

1. BACKGROUND

THE COUNTY OF FAIRFAX, VIRGINIA, Department of Transportation, through Pulte Home Corporation, is soliciting Requests for Proposals from qualified applicants and/or firms to develop a program to benchmark mode splits and travel patterns in the vicinity of the Vienna-Fairfax-GMU Metro Station, in addition to providing a menu of transportation demand management strategies to be employed in the immediate area.

*"Transportation Demand Management (TDM) is a general term for strategies that result in more efficient use of transportation resources. There are many different TDM strategies with a variety of impacts. Some improve the transportation options available to consumers, while others provide an incentive to choose more efficient travel patterns. Some reduce the need for physical travel through mobility substitutes or more efficient land use. TDM strategies can change travel timing, route, destination, or mode."*¹

According to the Northern Virginia 2020 Transportation Plan, by the year 2020 congestion in the vicinity of the Vienna-Fairfax-GMU Station, specifically along I-66, will worsen significantly with stop-n-go conditions throughout the peak period, making the need for these improvement strategies even more critical. Accordingly a variety of transportation strategies are needed to meet these challenges now and in the future. Some of the major issues confronting us are:

- Funding needed to meet system improvement demands;
- Increased construction costs for new roadway and transit facilities;
- Increased need to improve operational efficiency;
- Changes in travel patterns;
- Lower densities making traditional transit an inefficient option in many areas; and
- Need to reduce transportation related air pollution.

As recommended by Fairfax County's Comprehensive Plan, transportation management strategies have been, and will continue to be, critical to addressing these issues. To that end, the Board of Supervisors established a Countywide goal of balancing land use with supporting transportation infrastructure, including the regional network. Regional and local efforts to achieve a balanced transportation system through the development of rapid rail, commuter rail, expanded bus service and the reduction of excessive reliance upon the automobile should be the keystone policy for future planning and facilities. To that end, the Board established 14 Countywide objectives and policies, including but not limited to the following:

¹ On-Line TDM Encyclopedia from the Victoria Policy Institute

- Provide for a multi-modal transportation system that places the primary emphasis on alternatives to the single occupant vehicle
- Increase the number of commuters using non-motorized and public transportation so that by the year 2000, 60% of County trips to the metropolitan core (D.C), 20% of the commuters to Tysons, 15% of the commuters to the suburban or transit station areas and 5% of all other commuting work trips will be made by public transportation.
- Provide a road system that provides adequate local access and capacity for through movements.
- Provide complementary land use and transportation policies.

In furtherance of the goals and objectives stated above, the Board of Supervisors recently approved a change to the County's Comprehensive Plan for certain land units within the Vienna Transit Station Area; specifically land units C and I. The proposed plan change was necessary in order to facilitate the development of a true "Transit Oriented Community" at the Vienna-Fairfax-GMU Metro station. A copy of the adopted Plan text is provided as Exhibit A.

The Metro-oriented mixed-use option for the station area represents "a highly integrated vision, whose synergy lessens the impacts of development on this site by creating conditions that minimize the need for automobile use. This density/intensity will be successful only if several core components – retail, commercial, and transportation demand management – succeed individually and collectively, and are also designed to serve the needs of the surrounding neighborhoods."² To that end, the Plan recommends that a TDM program be provided in conjunction with any development approvals for the Metro-oriented mixed-use option in order to encourage the use of transit (Metrorail and bus) and high occupant vehicle commuting modes thereby reducing the demand for single occupant vehicle ("SOV") trips.

In general, at build out, it is expected that for the residential portion of the project, a reduction in peak hour SOV trips of 47% should be achieved through the use of transit and other means; for the office portion of the development, a peak hour SOV trip reduction of 25% is expected to be achieved through similar means. The TDM program will be evaluated at three milestones; first at the time of rezoning, second before and during construction and third after build out. During the first stage, at rezoning, an application for rezoning should demonstrate that TDMs would be provided to achieve the peak hour SOV trip reduction goals stated above. Throughout the process, periodic surveys, traffic counts and reports based on empirical measurements will be conducted under the County's auspices to document the success of the program in reaching the target reductions.

² OTPA S02-II-V2, Board Motion, December 6, 2004, Page 6 of 20

The purpose of this RFP is to first determine the current state of peak hour commuting/travel patterns and mode splits within the Vienna-Fairfax-GMU Metro Station Area; second to investigate “best practices” throughout the region, across the country and/or comparable international programs; and third to develop a menu of successful TDM strategies and benchmarking opportunities to be considered for implementation at any transit-oriented mixed-use development planned for the Vienna-Fairfax-GMU Station Area (“Vienna TOD”). This effort will result in the compilation of empirical and quantitative measurements of mode splits and transit and HOV usage in the areas proximate to the transit station. During the review of the recently approved changes to the Comprehensive Plan extensive research and data collection had been completed by the Fairfax County Department of Transportation (“FCDOT”) and others. At this time, FCDOT now seeks a Consultant to build on prior work and complete a comprehensive and independent evaluation of existing mode splits, transit and HOV usage and travel patterns in the vicinity of the station, as well as strategies for increasing future mode splits.

Representatives of FCDOT and others will participate in the project as “Project Members”. Day-to-day oversight of this project will be provided by Angela Rodeheaver, Engineer IV, Fairfax County Department of Transportation (the “Project Manager”).

2. SCOPE OF WORK

The following activities and deliverables are expected from this project:

Project Kickoff Meeting(s): The selected Consultant will meet with Project Members to develop a clear understanding of the project’s goals, objectives and concerns. The Consultant should provide Project Members with suggested TDM programs/measures within the region and across the country that may be included for evaluation within the draft program, as well as how best to benchmark program performance.

Develop a Project Timeline: Based on the results of the kickoff meeting(s), the Consultant shall develop a timeline, defining in detail the steps necessary to complete the survey of existing conditions and make recommendations for TDM elements that may be appropriate for the Vienna-Fairfax-GMU TOD. The project must be completed within 45 to 60 days after notice to proceed.

Potential TDM Recommendations for the Vienna TOD: This document will include the following elements:

Literature Search:

- Review and summarize the state of TDM programs in Fairfax County. (County staff will provide the Consultant with copies of programs proffered throughout the County.)
- Identify barriers to TDM implementation in Fairfax County including a discussion of all relevant issues, pro and con, with appropriate responses to each. Include a description of the role education, outreach, and support can play in local TDM's.
- Identify the state of TDM programs in neighboring jurisdictions, throughout the Country and those comparable or relevant international programs at similarly sized TODs. Include a discussion best practices, successes and failures, as well as relevant issues, pro and con. Provide empirical information on program performance.

Benchmarking:

- Identify quantifiable measurements to establish existing conditions and evaluate TDM program progress/success in communities surrounding and proximate to the Vienna-Fairfax-GMU Metro Station. Such measurements may include surveys, traffic counts, etc. The Consultant should identify those communities deemed relevant to the projects goals and objectives.
- Provide a review of benchmarking practices at other similarly sized and successful TOD's either within the region or nationally.
- Recommend a sequence of events required for successful TDM program implementation through build out, including recommendations for implementation, timing and benchmarking progress.
- Summarize the results of the data collected.

Recommendations:

- Using information provided by accepted sources and/or Project Members, as well as other accepted sources, develop a set of TDM recommendations specific to the Vienna-Fairfax-GMU TOD, to include

strategies appropriate to the types and levels of development planned for the TOD, as well as interim and ultimate TDM goals.

- Identify how funding and/or technical assistance might be provided to establish the TDM program and identify the levels of effort/costs of implementing each step of the program throughout the Comprehensive Plan's recommended stages.

The Consultant is free to present the TDM program document in a sequence and format of their choosing as long as each element is addressed.

Project Review Meeting(s): The Consultant will meet with the Project Members on a regular basis at key points during the project.. The Consultant will incrementally present the results respectively of the literature survey, benchmarking and recommendation phase to the Project Members for review and comment. Draft documents will be distributed at least two weeks prior to any review meetings.

Final TDM Program Document: Following the final project review meeting, the Consultant shall present the final results of the survey and TDM recommendations to a meeting of the Project Members, and others.

The anticipated outcomes of the final document should include:

- A complete understanding of current peak hour travel patterns for the existing communities and developments proximate to the Transit Station Area.
- A summary of best practices locally, nationally and at comparable international locations along with empirical data supporting similar types of TODs.
- Assessment and recommendations of best TDM practices for the Vienna-Fairfax-GMU TOD.
- Identification, development, and quantification of specific empirical benchmarks to meet the Comprehensive Plan recommended SOV reduction goals.
- Identification of program elements and monitoring strategies.
- Cost estimates for implementing and sustaining on-going TDM efforts.

3. STANDARDS AND DELIVERABLES

All documents should be provided in both hard copy (paper) and digital format (MS Word). Data should be provided in MS compatible formats (Excel or Access).

All data, databases, reports and materials, in digital and hard copy format created under this project shall be transferred to FCDOT and Project Members upon completion of the project and remain the sole property of the Funding Entity with use by FCDOT permitted and approved in accordance with the contract to be executed with the Consultant.

The Consultant will provide ten (10) copies of the draft and twenty-five (25) copies of the final document. Interim reports must be submitted one to two weeks prior to meetings at which they will be discussed. In addition, one unbound copy of both the draft and final report will be provided to the Project Manager and Funding Entity. Original copies of the draft and final reports must be submitted to the FCDOT Project Manager for distribution to Project Members unless otherwise directed.

The Consultant will provide written bi-weekly progress reports to the Project Manager.

4. PROPOSAL REQUIREMENTS

Consultants will be evaluated on technical expertise and past performance. To assist with the evaluation please provide the following:

- A description of the Consultant's qualifications, which should demonstrate:
 - a. Expertise in the full range of TDM strategies and their evaluation.
 - b. Experience in benchmarking TDM effectiveness, including development of surveys, statistical analyses, etc.
 - c. An understanding of Transit Oriented Development.
- A description of how the team would accomplish the work outlined in the Scope of Work including an explanation of any proposed changes to the scope of work based on insights/expertise related to the topic.
- Include the names, titles and experience of key personnel, including day-to-day project manager.
- Describe the skills and services your firm offers

- Describe relevant experience of the firm and of personnel assigned to this task on similar types of TODs.
- Provide at least three relevant references and samples of completed work.
- Provide hourly and overtime rates for all classifications of personnel who may be utilized under this contract. These rates shall be presented and broken down by direct labor costs per class of labor and overhead cost.
- In order to be responsive to this RFP, each proposal shall conform to the following requirements. The Consultant shall:
 - a. Submit ten (10) copies of the technical proposal in one sealed envelope. Number all pages consecutively.
 - b. Submit one (1) copy of the cost proposal in a sealed envelope separate from the technical proposal.
 - c. Provide a copy of the firm's Standard Form 254.
- Clearly indicate the following on the outside of each of the sealed envelopes or packages containing the technical and cost proposals:
 - a. Name and address of the Prime Consultant.
 - b. Due date and time.
 - c. Envelope contents (i.e., technical proposal, cost proposal.)
 - d. Program Name – Vienna-Fairfax-GMU Station Area TDM Benchmarking & Strategies.

5. CONSULTANT EVALUATION AND SELECTION

The technical proposal will be evaluated by the Project Members and ranked first. The technical proposal evaluation criteria are the following:

- Qualifications of the firm and personnel to be assigned to the project and their experience working as a team to complete similarly relevant projects.
- Demonstration of overall project understanding, insights into local conditions and potential issues and knowledge of the project area and region.
- Clarity of proposal and creativity and thoughtfulness in addressing the scope of work.

- Completeness of submitted proposal with all elements required by the RFP.

The cost proposal will be reviewed for consistency with the technical proposal.

The Project Members reserve the right to seek clarification of any proposal submitted.

The Project Members reserve the right to engage in discussion with one or more Consultants, deemed fully qualified as a result of the review of the technical and cost proposals. Repetitive informal interviews shall be permitted. Consultants shall be encouraged to elaborate on their proposal and performance data, staff expertise, as well as alternative concepts. Proprietary information from Consultants shall not be disclosed to the public or competitors. At the conclusion of the interviews, and on the basis of the technical/ cost proposals and interviews, the Project Members shall select one Consultant.

The Project Members reserve the right to reject any and all proposals received as a result of this solicitation, to negotiate with any qualified source, to waive any formality and any technicalities or to cancel in any part or in its entirety this RFP if it is in the best interests of the Project Members. This solicitation of proposals in no way obligates the Fairfax County DOT, Project Members, and/or the Funding Entity to award a contract.

6. ADDITIONAL INFORMATION

The contract shall be awarded to the most qualified bidder based on the quality of proposal response and Consultant interviews. This solicitation in no way obligates the Project Members to award a contract.

The Consultant will submit monthly invoices to the County's Project Manager accompanied by brief, written progress reports.

Ten percent of the total contract cost will be withheld pending successful project completion.

All proposals become the property of the Project Members upon submission. The cost of preparing, submitting and presenting a proposal lies solely with the proposer.

Work must be completed and a final report submitted by the Consultant within 45 to 60 days after notice to proceed or as set forth in the contract.

Technical and cost proposals in two separate sealed envelopes should be submitted no later than 4:30 PM on Monday, February 14, 2005 to:

Angela K. Rodeheaver, Engineer IV
Fairfax County Department of Transportation
12055 Government Center Parkway
Suite 1034
Fairfax, Virginia 22035

Proposals submitted after the deadline will **not** be accepted. Questions regarding this RFP should be directed to Angela K. Rodeheaver at 703/324-1100.