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**BUSINESS ITEM**

**STAFF REPORT**

**DATE: DECEMBER 3, 2015**  
**TO: EL DORADO COUNTY TRANSPORTATION COMMISSION**  
**FROM: JERRY BARTON, SENIOR TRANSPORTATION PLANNER**  
**SUBJECT: PROFESSIONAL SERVICES AGREEMENT – ACTIVE TRANSPORTATION CONNECTIONS STUDY**

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**REQUESTED ACTION**

Authorize the Executive Director to enter into a professional services agreement between EDCTC and Alta Planning + Design to develop the El Dorado County Active Transportation Connections Study for a not-to-exceed amount of \$85,000.

**BACKGROUND**

The El Dorado County Active Transportation Connections Study (Study) will conduct necessary detailed plan level analysis to determine which active transportation projects will get the most use and ultimately provide the highest and best use for the limited available funding.

The Study will conduct broad based public outreach and data gathering strategies to garner public support for the implementation of projects in each supervisorial district. An in-depth analysis of active transportation and land use patterns will ensure the most appropriate and well planned projects are selected for implementation. The Study will perform a community survey, safety assessment and an origin and destination study to determine trip patterns and inform active transportation investments. The study will lay the ground work for successful funding applications and implementation of projects that improve safety and effectively encourage and increase sustainable active transportation.

The Study will also develop rural-appropriate project level performance measures and analytical tools to ensure that El Dorado County and the City of Placerville can be competitive when applying for active transportation funding. Tools will include project-level benefit/cost analysis, demographic and disadvantaged community data, projected facility demand, greenhouse gas emissions reduction benefits and life cycle maintenance costs.

The Study will identify active transportation opportunities in each supervisorial district to determine the right balance of land uses, demographics, public support, and active transportation demand to explore the potential for implementation of innovative project types that reduce vehicle miles traveled, improve safety, improve public health, maximize connectivity, and have a high projected use.

**DISCUSSION**

EDCTC staff released the Request for Proposals (RFP) for the Active Transportation Connections Study on October 9, 2015. The RFP was sent to several consultants, sent to a consultant distribution center, and made available online via the EDCTC website and Facebook. Staff received three proposals by the November 10, 2015 deadline. Proposals were received from Alta Planning + Design, Echelon Transportation Group and Green Dot Transportation. The proposals were evaluated according to the criteria specified in the RFP by EDCTC staff and colleagues from Sacramento Area Council of Governments and the El Dorado County Air Quality Management District.

The evaluation criteria utilized for consultant selection are as follows:

- Understanding the purpose and requirements of the community transportation plan;
- Familiarity with the project area and the type of issues and problems associated with the project;
- Ability to meet the project's goals and objectives;
- Approach to be followed and the tasks to be performed, including detailed steps, resources required and proposed project schedule;
- Qualifications, specific experience, and technical competence of the personnel to be assigned to this contract.

Based upon the review of proposals, interviews, and references, staff recommends Alta Planning + Design for this contract. Key factors considered by the review panel in making this recommendation are as follows:

- The firm has extensive experience in active transportation planning, related funding programs, performance measures and estimation of bicycle and pedestrian demand
- The firm has a very strong understanding of the project purpose, goals and objectives
- The firm is providing a highly-qualified project team
- The firm provided a scope of work that detailed the steps and approach for completion of tasks necessary to deliver a study that will provide for highly competitive projects and useful analytical performance based tools to apply to future active transportation projects

Hugh Louch of Alta Planning + Design will serve as project manager for the Active Transportation Connections Study. Mr. Louch is an experienced multi-modal transportation planner and project manager. He is a national expert in performance management with an emphasis on helping agencies focus limited resources on projects and programs that support goals and objectives in a cost effective and efficient manner.

Approved for Agenda:

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Sharon Scherzinger  
Executive Director

Note: Copies of the RFP and each of the proposals received are available for review at the EDCTC office.