

City of Oregon City, OR
TDM Plan Implementation
DRAFT (V1) - TASKS PROVIDED BY RICK WILLIAMS CONSULTING – DRAFT (V1)
August 26 2018

A. PROJECT BACKGROUND

The City of Oregon City (Client) is leading an effort to implement the recently completed *Transportation Demand Management Plan* (Plan). The Plan examined opportunities and challenges in parking, access, and transportation related to the redevelopment of the Willamette Falls Legacy Project, which is directly adjacent to existing downtown Oregon City. The plan outlines and prioritizes TDM strategies for Oregon City, leveraging existing conditions and providing the flexibility to respond to opportunities for action as they arise. These strategies will help guide the City toward efficient, “right sized” parking while integrating reasonable, attractive, and effective alternative mode options into downtown and the Waterfront development area.

Specific RWC tasks (and cost estimates) are provided below. Time will be billed on a per hour basis with a not to exceed limit.

B. CONSULTANT ROLE

Rick Williams Consulting (RWC) is proposing to assist Client in successfully completing their effort. RWC will provide technical assistance and advice to the Client as a means to elevate understanding of the range of issues, challenges and strategies that can be initiated. This will ensure that access resources in the area are maximized and trip demand to the area is adequately accommodated. The goal is to provide the highest degree of efficiency and benefit to all stakeholders accessing the waterfront. Specific services provided by RWC include:

1. Provide services needed to support the City in the creation of a TDM Implementation Advisory Committee.
2. Provide the Committee with a strong foundational knowledge of the general goals of TDM and the specific goals and work plan of the adopted TDM plan over initial 2-3 meetings.
3. Provide a list of metrics (e.g. parking data, DOCA employer, Elevator, pedestrian counts) the city should employ over time to track the success of the plan.
4. Provide options for implementation and general costs for budget purposes.

C. TASKS

1. *Establish and support an Internal Staff Work Group (TDMWG).* Prior to initiating the formation of a broader TDM Stakeholder Advisory Committee (TDMSAC - see Task 2), it is recommended that an internal work group of key City staff be formed to ensure that the process and its outcomes are well informed from both a policy and technical perspective. The TDMWG would be comprised of staff members from City Departments and Divisions that could be affected or involved in the implementation of Plan elements. The TDMWG would meet up to 3 times per year, with meetings coordinated to occur before TDMSAC meetings. The consultant would be engaged for the first 12 months of the Plan process (unless additional assistance is requested by the Client).

The purpose of these meetings will be to review and give input to all materials, information and recommendations that would be forwarded into the TDMSAC process. A subset of TDMWG members would also participate on the TDMSAC to ensure integration and consistency between the two Committees.

Over the course of the first 12 months of Plan implementation the TDMWG would meet three times. The consultant will prepare materials for presentation to the Committee and facilitate the work group sessions. Meetings would be scheduled for 90 minutes. The consultant estimates 6 hours for each meeting, inclusive of meeting facilitation, materials preparation, coordination with the City's Project Manager, and travel.

The agenda for the first meeting could include:

- a. Reacquainting the TDMWG members with key elements of the Plan.
- b. Discussion of consultant approach to the TDMSAC and getting TDMWG input and buy-off on that approach.
- c. Discussion and input into when to form the TDMSAC and membership on the Committee.
- d. Who from the TDMWG should be on the TDMSAC?
 - DOCA
 - Small business owner
 - County rep
 - Landowner
 - Large business owner
 - Tourism
 - TriMet
 - Neighborhoods
 - Chamber
 - Bike interests (technical qualifications)
 - At large citizen knowledgeable about Oregon City
 - PW staff
 - Parking CE staff
- e. Input into additional information needs necessary to support the work of the TDMWG.

Agendas for future meetings would be coordinated with the TDMSAC process and discussion.

Estimated hours: 18
Cost (up to): \$3,240

2. *Establish support a TDM Stakeholders Advisory Committee (TDMSAC).* The process for implementing elements of the Plan will be coordinated through a representative Stakeholders Advisory Committee. This allows for affected community members to participate and give input into Plan elements, approach, communications, costing and timing of strategies.

The goal of the TDMSAC is to:

- Assemble a representative group of stakeholders who are committed to creating a balanced, multi-modal system of access for downtown and the waterfront; a system that supports efficient parking, transit, biking and walking options.
- Review the TDM Plan and work to implement projects based on metrics and priorities of Plan.
- Ensure coordination of projects both in and out of the city that have a TDM component (e.g. tourism/ wayfinding).
- Celebrate successes and become advocates to tell the story about making downtown/waterfront site more accessible for all (visitors, residents, businesses).
- Explore, over time, transition of the TDMSAC from a City led effort to a private community based effort.

Over the course of the first 12 months of Plan implementation the TDMSAC would meet three times. The consultant will prepare materials for presentation to the Committee and facilitate the work sessions. Meetings will be scheduled for up to 2 hours. The consultant estimates 6.5 hours for each meeting, inclusive of meeting facilitation, materials preparation, coordination with the City's Project Manager, and travel. An additional 4 hours is budgeted to provide coordination time between the consultant and Project Manager to support the initial formation and notification of identified stakeholder candidates.

The agenda for the first meeting could include:

- a. Reacquainting the TDMWG members with key elements of the Plan.
- b. SAC member roles and charge.
- c. Initiate discussion of plan elements (what works now, what needs time)?
- d. Input into additional information needs necessary to support the work of the TDMSAC.
- e. Next steps

Agendas for future meetings would be coordinated with the TDMSAC process and discussion based on recommendations from (e) above.

Estimated hours: 23.50
Cost (up to): \$4,230

3. *Additional research necessary to support TDMWG and TDMSAC processes (at request of Client)*

In the course of forming the TDMWG and TDMSAC, questions may arise for which current data or information is not readily available. To this end, the consultant has budgeted 12 hours that can be allocated to additional research that the Client believes is necessary to ensuring that both committees have the information they need to move the Plan toward implementation.

Estimated hours: 12
Cost (up to): \$2,160

D. PRICE PROPOSAL AND BUDGET

The price charged for the work shall not exceed \$9,630. If necessary, Scope of Work will be adjusted to meet this requirement prior to contract execution. Consultant hourly billable rates are as follows:

Rick Williams (Policy, Code and Operational Analysis)	\$180/hr.
Owen Ronchelli (Strategy Feasibility and Cost)	\$150/hr.
Pete Collins (Data Collection/Research/Report Writing)	\$130/hr.
William Reynolds (Research and Costing)	\$130/hr.
James C. Williams (Data Analyses/Mapping/Graphics)	\$ 50/hr.
Michael Vasbinder (Field Coordination/Technical Assistance)	\$ 50/hr.

E. SCHEDULE

The Consultant will work with the Client to establish a reasonable schedule for meetings, preparation of materials, research and reporting. It is assumed that this proposal is for a 12 month project .