



# **Planning and Building Department COUNTY OF HUMBOLDT**

## **Request for Proposals**

### **RFP No. PLN2022-07**

Screening Criteria, Thresholds of Significance and Calculations of Vehicle Miles Traveled (VMT) Analyses to Evaluate Environmental Impacts of Projects in Humboldt County and Incorporated Cities and VMT Analysis of the Regional Climate Action Plan

**Humboldt County, California**

**Released/Issued: September 7, 2022**

**Closing/Proposals Due: October 7, 2022**

**(Must be received by 5:00 p.m.)**

Humboldt County Department of Planning & Building  
3015 H Street  
Eureka, California 95501

**COUNTY OF HUMBOLDT**  
**REQUEST FOR PROPOSAL FOR CONSULTANT SERVICES FOR SCREENING**  
**CRITERIA, THRESHOLDS OF SIGNIFICANCE AND CALCULATION OF VEHICLE**  
**MILES TRAVELED (VMT) ANALYSES**

**Release Date:** September 7, 2022

**Closing Date:** October 7, 2022

**RFP Number:** PLN2022-07

**CONTACT PERSON:** Michael Richardson  
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Planning & Building Department  
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**Proposals to be received by 5:00 p.m. on October 7, 2022, at the address listed above.**

**I. INTRODUCTION**

The County of Humboldt (“County”) is soliciting proposals from qualified contractors to assist the County of Humboldt and its incorporated cities in fulfilling the requirements of SB 743 (Steinberg, 2013), Public Resources Code section 21099, and to follow Office of Planning and Research’s revised CEQA Guidelines that identify vehicle miles traveled (VMT) as the most appropriate metric to evaluate a project’s transportation impacts. This project will result in recommendations for establishing VMT-based methodology, thresholds, and procedures for CEQA analysis of local and regional transportation impacts of land use and transportation projects and plans in unincorporated Humboldt County and its incorporated cities. Also, using the recommended screening criteria, thresholds of significance and VMT calculation methodology, this project will evaluate the impacts of the 4-7-2022 Draft Humboldt Regional Climate Action Plan (CAP).

A professional services agreement in substantially the same format as Exhibit 1, attached hereto, will be executed with the successful individual(s) or firm(s). Any objections to the terms and conditions not made prior to or with submission of the proposal will be considered waived.

The County requests that interested companies and individuals review the attached materials and submit proposals according to Section III below.

## **II. SCOPE OF WORK**

The County's objective in this Request for Proposal (RFP) is to establish baseline VMT conditions on a local and regional level.

The scope of work will include the following:

### **Overall Project Outcomes:**

(1) VMT-based methodology, thresholds, and procedures:

- Modify the Humboldt County Travel Demand Model (HCTDM) as necessary for use in analyzing induced travel demand, at the local and regional level, consistent with the requirements of Senate Bill (SB) 743 and guidance provided by Caltrans District 1 dated 7/13/22 on file with the Humboldt County Planning and Building Department.
- Utilize the Streetlight application to refine the induced travel demand from the HCDTM.
- Establish baseline VMT conditions at local and regional levels.
- Based on substantive evidence and stakeholder input, recommend at least three cost effective models and/or methodologies for assessing project-level VMT impacts.
- Identify appropriate quantitative, qualitative and/or performance-based standards for use to estimate/evaluate the transportation-related greenhouse gas emissions from typical residential, commercial, and industrial development projects of various sizes.
- Build capacity of local lead agencies and developers to meet SB 743 requirements.

(2) Assess VMT impacts and mitigation measures for the Regional CAP EIR using the VMT-based methodology, thresholds, and procedures.

(3) Project Area - The analysis will use clear/consistent language that won't confuse "county" when it means unincorporated area and when it means the County of Humboldt agency, versus when the VMT analysis is referring to unincorporated and incorporated area combined. The proposed VMT analysis is intended to apply to the unincorporated and incorporated areas of Humboldt County, which is the Project Area.

## **Project Tasks:**

### **1. Project Initiation and Kick-Off Meeting**

Consultant will participate in a project kick-off meeting with the County to discuss the project history and background, identify/confirm project objectives, discuss areas of controversy and potential strategies, and establish communication/review protocols. The project schedule will also be discussed and refined to set expectations for the frequency of meetings we believe we'll need to monitor progress and keep the project on track. Consultant will work with the County to set up the meeting and establish the agenda. The kick-off meeting will provide the consultant an opportunity to inquire further about the project and receive applicable background documents.

The County will provide guidance and/or policy information regarding VMT report outline, format, content, etc. at (or shortly thereafter) the kick-off meeting. Consultant will review information provided for the project and will prepare a memo for the County documenting information needed to prepare the VMT analysis.

#### **Deliverables/Meetings:**

Kick-off meeting (includes agenda and notes)

Information needs list (PDF)

### **2. Establish Baseline Vehicle Miles Traveled (VMT) Data**

**Task 2.1: Collect, Review, and Incorporate Relevant Data from Planning Documents:** The consultant will conduct an initial review and analysis of relevant planning documents (such as County and City Circulation Elements of their General Plans, recent Environmental Impact Reports (EIRs), Regional Transportation Plan (RTP) EIR, etc.).

**Task 2.2: Literature Review:** The consultant will survey VMT analysis methods in use by other jurisdictions. The Literature Review will include a critical look at what has been done by others (locally and other regions like ours) and make recommendations on how Humboldt County should proceed.

**Task 2.3: Review/Update Existing Travel Demand Models:** The consultant will work with Caltrans District 1 to review the existing Humboldt County Travel Demand Model (HCDTM) and local Microsimulation Models, to determine applicability for developing baseline VMT for use in establishing thresholds. This information will be used in the analysis to determine how to best establish VMT baselines, including potential methodologies for establishing VMT baselines for each jurisdiction, and to identify any necessary model modifications. Consultant shall update traffic demand models, as needed for developing baseline VMT for use in establishing thresholds.

**Task 2.4: Develop Baseline VMT Data:** Estimate and summarize the baseline VMT by major trip types by jurisdiction. Streetlights Data will be considered in establishing baseline VMT by major trip types by jurisdiction.

**Task 2.5 Document Jurisdictional VMT Data:** After reviewing the draft baseline VMT with an advisory group selected by the County and incorporating any recommended revisions, the consultant will document the Baseline VMT Methodology and Data in a Technical Memorandum.

**Deliverables/Meetings:**

Electronic copy of the Literature Review  
Updated traffic demand models for developing baseline VMT for use in establishing thresholds  
Electronic copy of the Technical Memorandum documenting the Baseline VMT Methodology and Data  
Attendance at up to four conference calls with County staff and/or advisory group to review and discuss the Literature Review, and Baseline VMT Methodology and Data

**3: Develop VMT Mitigation Measures**

**Task 3.1: Identify High-Priority VMT Mitigation Measures:** With advisory group input, recommend potential VMT reduction strategies based on effectiveness and applicability to local conditions and common projects in the Humboldt County region.

**Task 3.2: Develop Localized Quantification Methodology for High Priority Mitigation Measures:** Identify methodologies and approaches to quantify VMT reductions associated with high priority mitigation measures. Quantify the estimated level of VMT reduction for each measure.

**Deliverables/Meetings:**

Electronic copy of the Technical Memorandum documenting the methodologies and approaches to quantify VMT reductions associated with high priority mitigation measures. The Technical Memorandum will also include quantification of the estimated level of VMT reduction for each measure.

**4: Develop Potential VMT Thresholds, Methodologies, & Forecasting Tools**

**Task 4.1: Review and Analyze Potential VMT Thresholds:** The consultant will review and analyze different VMT metrics (e.g., per capita, per employee, etc.) to determine the most appropriate metric to apply when establishing the VMT thresholds within unincorporated Humboldt County and its incorporated cities. The consultant will identify the realistically achievable VMT mitigation considering appropriate thresholds.

The consultant will also review and analyze potential VMT thresholds and analysis methods in local land use and transportation planning documents including the most current Regional Transportation Plan, and the General Plan Circulation Elements and General Plan Environmental Impact Reports for the unincorporated County and the three largest cities (Eureka, Arcata, and Fortuna).

The consultant will also analyze the need for and applicability of establishing sub-regional VMT thresholds.

**Task 4.2: Develop, Evaluate & Recommend Threshold Alternatives:** With stakeholder input at two public workshops, the consultant will identify up to three (3) potential VMT thresholds by jurisdiction that could be used to evaluate impacts of new residential, commercial, and industrial development of varying sizes and use types. One threshold will be screening criteria that eliminates the need for further detailed analysis on smaller scale projects. The consultant will test

one or two alternative thresholds to verify they result in outcomes consistent with General Plan land use policies of each jurisdiction. The consultant will make a final recommendation on the potential VMT thresholds for each jurisdiction within the region.

**Task 4.3: Prepare VMT Threshold Guidance Documents:** The consultant will prepare guidance documents that describe how to apply these thresholds in a clear, easy-to-follow manner including at a minimum a flow chart and checklists.

**Task 4.4: Identify, Review & Recommend Potential VMT Calculation Methodologies:** Identify a minimum of three (3) and up to five (5) potential VMT calculation methodologies for use by the jurisdictions in Humboldt County. These methodologies will consider projects of varying size and scale. Evaluate a minimum of three (3) and up to five (5) projects using the VMT calculation methodologies to verify they are appropriate to use in the Humboldt County region. Recommend the implementation of one or more VMT calculation methodologies for use by the jurisdictions within Humboldt County.

**Task 4.5: Prepare Updated Guidance Documents for VMT Calculations:** Document VMT calculation approaches that can be used by the jurisdictions within Humboldt County. Develop model traffic study guidelines that the jurisdictions can incorporate into their existing guidelines.

**Task 4.6: Develop VMT Forecasting Tool & User Manual:** Review available tools that could be modified for use in the Humboldt County region. For review of the County and/or advisory group prior to circulation of the final version, develop a draft tailored VMT forecasting tool for small and medium-sized projects for use by the jurisdictions in Humboldt County, using localized data on travel behavior where appropriate. Upon completion of review of the draft tailored VMT forecasting tool for small and medium-sized projects, consultant will revise the draft and produce a final version. Consultant will also produce a “VMT forecasting tool user manual” for use by jurisdiction staff.

**Deliverables/Meetings:**

Electronic copy of the Technical Memorandum documenting the different VMT metrics (e.g., per capita, per employee, etc.) to determine the most appropriate metric to apply when establishing the VMT thresholds within unincorporated Humboldt County and its incorporated cities. The Technical Memorandum will also identify the realistically achievable VMT mitigation considering appropriate thresholds.

Two public workshops to receive input on the different VMT metrics. One workshop will be in-person, the other will be a Zoom or hybrid (in-person/Zoom) meeting.

Electronic copy of the Technical Memorandum identifying up to three (3) potential VMT thresholds by jurisdiction that could be used to evaluate impacts of new residential, commercial, and industrial development of varying sizes and use types.

Electronic copy of the Technical Memorandum identifying a minimum of three (3) and up to five (5) potential VMT calculation methodologies for use by the jurisdictions in Humboldt County with recommendations for the implementation of one or more VMT calculation methodologies for use by the jurisdictions within Humboldt County and model traffic study guidelines that the jurisdictions can incorporate into their existing guidelines.

Electronic copy of the Technical Memorandum reviewing available tools that could be modified for use in the Humboldt County region.

Electronic copy of the Draft Technical Memorandum providing a tailored VMT

forecasting tool for small and medium-sized projects for use by the jurisdictions in Humboldt County, using localized data on travel behavior where appropriate.  
Attendance at up to three conference calls with County staff and/or advisory group to review and discuss the Draft Technical Memorandum.  
Electronic copy of the Final Technical Memorandum providing a tailored VMT forecasting tool for small and medium-sized projects for use by the jurisdictions in Humboldt County, using localized data on travel behavior where appropriate.  
“VMT forecasting tool user manual” for use by jurisdiction staff

## **5. Assess VMT impacts and mitigation measures for the Regional CAP EIR using the above VMT standards**

**Task 5.1:** Provide a draft VMT analysis of the CAP to be used in the CAP EIR using the recommended quantitative, qualitative and/or performance based VMT standards. Consultant will provide discussion of the VMT analysis for the CAP EIR which includes the Environmental Setting, Regulatory Setting, Environmental Impacts and Mitigation Measures, in accordance with the State CEQA Guidelines (California Code of Regulations [CCR], Title 14, Sections 15125, 15126, 15126.2, 15126.4, and 15143) for County staff review prior to circulation.

The thresholds of significance used will be based on the checklist presented in Appendix G of the State CEQA Guidelines; best available data; and regulatory standards of federal, state, and local agencies. The level of each impact is determined by comparing the effects of the project to the environmental setting. Key methods and assumptions used to frame and conduct the impact analysis as well as issues or potential impacts not discussed further (such issues for which the project would have no impact) are also described.

**Task 5.2:** Provide final VMT analysis of the CAP to be used in the CAP EIR using the recommended quantitative, qualitative and/or performance based VMT standards. Upon completion of County review of the draft VMT analysis, consultant will revise the draft VMT analysis and prepare the final VMT analysis for public release.

**Task 5.3:** Provide a summary of the VMT analysis. Consultant will prepare an impact statement, a summary of each impact, and its level of significance including the substantial evidence supporting the impact significance conclusion.

**Task 5.4:** Provide a VMT analysis for each CAP alternative. Consultant will prepare a VMT analysis of the impacts of each alternative in the CAP EIR in accordance with 14 CCR Section 15126.6.

**Task 5.5:** Provide both a draft and final report that includes all of the deliverables from Task 1 - 5 in a single document to County staff and/or advisory group for review. Upon completion of review of the draft final report by County staff and/or advisory group, make the requested revisions and provide a final version of the report.

**Task 5.6:** The consultant will present the findings of the final report to County staff and/or advisory group.

### **Deliverables/Meetings:**

Electronic copy of the Draft Technical Memorandum providing a VMT analysis of the CAP to be used in the CAP EIR using the recommended quantitative, qualitative and/or performance based VMT standards. The memo will include a summary of the VMT analysis to be used in the Draft EIR for the CAP, and an analysis of the VMT impacts of each of four CAP alternatives presented in the DEIR.

Attendance at up to three conference calls with County staff and/or advisory group to review and discuss the Draft Technical Memorandum providing a VMT analysis of the CAP to be used in the CAP EIR.

Electronic copy of the Final Technical Memorandum providing a VMT analysis of the CAP to be used in the CAP EIR using the recommended quantitative, qualitative and/or performance based VMT standards.

Electronic copy of the draft and final reports that will include all of the deliverables in a single document.

Power point presentation of the final report.

Attendance at a meeting to present the final report.

Attendance at any meetings where CAP is presented for adoption to discuss the recommended VMT approach, thresholds, and associated elements of the EIR.

### **III. PROPOSAL FORMAT**

- A. **Cover letter:** Describe your business and summarize your qualifications and experience with creating environmental documents that are consistent with CEQA guidelines.
- B. **Authorized signature:** The cover letter attached to the submittal shall be signed by an authorized employee to receive consideration (Attachment A).
- C. **Company experience:** Describe the experience your company has delivering the described scope of work.
- D. **References:** Provide three professional references with contact information and description of services rendered. Proposers may use the reference data sheet (Attachment B) or present the information in their own format.
- E. **Staff experience:** Provide resumés of the key staff that would be assigned to this job.
- F. **Rates:** Provide hourly billing rates for key personnel and standard billing rates to be applied in performance of the work.
- G. **Timeline:** Identify date of availability to commence work, describe general availability for as needed work.
- H. **Insurance requirements:** Contractor will provide insurance evidence as specified in Section IX of the Professional Services Agreement.
- I. **Sealed envelope/PDF:** All responses shall be submitted in a sealed envelope or single PDF via email, which is clearly marked with “RFP PLN2022-07”, prior to the closing date and time.
- J. **Late submittals:** Late submittals will not be accepted.
- K. **Property of County:** All proposals, whether the submitting company is selected to perform the services or not, become the property of the County.
- L. **Cost of RFP preparation:** Cost of preparation of submittal shall be borne by the respondent.

### **IV. SELECTION CRITERIA AND PROCESS**

The County uses the competitive negotiation process, wherein the experience of each proposer is evaluated as it relates to the Scope of Work. Humboldt County Planning and Building



Department staff will review the submittals and select a vendor or vendors to perform the work based on the following selection criteria:

- A. General company and individual experience
- B. Capacity to perform the scope of work
- C. Cost to perform the scope of work
- D. Possession of licenses and insurance certificates to perform the work
- E. Ability to complete the task in a timely manner
- F. Ability to work cooperatively with County staff

<b>TIMELINE</b>	<b>DATES</b>
RELEASE OF REQUEST FOR PROPOSAL	September 7, 2022
DEADLINE FOR PROPOSALS <u>TO BE RECEIVED</u>	October 7, 2022
	<b>THE FOLLOWING DATES ARE TENTATIVE AND MAY BE SUBJECT TO CHANGE:</b>
RFP EVALUATION PROCESS	October 10 – October 14, 2022
CONTRACT FINALIZATION	October 21, 2022
NEW CONTRACT START DATE	October 21, 2022 or upon execution by all parties

County staff will notify each respondent of the final selection of the review team. Proposals received from non-selected candidates will be retained on file by the County for two years in the event the selected firm or individual is unable to fulfill the services.

**V. RESERVATION OF RIGHTS**

The County reserves the right to do any of the following:

- 1. Cancel the RFP process at any time
- 2. Amend or modify the Scope of Work prior to the submission of proposals as necessity may dictate
- 3. Cancel the RFP after opening but prior to award if the County determines that cancellation is in the best interest of the County for the reasons including, but not limited to:
  - a. The service(s) are no longer required
  - b. Services in the proposals received are at an unreasonable cost
  - c. Proposals did not independently arrive in open competition, were collusive or were not submitted in good faith
  - d. The County determines, after analysis of the statements, that needs can be satisfied through an alternative method
- 4. Negotiate contract terms and conditions with any qualified proposer
- 5. Reject any response which is in any way not in compliance with the RFP
- 6. Decline award of a contract

**VI. CONTRACT TERMS AND CONDITIONS**

The successful proposer shall enter into a contract with substantially the same terms and conditions as the Professional Services Agreement attached hereto as Exhibit 1 and comply with the terms and conditions required by the County. The professional services agreement between the vendor and County is subject to approval by County Counsel, Risk Manager, and the Board of Supervisors. Respondents shall identify in writing any requested exceptions to the specified terms. Objections to the terms and conditions not made prior to submission of the response are deemed waived.

**VII. PUBLIC RECORDS AND TRADE SECRETS**

All proposals and materials submitted become the property of the County and are subject to disclosure under the Public Records Act (Government Code § 6250 et seq.). However, if prior to the award of a contract further negotiations are contemplated, the County must discern whether public disclosure should await the completion of the negotiations. In these circumstances the County must establish that the public interest in nondisclosure clearly outweighs the public's interest in disclosure (Government Code § 6255; *Michaelis, Montaner and Johnson v. Superior Court (Los Angeles)* (2006) 38 Cal.4th 1065).

The Request for Proposals and all responses are considered public information with the exception noted above and for trade secrets specifically identified, which will be handled according to state statutes or other laws. Any information that contains trade secrets shall be communicated to County by the respondent. Any page of the proposal that is deemed to be a trade secret by the respondent shall be clearly marked "PROPRIETARY INFORMATION" at the top of the page in at least one-half inch (1/2") size letters.

Public Information Requests prior to award may publish the respondents of the RFQ but not the proposals until the award is made.

**VIII. CONFLICT OF INTEREST**

Proposer warrants and covenants that no official or employee of the County, nor any business entity in which an official of the County has an interest, has been employed or retained to solicit or assist in the procuring of the resulting contract, nor that any such person will be employed in the performance of such contract without immediate divulgence of such fact to the County.

**IX. INSURANCE REQUIREMENTS**

The successful proposer shall meet the insurance requirements set forth in the Professional Services Agreement attached hereto as Exhibit 1.

**X. INDEMNIFICATION**

Contractor shall hold harmless, defend and indemnify County and its officers, officials, employees and volunteers from and against any and all liability, loss, damage, expense, costs (including without limitation costs and fees of litigation) of every nature arising out of or in connection with contractor's performance of work hereunder or its failure to comply with any of its obligations contained in the agreement, except such loss or damage which was caused by the sole negligence or willful misconduct of the County.

**XI. ASSIGNMENT**

Any contract resulting from this response to the RFP and any amendments or supplements thereto shall not be assignable by the successful candidate firm or individual either voluntarily or by operation of law, without the written approval of the County, and shall not become an asset in any bankruptcy, receivership, or guardianship proceedings.

**XII. INQUIRY**

Direct all inquiries regarding RFQ No. PLN2022-07 to:

Michael Richardson  
Supervising Planner  
Planning & Building Department  
County of Humboldt  
3105 H Street, Eureka, CA 95501  
(707) 268-3723 Fax (707) 268-3792

Attachments:

Exhibit 1 – County of Humboldt Professional Services Agreement Example

Attachment A – RFP Signature Affidavit

Attachment B – Reference Data Sheet