



City of Culver City

Mike Balkman Council
Chambers
9770 Culver Blvd.
Culver City, CA 90232

Staff Report

File #: 22-1104, **Version:** 1

Item #: C-7.

CC CONSENT ITEM: (1) Approval of a Professional Services Agreement with Steer to Conduct a Citywide Transportation Demand Management (TDM) Study in an Amount Not-to-Exceed \$494,868.75; and (2) Authorization to the City Manager to Negotiate and Approve the Final Terms of the Agreement; and (3) Authorization to the City Manager to Approve Amendments to the Agreement for Contingency Costs of 14% Not-to-Exceed \$55,131.25

Meeting Date: June 13, 2022

Contact Person/Dept: Diana Chang / Transportation Department

Phone Number: (310) 253-6566

Fiscal Impact: Yes ☒ No ☐

General Fund: Yes ☐ No ☒

Commission Action Required: Yes ☐ No ☒

Public Notification: (E-Mail) Meetings and Agendas - City Council (06/08/2022)

Department Approval: Rolando Cruz (05/31/2022)

RECOMMENDATION

Staff recommends the City Council (1) approve a professional services agreement with Steer to conduct a citywide TDM study in an amount not-to-exceed \$494,868.75; and (2) authorize the City Manager to negotiate and approve the final terms of the agreement; and (3) authorize the City Manager to approve amendments to the agreement for contingency costs of 14% not-to-exceed \$55,131.25.

BACKGROUND

The Culver City Transit Oriented Development (TOD) Visioning Study completed in 2017 recommended updating the City's Transportation Demand Management (TDM) Ordinance and developing a formalized TDM Program. A TDM Program uses policies, strategies, and programmatic measures to reduce single-occupancy vehicle (SOV) trips while increasing alternative travel options. These options include walking, biking, transit, ride-sharing, and micro-mobilities. The goal is to reduce excess demand for congested roadways and parking by increasing the efficient use of the transportation system.

The Transportation Department has been administering the City's Congestion Management Program, TDM Ordinance, and implementation of Trip Reduction Programs. In FY2018, the Transportation Department started the preparation to issue a Request for Proposals (RFP) to hire a consultant for a TDM Study. However, this effort was paused in the last few years due to staff resource issue and the COVID-19 pandemic.

DISCUSSION

The Transportation Department, working in coordination with the Community Development and Public Works Departments, is leading the effort to seek professional services to carry out a TDM study and the subsequent efforts to update the City's TDM Ordinance and create a TDM Program.

On March 10, 2022, the City released an RFP for a consultant to conduct a Citywide TDM Study and propose a comprehensive TDM Plan recommending policy changes, outlining a clear process for selecting, funding, and implementing TDM strategies, and recommending the structure and the guidelines to establish, evaluate, and monitor a Citywide TDM program for developers, employers, and/or residents. The TDM program will be formally established and codified through the adoption of the new TDM Ordinance. The selected consultant will conduct holistic research of TDM best practices, engage with developers, employers, and all relevant stakeholders through public outreach, and recommend the most suitable TDM Plan as well as a roadmap for implementation. The selected consultant will also conduct a feasibility study on creating a Transportation Management Organization in the City that promotes, educates, and provides technical assistance to developers, employers, and/or residents in order for them to reach/maintain compliance.

A non-mandatory preproposal meeting was held on March 24, 2022 with representatives from seven consulting firms attending. The pre-proposal meeting presentation was released through PlanetBids on March 28, 2022, and responses to all questions received were posted to PlanetBids on April 7, 2022. A total of two proposals were received on April 28, 2022. The proposers are listed below in alphabetical order:

1. Nelson\Nygaard
2. Steer

A proposal evaluation team, consisting of staff from City's Transportation Department, Public Works Department, and Community Development Department, conducted a comprehensive technical evaluation of the proposals received. The proposals were evaluated based on the criteria below:

- Qualifications and Experience (40%)
- Questions/Responses to Scope of Services (35%)
- Total Proposed Costs (25%)

Interviews were conducted with both consultant teams on May 17, 2022. After the interviews, the evaluation team finalized the evaluation assessments and determined Steer to be the best qualified firm.

Steer has a team with extensive experience in development and implementation of TDM policies and

programs, multimodal transportation policy and planning projects, and commuter program design and management projects. Steer will also be supported by Leslie Scott Consulting, which specializes in public outreach and has over 25 years of experience working with stakeholders in the Los Angeles area, centered around TDM. The project team understands the City's goal to establish an effective TDM program, building upon all the mobility initiatives City has invested in and planned in recent years.

The proposed project team has led TDM projects for municipalities, public agencies, and private organizations in the Southern California region including the Cities of Santa Monica, Glendale, Carlsbad, and the Southern California Association of Governments. Steer presented a deep knowledge of TDM principles and applications in their proposal and during the interview. The proposed team shares the City's vision to use innovative TDM policies and programs to drive behavior changes and make alternative travel options accessible to the public. The proposed team also demonstrated their expertise in travel demand data assessment and recommended additional data that will be collected and evaluated as part of the TDM study.

Staff recommends that the City Council approve the professional services agreement for the consultant services for Culver City's Comprehensive TDM Study and authorize the City Manager to negotiate and approve the final terms of the agreement. Staff anticipates commencing the study at the beginning of FY2023, with the target to complete the study in FY2023 and create the TDM Program in FY2024.

FISCAL ANALYSIS

There is sufficient funding for the Professional Services Agreement with Steer in the amount of \$494,868.75 plus 14% contingency of \$55,131.25 in the FY 2021/2022 Adjusted Budget in Transportation Department Other Contractual Services (Acct# 20370100.619800).

ATTACHMENTS

None.

MOTIONS

That the City Council:

1. Approve a professional services agreement with Steer to conduct a citywide TDM study in an amount not-to-exceed \$494,868.75;
2. Authorize the City Manager to negotiate and approve the final terms of the agreement;
3. Authorize the City Manager to approve amendments to the agreement for contingency costs of 14% not-to-exceed \$55,131.25;

4. Authorize the City Attorney to review/prepare the necessary documents; and

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