

REPORT TO SHASTA COUNTY RTPA

SUBJECT		MEETING DATE	ITEM NUMBER
Authorize Executive Director to execute a Personal Services Agreement (PSA) to Update the Shasta County Travel Demand Model		10/26/04	6

RECOMMENDATION

It is recommended that the Agency authorize the Executive Director to approve a Personal Services Agreement (PSA) in the amount of \$199,699 for modeling services to update, calibrate and validate the Shasta County Travel Demand Model (TDM).

SUMMARY

Approval of a PSA will allow staff to move forward with the update process needed to bring the traffic model base to current conditions and increase the level of accuracy.

DISCUSSION

The current Travel Demand Model was last updated in 1999. The previous update was in 1994. The current state of practice is to perform an update approximately every five years. The update is warranted due to residential and commercial growth in the region, and the need to remain prepared for a possible air quality non-attainment designation.

The Travel Demand Model is a valuable tool for the preparation of long-range transportation planning studies. The model will be used to generate traffic volume forecasts and other travel demand data so that future roadway deficiencies resulting from implementation of local and regional plans can be determined and mitigated. The traffic model will be used to estimate traffic volumes on the major roads in the future under certain growth assumptions. Using these traffic projections, transportation improvements can be identified to accommodate traffic growth.

The purpose of this update is to revalidate and recalibrate the Shasta County RTPA base year model to 2004 conditions using higher accuracy standards and the most current data. The consultant budget was approved in the 2004/05 Overall Work Program (OWP) for \$200,000 (see task 701.01, page 22).

The Board authorized the Executive Director during the July 27, 2004, meeting to distribute a Request for Qualifications (RFQ). The RFQ was sent directly to all known consultants and public notices were published in the local paper and Sacramento Bee.

Three responses were determined complete and reviewed against the scoring criteria indicated in the RFQ. Members from the Shasta Model Users Group (SMUG) reviewed and ranked each proposal. SMUG is comprised of City of Redding, Caltrans and Shasta RTPA staff members.

Based upon the scoring, Dowling Associates was first on all ballots, followed by Wood Rodgers, and Omni-Means. In a focused review session of each proposal, SMUG recommended to the Executive Director that we interview only the top candidate. The interview was conducted on October 20, 2004, and attended by representatives from SMUG and the Technical Advisory Committee (TAC). Based upon the successful interview with Dowling Associates, staff recommends approval of a Personal Services Agreement (PSA) by the Executive Director.

This model update will accomplish a number of important tasks. The land use inventory will be updated to 2004 base-year by Traffic Analysis Zone (TAZ). The model code for trip generation rates and frequencies will be updated from the 2000 Census and Caltrans Statewide Travel Survey. Growth rates in future years will be updated based upon the California Statewide Model and socioeconomic factors. The traffic validation will be updated to a more current year with higher standards to improve the credibility of the traffic forecasts. Audits of the current network, TAZ's and Geographic Information Systems (GIS) layers will be conducted and improvements made. Written documentation as well as the workbooks and computer files will be updated to make it easier for Shasta RTPA staff and others to review and update the model in the future. The schedule for this project indicates completion by the end of August 2005 with a consultant cost of \$199,669.

ALTERNATIVES

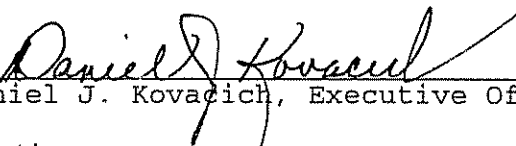
The Agency could decide to not approve the RFQ at this time and eliminate these budgeted planning efforts in the OWP. This is not recommended because the next edition of the Regional Transportation Plan (RTP) requires the use of the model to prioritize improvements, and it is likely the region will need to generate air quality inputs for non-attainment purposes.

OTHER AGENCY INVOLVEMENT

The Technical Advisory Committee (TAC), Shasta Model Users Group (SMUG), and our agency partners have worked together on the process to choose the consultant and prepare the Personal Services Agreement. TAC and SMUG concur with the staff recommendation.

FINANCING

The RTPA currently has a \$200,000 consultant budget appropriated in the 2004/2005 OWP to update the model.



Daniel J. Kovacich, Executive Officer

TLH/jac