



Transportation Committee
Meeting Date: 6/7/2018
Agenda Item No.: 2018-June-4.

Subject: Release a Request for Proposals for Developing Business Plans for Transportation Management Associations (Est. time: 5 minutes)

Action

Prepared by: Sabrina Bradbury

Approved by: Matt Carpenter

Attachments: No

1. Issue:

Should the board release a Request for Proposals (RFP) to initiate a consultant-led effort to develop business plans to help Transportation Management Associations (TMAs) transition from guaranteed SACOG funding?

2. Recommendation:

That the Transportation Committee recommend that the Board of Directors: (1) approve the release of an RFP for a consultant to develop business plans for TMAs; and (2) authorize the chief executive officer to negotiate and execute a contract with the selected consultant.

3. Background/Analysis:

TMAs provide local outreach, encouragement, and incentive programs to encourage employees and residents in the Sacramento region to walk, bike, ride transit, telework, and share rides to reduce car trips. SACOG currently provides non-competitive contracts for an outreach scope of work to TMAs in order to capitalize on their connections with local organizations and employers. TMAs receive funding from other sources, so SACOG is able to leverage those funds and the efficiencies of these outreach partners through additional support. Funding sources and structures of the TMAs in the region vary, with different TMAs funded through one-time grant funding, employer member dues, and/or other organizations, such as property business improvement districts, transit districts, developers, and/or cities.

4. Discussion/Analysis:

As SACOG transitions away from guaranteed funding for TMAs over the next 12 months, staff recommends hiring a consultant to develop business plans for TMAs that explore other funding partnerships that would allow TMAs to continue to provide outreach and support to commuters, employers, and other agencies in the region. The consultant

selected would collaborate with SACOG staff, TMAs, and stakeholders to assess opportunities and challenges with existing TMA structures and funding streams, while examining new partnerships, models, and structures to help TMAs maximize their efforts in promoting travel behavior change.

A selection committee will review the proposals and make a recommendation for which consultant to hire. The final work scope and contract will be negotiated as an agreement between the selected consultant and SACOG as the contract administrator, with input over the course of the project from TMAs, local agency staff, and other stakeholders.

5. Fiscal Impact/Grant Information:

There is no fiscal impact. This contract would not exceed \$75,000, and is part of the Next Generation Transportation Demand Management Program approved by the board in April 2018.

This staff report aligns with the following SACOG Work Plan Goal(s):

#5: Establish the Sacramento Region as an Innovator and Test-Bed for New Ideas