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: [DATE]   **Proposal Deadline:** [DATE]

Questions & Submissions submitted to:

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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. Since these zoning changes were adopted, XX projects have been approved with TDM plans and XX% fewer parking spaces have been built than would otherwise have been required.

In 2022, the Burlington City Council [is expanding/expanded] 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.

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)](link) 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, past efforts that are incomplete or have not been implemented, best practices from other communities, and provide recommendations for both regulatory and non-regulatory models that may best fit Burlington's context.

Anticipated 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.

Anticipated 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

o   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.

o   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:

o   *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.*

o   *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:

o   *Implementation matrix identifying responsible parties, associated costs, and timeframe for each implementation recommendation.*

o   *Recommended TDM Strategies report, delivered in the form of a document outlining specific strategies and opportunities for the Plan.*

o   *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:

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

Task 4 Deliverables:

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