



Agenda Report

TO: CITY COUNCIL

DATE: JUNE 22, 2009

FROM: CITY MANAGER

SUBJECT: AUTHORIZATION TO ENTER INTO A CONTRACT WITH FEHR AND PEERS TO DEVELOP A TRAVEL DEMAND MODEL TO SUPPORT THE UPDATES OF GENERAL PLAN LAND USE AND MOBILITY ELEMENTS FOR A NOT TO EXCEED AMOUNT OF \$149,300

RECOMMENDATION:

It is recommended that the City Council authorize the City Manager to enter into a contract with Fehr and Peers to develop a travel demand model for the City of Pasadena to be used as a tool in the evaluation of the General Plan Land Use and Mobility Element Updates for an amount not to exceed \$149,300.

BACKGROUND:

The Department of Transportation circulated a Request for Qualifications (RFQ) seeking proposals from qualified contractors to develop a travel demand forecasting model to support an update of the General Plan Land Use and Mobility Elements. The department was seeking a contractor with both the technical expertise and innovative approach that will be needed to develop and apply a model that will support the adopted Mobility Element goals that call for the City to:

- Promote a livable community
- Encourage non-auto travel
- Protect neighborhoods by discouraging traffic from intruding into community neighborhoods
- Manage multi-modal corridors to promote and improve citywide transportation services.

In light of these goals, the focus on sustainability that has emerged as a City priority since adoption of the 2004 General Plan elements, and recent State legislation relating to climate change and sustainability (AB 32 and SB 375), this will not be a standard exercise in travel demand modeling. The focus of the travel demand model will be supporting General Plan goals while responding to emerging requirements regarding greenhouse gas emissions. The selected modeling approach must therefore offer sensitivity to fine-grained changes in land use, urban design features and transportation demand strategies.

Fifteen firms received the RFQ. Four firms responded and were evaluated by staff using the criteria set forth in the RFQ. Based on the evaluation committee's initial review and ranking of the four proposals, all four firms were invited to interviews with the staff evaluation committee. The interviews focused on each team's qualifications and relevant prior experience in preparing travel demand models. The ranking criteria and evaluation committee scores are attached. Based on the evaluation, which is summarized in Attachment A, Fehr and Peers was determined to be best qualified to perform the needed services. The travel demand model will be developed over the next several months and will be ready to support the Land Use and Mobility Element analysis.

Key elements of the travel demand model that Fehr and Peers will produce include:

- The evaluation of the Land Use and Mobility Element land use scenarios and transportation system;
- The ability to evaluate transportation system network and modal alternatives;
- Provide information regarding regional pass-through versus locally-generated traffic on City streets;
- Produce graphical displays of the results and;
- Estimate the effectiveness of various Land Use and Mobility Element policies on the transportation system.

**Proposal Evaluation Form
Pasadena Travel Demand Model**

ATTACHMENT A

PROPOSER	Firm's Qualifications (25 points possible)	Project Understanding (25 points possible)	Recommended Modeling Approach (30 points possible)	References (10 points possible)	Local Business Preference (5 points possible)	Small & Micro-Business Preference (5 points possible)	Total Score (100 points)
Iteris	22	20	22	6	0	0	70
Fehr & Peers	24	22	28	8	0	0	82
LSA Associates, Inc.	20	18	26	8	0	0	72
Parsons Brinckerhoff	22	20	26	8	0	0	76

**Disclosure Pursuant to the
City of Pasadena Taxpayer Protection Amendment
Pasadena City Charter, Article XVII**

Contractor/Organization hereby discloses its trustees, directors, partners, officers, and those with more than 10% equity, participation, or revenue interest in Contractor/Organization, as follows:

(If printing, please print legibly. Use additional sheets as necessary.)

1. Contractor/Organization Name: Fehr & Peers

2. Type of Entity: Sub Chapter S Corporation

non-government nonprofit 501(c)(3), (4), or (6)

3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:

Please see the attached list

4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:

Matthew Henry

Alan Telford

Gerard Walters

Steven J. Brown

Prepared by: Steven J. Brown

Title: Principal

Phone: (310) 458-9916

Date: February 9, 2009

Owner/Principals	Business Address	Business Telephone
Henry, Matthew President	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100
Telford, Alan Vice President	Fehr & Peers, Inc. 2990 Lava Ridge Court, #200 Roseville, CA 95661	(916) 773-1900
Walters, Gerard Secretary-Treasurer	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100
Brown, Steven Assistant Secretary-Treasurer	Fehr & Peers, Inc. 15707 Rockfield Boulevard, Ste. 155 Irvine, CA 92618	(949) 859-3200
Donnelly, Marion Chief Financial Officer	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100
Milam, Ron Principal	Fehr & Peers, Inc. 2990 Lava Ridge Court, #200 Roseville, CA 95661	(916) 773-1900
Bierstedt, Jane Principal	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100
Choa, Fred Principal	Fehr & Peers, Inc. 2990 Lava Ridge Court, #200 Roseville, CA 95661	(916) 773-1900
Ridgway, Matt Principal	Fehr & Peers, Inc. 332 Pine Street, 4 th Floor San Francisco, CA 94104	(415) 348-0300
Grayuski, Dan Principal	Fehr & Peers, Inc. 50 W. Liberty Street, Suite 301 Reno, NV 89501	(775) 826-3200
Nepstad, Jon Principal	Fehr & Peers, Inc. 2180 South 1300 East, Suite 220 Salt Lake City, UT 84106	(801) 463-7600
Rashid, Sohrab Principal	Fehr & Peers, Inc. 160 West Santa Clara Street, Suite 675 San Jose, CA 95113	(408) 278-1700

Owner/Principals	Business Address	Business Telephone
Rob Rees Principal	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100
Gard, John Principal	Fehr & Peers, Inc. 2990 Lava Ridge Court, #200 Roseville, CA 95661	(916) 773-1900
Grandy, Robert Principal	Fehr & Peers, Inc. 660 J Street, Suite 390 Sacramento, CA 95814	(916) 329-7332
Carr, Katie* Principal	Fehr & Peers 2990 Lava Ridge Court, #200 Roseville, CA 95661	(916) 773-1900
Browne, Sandra* Principal	Fehr & Peers, Inc. 100 Pringle Avenue, Ste. 600 Walnut Creek, CA 94596	(925) 930-7100

*Ownership takes effect January 2009