**Transportation Demand Management (TDM) Strategic Plan**

Introduction

Transportation Demand Management (TDM) Strategic Plans are eligible in the ACR/TDM Program under the TDM Planning and/or TDM Project Competitive Categories. The goal of a TDM Strategic Plan is to identify the current state of TDM in a local jurisdiction, identify opportunities for jurisdiction-led projects, and assess opportunities for updates to development requirements. Note that developer TDM requirements are not included in this scope of work but would be a standalone project or add-on following this higher-level strategic document. This sample scope of work was designed to approximately fit a total budget of $110,000 ($10,000 from local matching funds and $100,000 from a potential ACR/TDM grant award). The SMCTA On-Call Transportation Planning bench is available in-lieu of local procurement processes as well. This sample is intended to provide potential ACR/TDM Program applicants with this sample scope of work to use as starting point and amend tasks to fit local needs. This scope assumes a citywide project with a focus on key activity centers and major corridors. Based on the parameters provided by the City with regards to the size and scale of the Plan, the geographic focus of outreach, the effort to advertise and solicit feedback and the analysis can be tailored.

Scope of Work

# Task 1 Project Admin & Management

This task focuses on the administrative requirements of the project and can be used to determine the project’s protocols and expectations. Activities under this task include:

* Consultant will facilitate a project kick-off meeting and provide an agenda to review project goals, communication protocols, schedule, deliverables, and meeting dates.
* A Project Management Plan will be developed following the kick-off meeting to detail decisions made at the kick-off meeting.
* Bi-weekly Consultant/City Project Managers should be held to discuss on-going progress and address any scope, schedule, or budget issues as they arise.
* Consultant shall prepare monthly invoices and/or progress reports.

Deliverables include:

* Draft and final project kick-off agenda
* Draft and final Project Management Plan
* Bi-weekly check-in meetings between Consultant/City Project Manager with meeting minutes/action items
* Invoices

# Task 2. Stakeholder Outreach and Community Participation

This task identifies approach and activities to engage and outreach with the community on TDM. Consultants are highly encouraged to create a Stakeholder Engagement Plan that documents the types of audiences the outreach will engage with and the activities and meetings the consultants will hold or lead. The activities should be tailored to surface what TDM strategies are of most interest and/or are effective for residents and businesses to use alternative modes of transportation. Elements of this task may include:

* Developing an outreach/participation plan
* Hosting pop-up input events near the selected activity centers and organizing stakeholder or community-based organization meetings to hear from people who may not normally participate in city-led planning processes.
* Preparing materials to be posted on the City’s website, social media, and developing a virtual web-map or similar platform to hear from people who may not be able to attend in-person events.
* Presenting to City staff, committee or City Council
* Summarizing the outreach activities and findings

Deliverables include:

* Draft and final Outreach Participation Plan
* Three (3) pop-up events
* Two (2) focused stakeholder or community-based organization meetings
* Materials and presentation to two (2) committee or City Council meetings
* Draft and final webpage and social media blast content
* Virtual web-based community input tool
* Draft and final outreach summary and findings

# Task 3 Existing Conditions/Baseline Report

## 3.1 Existing TDM policies and programs

The Consultant will review existing TDM programs and related policies in the city, county and peer agencies in the region to identify what types of measures have been implemented, and to understand the obstacles and opportunities to implementing TDM measures. Key activities include:

* Identify existing TDM policies and programs, and evaluate their success and limitation
* Review current TDM programs’ and policies’ relationship with transportation programs, policies, and zoning.
* Identify possible sub-areas or focus zones that could use targeted strategies such as downtowns, business parks, or mixed-use areas.

3.2 Existing Travel Conditions

The Consultant will document transit service, bicycle, and pedestrian networks to help inform an opportunities analysis in Task 4.2, including spatial analysis of transit, bike, and pedestrian facilities and the built environment.

Deliverables include:

* Existing Travel Conditions report with visuals

# Task 4 TDM Strategies Report

## 4.1 Goals, Objectives and Evaluation Criteria

This task develops performance goals, measures and an evaluation for the TDM Strategic Plan. Goals will serve to set a vision for TDM and the parking system in the City. Performance measures will establish appropriate, quantified metrics to track progress within these goals and the evaluation process will outline how the City will track the plan’s progress. Best practice TDM standards and resources should be referenced but no custom standards are proposed.

Deliverables include:

* Goals and performance measure matrix
* Technical memo documenting performance goals, measures and evaluation process

## 4.2 Strategy research and analysis

Using the information gathered from Tasks 2, 3 and 4.1, and input received to date, the Consultant will draft a TDM Strategies Report that recommends potential context-sensitive and equitable TDM measures, practices, projects, and programs. The strategies should consider at least three Strategy components: 1) TDM for developers & employees; 2) Increased mobility; and 3) Transit first. Additionally, at least one, if not several goals from the Goals & Objectives section should correspond with each of the strategies set forth in this Report. The Report will also evaluate and discuss potential effects (both positive and negative) on the transportation network of the city, the effects on downtown mobility, and the community at-large. When available, the Consultant should provide case study references for each new TDM and parking-related recommendation. The Consultant shall rank effectiveness and difficulty of implementing TDM strategies and present a recommended prioritization list for implementation.

Deliverables include:

* TDM Strategies report
* Prioritized list of TDM strategies for implementation

## Task 5 Draft and Final TDM Strategic Plan

The Consultant will prepare a draft and final report collecting previously developed technical memorandums into a final, public document.

Deliverables include:

* Draft and Final TDM Strategic Plan

Task Budget

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| **Task** | **Budget** |
| Task 1 – Project Administration & Management | $15,000 |
| Task 2 – Stakeholder Outreach and Community Participation | $25,000 |
| Task 3 – Existing Conditions/Baseline Report | $20,000 |
| Task 4 – TDM Strategies Report | $25,000 |
| Task 5 – Draft and Final Plan | $10,000 |
| **Total** | **$110,000** |

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