements to enhance circulation and access within and to/from the Central Oahu area including Mililani and Waipio, as well portions of Wahiawa, Waikele and Waipahu. Fehr & Peers used the OahuMPO regional model to evaluate selected roadway projects on HDOT facilities including H-1, H-2, and Kamehameha Highway. The study also focused on a series of transit, bicycle and pedestrian improvements that would contribute to reducing reliance on the automobile. A feasibility evaluation and cost estimate were prepared for each of a screened group of projects that will be used in the Oahu Regional Transportation Plan update.

TRANSIT-ORIENTED DEVELOPMENT (TOD)

Ala Moana and Halawa Area Transit-Oriented Development (TOD) Studies (Oahu, HI)

Fehr & Peers assisted the City & County of Honolulu Department of Planning and Permitting with TOD planning studies for two stations on the rail transit corridor. Sohrab led the transportation planning effort that involved a constraints and opportunities evaluation and trip generation analysis of three land use alternatives around both stations. The studies included recommendations to enhance multi-modal access and improve mobility to support the preferred plans. Specific improvements included new street connectivity, higher quality bicycle/pedestrian facilities, and transit access enhancements.

State Transit-Oriented Development (TOD) Planning and Implementation for Oahu (Oahu, Hawaii)

Fehr & Peers served as the transportation consultant on the PBR Hawaii team (under the direction of the State Office of Planning) to study the infrastructure and policy needs for implementing TOD in three priority areas on the island of Oahu: East Kapolei, Halawa Stadium, and Iwilei-Kapalama. A detailed review of planned and proposed development and infrastructure was conducted to establish the study context and needs. Within each area, improvements were recommended to enhance multimodal access to future rail stations, increase street connectivity, enhance resiliency, and provide opportunities for land redevelopment. This information was used to generate range of magnitude cost estimates to inform future capital improvement programs.

Transit Station Area Plan and EIR (Milpitas, CA)

Fehr & Peers assisted with the development of the specific plan and the subsequent EIR transportation section for the Transit Area Plan surrounding the future BART station. Sohrab directed the analysis of the plan area that is expected to include 5,000 dwelling units and 2,000,000 square feet of commercial, retail and industrial development. Impacts were analyzed based on future traffic projections from the Santa

Clara Valley Transportation Authority (VTA) model. Trip internalization, impacts to bicycle, pedestrian and transit facility design, and a GHG assessment were also key elements of the study.

TRAFFIC OPERATIONS AND ENGINEERING

H-1 Corridor Planning Study (Honolulu, HI)

Fehr & Peers was a key subconsultant for this effort, and Sohrab, as Project Manager, helped to identify near-, mid-, and long-term projects to improve corridor operations and minimize congestion within the H-1 freeway corridor. Projects included capacity enhancements, safety improvements, modified and modernized interchanges, new ramp connections, ITS strategies, TDM strategies, and replacement of structures. A list of screened candidate projects was developed, and specific projects were analyzed using forecasts from the OahuMPO travel demand model and GPS and travel time data to address expected congestion benefits and project refinement. The final work product for HDOT was a list of projects with cost estimates and a feasibility evaluation to help inform future road projects.

City Center Utility Relocation - Transportation Management Plan (TMP)/Signal Design (Honolulu, HI)

Fehr & Peers prepared the TMP for a portion of the Center City Utility Relocation project that was part of the construction the planned Honolulu rail transit system. Utilities are being relocated along sections of Dillingham Street and the TMP was prepared to analyze the potential impacts of various proposed lane closures under multiple construction scenarios at 88 intersections in the Primary Urban Center. The analysis included anticipated diversion due to congestion, and strategies were developed to minimize impacts to the construction corridor and on major parallel and intersecting roadways. Fehr & Peers is also designing up 15 temporary traffic signals under multiple study phases and coordinating with various agencies to address comments and finalize plans to meet a highly expedited schedule.

COMPLETE STREETS/MULTIMODAL PLANNING & DESIGN

North-Park Mid-City Bikeway Corridors (San Diego, California)

Sohrab served as Principal-in-Charge, for the planning and conceptual design of the North-Park Mid-City Bikeway Corridor in the City of San Diego for the San Diego Association of Governments (SANDAG). He assisted an interdisciplinary team of planners, urban designers, traffic and civil engineers, and environmental specialists to develop a preferred set of design interventions for four priority corridors connecting downtown San Diego with neighborhoods to the north and east. Treatments include innovative designs and traffic calming measures, and Sohrab led the operations analysis to support project implementation and to determine potential impacts and mitigation measures.

Urban Core Complete Streets Study (Honolulu, HI)

Sohrab served as Principal-in-Charge for the planning and design plans of complete streets improvements on 16 miles of roadway within the primary urban center of Honolulu. For a subset of these roadways, our team prepared 100% plans suitable for construction of interim improvements that can be integrated with on-going re-paving and re-striping projects. The purpose of the project was to significantly enhance the bicycle and pedestrian network, as well as to improve transit stop access and vehicular safety. Proposed improvements include new protected and standard bikeways, curb extensions, crosswalk safety features, modified signal phasing, bus queue jump and dedicated lanes, and traffic calming devices; all through a reallocation of street space to better balance facilities and enhance safety for all users. The potential effects of these improvements were evaluated in a comprehensive mobility assessment, which includes extensive data collection and multi-modal performance metrics.

PARKING

Integrated Parking and Shuttle Master Plan (Unified Port of San Diego, CA)

Sohrab led the study identifying existing parking demand in the Port tidelands area ranging from Harbor Island to the South Embarcadero area including the San Diego Convention Center. The overall project goal was to summarize the parking needs, develop potential solutions for anticipated parking shortfalls, and identify opportunities for the expansion of the Port's current shuttle program. An additional key component of the project was to identify potential surface parking lot locations that would better serve the Port District as alternative active land uses (hotels, retail, restaurants) and to identify locations where the lost parking supply could be relocated. A follow up focused study included evaluation of the North Embarcadero parking needs and potential solutions as part of the Phase II North Embarcadero Vision Plan.

UC San Diego La Jolla Campus Parking Operations Study (San Diego, CA)

Fehr & Peers assisted the University of California San Diego with providing a comprehensive parking study for the main campus in La Jolla. This study detailed overall parking operations of all facilities (including lots, structures, and on-street spaces) serving a variety of users. The study included development of a set of management strategies, which made use of historic trends and technology to optimize use of existing and future parking resources. This study also included a series of policy recommendations to help better manage the parking supply and provide flexibility for existing and future student, faculty, staff, and visitor users.

Viejas (SDSU) Arena Circulation and Parking Study (San Diego, CA)

Fehr & Peers conducted a parking circulation and access study for Viejas Arena located on the San Diego State University (SDSU)

Campus. As project manager, Sohrab evaluated the existing parking operations and occupancy at SDSU parking facilities during typical school days and with multiple evening events. Fehr & Peers conducted field observations to acquire a comprehensive understanding of event ingress and egress traffic flows, as well as key circulation parking issues associated with all the major parking structures. Parking strategies were recommended in the form of physical and policy changes that would improve traffic flow around the Viejas Arena area, result in less traffic congestion, and enhance the arena visitor experience. A follow up study evaluated potential mobility and parking improvements within the greater College Area to improve arena traffic and to provide an overall community benefit. Detailed operations analyses were conducted where applicable as part of evaluating the effectiveness of each improvement, and the highest priority projects were identified to help facilitate implementation.

CAMPUS PLANNING

San Diego State University Mission Valley Campus (San Diego, CA)

Sohrab served as Principal-in-Charge for the transportation planning analysis and design services for the planned SDSU Mission Valley campus at the SDCCU (formerly Qualcomm) Stadium site. This included assisting with the site planning and development of the overall mobility network, which involved multimodal facilities and design of two multilane roundabouts. Sohrab supervised the preparation of the Transportation Impact Analysis (TIA) for the environmental document that included the traffic operations analysis (i.e., level of service at intersections, on roadways, and on freeway facilities). He also supervised the vehicle miles of travel (VMT) analysis, which included performing SANDAG model runs in house. Sohrab was also instrumental in negotiations with the City of San Diego and other stakeholders regarding the preparation of a phased transportation improvement plan. He is currently overseeing the design of multiple traffic signals and sitewide roadway signing and striping.

UC San Diego Mesa Housing and Thurgood Marshall Neighborhood Planning Studies (La Jolla, CA)

Sohrab was the Project Manager and Principal-in-Charge for Fehr & Peers to assist SOM with the development of Neighborhood Planning Studies at the University of California San Diego campus for both the Mesa Housing Area and for Thurgood Marshall College. Fehr & Peers' role was to provide input on modifications to the mobility infrastructure and enhance pedestrian, bicycle, and transit/shuttle options, while reducing dependence on the automobile. We recommended new pedestrian and sidewalk connections, locations of new parking facilities to replace spaces on redeveloped parcels, as well as the realignment of internal streets and driveways to maintain access but minimize on-campus conflicts.