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[www.burlingtonvt.gov/cityplanning](http://www.burlingtonvt.gov/cityplanning)

## **Request for Proposals (RFP) for Professional Services Citywide Transportation Options Study**

**The City of Burlington is seeking the services of a qualified professional or firm to complete a Citywide Transportation Options (Transportation Demand Management) Study.**

**Date of Issue:** October 13, 2012

**Proposal Deadline:** November 30, 2022, 5:00 pm

**Questions RE RFP Due:** November 18, 5:00pm

**Answers Posted:** November 23, 2022

**Questions & Submissions submitted to:**

Charles Dillard, AICP  
[cdillard@burlingtonvt.gov](mailto:cdillard@burlingtonvt.gov)  
(802) 865-7194

**Anticipated Budget:** \$75,000.00, with potential for adjustment based on suggested scope of services

**RFP & Answers Online at:** <https://www.burlingtonvt.gov/RFP/citywide-transportation-options-study>

### **I. Background**

The City of Burlington is Vermont's largest city, and an important regional economic center for northwestern Vermont and northern New York. Burlington is home to ~44,743 residents and ~10,000 commuters, as well as the University of Vermont and its affiliated academic medical center. Burlington serves as the urban core of Chittenden County VT with a population of ~168,323 and the Burlington-South Burlington Metropolitan Statistical Area with a population of ~221,160.

The Burlington City Council declared that a climate emergency exists which threatens Burlington's community and human health and safety, biodiversity, and common environment. Emissions in Vermont have risen since 1990, with the largest increases coming from the transportation sector, which also accounts for the largest share of greenhouse gas emissions in both the City and State. This climate emergency declaration calls for the reduction of vehicle miles travelled (VMT) through transportation demand management (TDM). The City additionally recognizes that TDM programs improve equity for the Burlington workforce by providing financial and other benefits for Burlington residents and workers who do not own automobiles – a population that is disproportionately low-income, Black, Indigenous, and people of color.

In 2020, the City revised minimum on-site parking standards in its zoning ordinance to implement a number of [policy best practices](#) to support housing creation and transportation options. These zoning changes created the Multimodal Mixed Use Parking district, requiring no minimum on-site parking and establishing lower maximum parking thresholds than other parking districts in the city. Additionally, the zoning changes established new TDM requirements for developments within this parking district and over a certain size; these strategies built on the city's existing requirements for [on-site bike parking](#) and for [parking management plans](#) by the major academic and medical institutions.

In 2022, the Burlington City Council is considering expanding upon these policies by eliminating minimum on-site parking requirements citywide, relying instead on its maximum parking limits, and

expanding TDM requirements to new developments of a certain size in all parking districts. Separately, the City is currently working with the Chittenden County Regional Planning Commission to complete a transportation impact fee study to update the city's existing impact fee system, including exploring the possibility of a multi-modal impact fee. The parking standard amendment to the Comprehensive Development Ordinance will be reviewed and adopted or rejected by late October, 2023.

Some of the largest institutions and employers in Burlington, such as the University of Vermont, have extensive TDM programs that include charging for parking and offering incentives to support other modes of transportation to and from those institutions. The [Chittenden Area Transportation Management Association \(CATMA\)](#) was created in 1992 to assist these agencies to share resources and jointly plan, develop and manage transportation systems and programs. CATMA has since evolved to serve as a non-profit, member-based transportation management association serving Chittenden County, VT. In 2014, the City commissioned a consultant with CATMA to study and propose a City Employee TDM Action Plan. This plan was released in October 2015 to reduce congestion, emissions, downtown parking demand, and encourage healthy choices by City staff through recommendations covering the short term (3 years or less) and long term (4 years or more), as well as ongoing capital and administrative improvements. Many strategies identified in this 2015 plan have not yet been implemented.

Through a collaboration between the City and the Burlington Business Association, further research and analysis was completed in 2017 to inform a pilot and intended implementation plan for a suite of TDM services for other downtown Burlington employers and employees. Many employers in Burlington have no TDM policies or strategies in place, and by implementing such policies and strategies, those employers could facilitate the use of more sustainable modes of transportation among those travelling to and from their physical location. This collaboration anticipated that a primary mechanism for developing and funding a downtown TDM program would have been through the creation of a Downtown Improvement District. The creation of a DID, however, was rejected by the Burlington voters in 2019.

The City is seeking the services of a qualified professional or firm to complete a Citywide Transportation Options Study. This study will review existing approaches and past successes and failures, including incomplete and yet-to-begin initiatives. The study will also review and recommend national and international best practices. The study's ultimate goal is to provide recommendations for both regulatory and non-regulatory models that may best fit Burlington's context.

## **II. Scope of Work, Responsibilities, and Project Timeline**

The City of Burlington is seeking to hire a Consultant or Consultant Team to assist in the development of a Citywide Transportation Options Study and recommendations for approaches the City may take to successfully build on/iterate its TDM programs and efforts.

The City's Consultant will be working under the direction of the Office of City Planning (OCP), and in close coordination with the Department of Public Works (DPW), throughout the development of the project. It is anticipated that the City will manage public involvement associated with the development of and revisions to its Transportation Demand Management program with assistance from the City Consultant. The City will author any associated TDM ordinance and/or any required amendments to the *Comprehensive Development Ordinance* in order to implement recommendations of the City Consultant for final approval by the Burlington City Council.

The City Consultant will be responsible for completing the tasks as outlined below in the Scope of Work. The City Consultant is expected to collaborate with other relevant City departments in order to gather and synthesize relevant information regarding applicability and content of TDM strategies. The City Consultant will be expected to participate in public involvement associated with the development of the revised TDM program.

## **Scope of Work**

A breakdown of tasks and responsibilities is anticipated to generally include the following. The City may negotiate additional services as needed or as identified in a Consultant's or team's proposal

- **Task 1: Analysis of Previous Plans and Studies**

The consultant, with assistance from City of Burlington staff, will conduct an analysis of previously completed, incomplete, and recently adopted TDM plans, studies, and policies to include, but not limited to, the following:

- [Transportation Demand Management Action Plan \(2015\)](#) and the steps and actions that would be needed to implement all the actions still unimplemented.
- Research & analysis completed in 2017 to inform above implementation plan of TDM services for downtown Burlington employers and employees, as well as any subsequent work done by the City and its partners (i.e., Burlington Business Association, CATMA) and the steps and actions needed to rapidly advance TDM services for these employers and employees.
- [planBTV: Walk/Bike \(2017\)](#)
- [VTrans Transportation Demand Management Guidance \(2017\)](#)
- [City of Burlington Comprehensive Development Ordinance – Article 8](#) and recent policy changes to implement standalone TDM best practices.

This analysis should include strengths and weaknesses of past approaches, and any insights gained into reasons for successes and lack of progress.

### **Task 1 Anticipated Deliverables:**

- *TDM Plan and current approaches, Analysis, and Summary Presentation – a summary of findings to be presented to internal project team and relevant City boards/commissions.*

- **Task 2: Best Practices Analysis**

The consultant will identify and assess citywide and other best practices in TDM within other communities, nationally and abroad. The assessment will include both regulatory and non-regulatory measures applicable to employers, residential development, commercial development, and service providers. Best practices, including strategies and policies, related to the following topics should be addressed, in addition to others identified by the consultant:

- TDM program administration, including models offering flexibility and technical guidance to developers
- Qualitative and quantitative methods for measuring TDM program success
- Community engagement in the creation and implementation of TDM programs and strategies, including those that prioritize broadened participation.
- Transportation and mobility options for tenants of affordable housing
- Transportation and mobility options for both peak commuting time and non-peak employees
- Citywide and regional infrastructure (e.g. regional bicycle infrastructure coordination) and cost-reducing measures (e.g. transit fare reductions that can augment site-specific TDM.
- Public safety and health, including strategies that minimize cyclist and pedestrian fatalities, and improve health outcomes related to reductions in noise and air pollution and increases in active mobility.

### **Task 2 Deliverables:**

- *Review of best practices, including any qualitative and quantitative measures of success. The review should identify those best practices that are most appropriate to Burlington's unique context and the extent to which they address the themes above in Task 2.*

- *A presentation of the review to internal project team and relevant City boards/commissions will follow its completion.*

- **Task 3: Regulatory & Non-Regulatory Recommendations**

Incorporating findings from Tasks 1-3, the consultant will identify strategies that the city can implement to reduce VMT in Burlington along with the steps and actions needed to implement them. In this task, the consultant should provide sufficient detail relating to the appropriateness to and applicability of each strategy in Burlington in order to guide City staff and elected official decision-making.

Additionally, the consultant will provide recommendations for potential charter changes including: (1) Options for regulatory mechanisms mandating TDM measures at existing employers, (2) Analysis of the resources and mechanisms required to enforce such a policy, and (3) The role that a public and/or private transportation management authority could play to support employers in achieving TDM goals and requirements. The consultant will produce an implementation matrix that identifies responsible parties and implementation timeframe for each recommendation.

***Task 3 Deliverables:***

- *Implementation matrix identifying responsible parties, associated costs, and timeframe for each implementation recommendation.*
- *Recommended TDM Strategies report, delivered in the form of a document outlining specific strategies and opportunities for the Plan.*
- *TDM Implementation Action plan*

- **Task 4: Engagement**

With assistance from City of Burlington staff, Burlington Business Association, CATMA, and others, the consultant will prepare a plan to engage the range of those impacted by current and future TDM strategies, including, but not limited to, the following:

- Developers
- Transportation Management Associations (TMA)
- Burlington employers
- Employees, including peak-hour and non-peak hour commuters
- Rental housing tenants (affordable and market rate), including those with experience as residents in buildings with implemented TDM
- People with disabilities
- Transit riders, cyclists, pedestrians and any advocacy groups related to each

***Task 4 Deliverables:***

- *Stakeholder Engagement Work Plan, including but not limited to a meeting/event schedule and subsequent agendas and meeting minutes.*
- *Public Comment Work Plan,*
- *Public & Stakeholder Engagement Report, which includes comments from public and stakeholders during engagement activities.*

### **III. Submission Requirements**

***Proposal Contents***

Responses to this RFP must contain each of the following:

- **A cover letter expressing the firm's/professional's interest** in working with the City and identification of the principal individual(s) that will provide the requested services.

- **A Technical Proposal, up to a max. of 15 pages, consisting of:**
  - A description of the approach to be taken toward completion of the project, and any insights into the project gained as a result of developing the proposal.
  - A scope of work including any products or deliverables resulting from each task. The response should explicitly distinguish between areas where the firm will have lead responsibility and areas where the firm anticipates supporting City staff responsibilities.
  - An identified project manager and individuals that will be committed to this project and their professional qualifications. This should include the names and qualifications of any sub-consultants.
  - A summary of estimated labor hours that clearly identifies the project team members and the number of hours performed by task;
  - A description of relevant experience and identification of prior, successfully completed Transportation Demand Management or similar projects, including a brief project description and a contact. Proposals may include links to materials or samples that demonstrate the team's capabilities related to the scope of work in this RFP.
  - A proposed schedule that indicates project milestones and overall time for completion, including how soon the firm would be able to begin work if selected.
  - A minimum of three (3) professional references, including name, title, phone number, and email.
- **A Cost Proposal consisting of:**
  - A maximum not-to-exceed cost including an itemized schedule of all expenses, including both labor and direct expenses, by task. If the use of sub-consultants is proposed, a separate schedule of expenses must be provided for each sub-consultant.
  - Rates for additional professional services in the event that the City requests any additional services to supplement services requested in this RFP or to perform additional work resulting from the firm's recommendations in Tasks outlined above.

### ***Submittal Deadline & Contact***

All responses to this RFP **must be received by 5:00 pm on November 30, 2022** in order to be considered. Proposals must be submitted in digital format (PDF) via email to the contact listed on the first page of this RFP. Applicants will receive a confirmation email once the proposal has been received. Please ensure that the document is easily printable by use standard page formats of 8.5" x 11" and/or 11" x 17".

## **IV. Selection Process and Criteria**

### ***Selection Process and Schedule***

Responses to this RFP will be reviewed and ranked by the City based on the weighted evaluation criteria below. The City may short-list the highest scoring responses. Proposers may be requested to furnish additional information during the selection process.

The City may schedule interviews with a firm or firms. Interviews will be up to one- and one-half hour sessions where firms will have an opportunity to discuss the firm's proposal and ask questions of the City. Any interviews will be ranked on the same weighted evaluation criteria above.

Upon review of proposals and any applicable interviews, the top-ranked firm will be submitted to the City's Chief Administrative Officer with all supporting documentation prior to commencement of any contract negotiations. The selected firm will be invited to engage with the City in negotiations leading to a final scope of work, budget, timeline, and related contractual obligations.

Prior to execution of a final contract, the City must receive approval for the agreed upon maximum limiting amount by the City's Board of Finance and/or City Council as applicable. No proposal will be considered accepted until all necessary City authorizations have been received and an agreement is executed by both parties.

Selection of the City Consultant is expected to be complete in December, 2022, with final contracting and project commencement anticipated by January, 2023.

### **Selection Criteria**

In reviewing proposals and/or presentations during any interviews, the City will use the following:

<b>Review Criteria</b>	<b>Weight</b>	<b>Max Points</b>	<b>Weighted Points</b>
Overall quality of the Proposal	5	5	25
Qualifications/Expertise of Consultant/Team	4	5	20
Experience on similar projects	4	5	20
Ability to meet Project Schedule	3	5	15
Understanding of the Project	2	5	10
Proposal Cost	2	5	10
<b>TOTAL</b>			<b>100</b>

## **V. Exhibits**

Contract documents for selected firm(s) will include this RFP, the firm's final proposal, and all standard exhibits, which should be reviewed prior to submitting a proposal. Sample contract documents can be found at: <https://www.burlingtonvt.gov/RFP/Documents>.

## **VI. Contracting**

The Consultant, prior to being awarded a contract, must apply for registration with the Vermont Secretary of State's Office to do business in the State of Vermont, if not already so registered. The registration form may be obtained from the Vermont Secretary of State, 128 State Street, Montpelier, VT 05633-1101, PH: 802-828-2363, Toll-free: 800-439-8683; Vermont Relay Service – 711; web site: <https://www.sec.state.vt.us/>. The contract will not be executed until the Consultant is registered with the Secretary of State's Office.

Prior to beginning any work, the Consultant shall obtain Insurance Coverage in accordance with the Burlington Consultant Conditions (Exhibit B in this RFP). The certificate of insurance coverage shall be documented on forms acceptable to the City.

## **VII. Agreement Requirements**

The selected consultant will be required to execute a contract with the City on the terms and conditions required by the City, including but not limited to those in the Burlington Contract Conditions and the Draft Standard Contract Agreement (see link in Item V above).

## **VIII. Limitations Of Liability**

The City assumes no responsibility or liability for the response to this Request for Proposals.

## **IX. Costs Associated with Proposal**

Any costs incurred by any person or entity in preparing, submitting, or presenting a proposal are the sole responsibility of that person or entity, including any requests for additional information or interviews. The City will not reimburse any person or entity for any costs incurred prior to the issuance of the contract.

## **X. Indemnification**

Any party responding to this Request for Proposals is acting in an independent capacity and not as an officer or employee of the City. Any party responding to this Request for Proposals will be required to indemnify, defend, and hold harmless the City, its officers, and employees from all liability and any claims, suits, expenses, losses, judgments, and damages arising as a result of the responding party's acts and/or omissions in or related to the response.

## **XI. Rejection of Proposals**

The City reserves the right to reject any or all proposals, to negotiate with one or more parties, or to award the contract to the proposal the City deems will meet its best interests, even if that proposal is not the lowest bid. The City reserves the right to re-advertise for additional proposals and to extend the deadline for submission of the proposals. This Request for Proposals in no way obligates the City to award a contract.

## **XII. Ownership of Documents**

Any materials submitted to the City in response to this Request for Proposals shall become the property of the City unless another arrangement is made by written agreement between the City and the responding party. The responding party may retain copies of the original documents.

## **XIII. Duty to Inform City of Contract Document Errors**

If a bidder knows, suspects, or has reasonable cause to believe, that an error or omission exists in any contract documents, including but not limited to unit prices and rate calculations, the bidder shall immediately give the City written notice thereof. Consultant shall not cause or permit any work to be conducted that may related to the error or omission without first receiving written acknowledgment from the City that City representatives understand the possible error or omission and have approved the requested modifications to the bid or contract documents or that the consultant may proceed without any modification being made to the bid or contract documents.

## **XIV. Public Records**

Any and all records submitted to the City, whether electronic, paper, or otherwise recorded, are subject to the Vermont Public Records Act. The determination of how those records must be handled is solely within the purview of City. All records the responding party considers to be trade secrets, as that term is defined by subsection 317(c)(g) of the Vermont Public Records Act, or that the responding party otherwise seeks to have the City consider as exempt must be identified clearly and specifically at the time of submission. It is not sufficient to merely state generally that a proposal is proprietary, contains a trade secret, or is otherwise exempt. Particular records, pages, and sections which are believed to be exempt must be specifically identified as such and must be separated from other records with a convincing explanation and rationale sufficient to justify each exemption from release consistent with Section 317 of Title 1 of the Vermont Statutes Annotated.

## **XV. Public Health Emergencies**

Bidders are advised that public health emergencies, as declared by the City, the State of Vermont, or the Federal Government, including the current pandemic of Novel Coronavirus (COVID-19), may introduce significant uncertainty into the project, including disruption of timelines or revised practices. Consultants shall consider public health emergencies as they develop project schedules and advance the work. The City may require a public health emergency plan be submitted as part of the contract. This plan will contain:

- 1) Measures to manage risk and ensure that potential impacts to safety and mobility are mitigated in accordance with health and safety standards and guidelines proposed by local, state, and federal agencies (see Draft Standard Contract, Sections 15 linked in Item V above);
- 2) A schedule for possible updates to the plan in advance of the start of work (see attached Draft Contract, Section 15); and
- 3) Means to adjust the schedule and sequence of work should the emergency change in nature or duration.

The City will have sole discretion to approve, deny, or require changes to this plan as a condition of consideration of the bid, will retain the right to inspect all work to ensure compliance with health and safety standards, and may at any time require the consultant to stop work because of the emergency.

If a public health emergency is declared, the City will not be responsible for any delays related to the sequence of operations or any expenses or losses incurred as a result of any delays. Any delays related to public emergencies, including the current pandemic of Novel Coronavirus (COVID-19), will be excusable, but will not be compensable.