

**Contractor (s) - Regional Implementation Plan for Smart Growth Development Strategies**

Not to exceed \$9,000

Deadline: on-going

Association of Monterey Bay Area Governments
Marina, CA

October 13th 2011

AMBAG serves Santa Cruz, Monterey and San Benito Counties and the cities within as the federally designated Metropolitan Planning Organization (MPO). AMBAG also acts as the Council of Governments for Santa Cruz and Monterey Counties and cities within. Under SB 375, the 18 MPOs in California must prepare a "Sustainable Communities Strategy" to reduce vehicle miles traveled and associated greenhouse gas emissions through coordinated land use and transportation planning.

Influencing market forces to support a sustainable growth pattern will require regional coordination in implementing innovative "carrot and stick" strategies. AMBAG recently received a Community Based Transportation Planning grant from Caltrans to develop such a plan, entitled the Regional Implementation Plan for Smart Growth Development Strategies.

This project will include an inventory of existing "Smart Growth Development Strategies" in the Monterey Bay Area as well as research into the political feasibility and implementation needs for new strategies that have the potential to most significantly improve the development potential of key areas. Such strategies could include public/private partnerships, parking policies, graduated density zoning and transit benefit districts.

AMBAG staff will conduct surveys, informational interviews and focus groups to determine the political feasibility and implementation needs of a range of strategies throughout 2011 and early 2012. AMBAG staff will work with local partners in developing resources to assist with the implementation of key strategies through 2012 and early 2013. The selected contractor (s) will assist AMBAG staff throughout FY2011-2012 with the possibility of FY2012-2013.

The Association of Monterey Bay Area Governments' Planning Department is seeking a contractor for each of the following activities. Details of the Scope of Work will be developed as the contract is negotiated. Respondents should indicate if they are applying to complete Item #1 or #2 below, and any additional activities below.

1. Conduct market research and financial feasibility analysis of infill typologies
2. Work with LiDAR data to extract 3D building data to complete a GIS based redevelopment potential analysis

Additional activities that may be included in the Scope of Work include the following:

- a) Create resources to assist various agencies with implementation of smart growth



development strategies

- b) Develop and conduct surveys for a 45-member Regional Advisory Committee and 24 member Planning Directors Forum to evaluate smart growth development strategies
- c) Create graphics depicting complete street typologies, place types, and infill typologies
- d) Assist with data collection for the "Bicycle Travel Demand Modeling Project"

Credentials Sought:

- Either currently enrolled in or completed masters degree in any of the following: city or regional planning, transportation planning, economic development, environmental planning, urban design or related programs
- 1 or more years of planning or related experience
- Familiarity with concepts of smart growth and redevelopment
- Strong skills in MS Excel
- Experience using GIS
- Familiarity with Adobe Creative Suite
- Familiarity with SketchUp
- Motivated, self-starter, good communicator, ability to follow direction but also self manage

Compensation

The contractor will be paid at an hourly rate commensurate with experience.

Deadline:

Ongoing.

To Apply:

Submit all documents listed below in PDF format to snelson@ambag.org with the subject title "WE 627 Contractor."

1. A coverletter which includes:
 - a) Statement of understanding of project background and intended scope of work
 - b) Proposed compensation (include hourly rates)
 - c) Schedule availability
 - d) 2 references, one of which must be professional
2. A resume, which should indicate whether the respondent meets the credentials identified above
3. Two to three work samples
4. Any other items respondent deems appropriate for consideration

S:\Planning Section\WE 627 Smart Growth Development Strategies\Administration\Contracts and Purchases\Contractor_Posting_WE627.docx