

REQUEST FOR PROPOSAL
TRANSPORTATION MOBILITY STRATEGY
CITY OF OLYMPIA, PUBLIC WORKS DEPARTMENT

1. INTRODUCTION

The City of Olympia intends to retain a consulting firm to develop a Transportation Mobility Strategy. This document outlines a brief background of the purpose for this Transportation Mobility Strategy, details the scope of services to be performed, and describes the consultant evaluation and selection process.

Any questions or clarification concerning the RFP shall be directed to:

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2. BACKGROUND

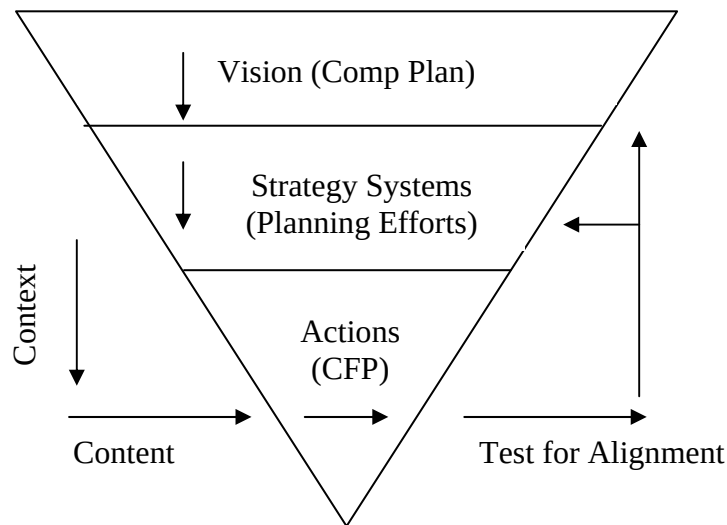
The Olympia City Council expressed a desire to explore the benefits of developing a Transportation Mobility Strategy. Staff received direction to develop the framework for initiating this effort with oversight of the City Council's Land Use and Environment Committee.

The *Olympia Comprehensive Plan* (Comp Plan) provides the City's vision and a wide variety of planning efforts have taken place that address specific parts of this vision. Some of these plans have produced significant progress in advancing specific goals identified in the Comp Plan, while other plan implementations have stalled. Some Comp Plan goals are simply not being addressed or realized.

Implementation of these plans occurs through a combination of day-to-day operations as part of the City's operations budget and capital projects as identified in the City's *Capital Facilities Plan* (CFP).

Principled Decision Making

While the City has established a vision (Comp Plan) and has a process to develop individual or groups of projects (CFP), no specific strategy has been developed to align the vision to the projects being brought forward for consideration.



Based on this Principled Decision Making Model, the City Council’s Land Use and Environment Committee provided the following policy guidance for developing a scope of work for this effort.

Strategic Issues

- There is a vision/reality disconnect between the policies in the Comp Plan and what is being accomplished on a project-by-project basis.
- Insufficient and unreliable funding is a growing community concern.
- Decision making is based on car-based Level of Service (LOS).
- Action plans for strategy areas in the Comp Plan are not developed.
- Information, policy analysis, and project reviews come to the City Council and are presented to the public, piece-by-piece without an understanding of how it fits into a holistic transportation strategy.

Results

Below are the results we are seeking for this planning effort.

- Holistic multi-modal approach to decision making;
- Identified performance measures – outcomes and outputs;
- Olympia’s citizens are informed and meaningfully involved with transportation issues; and
- Roadmap for implementing City Council Focus Areas

Guiding Principles

- The Transportation Mobility Strategy will use existing Comp Plan goals and policies as the foundation of this work effort.
- Funding mechanisms that are equitable and adequate to meet the capital and operational needs of the transportation system.
- Leverage limited resources to achieve multiple goals simultaneously.

3. GENERAL SCOPE OF SERVICES

Task 1: Review and compare existing plans to the City’s vision as articulated in the Comp Plan (*Consultant lead, City support*)

Consultant will obtain and review relevant planning documents from City staff and other agencies (Washington State Department of Transportation [WSDOT], Intercity Transit [IT], Thurston Regional Planning Council [TRPC], Thurston County, and adjacent cities). At a minimum, the following plans, studies or programs will be reviewed:

- City of Olympia Comprehensive Plan
- Thurston Regional Transportation Plan
- City of Olympia Capital Facilities Plan
- Bicycle Facilities Plan
- Sidewalk Facilities Plan
- Regional Urban Trails Plan
- Olympia Commute Trip Reduction Plan
- Olympia GTEC Plan
- Intercity Transit Plan
- State Highway Plan – Pertinent to the Thurston County Area
- Parks and Recreational Facilities Funding Measure Information (September 2004)
- Street Repair/Reconstruction Program (Least Cost Streets)
- Neighborhood Traffic Management Program
- Growth Management/Annual Concurrency Review
- West Bay Drive Corridor Study
- Boulevard Road Corridor Study
- Capitol Way Corridor Study
- Harrison Avenue Study
- Downtown Streetscape Study
- East Downtown Development Plan
- Neighborhood Connections Study
- Downtown Parking Management On- and Off-street Strategies
- City of Olympia Median Strategy

The purpose of this task is to review and evaluate these plans for consistency with Comp Plan policies, look for relationships between plans, and identify mission elements in the current approach to establishing transportation priorities.

The consultant will work with the City to develop a comprehensive list of existing and future transportation needs, based on the review of these plans. Consultant will develop a matrix showing common elements of the various City plans, and will identify opportunities to enhance the City’s approach to achieve the Comp Plan vision in a more holistic and efficient manner.

Based on this review, the consultant will develop a “Mobility Strategy” that identifies and advances the highest priorities of the City.

Consultant will provide input on existing and proposed policies and approaches, based on comments from community meetings, and issues learned from the assessment of existing plans.

Deliverables:

- Technical memorandum on findings and recommendations
- Comprehensive assessment of system needs and priorities to advance existing Comp Plan vision
- Opportunities to enhance the City's approach to achieving the Comp Plan vision
- List of proposed, and revisions to existing, transportation policies that need to be addressed in the Comprehensive Plan.

Task 2: Transit (*Consultant lead, City support*)

The purpose of the City's transit plan is to examine current and future needs for public transit; identify barriers and solutions to these barriers; pertaining to the use of transit, review current and future services and to develop a set of recommendations for future services. Consultant will examine barriers both in terms of: 1) the public's knowledge of existing services and response to available services, 2) limitations to the use of public transportation to the built environment and land-use policies and practices, and 3) current bus route and transit system structures.

Areas of investigation will include:

- Parking regulations
- Integration with bicycle and pedestrian facilities plans
- Transit-related development code requirements
- Policies related to achieving transit supporting densities, diversity of land-use and street design
- Traffic signal transit priority opportunities
- Specific route structure opportunities (such as express or shuttle services)

The consultant will review Intercity Transit's relevant planning documents and the Regional Transportation Plan.

The Consultant will review City development codes and concurrency ordinances and identify opportunities to ensure transit needs are met in the future through improvements built by new development. The consultant will examine the possibility of incorporating transit into the City's concurrency review.

Consultant will provide examples of best practices from peer communities that have developed model policy and codes to support transit and TDM performance. Based on these findings, consultant will offer revised code and policy language and alternate transit supportive planning models where appropriate.

Consultant will develop a draft and final City of Olympia Transit Master Plan. This will be available as a stand-alone document. Relevant recommendations and policies from the Plan will be included in a more condensed Transit Element for the City's Transportation Mobility Strategy.

Deliverables:

- Technical memorandum on findings and recommendations
- Draft and final City of Olympia Transit Master Plan
- Transit Element of Transportation Mobility Strategy

Task 3: Facilitate Completion of the City's Bicycle Master Plan (*Consultant lead, City support*)

The Bicycle Master Plan is being developed with the involvement of the City's Bicycle and Pedestrian Advisory Committee, a citizen's advisory committee. The plan will include elements on facilities, as well as education and encouragement activities. At the beginning of 2008, the plan is only partially complete. The BPAC will be working on the plan through August 2008.

The consultant's role will be to complete any unfinished elements of the plan. The consultant should plan for at least three meetings with the BPAC to facilitate discussion and recommendations on any unresolved issues in the plan. Relevant policies and recommendations from the plan will be included in Transportation Mobility Strategy.

Task 4: Develop a Project Prioritization Process, including a Multi-modal Analysis Tool (*Consultant lead, City support*)

The purpose of this task is to develop a set of multi-modal transportation improvements that meet the long-term planning needs of the City. The recommendations will include planning level cost estimates. Consultant will provide project estimates for any new or combined projects that are identified in the needs analysis.

Consultant will develop a list of criteria to evaluate transportation improvement concepts and leverage City resources to achieve multiple goals simultaneously. Consultant will develop a multi-modal analysis tool to suggest a prioritization process from which an implementation approach and schedule can be built. Consultant will recommend a phased implementation program, including an incremental 6-year listing of improvements to the horizon year of the Mobility Strategy.

Deliverables:

- List of 20-year recommended multi-modal improvements with incremental 6-year priorities.

Task 5: Develop a Financial Plan (*Consultant lead, City support*)

The purpose of this task is to identify and analyze funding sources for the 6- to 10-year list of transportation improvements, resulting in a financially viable Transportation Mobility Strategy for the City of Olympia.

Consultant will develop a list of the most promising potential future funding sources, initial estimates of amounts likely to be available, and identify projects that would be eligible for each funding source. Forecasts will include short-term (6-year) and long-term (20-year) projections. Consultant will review the initial funding estimates with the City and guide the development of cost-feasible (financially constrained) transportation improvements.

Consultant will coordinate the development of prioritization criteria for transportation improvements with the development of financing strategies, in order to ensure that priorities and financing are consistent and feasible.

Consultant will provide information about financial strategies in formats that are appropriate for helping stakeholders and the community provide opinions and suggestions concerning financing strategies. Consultant will support and participate in community involvement activities that address financing strategies for the Transportation Mobility Strategy.

The final financing plan will include recommendations on the potential actions the City can take to minimize any funding shortfalls for identified transportation needs. The financing plan will address all programs and approaches being considered in the Transportation Mobility Strategy.

Deliverables:

- Evaluation of current transportation financing strategies
- Technical memorandum on findings and recommendations
- Financial Strategy chapter for the Transportation Mobility Strategy

Task 6: Develop Performance Measurement Tool and Recommendation (*Consultant lead, City support*)

The purpose of this task is to develop a set of outcomes/outputs from which the City Council, citizens, and staff can measure progress in meeting goals and priorities as outlined in the Transportation Mobility Strategy.

A series of target outcomes (key results) will be recommended by the consultant to determine if actions taken are moving the City toward its vision as articulated in the Comprehensive Plan. Target outcomes will be developed for all modes of transportation (bicycle, pedestrian, transit, motorized vehicles) and downtown parking.

A series of outputs (action steps) to implement the priorities as identified in Task 4 will be recommended by the consultant for the short- and mid-range planning (1 to 6 years and 6 to 12 years) horizons of the Transportation Mobility Strategy.

Deliverables:

- Establishment of “Target Outcomes” and “Outputs” to measure implementation progress of the Transportation Mobility Strategy
- Performance Measurement chapter for the Transportation Mobility Strategy

Task 7: Final Plan (*Consultant lead, City support*)

Consultant will prepare a final Transportation Mobility Strategy with active input from City staff and the Ad-Hoc Transportation Advisory Committee. The City and Consultant will agree on the content and format of the plan prior to development of any materials. Consultant will draw the plan material directly from the sections prepared during the study. Consultant will prepare maps and graphics in the reports. Consultant will submit a draft plan to the City for review. Consultant will circulate the final draft to the City, which will be responsible for the final edits and publication.

Consultant will extract key information from the plan and prepare a stand-alone executive summary of the Transportation Mobility Strategy.

Deliverables:

- Two (2) unbound, camera-ready (reproducible) draft reports and one (1) unbound, camera-ready (reproducible) final report hard copy and one final electronic copy, as well as CD (printed) versions.
- Draft and final executive summary of the Transportation Mobility Strategy, two (2) unbound, camera-ready (reproducible) draft reports and one (1) unbound, camera-ready (reproducible) final report hard copy and one final electronic copy, as well as CD (printed) versions.

Task 8: Public Involvement (*Consultant and City lead*)

The purpose of this task is to engage the public in determining and prioritizing transportation needs for all modes of transportation, and to provide opportunities to be actively involved in identifying transportation solutions that best serve the City of Olympia’s community vision. It is envisioned this scope will provide the flexibility to mix and match outreach services to best serve the development of the Transportation Mobility Strategy as it unfolds. The goal is that this strategy reflects the community’s values and interests and that the final product is useful to the public.

Key stakeholders include:

- | | |
|-----------------------------|--|
| • Citizens | • Ad-Hoc Transportation Advisory Committee |
| • City Council | • City of Olympia Planning Commission |
| • Neighborhood Associations | • Bicycle and Pedestrian Interests |
| • Business Community | • Intercity Transit |
| • Environmental Community | |

Consultant will accumulate detailed information about issues and expectations of stakeholders concerning the Transportation Mobility Strategy and explore the most effective methods of reaching out to the constituency they represent. This task will result in a Summary of Findings and Recommendations for stakeholder involvement.

Transportation Advisory Committee

A newly formed Ad-Hoc Transportation Advisory Committee (TAC) will guide the review of the plan.

Consultant will deliver interactive presentations to the TAC. It is anticipated the meetings will be scheduled in coordination with key project milestones, to be determined during development of the project schedule. Consultant will lead the TAC through a project visioning exercise at the first of these meetings. This exercise will assist in establishing and understanding clear success measures and the range of project objectives from the community's perspective. From this point on, it is anticipated that the presentations will be informal show-and-tell with opportunities for feedback from the TAC.

Deliverables:

- Summary of Findings and Recommendations for stakeholder involvement
- Draft and final Public Outreach Plan
- Draft agenda for each Ad-hoc Transportation Advisory Committee Meeting
- Facilitated meetings with minutes

Task 9: Environmental Review – SEPA (*Consultant lead, City support*)

The purpose of this task will be to develop and implement an environmental review process that complements the transportation planning. The intent is to ensure that impacts associated with possible transportation improvements are identified as early as possible so that they can be adjusted to be as “impact-free” as possible.

The consultant will discuss with City staff the actual format and content of the environmental portion of the document. Options may include preparation of an environmental checklist, and the optional SEPA “non-project review form” developed by Washington State Department of Ecology in 2002-2003, or a planned action approach, if the environmental review is expected to address specific implementation actions. For budget purposes, it is assumed that an environmental checklist approach will be used in the analysis.

Deliverables:

- Environmental scoping documents
- Impact assessment discussion papers
- Draft and final environmental review components of the plan

4. CONDITIONS NECESSARY FOR SUCCESS

It is critical that the Consultant team work in the spirit of cooperation with staff and the Ad-Hoc Transportation Advisory Committee to create a positive environment. The Consultant team shall lead efforts to work in collaboration with staff and the Ad-hoc Transportation Advisory Committee to make the experience positive for all, to help support a learning culture, and to set the foundation for positive change that staff can sustain in the long term.

All reports and presentations must be user friendly. They must be concise, simple, visual, and presented using common language that is understandable to an average citizen.

We expect creative and out-of-the-box thinking. A business-as-usual approach will not meet our needs.

5. SUBMITTAL REQUIREMENTS

Candidates shall submit proposals that thoroughly respond to the items listed below. The most effective proposal will address the requirements, while minimizing unnecessary, elaborate presentation materials beyond that sufficient to present a complete and effective response. The proposal must be organized and presented in the exact order as outlined and not exceed 20 single-sided pages of text, with minimum 12 pt font and double-spaced. Resumes are excluded from the page limit. Failure to do so will remove the firm from further consideration. The consultant shall submit five (5) copies of this proposal no later than 5:00 p.m. Friday, May 30, 2008.

David C. Riker, Director of Transportation
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PO Box 1967
Olympia, WA 98507-1967
(360) 753-8441

A. Statement of Qualifications

- Identify the office that will handle this project.
- Provide a detailed description of the qualifications and background of the Consulting Team Leader and members of the team that will participate on the project. Provide a resume for each team member, highlighting their specific experience as it relates to the development of a Transportation Mobility Strategy. Describe roles of team members.
- Outline the performance of past planning and policy development work, and performance evaluations of the Team Leader in the last three years. If the consulting team has worked together in the past, also identify those projects.

Include and list reference names, addresses, and phone numbers. Also, identify the firm's local project or similar project experience.

B. Detailed Presentation of Tasks

- Describe the precise scope of work proposed to be accomplished. Clearly delineate any modifications (additions or deletions) to the general scope of services proposed by your team, outlining the approach, methodology, and outcomes. Provide details on how you propose coordinating the review, gathering information, and involving staff, the Ad-Hoc Transportation Advisory Committee and the public in the development of a Transportation Mobility Strategy.
- Provide a detailed time schedule to accomplish each phase of the project scope.

6. CONSULTANT EVALUATION AND SELECTION PROCESS

The selection committee will evaluate proposals and rank them based on the following criteria, using a point system, with a 100-point maximum.

- **Approach and Methodology** 40 points
Proposal demonstrates an understanding of issues outlined in the scope of work and provides a thorough and realistic approach for accomplishing the outcomes within a specified timeframe.
- **Experience and Performance** 30 points
Team demonstrates a solid record of successful performance. Consulting team should have demonstrated evidence of a successful record in working with elected officials, professional, technical, and administrative individuals, as well as the public.
- **Qualifications and Diversity** 20 points
Makeup, qualifications, and diversity of team.
- **Capacity to Perform the Work** 10 points
The ability of the consultant to perform the work within the timeframe provided, considering the firm's current and planned workload, capabilities and physical location.

7. SCHEDULE

Below is the schedule of milestones to accomplish this deadline.

Proposal Due Date	May 30, 2008, 5:00 p.m.
Proposal Review and Shortlist for Interview	June 15, 2008
Consultant Interviews	Week of July 7, 2008
Consultant Selection	July 19, 2008

8. AVAILABLE INFORMATION AND RESOURCES

As outlined in Section 3: General Scope of Services, many other documents, plans and studies are needed for the completion of the Transportation Mobility Strategy.

Click on the following documents to locate them on the web.

- [City of Olympia Comprehensive Plan](#)
- [Thurston Regional Transportation Plan](#)
- [City of Olympia Capital Facilities Plan](#)
- [Bicycle Facilities Plan](#)
- [Sidewalk Facilities Plan](#)
- [Regional Urban Trails Plan](#)
- [Olympia GTEC Plan](#)
- [Intercity Transit Development Plan](#)
- [State Highway Plan – Pertinent to the Thurston County Area](#)
- [Parks and Recreational Facilities Funding Measure Information \(September 2004\)](#)
- [Neighborhood Traffic Management Program](#)
- [Growth Management/Annual Concurrency Review](#)
- [West Bay Drive Corridor Study](#)
- [Boulevard Road Corridor Study](#)
- [Capitol Way Corridor Study](#)
- [Harrison Avenue Study](#)
- [Downtown Streetscape Study](#)
- [East Downtown Development Plan](#)
- [Neighborhood Connections Study](#)
- [Downtown Parking Management Strategy Update Study \(On-street Strategy\)](#)
- [Downtown Parking and TDM Plan \(Off-street Strategy\)](#)
- [City of Olympia Median Study](#)

9. BUDGET

The budget for this project is \$180,000.