



METROPOLITAN
TRANSPORTATION
COMMISSION

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Memorandum

TO: Administration Committee

DATE: February 28, 2007

FR: Executive Director

W. I. 1611

RE: Contract – Study: “Understanding and Supporting the Choice to Reside in a Transit Oriented Development,” Consultant TBD

Summary

Staff recommends that this Committee authorize a contract with a consultant to be recommended at the Committee meeting for not more than \$300,000 to conduct MTC’s study “Understanding and Supporting the Choice to Reside in a Transit Oriented Development.” The consultant will be responsible for design and implementation of the surveys, analysis of the results, and development of a final report and briefing book with the results.

Background

A recent MTC analysis describes the travel patterns, mode choices and other key characteristics (see MTC’s Station Area Residents Survey (STARS) Report) of the travel choices of people living close to rail stations and ferries in the Bay Area. People living and working close to transit walk and use transit more than those living farther from transit. However research is incomplete to determine why people choose to live in transit oriented developments (TODs), how they choose their travel modes, and the policy implications of these choices.

This effort aims to address these issues through surveys and interviews of TOD residents in the San Francisco Bay Area. The work will explore the choice to reside in a TOD, describe the impact of individuals’ attitudes and preferences on travel behavior, develop information on demographics and travel patterns of TOD residents, develop a standard set of TOD performance measures to determine the top factors that lead to successful TODs, and define effective policy approaches for consideration for implementation by MTC and others as appropriate.

Consultant Selection Process

On January 10, 2007, MTC issued a Request for Proposal (RFP) inviting firms to submit a proposal to conduct the study. Twenty (20) firms attended a February 1, 2007 Proposers’ Conference. Seven proposals were received on February 14, 2007.

A review panel of one MTC staff, one ABAG staff, two transit agency representatives, and one congestion management agency staff will evaluate the proposals based on each firm’s experience and qualifications in conducting similar surveys, experience with transit oriented development studies, approach to the project, cost effectiveness, and writing and communication ability. A consultant will be recommended at the Committee’s March 7 meeting.

Recommendation

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into an agreement with a consultant to be recommended in an amount not to exceed \$300,000.

Steve Heminger

SH: VK

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REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1611

Consultant: To be recommended

Work Project Title: Study: Understanding and Supporting the Choice to Reside in a Transit Oriented Development (TOD)

Purpose of Project: Conduct research and issue a report and briefing book on the reasons why people choose to live in TODs, how they choose their travel modes and the policy implications of these choices

Project Cost Not to Exceed: \$300,000 (FY 2006-07)

Funding Source: FTA 5305

Fiscal Impact: Funds are included in the FY 2006-07 Agency Budget

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with a consulting firm to be recommended to conduct the study to develop a more detailed understanding of the implications of the choice to live in a transit oriented development in FY 2006-07, and the Chief Financial Officer is directed to set aside funds up to \$300,000 for such a contract.

Admin. Committee: _____
Bill Dodd, Chair

Approved: Date: March 7, 2007