



**SACRAMENTO
HOUSING AND REDEVELOPMENT
AGENCY**



7

January 8, 1990

Budget & Finance Committee
Transportation/Community
Development Committee
Sacramento, CA

Honorable Members in Session:

SUBJECT: Solicitation of Proposals for the Completion of a
Streetscape Study and a Shuttle System Study Related
to Downtown Plaza and Adjacent Locations

SUMMARY

The attached report is submitted to you for review and
recommendation prior to consideration by the Redevelopment
Agency of the City of Sacramento.

RECOMMENDATION

The staff recommends approval of the attached resolution
approving the solicitation of proposals.

Respectfully submitted,

ROBERT E. SMITH
Executive Director

TRANSMITTAL TO COMMITTEE:

JACK R. CRIST
Deputy City Manager

Attachment



SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY



January 15, 1991

Redevelopment Agency of the
City of Sacramento
Sacramento, California

Honorable Members in Session:

SUBJECT: Solicitation of Proposals for the Completion of a Streetscape Study and a Shuttle System Study Related to Downtown Plaza and Adjacent Locations

SUMMARY

The staff recommends that the Executive Director be authorized to solicit proposals for the completion of two studies related to the Downtown Plaza Expansion project. The first is a streetscape study which will consider aesthetic improvements to public corridors which connect Downtown Plaza to a number of key downtown locations. The second is a shuttle system study which will consider implementation of a downtown shuttle system.

BACKGROUND

On August 27, 1990, the Agency approved a Disposition and Development Agreement (DDA) between the Agency and Downtown Plaza Associates regarding the renovation and expansion of Downtown Plaza. The DDA requires that the Agency and developer participate in two studies related to the Downtown Plaza project. The first is a streetscape study (Streetscape Study) to consider aesthetic improvement to important pedestrian routes between Downtown Plaza and other key downtown projects. The second is a shuttle system study (Shuttle Study) to consider the feasibility of a comprehensive shuttle system to facilitate transportation between employment centers, retail areas and other important destination points.

Attached as Exhibits "A" and "B" are, respectively, requests for proposals (RFPs) for consultants to undertake the Streetscape Study and the Shuttle Study.

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Streetscape Study

In order for the downtown's retail areas to succeed, the downtown population must be willing to traverse between employment centers and retail areas. Streetscape improvements, including special paving treatments, landscaping, lighting, banners and art work which identify certain streets as corridors for pedestrians, encourages such movement.

Downtown Plaza is located in the middle of a number of key downtown employment centers and retail areas. These include Old Sacramento, the K Street Mall, the Lot "A" site, the Wells Fargo Center and the Southern Pacific Railyards site. The Streetscape Study approved as a part of the Downtown Plaza project will consider the corridors which link these projects together. The corridors include 4th street between K Street, the Chinatown Block and the Southern Pacific site; K Street from the commencement of Downtown Plaza at 4th Street, west, through the pedestrian tunnel to Old Sacramento; 7th Street from J to L Streets, including improvement to the intersection at 7th and K Streets, and including recommendations for improvement to St. Rose of Lima Park; and 6th and 7th Streets, which link Downtown Plaza to Lot "A". The improvements recommended for 6th and 7th Streets will also be applicable to 3rd, 4th, and 5th Streets as development occurs on Capitol Mall at these cross streets.

The staff anticipates that the study will take four months to complete. Three public workshops will be held in the course of the study. The final report will be presented to the Design Review Board, the Sacramento Housing and Redevelopment Commission and to the Agency for final approval.

Shuttle Study

As a part of the DDA, the Agency approved the execution of a three-party agreement among the Agency, Regional Transit and the Downtown Plaza Associates. The agreement stipulates that the parties will jointly undertake a feasibility study of a comprehensive shuttle system to provide transportation service between Old Sacramento, Downtown Plaza, the Convention Center, major office buildings and other key destination points.

The catalyst for the study is the need to replace the trolley service that previously ran between 7th Street and Old Sacramento through Downtown Plaza. The trolley service was terminated due to the renovation of Downtown Plaza. The approved design of the Hahn project provides for a 12-foot wide corridor to accommodate a small tram vehicle to traverse the middle of the "K" Street Mall. This option, in addition to a more expansive shuttle system linking

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other projects within the downtown area, will be evaluated in this study. Many office projects within the downtown are required to provide tenant shuttle service as a part of their City mandated Transportation Management Plans. And many developers are proposing to provide such service as a part of their tenant amenity packages. Given the number of projects which may offer shuttle service, it might be more efficient and effective for interested parties to combine resources and offer a single shuttle service. The Shuttle Study, as outlined in the RFP, will consider service to office projects from R Street to the Southern Pacific site, and as far east as 13th Street. Retail areas served would include Old Sacramento, Downtown Plaza, the merchants along the J, K, L Streets corridor and, ultimately, Southern Pacific retailers. The RFP also calls for an assessment of the feasibility of providing service for special events such as the Jazz, Blues and Children's Festivals, and weekend service to tourist attractions, such as Old Sacramento, Sutter's Fort and the Sacramento Zoo.

FINANCIAL DATA

As a part of the DDA, Downtown Plaza Associates agreed to contribute \$33,000 toward completion of the Streetscape Study and \$15,000 toward completion of the Shuttle Study. Both budgets will require supplementation by the Agency.

The Streetscape Study is estimated to cost \$100,000. A total of \$21,446 is available from the budget for repairs to the K Street pedestrian underpass, which are now complete. Thirty-three thousand will be allocated from the Lot "A" project third party expenses, to be deducted from the Lot "A" sales price. This contribution is included in the capped third party costs for Lot "A". The balance of \$12,554 is available from the Agency's 1991 consultant services budget. (The architects for the Southern Pacific site will consider the link between the Southern Pacific and Chinatown, including the redevelopment of the Chinatown block, as a part of their project. The architectural work is Southern Pacific's contribution to the study.)

The Shuttle System Study is estimated to cost \$40,000. An allocation of \$25,000 from the Agency will be required to complete the study. Funds are available for this purpose in the Agency's 1991 consultant services budget.

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POLICY IMPLICATIONS

The Streetscape Study is consistent with the Sacramento Urban Design Guidelines, which identifies most of the corridors to be considered by the Study as pedestrian and/or view corridors.

The Shuttle System Study is consistent with the Implementation Strategy for the Merged Downtown Sacramento Redevelopment Project Area, which calls for the establishment of transit links among activity centers in downtown Sacramento.

ENVIRONMENTAL REVIEW

This action initiates two feasibility and planning studies which are exempt from environmental review per CEQA Guidelines Section 15262. NEPA does not apply.

MBE/WBE

The consultant selection process for the subject studies will be consistent with the Agency's MBE/WBE policies.

VOTE AND RECOMMENDATION OF THE COMMISSION

At its regular meeting of January 2, 1991, the Sacramento Housing and Redevelopment Commission adopted a motion recommending approval of the attached resolution. The votes were as follows:

AYES: Amundson, Diepenbrock, Pernell, Simon, Simpson, Strong,
Wiggins, Williams, Wooley, Yew

NOES: None

ABSENT: Moose

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RECOMMENDATION

The staff recommends that the Agency authorize the Executive Director to issue the attached Requests for Proposals and enter into contracts for the completion of the Streetscape Study and the Shuttle Study.

Respectfully submitted,


ROBERT E. SMITH
Executive Director

TRANSMITTAL TO COUNCIL:

WALTER J. SLIPE
City Manager

Contact Person: Wendy Saunders, Program Manager
440-1355

staffrpts/RFPsr

RESOLUTION NO.

ADOPTED BY THE REDEVELOPMENT AGENCY OF THE CITY OF SACRAMENTO

ON DATE OF _____

REQUESTS FOR PROPOSALS FOR STREETScape STUDY
AND SHUTTLE SYSTEM STUDY RELATED TO
THE DOWNTOWN PLAZA EXPANSION PROJECT

BE IT RESOLVED BY THE REDEVELOPMENT AGENCY OF THE CITY OF
SACRAMENTO:

Section 1: The Executive Director is hereby authorized to issue the attached Request for Proposals for a Streetscape Study and the attached Request for Proposals for a Shuttle System Study.

Section 2: The Executive Director is hereby authorized to enter into contracts, within the established Agency budget, with consultants selected to complete the studies identified in Section 1. The consultant services contract for the Streetscape Study shall not exceed \$100,000 and the consultant services contract for the Shuttle System Study shall not exceed \$40,000.

CHAIR

ATTEST:

SECRETARY

P:\Share\Reso\Studies

FOR CITY CLERK USE ONLY

RESOLUTION NO.: _____

DATE ADOPTED: _____

Exhibit "A"

SACRAMENTO HOUSING AND REDEVELOPMENT AGENCY

Preparation of a
STREETSCAPE STUDY
WITHIN THE SACRAMENTO
CENTRAL BUSINESS DISTRICT

**REQUEST FOR PROPOSALS TO PREPARE A STREETSCAPE
STUDY WITHIN THE SACRAMENTO CENTRAL BUSINESS DISTRICT**

INTRODUCTION

The Sacramento Housing and Redevelopment Agency (Agency) is requesting proposals for the preparation of a streetscape study (Study). The Study will recommend streetscape improvements along several pedestrian corridors which connect a number of key downtown destination points.

The Agency is seeking the services of a consultant team (Consultant) with the ability to prepare streetscape guidelines for an urban setting as well as cost estimates for the streetscape improvements.

PROJECT BACKGROUND

The Agency has undertaken or has planned several redevelopment projects in the downtown area in close proximity to one another. These projects include the renovation and expansion of Downtown Plaza, Old Sacramento, development of the Lot "A" site, redevelopment of the Southern Pacific Railyards, and the K Street Mall between 7th and 13th Streets, including St. Rose of Lima Park. In 1987, the City of Sacramento adopted the Sacramento Urban Design Guidelines (Guidelines), which provide architectural and streetscape standards for new development projects. The Guidelines have been employed as design criteria for the Agency projects mentioned above. In addition, the Guidelines specify a number of corridors which should be treated with special attention in order to identify them as pedestrian routes. The corridors which link the projects are, for the most part, singled out by the Guidelines as pedestrian routes. The Agency now desires to have specific streetscape guidelines prepared for these corridors.

KEY LINKAGE POINTS

Downtown Plaza

The Agency and the Downtown Plaza Associates have entered into an agreement for renovation and expansion of Downtown Plaza, which is located between 4th and 7th Streets on "K" Street. Approximately 200,000 square feet of retail and office space will be added to the existing retail center. A two-level cinema complex will be

constructed on top of a new subterranean parking facility. Entry to the cinemas at the second level will be surrounded by a "food court", housing a variety of restaurant and beverage vendors. Retail bays will surround the cinema complex on the ground floor. The existing store fronts along "K" Street will be extended toward the center of the mall, and the Plaza's second level will be converted from office to retail use.

Downtown Plaza is located in the center of the remaining key projects. All of the subject pedestrian corridors will connect Downtown Plaza and the peripheral projects.

Old Sacramento

Old Sacramento is located between the Sacramento River and 2nd Street, to the west of Downtown Plaza. Old Sacramento is the city's historic downtown, and has been renovated to its original, Gold Rush era condition. Tourist-oriented retail, the Sacramento History Center, the State Historic Railroad Museum and the riverfront "docks" area are Old Sacramento's primary attractions. Old Sacramento is connected to Downtown Plaza by a pedestrian underpass.

Lot "A" and Capitol Mall Projects

Lot "A" is a city-owned parking structure located on Capitol Mall between 6th and 7th Streets. In 1989, the Agency issued a request for proposals for redevelopment of the block on which the parking lot is located. In 1990, Rockefeller Associates was selected to undertake the project. The plans prepared by Rockefeller include two office towers totalling one million square feet, and a 300-room hotel.

Private development activity is also taking place on Capitol Mall. The 30-story Wells Fargo tower is currently under construction between 4th and 5th Streets. The Sacramento Union newspaper site, located on the north side of Capitol Mall between 3rd and 4th Streets, has recently been purchased and is likely to be redeveloped in the near future.

K Street Mall

The K Street Mall is located between 7th and 13th Streets to the east of Downtown Plaza, and is characterized by a multitude of small retail and service businesses. The Agency has an active loan and grant program which provides incentive for the businesses to improve the facades of their buildings which face K Street. The city's Light Rail line runs the length of the K Street Mall between 7th and 12th Streets. St. Rose of Lima Park is located on the K Street Mall at the northeast corner of 7th and K Streets, directly across from Downtown Plaza. The city's Park's Department recently received a grant from the National Endowment for the Arts to hold

a competition for re-design of the park. The selected design team will be composed of an artist and a landscape architect/urban designer.

Southern Pacific Site

The Southern Pacific Railyards consist of 240 acres located directly north of the downtown, and is bounded approximately by the Sacramento River on the west, the American River on the north, I Street on the south, and 12th Street on the east. Southern Pacific, in cooperation with the Agency and city, has developed a master plan for redevelopment of the railyards site. The master plan calls for the development of a multi-modal transportation center, single- and multi-family housing, medium to high density commercial uses, museums and parks.

SCOPE OF STUDY

The Study will identify public improvements for the corridors which link the projects together. The Study should recommend public improvements which will complement existing and proposed private project design components, such as streetscape, lighting and view corridors. Public improvements considered should include, but should not be limited to the following:

1. Landscape Design
2. Sidewalk and intersection design and paving treatments
3. Street trees and tree grate design
4. Location and type of streetlights
5. Signage
6. Placement of public art, as appropriate
7. Special treatment areas

The specific corridors to be addressed by the Study are as follows:

1. Downtown Plaza to Old Sacramento

The Study should address improvements along K Street from Downtown Plaza at 4th Street, west, through the pedestrian underpass to Old Sacramento.

2. Downtown Plaza to Lot "A" and Capitol Mall Projects

The study should address improvements across L Street from Downtown plaza at 6th and 7th Streets to Lot "A". The recommended improvements should also be applicable to 4th and

5th Streets surrounding the Wells Fargo Center, and along 3rd, 4th and 5th Streets from L Street to Capitol Mall as new development occurs at these coordinates.

3. Downtown Plaza to the K Street Mall

Streetscape improvements were completed along the K Street Mall as a part of the light rail project. The focus of the Study will be streetscape improvements along 7th Street between J and L Streets, the design of the 7th and K Streets intersection, and general guidelines for the re-design of St. Rose of Lima park.

4. Downtown Plaza to the Southern Pacific Railyards

The Study should address the improvements from Downtown Plaza at 4th and 5th Streets across J Street to the Chinatown block, which lies between Downtown Plaza and the Southern Pacific Railyards. The design should complement the design proposed by the Southern Pacific consultants from the Railyards site across I Street, through the Chinatown block.

The Consultant will be required to develop cost estimates for the recommended improvements as a part of the Study. Work proposals should allow for a minimum of three public workshops, three presentations of the Study and final work products at public meetings, coordination with staff, and coordination with architects and developers involved in the key projects. The Agency anticipates that the study will be completed in four months; the actual length of the Study, however, will depend upon the timeline developed by the Consultant.

WORK PRODUCTS

Final presentation materials shall include the following:

1. A complete identification of existing improvements and description of recommended changes.
2. An overall master plan of the study area (1" = 50' scale).
3. A colored plan for each of the four major pedestrian corridors (1" = 25' scale).
4. A minimum of four colored, reproducible renderings of the proposed treatment of the four linkage points.
5. Cost estimates of the recommended improvements.
6. A written narrative of each design concept including a

description of materials.

7. Thirty copies of the final Study which includes the above materials, with colored drawings and diagrams reduced.

FEE PROPOSAL AND CONTRACT REQUIREMENTS

The anticipated budget for the project is \$100,000. Proposed budgets for less than that amount are encouraged.

The contract between the Agency and the Consultant is subject to approval by the Sacramento City Council. The contract will provide for progress payments and will be a fixed price contract. The Agency would like the consultant to be available for limited number of additional meetings at a predetermined fee based on time and materials. The final Study and work products must be approved by Agency staff prior to final payment of the fixed price budget.

The Redevelopment Agency of the City of Sacramento reserves the right to reject any or all proposals submitted, request clarification of information submitted, and waive any irregularity in the submission and/or review process.

The Proposal must include:

1. A work plan indicating specific work tasks and a timeline for the proposed project.
2. Examples of similar projects, graphics materials, and a listing of completed projects.
3. The total budget reflecting person-hours estimated to complete each task, which identifies personnel that will be involved in each task.
4. A list of hourly rates by employee classification.
5. Biographical information on key personnel who will be responsible for completion of the work under the contract, and who will attend all public meetings.
6. References, including contact person and current telephone number.

EVALUATION AND SELECTION PROCESS

The Agency anticipates that a selection committee composed of representatives of the following groups who will evaluate the proposals:

Advisory Panel (one collective vote)

1. City Planning staff
2. Public Works staff
3. Agency staff

Selection Panel

1. Old Sacramento Merchants Association Representative
2. Sacramento Downtown Association Representative
3. Downtown Plaza Associates Representative
4. Sacramento Housing and Redevelopment Commission member
5. Design Review Board member

Criteria used to evaluate the proposals shall include the following:

1. Quality of the proposal
2. Understanding of the project
3. Adequacy of approach including clarity, creativity and innovation
4. Cost effectiveness
5. Qualifications of key project personnel
6. Experience with similar projects

If selected for an interview, the consultant will be rated according to the following criteria:

1. Ability to communicate
2. Design ability
3. Graphic presentation ability
4. Knowledge of construction costs
5. Sensitivity to local concerns
6. Willingness and ability to work with staff
7. Other criteria as established by the selection committee

It is the Agency's policy to encourage the use of minority and women-owned businesses in all projects funded by the Agency. The Agency's annual goals for Minority Business Enterprise (MBE) participation and for Women's Business Enterprise (WBE) participation are as follows:

MBE: 20% of annual contract expenditures
WBE: 5% of annual contract expenditures

In order to be counted towards the goal, the contractor must be certified with CalTrans or SHRA as an MBE or WBE. The selected consultant is required to maintain records of all efforts to utilize MBE and/or WBE firms as subcontractors, consultants,

service providers or suppliers. The consultant shall report the use of any such firms and the amounts of their contracts to the Agency's MBE/WBE Coordinator prior to completion of the terms of the contract.

The anticipated schedule for selection of the consultant completion is as follows:

DATE

| | |
|--------------------|---------------------------------------|
| January 16, 1991 | Distribution of Request for Proposals |
| February 13, 1991 | Proposal submittal |
| February 21 , 1991 | Meeting of Selection Committee |
| February 28, 1991 | Consultant interviews |
| March 7, 1991 | Consultant selection |

Eight copies of the Proposal must be submitted before 5:00 p.m. on February 6, 1991 to:

Sacramento Housing and Redevelopment Agency
c/o Joan Roberts, Agency Clerk
630 I Street
Sacramento, CA 95814

Questions may be directed to Paul Taggart or Wendy Saunders at (916) 440-1355.

\wss\Linkage

DRAFT
REQUEST FOR PROPOSALS
SHUTTLE FEASIBILITY STUDY
FOR DOWNTOWN SACRAMENTO

INTRODUCTION

The Sacramento Housing and Redevelopment Agency ("Agency") is requesting proposals for the preparation of a shuttle study ("Study"). The Study shall investigate the effectiveness of a shuttle program to connect key downtown activity points.

The Agency is seeking the services of a qualified transportation planning and engineering team ("Consultant"). The Consultant should have experience with shuttle systems that operate in active urban settings in which vehicles interface with various modes of transportation.

PROJECT DESCRIPTION

Approximately, April, 1970, the Regional Transit Authority ("RT") commenced operation of the "K" Street trolley which originally serviced the mall from 7th Street eastward to the Convention Center. Later service was expanded to include Downtown Plaza properties as far as Macy's, and by 1976, the trolley's route included from Old Sacramento to the Convention Center. When the Light Rail Transit program opened in 1987, service was cut back to the current route between Old Sacramento and the St. Rose of Lima Park. The trolley operated every seven minutes between 11:00 a.m. and 4:00 p.m. on weekdays, and between 1:00 p.m. to 5:00 p.m. on weekends and holidays. The trolley was an authentically crafted, trackless streetcar that provided stops on request. The trolley's primary patrons were Downtown Plaza and Old Sacramento shoppers and tourists visiting the museums in Old Sacramento.

In 1990, the Agency approved the expansion and renovation of Downtown Plaza. The approved expansion project will add approximately 200,000 square feet of retail and office space to Downtown Plaza. Construction activities for the project require the temporary elimination of the "K" Street trolley. Furthermore, the newly configured mall is likely to prohibit reinstatement of the trolley in its previous form. The Downtown Plaza project, thus, prompted the exploration of a new shuttle system.

The number of commercial projects which propose to operate shuttle systems has also encouraged the consideration of a new shuttle system. As a condition of the approval of many of the commercial

projects, the city has required that a number of private developers implement shuttle systems for their lessees. The developers are required to purchase multi-passenger vehicles which may be used for employee car pools and to provide transportation within the Central Business District ("CBD") during the day. In addition, many other commercial project developers are considering offering shuttle service as a part of their Transportation Management Plans as required by the city. The numerous independent shuttle systems that are planned or proposed might be consolidated into one shuttle system which could be operated more efficiently and effectively.

SCOPE OF STUDY

The Consultant will be charged with preparation of the Study, which will examine the feasibility of a broad based shuttle system and will make recommendations regarding the parameters of the system.

Needs Analysis

The Study should commence by establishing a study area and providing a survey of existing shuttle services within the study area, including a map of routes and tabular summaries of frequencies, service providers, trip types served, time periods of service, vehicle types, and other relevant information. The Study should identify transit needs not served in the study area either by existing shuttle services or RT's regular service, based on current and expected land use patterns. The Study should identify the transit needs that could be served by the new shuttle system.

Route and Vehicle Type Analysis

The Study should analyze alternative shuttle routes that meet the needs identified in the Needs Analysis and which connect the key destination points identified herein. All vehicle types considered should be distinctive in character in order to promote ridership, should conform to clean fuels requirements to achieve Sacramento's new air quality standards, and should function under the constraints of the recommended shuttle route.

The route analysis should include a discussion of operational constraints and should address the type of vehicle required for each route. Where numerous vehicle types may be employed, the discussion should include an analysis of the advantages and disadvantages of each vehicle. Potential conflicts between shuttle vehicles and pedestrians, light rail, and automobiles should also be addressed. Finally, the discussion should analyze the physical and infrastructural constraints of each alternative that may require public improvements.

alternative route based upon ridership projections, the frequency and the efficiency of service. The frequency of service should be presented in terms of the number of trips offered and the length of time between departures. The efficiency of service should present the length of time that the shuttle takes to travel from one end of the route to the other. The effects on air quality of each route alternative should also be addressed. The Consultant should establish an estimate of ridership for each route.

The Study should estimate capital and operational costs required for each route and an estimate of the cost of required infrastructural improvements. The cost effectiveness of each route should be presented by comparing the cost estimate for each alternative with its corresponding ridership projection.

The Study should then recommend the optimal shuttle route and vehicle type based upon the above analysis.

Finally, the Study should recommend an implementation plan for the recommended shuttle system. The implementation plan should provide a timeline for development of the larger shuttle, including a phasing plan, if appropriate.

KEY DESTINATION POINTS

Activity Centers

The recommended shuttle route should replace the "K" Street trolley by connecting the St. Rose of Lima Park light rail station, Downtown Plaza, and Old Sacramento. The shuttle should also provide a connection between the following activity centers:

1. Sacramento Community Center
2. Merchants along "J", "K", and "L" Streets between 7th and 13th Streets
3. County Courthouse
4. State Capitol
5. Proposed inter-modal transportation center within the Southern Pacific Railyards site

Employment Centers

The Study should evaluate the feasibility of consolidating planned or proposed shuttle systems that are associated with employment centers in the CBD. The following employment center projects are required under the terms of their entitlements from the city to implement shuttle systems.

1. Duke Development at 400 "R" Street
2. Thompson-Diggs Project between 2nd, 3rd, "R" and "S" Streets.
3. Downtown Plaza Expansion project between 4th, 7th, "J" and "L" Streets

The projects which have proposed shuttles include the following:

1. Lot A Development between 6th, 7th, "L" Street and Capitol Mall
2. Wells Fargo Building between 4th, 5th, "N" Street and Capitol Mall
3. 111 Capital Mall Building
4. Park Plaza Tower on the northwest corner of 9th & "J" Streets

Other employment centers that may choose to participate in the larger shuttle system include the 1201 "K" Street office building, the 1325 "J" Street office building, the PERS building located between 3rd, 4th, P and Q Streets, and proposed office centers within the Southern Pacific Railyards. The Consultant will be responsible for identifying other employment centers which may choose to participate in the shuttle system.

Tourist Attractions

The Study should consider the application of the shuttle as a connection between the following tourist attractions during off-peak hours and weekends.

1. Crocker Art Museum
2. Towe Ford Museum
3. State Water Museum
4. State Railroad Museum
5. Sacramento History Center
6. Sutter's Fort/Indian Museum
7. Governor's Mansion
8. Sacramento Zoo

Special Events

The Study should consider service to the following special events that occur in the CBD.

1. Jazz Festival
2. Blues Festival
3. Water Festival
4. Children's Festival
5. Rail Fair
6. Holiday Season shopping

In addition to connecting the destination points mentioned above, the recommended shuttle should compliment RT's current light rail and bus service in the CBD. To the extent possible, the departure and arrival times of the shuttle at each destination point that is served by RT should coincide with RT's service schedules.

SCOPE OF SERVICE

Final work products and consultant services shall include the following:

1. A draft Study containing the needs analysis, alternative route analysis and recommendations for shuttle route and vehicle type
2. Fifty copies of the final Study
3. Presentation of the Study's progress at three public workshops
4. Presentation of recommendations and final Study to three governing bodies
5. Graphic Displays as required for public presentations

BUDGET AND CONTRACT REQUIREMENTS

The anticipated budget for the project is \$40,000. Proposed budgets for less than that amount are encouraged.

The contract between the Agency and the Consultant is subject to approval by the Agency. The contract will provide for progress payments and will be a fixed price contract. The Agency would like the Consultant to be available for a limited number of additional meetings at a predetermined fee based upon time and materials. The final Study and work products must be approved by Agency staff prior to final payment of the fixed price contract.

The Agency reserves the right to reject any and all proposals submitted, request clarification of the information submitted, and waive any irregularity in the submission and/or review process.

The Consultant's proposal must include the following:

1. A work plan indicating specific work tasks and a timeline for the proposed project
2. Examples of similar plans, graphics materials, and a listing of completed projects
3. The total budget reflecting person-hours estimated to complete each task, with specification of the project personnel that will be involved in a each task
4. A list of hourly rates by employee classification
5. Biographical information on key personnel who will be responsible for completion of the work under the contract, and who will attend the public meetings
6. References, including contact person and current phone number

EVALUATION AND SELECTION PROCESS

The Agency anticipates that a selection committee composed of representatives of the following groups will evaluate the proposals:

Advisory Panel (one collective vote)

1. Regional Transit staff
2. Agency staff
3. Transportation Management Association representative
4. City Transportation Department staff

Selection Panel

1. Regional Transit Board member
2. Sacramento Housing and Redevelopment Commission member
3. Sacramento Downtown Association member
4. Old Sacramento Merchants Association member
5. Downtown Plaza Associates representative

Criteria used to evaluate the proposals shall include the following:

1. Quality of the proposal
2. Understanding of the project
3. Responsiveness to the Request For Proposal
4. Adequacy of approach including clarity, creativity and innovation
5. Cost effectiveness
6. Qualifications of the firm and the key project personal
7. Experience with similar projects

It is the Agency's policy to encourage the use of minority and women-owned businesses in all projects funded by the Agency. The Agency's annual goals for Minority Business Enterprise (MBE) participation and for Women's Business Enterprise (WBE) participation are as follows:

| | |
|------|-------------------------------------|
| MBE: | 20% of annual contract expenditures |
| WBE: | 5% of annual contract expenditures |

In order to be counted towards the goal, the contractor must be certified with CalTrans or SHRA as an MBE or WBE. The selected consultant is required to maintain records of all efforts to utilize MBE and/or WBE firms as subcontractors, consultants, service providers or suppliers. The consultant shall report the use of any such firms and the amounts of their contracts to the Agency's MBE/WBE Coordinator prior to completion of the terms of the contract.

The anticipated schedule for selection of the Consultant is as follows:

| | |
|--|-------------------|
| Distribution of Request for Proposals | January 16, 1991 |
| Proposal Submittal | February 13, 1991 |
| Meeting of Selection Committee | February 19, 1991 |
| Consultant Interviews | February 26, 1991 |
| Consultant Selection | March 5, 1991 |

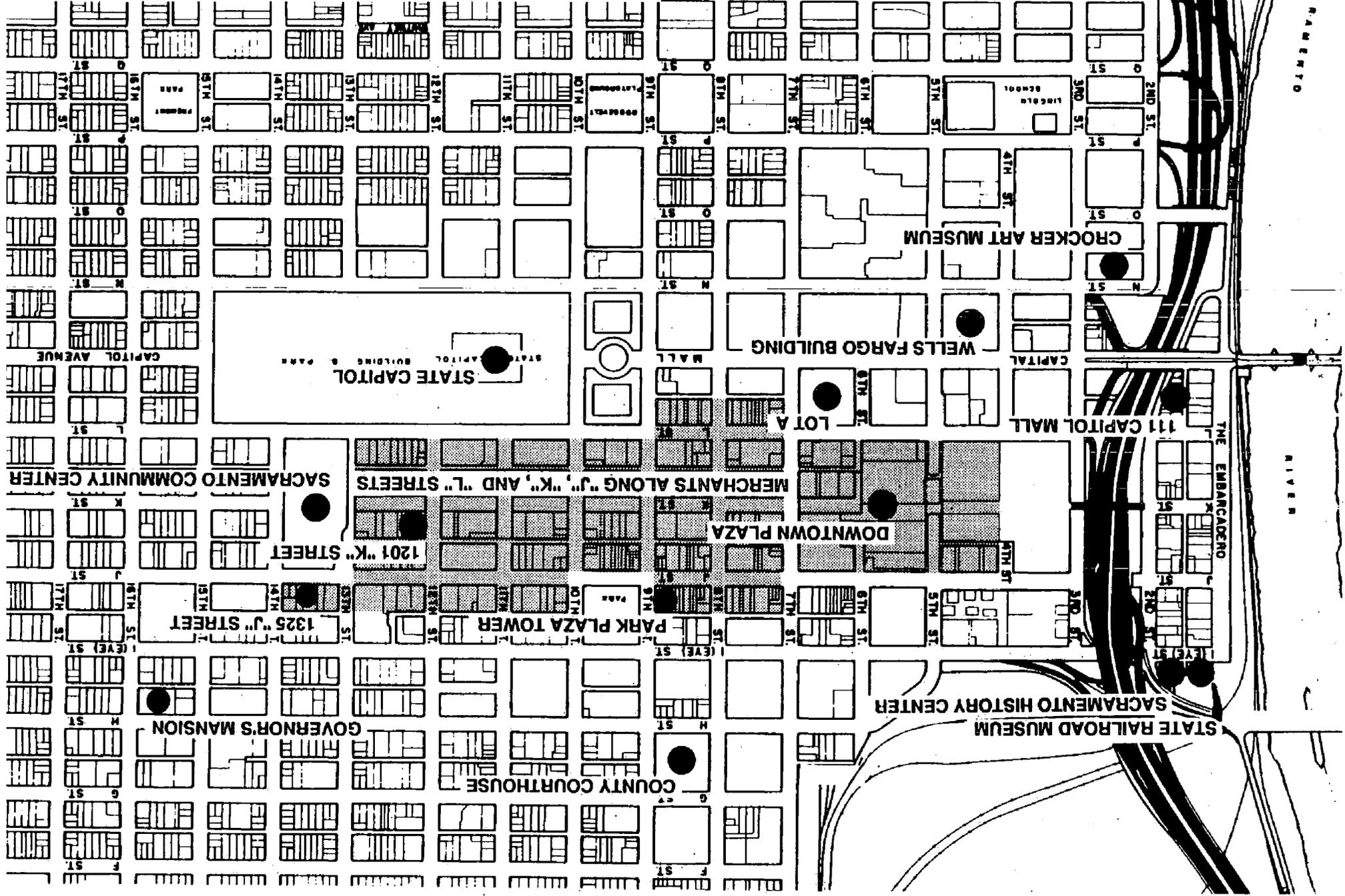
Nine copies of a proposal must be submitted before 5:00 p.m. on February 13, 1991 to:

Sacramento Housing and Redevelopment Agency
c/o Joan Roberts, Agency Clerk
630 I Street
Sacramento, CA 95814

Questions may be directed to Paul Taggart or Wendy Saunders at (916) 440-1355.

pgt\shuttle

SHUTTLE STUDY DESTINATION POINTS



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| Distribution of Request for Proposals | January 16, 1991 |
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| Meeting of Selection Committee | February 19, 1991 |
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| Consultant Selection | March 5, 1991 |

Nine copies of a proposal must be submitted before 5:00 p.m. on February 13, 1991 to:

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pgt\shuttle

