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DEPARTMENT OF  
PUBLIC WORKS

TRANSPORTATION DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

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915 I STREET  
SACRAMENTO, CA  
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ROBERT L. LEE  
TRANSPORTATION  
DIVISION MANAGER

October 25, 1988

Budget & Finance and  
Transportation & Community Development Committee  
Sacramento, California

Honorable Members In Session:

SUBJECT: Review of Request for Proposals:

1. Downtown Economic Study
2. Downtown Circulation Study

SUMMARY

The Mayor's Downtown Transportation Task Force recommended two studies be performed in the downtown area. The first, an economic study of the downtown area to determine the economic contribution of auto and transit commuters and short-term parkers to the local economy, and the second is a comprehensive circulation study to support development of a Downtown Transportation Plan. These studies were budgeted in the 1988-89 Transportation Division operating budget at \$50,000 and \$250,000 respectively. Drafts of the proposed requests are attached for your review and comment.

BACKGROUND

On March 17, 1987, the Mayor appointed twelve individuals to form the Downtown Transportation Task Force with the mission to develop a consensus among the major interests involved in providing or benefiting from downtown transportation services to support specific actions to improve transportation in the area.

On March 22, 1988, the Joint Committees were presented with the report and recommendations of the Task Force. The Joint Committees directed a report back from the staff discussing the feasibility of each of the 32 recommendations and review of the report by Finance and the City Attorney. Staff reported back to Joint Committees on May 31, 1988, with comments on each of the recommendations, and provided an implementation schedule to Joint Committees on July 12, 1988.

Budget & Finance and  
Transportation & Community Development Committee  
October 25, 1988  
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During the review of the implementation schedule it was agreed that drafts of the request for proposal would be reviewed by the members of the Downtown Transportation Task Force and brought back to Joint Committees before release. Drafts of request for proposals for consultants to perform each of these studies are attached. They have both been reviewed by the members of the Downtown Transportation Task Force.

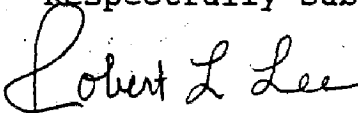
FINANCIAL

The Approved FY88-89 Budget included \$50,000 in the Transportation Division Operating Budget to conduct the economic study and \$250,000 to perform the circulation study in the downtown area. Funds are available in Transportation Division Operating Budget, (101-310-3101-4258 and 101-310-3123-4258).

RECOMMENDATION

This report is provided for Committee information.

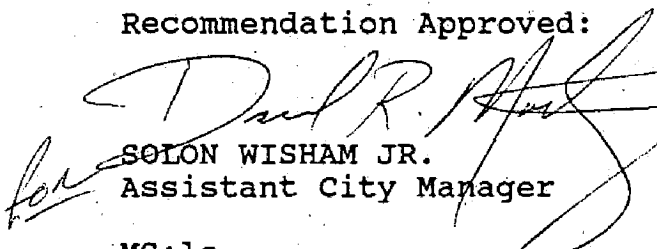
Respectfully submitted,



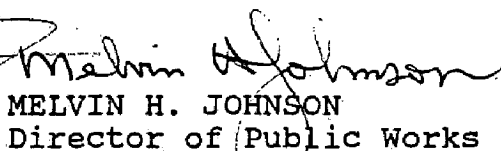
ROBERT L. LEE  
Deputy Director of Public Works-  
Engineering Services

Recommendation Approved:

Approved:



SOLON WISHAM JR.  
Assistant City Manager



MELVIN H. JOHNSON  
Director of Public Works

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October 25, 1988  
District No. 1

**City of Sacramento**  
**Request for Proposal**  
**Downtown Economic Study**

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## City of Sacramento

### Request for Proposal

The City of Sacramento, through the Department of Public Works, Transportation Division, requests proposals to be submitted for the services of an experienced, qualified research marketing firm to prepare an economic study in the downtown study area for the following purpose and in accordance with each of the following terms and conditions:

#### 1. Purpose:

The purpose of this study is to determine the;

- ° financial contribution of the downtown worker to the downtown economy.
- ° financial effect of the downtown economy of shifting downtown economy of shifting downtown commuters from driving to alternative modes.

#### 1.1 Objectives:

The objective of the study should be to answer the following basic questions:

- (1) Who is supporting the downtown economy within the study area?
- (2) How do they get to the downtown area?
- (3) What would be the impact in terms of economic conditions to the downtown of a shift in transportation mode amongst the contributing groups.
- (4) What is the price elasticity of demand among downtown parkers--both long-term and short-term parkers?
- (5) Given the above information, how is the economic condition of the downtown affected by :
  - (a) a shift in parking supply from existing conditions to an increased long-term parking supply?
  - (b) a shift in parking supply from existing conditions to an increase in short-term parking supply?

2. Administrative Information

2.1 Due Date:

Proposals submitted hereunder must be received at the address specified below no later than noon, November 18, 1988. Proposals shall be sent in a sealed envelope addressed to:

City of Sacramento  
Transportation Division  
915 I Street, Room 303  
Sacramento, CA 95814

Envelopes must be marked:

Request for Downtown Economic Study

2.2 RFP Schedule:

Release of RFP	Nov. 4, 1988
Non-mandatory consultant's meeting	Nov. 11, 1988
Proposal submittal deadline	Nov. 18, 1988
Qualification evaluation	Nov. 25, 1988
Shortlist interviews	Nov. 28 - Dec. 2, 1988
Notification of award and agreement execution	Dec. 5, 1988

Note: The City of Sacramento reserves the right to modify the above dates. Any changes will be forwarded in writing to all potential consultants.

2.3 Presubmittal Conference:

A pre-submittal conference will be held on November 11, 1988 at 9:00 a.m. in the Planning Commission Hearing Room at 1231 I Street, Sacramento, California. Firms will be briefed on the Economic Study and questions concerning the Request for Proposal will be answered.

2.4 Project Schedule:

A detailed project schedule must be included in the proposal. The final completion date for the project is May 1989. The consultant will be responsible for adhering to target dates as established by agreement for completion.

2.5 Late Proposals:

Any proposal received after the specified due date and time will be rejected.

2.6 Cost: Any proposal quoting a total bid amount in excess of \$50,000 will be disqualified.

3. Project Description

3.1 Coordination:

All work products of the study/survey shall be reviewed by the City's Department of Public Works, Transportation Division.

3.2 Project Scope:

3.2.a - Study Area

The Downtown Commuter Economic Study/Survey shall be developed for the area generally bounded by 16th Street on the east, G Street, 5th Street, and I Street on the north, the Embarcadero on the west, and N Street, 2nd Street, and a projection of P Street on the south. The study area is shown in Exhibit A.

3.2.b - Work Program

The work program shall include the following items at a minimum:

1. Profile of the Downtown Consumer - conduct surveys to determine employment location, shopping characteristics, business transactions and transport mode utilized by the downtown consumer.

Consultant shall identify and review the following with the Public Works staff prior to conduction of survey:

- Survey Techniques
  - Survey Instruments
  - Survey Locations
  - Sample Size
2. Profile of the Downtown Parking Garage Patron - conduct surveys of all the City Parking garages within the study area (Exhibit B) to determine the following characteristics:
    - Employment location

• Parking characteristics:

- Vehicle Occupancy:
  - Ridesharing
  - Single Occupant
- Monthly permit parker
- Short-term parker
- Long-term parker
- Movement of vehicle during the day

3. Determine the impact that the following factors have on consumer spending:

- Transportation modes - automobile, bus, light rail, SOV/rideshare
- Long-term and short-term parkers
- Parking supply
- Parking demand

4. Analyze the effect that a shift in long-term vs. short-term parking would have on the Downtown economy.

5. Analyze the effect of increasing the short-term parking rate in the third hour on the Downtown economy.

3.2.c - Work Products

1. Report on Travel Characteristics of Downtown Consumer - Document the primary means of transportation that the Downtown consumer utilized including the effects that transportation modes have on shopping/buying habits, frequency of trips, and appropriate demographic information; determine the economic impact of shifting downtown consumers to other transportation modes.

2. Report on Financial Contribution of Commuters to Downtown Economy - Document the financial contributions of the auto commuter to the Downtown economy based on information gathered in surveys and technical analyses. Determine the economic impact of shifting downtown consumers to mass transit.

### 3.3 Methodology:

In accomplishing the above objectives, the consultant shall use evaluative and research techniques that include but are not limited to statistical sampling, quantitative analysis, comparative analysis, and research. The contractor shall ensure that the information it uses in any of its evaluations is accurate.

## 4. Proposal Instruction

### 4.1 RFP Content:

Consultant firms interested in providing a proposal should submit eight (8) copies to include the following:

- (a) Resume of the firm's professional credentials and experience.
- (b) Client reference, including names, titles, and telephone numbers of specific individuals in charge of similar projects. Include the name of project, location, and scope of work.
- (c) Name of principal professionals, all associated professionals, and the firm personnel structure.
- (d) Availability to deliver services in a timely manner.
- (e) A description of the prospective consultant's overall approach to the study, specific techniques that will be used and specific administrative and operational management expertise that will be employed. This description shall include a work plan, milestones, task timing, and phasing for completion of the contract work statement found in Section 3.2.
- (f) Quotation of charges, including the classes of personnel to be used in the project, the total hourly rate charged for each class, and the estimated number of hours that each class of personnel will use. Each prospective contractor will also detail any other items that will be charged to the project and include them in its total bid (i.e. travel costs, computer charge, etc.)



No firm shall be considered unless they can demonstrate experience in projects of this type and scope.

5. Evaluation Methodology:

The Public Works Department will select the successful contractor on the basis of both merit and cost. An evaluation committee consisting of members of Public Works--Transportation Division, Planning Department--Economic Development Division and a member of the Mayor's Downtown Transportation Task Force will score the merit of each proposal using the following criteria:

<u>Criteria for Evaluating Merit of Proposals</u>	<u>Maximum Points</u>
1. Technical Aspects of Proposal:	
Quality of approach and methodology	30
Clarity and succinctness of proposal	10
2. Organizational Capabilities:	
Demonstrate ability to perform similar type of assignments	25
Qualifications and experience of management and lead staff to be assigned to projects	20
Related organizational experience	<u>15</u>
	<b>TOTAL</b> <u>100</u>

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DEPARTMENT OF  
PUBLIC WORKS

TRANSPORTATION DIVISION

CITY OF SACRAMENTO  
CALIFORNIA

REQUEST FOR PROPOSALS

DOWNTOWN TRANSPORTATION PLAN

Revised Draft  
10/18/88

CITY HALL  
ROOM 304  
915 I STREET  
SACRAMENTO, CA  
95814-2608

916-449-5307

ROBERT L. LEE  
TRANSPORTATION  
DIVISION MANAGER

PURPOSE

Perform the technical analysis necessary to develop the following for the central city area of the City of Sacramento:

- ° Master circulation plan for the downtown to include the following elements:
  - ° Street/Highway Systems and Connections
  - ° Light Rail System/Street Interface
  - ° Bus HOV Routes and Additional Bus Routes
  - ° Parking Supply and Fees
  - ° Bikeway System
  - ° Pedestrian Routes
- ° Framework for transportation impact analysis of future development proposals in the downtown area.
- ° Framework for priorities of improvements to the downtown circulation system
- ° Framework for financing needed transportation improvements in the downtown area

STUDY AREA

The Downtown Transportation Plan shall be developed for the area generally bounded by the American River on the north, the Sacramento River on the west, Broadway on the south, and Alhambra/Southern Pacific Railroad corridor to the east. The study area is shown in Figure 1.

## WORK PROGRAM

The work program shall include the following items at a minimum.

### Task 1 - Coordination

All work products of the study shall be reviewed and coordinated with the City's Department of Public Works. The Public Works Department will ask representatives from the following agencies to participate in the review process.

- City of Sacramento, Planning Department
  - Sacramento Housing and Redevelopment Agency
  - State of California, Department of General Services
  - State of California, Department of Transportation
  - Capitol Area Development Authority
  - Sacramento Area Council of Governments
  - County of Sacramento
  - Sacramento Regional Transit District
- 1.1 - Develop agenda and conduct monthly meetings with appropriate review group.
- 1.2 - Provide minutes of all meetings.

### Task 2 - Data Collection

- 2.1 - Review all existing planning documents and studies of the City of Sacramento and other agencies for relevant information. These shall include but not be limited to:
- 1980 Central City Plan
  - Urban Design Plan
  - 1986-2006 General Plan for the City of Sacramento
  - The Capitol Area Plan (1977)
  - Capitol Area Plan Progress Report (1987)
  - Downtown Sacramento: Redevelopment Strategy, Plan and Action Program (1984)
  - Downtown Sacramento Parking Study (1988)
  - Transit Plan 1986-1990 (Sacramento Regional Transit District) and appropriate updates
  - Environmental Review Documents throughout the Downtown Area
  - Sacramento Facilities Plan 1988, Supplement 8
- 2.2 - Compile traffic count data - Collect currently available traffic count data from files of City of Sacramento. Conduct field studies to obtain other traffic count information as needed.

- 2.3 - Land Use - Collect information on existing land uses and proposed land use changes. Proposed land use changes shall be coordinated with land use scenarios from the following studies currently being conducted by the City of Sacramento:
  - Environmental Impact Report for Wells Fargo Center;
  - Environmental Impact Report for Ceatrage Project;
  - R Street Implementation Plan;
  - Alhambra Corridor Specific Plan
- 2.4 - Parking Supply - Collect file information on existing public and private parking supply. Update as needed with field surveys. Collect information on proposed construction of parking facilities.
- 2.5 - Transit Passengers - Work with Regional Transit, Yolo Bus, State Shuttle and other agencies providing transit service to downtown Sacramento to collect information on current transit passenger travel. Data collected will include the following at a minimum:
  - Route Structure
  - Frequency of service
  - Current Ridership
- 2.6 - Bikeway System - Collect data on existing bikeway system including the following elements at a minimum:
  - Bike Paths
  - Bike Lanes
  - Bike Routes
  - Parking

Task 3 - Develop Transportation Demand Model

- 3.1 - Network of existing circulation system to include:
  - Roadway System:
    - Streets
    - Highways
    - Interchanges
  - Light Rail System
  - Bus System
- 3.2 - Analysis Zones - Divide the study area into the appropriate size analysis zones for forecasting travel demand. Determine appropriate analysis zone structure for zones outside of study area.

- 3.3 - Land Use and Parking Supply Data by Analysis Zone:
- Existing - Develop land use and parking supply data for appropriate base year
  - Future - Develop alternative to be analyzed for future study years. No more than two future land use alternatives will be analyzed.
- 3.4 - Calibrate Model:
- Conduct appropriate tests and calibrate travel demand model.
- 3.5 - Alternatives for Future Circulation System - Develop alternative circulation systems to be analyzed with respect to future travel demand including the following elements at a minimum:
- One-way vs. Two-way Streets
  - Freeway Access Changes
  - Light Rail Extensions
  - Bus Route Improvements
- 3.6 - Travel Demand Projections - Project future travel demand on each of the alternative circulation systems developed in conjunction with the appropriate land use scenario.
- Motor Vehicle
  - Transit

#### Task 4 - Determine Evaluation Criteria

Develop criteria to be used in evaluation of transportation system alternatives. At a minimum, these criteria shall include consideration of the following:

- Residential neighborhood concerns
- Roadway system capacity needs
- Transit system capacity needs
- Construction and operational costs
- Geometric constraints for roadway and transit system improvements

#### Task 5 - Evaluate Travel Demand Projections and Recommend Circulation System

Evaluate the travel demand projections of Task 3 using evaluation criteria from Task 4 and recommend a circulation system containing the following elements.

- 5.1 - Street System:
  - Residential, collector, and arterial
  - One-way and Two-way
  - Freeway Access Changes (new and existing)
  - New Street and Highway Construction
- 5.2 - Light Rail System:
  - Street/Rail System Interface
  - Major Street/Rail Separation
- 5.3 - Bus Routes:
  - HOV Lanes
  - Additional Routes in CBD
  - Changes to Existing Routes
  - Interface with central city land uses
- 5.4 - Parking Supply:
  - Public
  - Private
  - Remote Locations
- 5.5 - Bikeway System:
  - On-street
  - Off-street
  - Connections to Regional System
- 5.6 - Pedestrian Circulation:
  - North/South Access
  - Light Rail Station Connections.
  - K Street Mall
  - Capitol Park
  - "O" Street Mall

Task 6 - Implementation Plan

- 6.1 - Identify Capitol Improvements necessary to complete the circulation plan recommended in Task 5.
- 6.2 - Provide cost estimate of Capitol Improvements identified in Task 6.1.
- 6.3 - Identify funding sources available as well as other potential funding sources and predict amount available for downtown transportation projects.
- 6.4 - Document alternative funding mechanisms currently in use in other similar communities.

6.5 - Develop priority list for transportation improvement projects

6.6 - Develop implementation plan based on funding available from all sources and priorities of projects.

Task 7 - Updating Procedure

7.1 - Provide travel demand model and appropriate documentation to City of Sacramento.

7.2 - Document compatibility with computer hardware and software currently available in Public Works Department.

7.3 - Provide documentation on procedure used for priority list development.

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