



City of Culver City

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Staff Report

File #: 18-01289, **Version:** 1

Item #: C-4.

CC - Approval of a Professional Services Agreement with Fehr & Peers to Prepare a Travel Demand Forecast Model (TDFM) and Provide Implementation Services Consistent with Senate Bill (SB) 743 in Response to Request for Proposals (RFP) #1830 in an Aggregate Amount Not-To-Exceed \$479,700.

Meeting Date: July 9, 2018

Contact Person/Dept: Ashley Hefner/CDD

Phone Number: (310) 253-5744

Fiscal Impact: Yes **General Fund:** Yes

Public Hearing: No **Action Item:** Yes **Attachments:** Yes

Commission Action Required: No

Public Notification: (E-Mail) Meetings and Agendas - City Council (06/28/18 and 07/03/18); Notify Me - Culver City News and Events, General Plan Update, and Public Notifications (06/28/18); and City's Social Media Accounts (various dates).

Department Approval: Sol Blumenfeld, Community Development Director (06/25/18)

RECOMMENDATION

Staff recommends the City Council approve a professional services agreement with Fehr & Peers for the preparation of a Travel Demand Forecast Model (TDFM) and to provide implementation services consistent with Senate Bill (SB) 743 in response to Request for Proposals (RFP) #1830 in an aggregate amount not-to-exceed \$479,700.

BACKGROUND

The City of Culver City does not have a Travel Demand Forecast Model (TDFM). The City's current practice for analyzing traffic impacts is to utilize traffic consultants to prepare trip generation models based on the Southern California Association of Governments (SCAG) model. Levels of Service (LOS) and roadway capacity have been the primary measures for evaluating project traffic impacts

under the California Environmental Quality Act (CEQA). In general LOS considers how a project impacts roadway or intersection capacity based upon the number of new vehicles that are expected to be added at each identified intersection.

Under SB 743, adopted in 2013, the new metrics for determining traffic related impacts is “Vehicle Miles Traveled” (VMT). A VMT based analysis looks at how a project increases or decreases the total vehicle miles traveled. The new requirements of VMT require not only examining the project impacts of the number of trips but also the impacts of the total length of those trips. The intent is to balance the needs for congestion management with statewide goals of promoting infill development and reduction of greenhouse gas emissions (GHG).

The Natural Resources Agency has begun the rulemaking process that would replace LOS with VMT in the CEQA Guidelines. After completing this process, the changes to the Guidelines are anticipated to be adopted. Some communities have already opted in to using VMT as a metric (Pasadena, San Francisco, Oakland, and San Jose). Others are planning to opt-in before the rulemaking is complete. Yet others are planning to opt in soon after the rulemaking is complete. Santa Monica, West Hollywood, and Los Angeles are updating their programs. The rulemaking is expected to be complete late summer or early fall 2018. The opt-in period for implementing VMT ends January 1, 2020, when it will become mandatory statewide.

DISCUSSION

The City issued RFP #1830 for preparation of a TDFM and to provide implementation services in connection with SB 743 Implementation. The scope of services include: project management and coordination; project initiation; building the TDFM; technical support for the General Plan Update (GPU) mobility element; updating the City’s Traffic Study Criteria (referred to as Traffic Study Guidelines in the RFP); hearings, meetings, and events; assisting the City’s travel demand management consultant on evaluation of recommended future strategies; and an estimate for ongoing operations and management

In accordance with City specifications, the following is the 2018 solicitation timeline:

- 02/08: Issue RFP
- 03/01: Deadline for questions
- 03/15: Response to questions
- 03/22: Proposals due
- 04/19: Finalists selected for interviews
- 05/01: Interview questions issued
- 05/09: Interview questions due
- 05/16: Interviews held
- 06/13: Staff finalizes recommendation

The following five proposals were received by the required deadline and opened on March 22nd at 3:00 PM:

- **Cambridge Systematics** in Los Angeles

- **Fehr & Peers** in Los Angeles
- **Iteris** in Los Angeles
- **RSG** in San Diego
- **Steer Davies Gleave** in Los Angeles

The evaluation process consisted of the review of proposals, reference checks, follow-up questions, interview questions, and interviews. The proposal reviews were conducted by a staff representative and the Directors of the Community Development, Public Works, and Transportation Departments. The proposals were ranked based on the attached evaluation criteria and the three top-ranked firms were invited to interview on May 16, 2018: Fehr & Peers, Cambridge Systematics, and Iteris. While all of the finalists were strong, it was felt that the Fehr & Peers was best qualified to carry out the work based upon their proposal, reference checks, response to questions, and interview.

FISCAL ANALYSIS

The cost for the TDFM and to provide SB 743 Implementation Services is \$479,700. There are sufficient funds appropriated in the Community Development Department (10150400.619800) fiscal year 2018/19 budget to cover the cost. During the question and answer phase of the solicitation process, three tasks were added to the attached scope of work including: 1) Analyzing traffic study fees; 2) Creating a strategy for project-level analysis for ease of use; and 3) Preparation of a VMT impact fee nexus study. On the schedule, the VMT impact fees nexus study (Task H) is dependent on GPU land use growth projections and transportation improvements and strategies, so the timing for this task would be dependent on the GPU process schedule. The five proposals received range in cost from \$479,700 to \$600,566.

ATTACHMENTS

1. Proposal
2. Schedule
3. Budget
4. Responses to proposal questions
5. Responses to interview questions
6. Request for Proposals #1830
7. Evaluation criteria

MOTION

That the City Council:

1. Approve an Agreement with Fehr & Peers for Travel Demand Forecast Model (TDFM) and Implementation Services related to Senate Bill (SB) 743 in response to Request for Proposals (RFP) #1830 in an Aggregate Amount Not-To-Exceed \$479,700;
2. Authorize the City Attorney to review/prepare the necessary documents; and,

3. Authorize the City Manager to execute such documents on behalf of the City.