



REQUEST FOR PROPOSAL VEHICLE MILES TRAVELED (VMT) CEQA RFP 2022-11

Release Date: Thursday, October 20, 2022

Submittal Deadline: Thursday, November 3, 2022 at 3:00 P.M.

Community Development Department
400 South Imperial Avenue, Suite 101
Imperial, CA 92251
(760) 355-1152
www.cityofimperial.org

I. **Overview**

The City of Imperial, California invites professional firms to submit proposals to provide consulting services for the *SB 743 Implementation of Vehicle Miles Traveled (VMT) CEQA Thresholds*.

II. **Background**

The City of Imperial is located in the center of Imperial County in California's southeastern desert region. Incorporated in 1904, the City of Imperial is the oldest city in the county, and it is currently the fastest-growing city in the Imperial Valley with an estimated population of 19,321 people according to latest population estimated from the State Department of Finance. The City wishes to develop a Vehicle Miles Traveled (VMT) based methodology to develop CEQA thresholds to evaluate development projects consistent with CEQA requirements. The development and documentation of a legally defensible methodology for evaluating transportation impacts under the revised CEQA guidelines is needed to assist the City in screening development proposals and in providing direction to prospective developers.

III. **Scope of Work**

The City intends to select the Consultant on the basis of fair and competitive negotiation, demonstrated competence, and professional qualifications in accordance with applicable State and Federal regulations. To that end, the construct is to be awarded to the Consultant whose proposal best meets the technical requirements of the RFP as determined by the City. Should an award be made, the proposal submitted by the Consultant shall be incorporated as part of the final contract accordingly. The final selection will be the Consultant, which in the City's opinion, is the most responsive and responsible, meets the City's requirements in providing this service, and is in the City's best interest. The City maintains the proposals received. The City also reserves the right to reject any and all proposals, and accept or reject all or any part of any proposal, as well as re-issue or modify the RFP.

City staff believes that the following tasks outline the minimum level of work required for the completion of the requested SB 743 implementation services. The City intends to utilize the Consultant's work product and directly transfer the data and information into an ordinance establishing SB 743 thresholds and VMT implementation. The Consultant is encouraged to carefully review this RFP and determine applicable areas, if any, where additional or supplemental work may be included to produce value.

In preparing a response to this Request for Proposal (RFP), the Consultant shall address the following specific components that should be included in the scope of work. The tasks below are intended to provide a guiding framework and are not necessarily

intended to be all-inclusive. The final scope of work will be coordinated with City staff and the selected Consultant.

Note: The scope of work is developed for the implementation of SB 743 related to development projects and planning documents (e.g., general plan, specific plan, zoning code amendments, etc.). Whenever the term “development project” is used, the Consultant should also consider “planning documents.”

Task I. Kick-Off and Coordination Meetings

A. Kick-Off Meeting

- The Consultant will attend a kick-off meeting with City staff. The purpose of the meeting is to discuss the City’s goals and objectives for the study. The Consultant shall provide a set of data needs prior to the kick-off meeting to allow sufficient time for City staff to assemble materials.

B. Regular Management Meetings and City Staff Meetings

- The Consultant will lead, coordinate, and present at bi-weekly virtual meetings with City staff to discuss project status, challenges, and city feedback. It is anticipated that each meeting will be 30-60 minutes.
- The Consultant shall meet as often and as necessary in order to gather information, conduct research, and receive clarification and direction from the Community Development and Public Services departments. It is anticipated that these meetings will not be in-person meetings, but can be conducted telephonically or via virtual meeting platforms.

Deliverables: meeting notes/minutes; data needs matrix

Task 2. Develop Vehicle Miles Traveled (VMT) Metrics and Thresholds

A. VMT Metrics

- The Consultant will develop VMT metrics for the City and the full length of vehicle trips should be considered. OPR guidelines recommend comparing VMT metrics for a City to the regional average VMT (i.e., SCAG region). The Consultant may wish to utilize the customized SCAG RTP/SCS regional travel demand model that is developed for the City’s current General Plan update and utilize the TAZs to reflect the trip making and social economic characteristics of the City. The model should include trucks and automobiles to estimate VMT for all vehicle types. The City is particularly interested in assessing and measuring large semi-truck VMTs to the extent possible.

- Develop existing and future VMT data for the following metrics:
 - VMT per service population
 - Residential home-based VMT per capita
 - Employment home-based work VMT per employee
 - Total VMT (including automobiles and trucks) for service population (population plus employment)
 - Truck VMT

B. VMT Metrics and Threshold Options for Land Use Projects

- Develop VMT impact threshold options for land use projects based on City's goals and policies. The Consultant shall document how the various threshold options would meet the substantial evidence test under CEQA.
- Determine if reporting VMT for particular subareas, such as defined Specific Plan areas, is relevant.

C. Develop VMT Screening Options for Land Use Projects

- The Consultant will develop VMT impact threshold options for land use projects based on goals and policies that are consistent with SB 743 State guidelines. OPR has provided guidance related to several opportunities for screening projects that would generate a low VMT, including screening based on project size, retail nature (local-serving versus regional), located in a low-VMT area, and in a transit priority area.

D. Conduct Case Studies for Land Use Projects

- After developing the VMT threshold and screening options, the Consultant shall apply the selected metrics to six case studies, to be provided by City staff. The case studies will be used to evaluate the project-level VMT impacts for a variety of development types and locations that are likely to occur in the City, such as two multi-family residential projects, two industrial projects, neighborhood shopping center, and a mixed-use project. The results of the case studies are intended to inform the development of the VMT methodology and thresholds that are most appropriate for the City.

E. Screening and Threshold Recommendations

- The Consultant shall summarize the results of the aforementioned tasks in a technical memorandum that demonstrates how the recommended VMT metrics, screening criteria, and impact thresholds support goals and policies to improve the VMT performance of new projects, implement the objectives of SB 743, and meet the substantial evidence standard under CEQA.
- The proposed guidelines shall clarify the methodology for determining significant impacts, such as projects that induce travel demand or increase VMT per capita. The

most appropriate methodologies for quantifying the impacts should be identified as well.

Deliverables: Technical memorandum documenting recommended VMT metrics, screening criteria, and impact thresholds; case studies memorandum.

Task 3. TDM Mitigation Options

The Consultant will develop mitigation options and Transportation Demand Management (TDM) strategies to remove or lower potential impacts and identify methodologies to quantify and measure the amount of VMT reduction. The City is particularly interested in the analysis and identification of mitigation strategies pertaining to truck VMT.

Deliverables: Memorandum and/or matrix summarizing mitigation options and TDM strategies to reduce VMT impacts.

Task 4. Review of Transportation Study Guidelines and Draft Circulation Element

- A. Prior to the adoption of SB 743, the City implemented the County of Imperial's Transportation Impact Assessment Guidelines. The Consultant shall review the City's current practices for conducting transportation impact studies and prepare new procedural updates to include VMT analysis, and conduct project level Transportation Impact Analysis, including VMT-based analysis, develop mitigation options and TDM strategies to either remove or lower potential impacts. This review should also include any pertinent evaluation protocols that result from the revised State CEQA Guidelines and updated CEQA checklist for transportation impacts. The City wishes to retain Level of Service (LOS) methodology for General Plan compliance.
- B. Create a simple and comprehensive user guide or handbook that describes in non-technical language, the newly created VMT and LOS criteria and thresholds, including the types of traffic studies that may be needed for typical development proposals.
- C. Provide a two-hour training to City staff on VMT thresholds and implementation tools, and tracking methodology for effectiveness of VMT reduction strategies.
- D. The City is currently updating the General Plan. The Consultant should review the General Plan, but in particular, the Circulation Element to identify those goals, policies, and objectives that may need to be modified in support of the SB 743 objectives.

Deliverables: Memorandum and/or matrix containing recommended updates to the City's current practices for conducting transportation impact studies and draft General Plan policies, goals, and objectives; user guide or handbook, and two-hour training session.

Task 5. Final Report

The Consultant shall develop a final report, documenting the background data and approach used to develop the City's proposed VMT metrics, the proposed screening and threshold criteria, and the potential mitigation options. The report shall include narratives, graphics, maps, and tables as appropriate to display and communicate the information in a manner that is comprehensible to the layperson.

Deliverables: Two drafts and one final report.

Task 6. Public Meetings

The Consultant shall prepare for, conduct and present at the following public meetings:

- One Planning Commission meeting
- One Traffic Commission meeting
- Two City Council meeting

The City reserves the right to combine meetings as a single meeting for budgeting purposes (e.g., joint study session).

Deliverables: Attendance at three public meetings, assistance in preparing staff reports, ordinances, and/or resolutions.

Task 7. Project Schedule and Budget

The Consultant shall identify the anticipated time frame, with major milestones, and associated budget costs for each task and sub-task, with the hourly rates for each position clearly identified.

Task 8. Other Items

A. VMT Evaluation Tool

- The Consultant shall develop a simple VMT evaluation tool to enable the City to assess the most common development project and calculate project specific VMT and cumulative impacts for development proposals. The tool should be based on information from SCAG's RTP/SFS model and enable City staff to evaluate potential VMT impacts for development projects as compared to the thresholds, and identify potential mitigation measures.

B. Additional Public Meetings/Hearings

- The Consultant shall identify a separate budget for each additional Commission or City Council meeting as an optional item in the proposed budget, should more than four (4) public meetings be required.

Deliverables: Optional budget line items for a VMT calculator and additional public meetings.

Schedule

Release Date	Thursday, October 20, 2022
Submittal Date	Thursday, November 3, 2022 at 3:00 P.M.
Anticipated Award Date	Thursday, November 17, 2022
Notice to Proceed Date	Monday, November 28, 2022
Completion Date	Monday, January 30, 2022

IV. Proposal Content

Proposal responses must adhere to the requirements outlined in this section. The original proposal and each subsequent copy must be submitted on paper, properly bound, appropriately tabbed and labeled in the following order:

1. Introduction: Provide a cover letter and introduction including the name and address of the organization with the name, address, telephone and fax numbers, and e-mail address of the contact person who will be authorized to make representations for the organization. A one-to two-page Executive Summary shall be provided with an overview of the proposal, its highlights, and the approach to successfully completing this project.
2. Scope of Work and Schedule: Discuss your approach of each task outlined in Section III above with a breakdown of costs for Tasks 1-8.
3. Qualifications and Personnel: Describe the firm's resources, experience and capabilities as follows:
 - a. Provide an outline of the firm's background, qualifications, and ability to perform the scope of services required. Identify and subcontractors proposed for the project.
 - b. Provide a list and/or organizational chart to identify the person(s) who will be primarily responsible for contract with the City.
 - c. Identify all key project personnel, their relationship to the project, relevant qualifications, experience, and their level of effort toward completing tasks. Include a description of specific projects similar to this request and the specific tasks performed by the project personnel.
 - d. Provide a brief outline of the firm's current workload, staffing and ability to meet the schedule and deadlines described in this RFP.
4. References: Identify at least three (3) successfully completed projects of a similar nature, preferably with direct involvement of municipal government in California. Each project listed shall include the name of the agency, project

manager, phone number, and description of work performed. Current consulting projects may also be submitted for consideration.

5. Other Requirements: Provide a declaration regarding existing potential conflict of interest; i.e., other projects or commitments which might impair or undermine the Consultant's ability or credibility regarding the proposed services. Interested consulting firms shall carry professional liability insurance in an amount no less than one million dollars (\$1MM). The selected Consultant shall submit a Certificate of Insurance.
6. Additional Data: Proposals may include any other information the Consultant deems essential to the evaluation of the qualifications and proposal statements. This section will be limited to five (5) pages.
7. Consultant Fee: Within a separate sealed envelope, outline your expected fees and schedule of work. The lowest cost proposal will not necessarily be selected.

V. Addenda to the RFP

Any changes to the requirements of this RFP initiated by the City will be made by written addenda to this RFP. Any written addenda issued pertaining to this RFP shall be incorporated into and made a part of the terms and conditions or any resulting agreement. The City will not be bound to any modifications to or deviations from the requirements set forth in this RFP unless they have been documented by addenda to this RFP. Consultants will be required to document that they are aware of all addenda issued by the City in their proposal.

v. Proposal Submittal

To be considered, please submit three (3) copies and one (1) digital PDF copy (new USB/ drive) of your proposal by Thursday, November 3, 2022 at 3:00 P.M.to:

Jillian Mehdipour, Public Records Analyst
City of Imperial
420 S. Imperial Avenue
Imperial, CA 92251

All proposals shall be submitted in sealed envelope(s) and shall be clearly marked:

“SEALED PROPOSAL- DO NOT OPEN WITH REGULAR MAIL.”

Proposals received after the due date and time will be returned unopened. Faxed proposals will not be accepted. Hand carried proposals will be accepted before the response due date during normal business hours.

Questions regarding this Request for Proposal may be directed to Othon Mora, Community Development Director, City of Imperial Community Development Department, 400 South Imperial Avenue, Suite 101; Imperial, CA 92251 or via email at omora@cityofimperial.org. All questions should be submitted in writing no later than Friday, October 28, 2022 and all prospective Consultants will receive copies of the questions and responses.

VI. Review and Selected Procedure

An Evaluation Committee will review each proposal. The following evaluation criteria will be used in selecting a Consultant:

- a. Experience with similar efforts;
- b. Commitment of senior staff to the project;
- c. Relevant qualifications of key personnel;
- d. Familiarity with needs of municipal/governmental entity;
- e. Ability to provide a local presence during the process;
- f. Proposed schedule and ability to meet applicable deadlines;
- h. Overall cost to this RFP

After reviewing all submissions, the Evaluation Committee may request to meet with its top candidates. The City of Imperial reserves the right to reject any or all proposals for any reason. Minor irregularities of the proposal may be waived at the discretion of the City.

Please note that the ability of the Consultant to complete the overall project within the anticipated completion period will be considered in the selection process. The lowest cost proposal will not necessarily be selected.

This RFP is not intended and should not be construed to commit the City of Imperial to contract with any proposer. All costs incurred in connection with responding to this RFP will be borne by the proposer.

After proposals are opened, all responses and documents submitted in conjunction with this RFP become public documents available for public review.