

# Agenda Report

September 9, 2013

**TO:** Honorable Mayor and City Council

**FROM:** Department of Transportation

**SUBJECT: ISSUANCE OF A PURCHASE ORDER TO FEHR & PEERS FOR \$122,200 TO UPDATE THE CITYWIDE TRAVEL DEMAND FORECASTING MODEL AND TO DEVELOP TRANSPORTATION PERFORMANCE MEASURES**

## **RECOMMENDATION:**

It is recommended that the City Council:

1. Find that the following proposed actions are exempt from review pursuant to the California Environmental Quality Act ("CEQA") pursuant to State CEQA Guidelines Section 15061 (b) (3); and
2. Authorize the issuance of a purchase order to Fehr & Peers to update the citywide travel demand forecasting and dynamic traffic assignment models and develop transportation performance measures in the amount not to exceed \$122,200. Competitive Bidding is not required pursuant to City Charter Section 1002(H), contracts with other governmental entities or their contractors for labor, materials, supplies or services. Grant the proposed contract an exemption from the competitive selection process of the Competitive Bidding and Purchasing Ordinance pursuant to Pasadena Municipal Code Section 4.08.049 (B), contracts for which the City's best interest are served.

## **BACKGROUND:**

The process for updating the General Plan Land Use and Mobility Elements has required the development of sophisticated travel demand forecasting capabilities for Pasadena. To accomplish this, starting in FY 2009, the Department of Transportation retained Fehr & Peers to build and validate a focused four-step travel demand forecast model for Pasadena that is derived from and consistent with Southern California Association of Governments (SCAG) regional travel demand forecasting model. This model has been used during the alternatives development process to evaluate changes in vehicle miles of travel (VMT), non-auto (transit/auto/walk) mode use and traffic volumes on street segments. The model will continue to be used to evaluate the travel demand of the General Plan Land Use and Mobility Elements updates for the

Environmental Impact Report (EIR) that is scheduled to begin later this year. While the scope of the EIR for the General Plan update has not yet been determined via the required public process, staff anticipates that a detailed analysis of transportation impacts at intersections, on freeway ramps and on streets and freeways in Pasadena and surrounding areas will be required.

As sophisticated as the travel demand forecasting model is, it is subject to the constraints of that category of models with regard to its limited ability to make detailed traffic assignment to turning movements at intersections and to effectively replicate traffic operations on and near freeway interchange ramps. Consequently, additional analytical capabilities will be required to complete the EIR analysis. The City has developed a dynamic traffic assignment (DTA) model that provides the necessary analytical capabilities for the EIR analysis.

The City's existing models were developed based on 2009 traffic counts and land use data. Through this work Fehr & Peers will recalibrate the travel demand forecasting model's base year to 2013 to be consistent with the base year of the General Plan EIR. This effort will also update the model to be consistent with the latest regional long-range transportation plan, the SCAG 2012 Regional Transportation Plan. The model update will also calibrate and validate the DTA model for 2013 intersection volumes.

Over the last three years, Department of Transportation staff has presented and discussed the concept of developing new mobility performance measures with both the Transportation Advisory Commission (TAC) and the City Council. With the expanded emphasis on sustainability and a continued focus on livability, the performance measures are also being evaluated for their ability to assist with determining how to balance trade-offs among travel modes and among the mobility needs of different members of the community. The new measures need to decrease the emphasis on the efficiency of auto travel relative to other modes and they need to address the manner in which people use and experience the transportation system. Through the proposed work effort Fehr & Peers will prepare a comprehensive list of methods currently available to measure transportation system performance and will develop the mechanism to calculate the performance measures.

The purchase order has the following four elements:

1. Recalibration and Validation of the Travel Demand Model to a 2013 Base
2. SCAG 2012 Regional Transportation Plan Model Integration
3. Develop New Mobility Performance Measures, Thresholds and Analysis
4. Calibration and Validation of the Intersections in the DTA Model.

**COUNCIL POLICY CONSIDERATION:**

The proposed purchase order agreement supports the General Plan guiding principle, "Pasadena will be a city where people can circulate without a car" and will directly assist

the Department of Transportation in implementing the four major objectives of the Mobility Element:

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

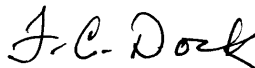
**ENVIRONMENTAL ANALYSIS:**

This purchase order is exempt from CEQA per section 15061 (b) (3), the General Rule. The General Rule can be applied when it can be seen with certainty that the activity will not have a significant effect on the environment. The proposed action will not result in any new development or physical changes.

**FISCAL IMPACT:**

The total compensation under this contract will be an amount not to exceed \$122,200. Sufficient funding for the dynamic traffic assignment model contract is included in the Department of Transportation's FY 2014 Operating Budget Account Number 8114-101-771100. All of the funds would be expended in FY 2014.

Respectfully submitted,



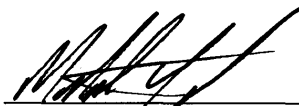
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FREDERICK C. DOCK  
Director  
Department of Transportation

Prepared by:



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Mark Yamarone  
Transportation Administrator

Approved by:



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MICHAEL J. BECK  
City Manager

**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.)*

<b>1. Contractor/Organization Name:</b> Fehr & Peers
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<b>2. Type of Entity:</b> <input checked="" type="checkbox"/> non-government <input type="checkbox"/> nonprofit 501(c)(3), (4), or (6)
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<b>3. Name(s) of trustees, directors, partners, officers of Contractor/Organization:</b>
Steve Brown, Vice President
Marion Donnelly, Secretary-Treasurer, CFO
Matthew Henry, President, CEO
Alan Telford, Vice President
Gerard Walters, Vice President, CTO

<b>4. Names of those with more than a 10% equity, participation or revenue interest in Contractor/Organization:</b>
Steven Brown
Matthew Henry
Alan Telford

Prepared by: Sarah Brandenburg

Title: Principal

Phone: (213) 261-3050

Date: August 29, 2013