# Request for Proposals (RFP)

## 1. RFP Project Description/Introduction

This section includes sample language for a PTDM project description which can be adapted to suit the unique context of a planning jurisdiction.

#### Parking and Transportation Demand Management (PTDM) Plan

A Parking and Transportation Demand Management (PTDM) plan provides a structure for jurisdictions to require new land use developments to implement measures that can reduce automobile trips and vehicle miles traveled (VMT). PTDM strategies support travel by transit, walking, and bicycling and discourage drive-alone trips and the associated congestion and environmental impacts. PTDM plans generally apply to all new developments in a jurisdiction, with different levels of VMT or trip reductions required based on the characteristics of individual development projects and their location or context to maximize the benefits of a more multimodal and sustainable transportation system.

PTDM strategies should align with broader planning goals for improving mobility access, safety, and affordability. Measures may include provision of subsidized transit passes, subsidized car share and bike share membership, access to end-of-trip bicycle facilities, cash-out parking programs, and unbundled parking. Rightsizing parking requirements can also lower the cost of construction and commercial or residential rents and ensure more efficient use of land and other community resources.

Core elements of PTDM plan development include, but are not limited to:

* Establishment of performance targets, potentially varying by location and project characteristics
* Identification of PTDM measures available to project applicants, including site-specific programs and on-site infrastructure improvements
* Establishment of monitoring criteria to ensure program success
* Assessment of how the jurisdiction’s existing off-street parking requirements and policies may be modified to support the goals of the PTDM plan

The [City/County] is seeking professional services from licensed professional engineering firms to develop a PTDM Plan. This Plan will provide [City/County] with an effective and efficient VMT reduction framework which can be leveraged to develop a corresponding mitigation fee program (to be completed under a separate RFP).

The Consultant shall account for the [City/County’s] unique development market and transportation opportunities and constraints along with its body of knowledge working on VMT analysis methods and reduction strategies for cities throughout the state of California. Most importantly, the Consultant shall monitor the evolving practice of VMT mitigation as this work is conducted, to ensure that good new ideas and practices developing elsewhere are captured and leveraged for [Jurisdiction’s] benefit.

## 2. Scope of Work

The sample scope of work includes common tasks and deliverables required for PTDM development. It is intended to serve as a reference and be updated by planning jurisdictions to meet current local, regional, and state requirements and serve the unique needs of the plan area.

#### Task 1. Project Management, Meetings, and Field Visits

The Consultant shall be responsible for overseeing all aspects of project development and coordination, including coordination with [City/County] Staff, deliverables, submissions, and other coordination efforts consistent with the scope of work. This includes at minimum the following:

1. Kickoff and Progress Meetings: A kickoff meeting and subsequent bi-weekly meetings will be conducted to maintain regular and consistent communication on upcoming tasks, identifying and proactively addressing potential risks and challenges to success. For each meeting, the Consultant shall develop agendas and prepare meeting summaries. The meeting notes will include a list of decisions, actions, and responsible party. These meetings may be done via an online format.

##### Deliverables:

* Meeting schedule
* Meeting agendas and minutes for all meetings
* Project schedules and timeframes

#### Task 2. Existing Conditions Review

The Consultant shall conduct a comprehensive review of the existing technical and policy considerations that will inform the development of the PTDM plan. The following documents, data and information will be summarized, and key content relevant to the Task work will be concisely summarized. Additional programs or documents will be reviewed as directed by [Jurisdiction] staff.

* [Jurisdiction] PDA map, including Transit Priority Areas and Connected Community PDAs, and underlying land use designations and specific transportation projects in the General Plan and relevant Specific Plans that may be VMT-reducing.
* Urban village locations designated in the General Plan will be specifically mapped and described.
* [Jurisdiction] development review process and development/mitigation fees.
* The extent to which [Jurisdiction] development fees are typically directed to transportation impact mitigation.
* Off -street parking and loading policy from [Jurisdiction] Municipal Code.
* [Jurisdiction] VMT Impact Analysis Guidelines, including the interim VMT impact assessment metrics and significance criteria, and the proposed citywide General Plan VMT impact clearance process.
* Existing and projected 2040 [Jurisdiction] VMT metrics, using the current version of the [Regional] Activity Based Model.
* Survey of VMT mitigation fee programs in other Bay Area or statewide jurisdictions.
* Potential VMT reduction projects and how the mitigation fee would help reduce VMT by contributing to these projects.
* A description of the nexus of a VMT mitigation fee in relation to potential development, including potential thresholds or triggers and appropriate fee scales, CEQA requirements for adequate mitigation, and fee implementation considerations such as fee administration, allocation to projects and programs, and monitoring.
* Projected growth by development typology (provided by [Jurisdiction] staff).
* Existing transportation infrastructure and service conditions (using existing documentation).
* Recommendations identified in UC Berkeley Terner Center for Housing Innovation’s 2019 report on Residential Impact Fees in California and other studies related to mitigation fee creation.

The Consultant shall document the above work in a Draft Technical Memorandum and respond to one round of consolidated comments to prepare the Final Technical Memorandum.

##### Deliverables:

* Existing Conditions Technical and Policy Review Memorandum

#### Task 3. Stakeholder and Community Engagement

|  |
| --- |
| *Note: Due to the highly technical nature of most PTDM plan studies, outreach activities geared toward the general public typically result in modest levels of engagement. As such, this task emphasizes consensus-building with key stakeholders as well as sharing information and offering opportunities for input to city residents at large.* |

The Consultant shall conduct an outreach effort to ensure that the input of stakeholders with interest in VMT reduction strategies, parking policies, travel demand management measures, and development review requirements is gathered and considered in the Task above. The engagement process will include the following steps:

1. Stakeholder Identification: At the outset of the project, the Consultant shall consult with [Jurisdiction] staff to identify key stakeholders, which may include local developers, major employers, transit operators, transportation advocacy organizations, planners from other jurisdictions, and/or VMT mitigation experts, to provide input on the project.
2. Stakeholder Meetings: To solicit input from the stakeholders on their needs, priorities, and concerns about the options being developed in the [Jurisdiction], the Consultant shall hold up to (#) stakeholder meetings throughout the process of developing the PTDM Plan and the impact fee study. This will include collecting input on policy options to mitigate VMT associated with development projects, gauging stakeholder response to fees or similar mitigation options, and brainstorming strategies to implement the policy approaches. The Fehr & Peers team will prepare meeting agendas, presentations and discussion materials and document attendance and input received.
3. Documentation: the Consultant shall summarize the input gathered in the stakeholder engagement tasks in a Technical Memorandum, and disseminate to the [Jurisdiction], for review. After the memorandum has been approved, it will be transmitted to all involved stakeholders by the Consultant.
4. Community Information and Engagement: The Consultant shall share information about this project with [City/County] residents and offer them opportunities for input through preparation of regular project updates that can be shared through the website and the [Jurisdiction’s] social media channels and development of project information materials suitable for sharing at pop-up events or community organization meetings.

##### Deliverables

* Stakeholder List
* Stakeholder Meetings, including Agendas, Materials, and Summaries
* Documentation of Stakeholder Input on PTDM Plan and VMT Mitigation Fee
* Project information materials suitable for a project website and for sharing at public events

#### Task 4. Development of PTDM Plan

The Consultant shall use the information assembled in the Tasks above to inform the development of the PTDM Plan Framework for VMT Mitigation, which can be referenced in the VMT Mitigation Fee Program and used for development plan review. The PTDM Plan will include the following elements:

1. Toolbox of PTDM Measures: The Consultant will review the universe of measures and policies that might reduce VMT generated by new and existing development and that are consistent with MTC’s Connected Community PDA requirements and assemble measures appropriate for the [City/County] context into a toolbox. Each measure in the toolbox will be qualitatively evaluated for its effect on development costs, the level of [Jurisdiction] effort required to administer that measure, and the existing and potential future availability of outside funding sources for administration and implementation.
2. PTDM Measure Effectiveness Ranges: To assess the VMT reduction effectiveness, the Consultant shall use the research in support of the updated California Air Pollution Control Officers Association (CAPCOA) handbook on Quantifying Greenhouse Gas Mitigation Measures; this industry-standard reference document for quantifying the effect of TDM strategies on VMT was originally published in 2010 and updated in 2021. The updated research on the effectiveness of VMT reduction strategies has already been incorporated into the Fehr & Peers TDM+ tool; the Consultant shall use this tool to gauge the range of VMT reductions that could be achieved through applying a variety of TDM strategies in a setting like the [Jurisdiction]. VMT reduction measures and associated effectiveness may be tailored to subareas, such as PDAs or downtown areas, where some strategies may be appropriate but not feasible or effective in other areas.
3. Performance Targets and Monitoring Requirements: In coordination with City staff, the Consultant will describe the calculation of performance targets for development projects to meet with the implementation of project-specific PTDM plans. Performance targets may be expressed in a variety of ways, including target vehicle trip generation rates or target automobile mode share, but should result in development projects that generate lower per-capita VMT than similar existing land uses. In consultation with City staff, the Consultant will describe the monitoring required for development projects and consequences for failing to meet performance targets to ensure that programs are implemented and progress is made towards the performance objectives.
4. Meeting and Regulatory Platform Discussion: The Consultant shall meet with [Jurisdiction] staff to discuss the Draft PTDM Plan and any requested clarifications and edits. The Consultant shall also discuss options for PTDM Plan regulatory platform with [Jurisdiction] staff and the [Jurisdiction’s] Attorney. Options include an ordinance, a guidelines document, a General Plan amendment, or other options which may be identified. The enforceability of different options and consequences for determination of CEQA mitigation adequacy will be discussed with the [Jurisdiction’s] Attorney. The ultimate selection and drafting of the regulatory or guidance document will be the responsibility of the [Jurisdiction], with the Consultant providing the transportation policy language consistent with the PTDM Plan and associated General Plan policies and other development review practices. The goal of the guidance or regulatory document will be to encourage and incentivize the inclusion of PTDM Plan measures in new development projects.
5. Recommended Parking Policy Updates: The Consultant shall assess how the existing off-street parking requirements and policies may be modified to support the goals of the PTDM plan.

##### Deliverables

* Draft and Final PTDM Plan for VMT Mitigation
* Meeting to Discuss Draft PTDM Plan and Regulatory or Guidance Document

#### Task 5. City Review and Adoption

The Consultant shall coordinate with [Jurisdiction] staff for decisionmaker review of the PTDM Plan and help guide the adoption of the Plan by the [Jurisdiction] Council. To facilitate this review, the Consultant shall conduct a study session with the Council or appropriate committee to discuss the process, findings, and deliverables of Tasks above.

Based on feedback received in this study session, the Consultant shall update the draft version of the Plan and present the Final PTDM Plan to the [Jurisdiction] Council for adoption.

##### Deliverables

* Study Session, including meeting notes
* Final PTDM Plan
* Hearing agendas with meeting notes