# PTDM Policy: Request for Proposals (RFP)

Below are recommendations for content to consider including in the RFP for a PTDM Policy:

* Project Description/Introduction
* Scope of Work & Deliverables

Example language and additional information pertaining to each item is provided below.

## 1. RFP Project Description/Introduction

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

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

A Parking and Transportation Demand Management (PTDM) Policy requires 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. PTDM Policies 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, parking cash-out programs, and unbundled parking. Right-sizing 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.

Senate Bill 743 requires lead agencies not to use measures of vehicle delay (such as Level of Service or LOS) as environmental impact criteria, and instead to use vehicle miles traveled (VMT) to better align transportation impact criteria with State environmental, economic, and public health goals. The PTDM Policy supports compliance with SB 743 and adoption of VMT thresholds and screens.

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

* Establishment of performance targets associated with VMT, 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 Policy

The [City/County] is seeking professional services from qualified firms to develop a PTDM Policy. This policy 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. Sample 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 revised to meet current local, regional, and state requirements and serve the unique needs of the local area.

See the City of Vallejo PTDM Plan for a sample work product developed using this scope of work.

#### Task 1. Project Management and Meetings

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. 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 Policy. 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 current requirements or recommendations about TDM strategies.
* 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.
* Projected growth by development typology (provided by [Jurisdiction] staff).

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

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| *Note: Due to the highly technical nature of most PTDM Policy 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. The engagement process will include the following steps:

##### Task 3.1 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.

##### Task 3.2 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 Policy. This will include collecting input on policy options to mitigate VMT associated with development projects, gauging stakeholder response, and brainstorming strategies to implement the policy approaches. The Consultant will prepare meeting agendas, presentations and discussion materials and document attendance and input received.

##### Task 3.3 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.

##### Task 3.4 Community Information and Engagement [NOT REQUIRED BY MTC FOR CC-PDA DESIGNATION]

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 Policy
* Project information materials suitable for a project website and for sharing at public events

#### Task 4. Development of PTDM Policy

The Consultant shall use the information assembled in the Tasks above to inform the development of the PTDM Policy, which can be used for development plan review. The PTDM Policy will include the following elements:

##### Task 4.1 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.

##### Task 4.2 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 Consultant shall use this research to estimate 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.

##### Task 4.3 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 policies. 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.

##### Task 4.4 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 Policy.

##### Task 4.5 Regulatory Platform Discussion

The Consultant shall meet with [Jurisdiction] staff to discuss the Draft PTDM Policy and any requested clarifications and edits. The Consultant shall also discuss options for PTDM Policy 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 Policy 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 Policy measures in new development projects.

##### Deliverables

* Draft and Final PTDM Policy
* Meeting to Discuss Draft PTDM Policy and Regulatory or Guidance Document

#### Task 5. City Review and Adoption

The Consultant shall coordinate with [Jurisdiction] staff for decisionmaker review of the PTDM Policy and help guide the adoption of the Policy 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 Policy and present the Final PTDM Policy to the [Jurisdiction] Council for adoption.

##### Deliverables

* Study Session, including meeting notes
* Final PTDM Policy
* Hearings, including meeting notes