



Memorandum

TO: HONORABLE MAYOR
AND CITY COUNCIL

FROM: John Ristow

**SUBJECT: EMERGING MOBILITY ACTION
PLAN AGREEMENT**

DATE: September 8, 2020

Approved

Date

9/11/20

RECOMMENDATION

Adopt a resolution authorizing the City Manager to negotiate and execute an agreement with Nelson\Nygaard Consulting Associates, Inc., for an amount not to exceed \$586,994 to lead a community-based planning effort to develop an Emerging Mobility Action Plan for the City.

OUTCOME

The proposed agreement will provide for development of an Emerging Mobility Action Plan that leverages emerging mobility options to increase the effectiveness of our existing transportation system, reduce greenhouse gas emissions, and advance racial equity in coordination with the new City Manager's Office of Racial Equity.

BACKGROUND

The City's *Envision San José 2040 General Plan* and *Climate Smart San José* both seek to dramatically reduce San José's drive-alone vehicle rate to advance the City's transportation, environment, and economic goals among others goals. *Envision San José* committed the City to reduce drive-alone commute rates by 50% and vehicle-miles-traveled by 40% by 2040. The Paris Accord-aligned *Climate Smart* plan adopted in 2018 raised the bar even higher: to reduce drive-alone trips by 70% by 2040.

In 2011, when *Envision 2040* was adopted, the prime alternatives to solo vehicle trips were walking, biking, using public transit, or carpooling. By 2018, when *Climate Smart* was approved, a surge of innovation had vastly expanded the universe of potential mobility options. Additional options now include ride-hailing services such as Uber and Lyft, shared electric scooters and bikes, one-way car-sharing services, and the tantalizing promise of automated travel.

The City is working on a variety of fronts to realize its ambitious goals, including:

- Access and Mobility Plan: In April 2020, the Department of Transportation (DOT) began work on its Transportation Access and Mobility Plan, a citywide strategic implementation plan for the City's ambitious transportation goals. The plan will identify the framework, strategies, organizational changes, and analytic tools to focus the City's efforts on the most effective and efficient actions to meet adopted goals and reduce GHG emissions by moving away from single-occupancy vehicle trips.
- Electric Mobility Roadmap: In January 2020, the City Council accepted the Electric Mobility Roadmap, a short-term strategic plan for accelerating the electrification of transportation consistent with the City's Climate Smart goals. The roadmap strategies address personally-owned and shared vehicles, fleet and freight vehicles, and the location and distribution of electric chargers needed to support that transition.
- American Cities Climate Challenge: As one of 25 U.S. cities participating in the Bloomberg Foundation's two-year Challenge, San José is advancing its environmental goals by, among other things, expanding its micro-mobility services, improving its pedestrian and bike network, adopting an electric vehicle reach code, and working with public and private sector partners to identify ways to encourage more ride-hailing drivers to switch to electric vehicles.

In 2019, the California Department of Transportation (Caltrans) awarded a \$602,004 state grant to the City, from their Sustainability Communities Grant Program, to develop San Jose's Emerging Mobility Action Plan. The City's definition of emerging mobility includes electric vehicles, automated vehicles, shared mobility services, automated delivery services such as robots and drones, and the digital platform and tools to manage them.

The Emerging Mobility Action Plan seeks to leverage emerging mobility for the public good. The plan will include extensive community engagement, particularly in the City's lower income communities and communities of color; analyze emerging mobility trends and potential economic impacts of emerging mobility. The plan will also identify policies, programs, pilots, and procedures that address community needs while advancing San José's transportation and environmental goals, with a strong focus on equity in coordination with the new City Manager's Office of Racial Equity. The Emerging Mobility Action Plan will become a component of the more comprehensive Access & Mobility Plan. The concurrent planning efforts will inform one another.

ANALYSIS

DOT issued a Request for Proposals (RFP) for consultant services on March 27, 2020, in accordance with City and state procurement policies. The City received a total of six proposals. Nelson\Nygaard was chosen as the preferred proposer on the basis of its qualifications, experience, and demonstrated understanding of the work to be completed. Five of the six proposals submitted met the minimum qualifications for this RFP. One proposer, CitiFi,

exceeded the maximum budget for this grant and therefore could not be considered. Following is a list of the proposers and the evaluation panel's final aggregated scores.

Company	Score
Nelson/Nygaard Consulting Associates, Inc.	76
WSP USA	66
Kittleson & Associates Inc.	55
MIG, Inc.	49
Guidehouse LLP	31

The consultant agreement with Nelson\Nygaard will be for an amount not to exceed \$586,994. The contract term will be from the date of execution until February 28, 2022. Some of the key tasks to be delivered include:

1. Existing Conditions and Background Research Findings: Summary of findings drawn from a variety of sources (experts, surveys, existing reports, and community conversations) to:
 - Develop an understand of existing needs and mobility conditions in San José.
 - Frame an understanding of emerging mobility trends and their potential impacts on racial equity, jobs, transportation, revenues, gentrification, and other issues of import to the community and City.
 - Develop a Mobility Data Specification (MDS) Action Plan that translates mobility equity into digital policy for emerging mobility. The Open Mobility Foundation’s MDS comprises a set of Application Programming Interfaces (APIs) and code projects that enable standard communications between cities and users of the public right-of-way (i.e. e-scooter companies or city-run bus services). This effort will extend the MDS Policy APIs to support equity-outcome focused policies around emerging mobility
2. Community Engagement, Evaluation and Communication Strategy: Develop a comprehensive community engagement strategy in coordination with the new City Manager’s Office of Racial Equity, summaries of the outcome of each phase of community engagement, and a summary of community engagement evaluations and modifications made.
3. Emerging Mobility Recommendations: A summary of best practices, literature review, and preliminary policy, practice, program and pilot recommendations.
4. Prioritization, Cost Estimates, Implementation Schedule, and Funding Strategy: An analysis of an initial list of policies, processes, programs and pilots; high-level cost estimates; draft implementation timeline; and summary of current and potential funding sources to support plan implementation.

5. Draft and Final Plan: Draft plan, model policy language and process flow charts for top priority recommendations, final plan, community evaluation memo, and Council presentation.

CONCLUSION

Approval of this agreement will enable the City to move forward on development of its Emerging Mobility Action Plan. The plan will be developed concurrently with the City's Access and Mobility Plan and will both inform and be informed by that effort. The Emerging Mobility Action Plan will be developed in partnership with the new City Manager's Office of Racial Equity to ensure racial equity is centered in the City's efforts to achieve its transportation and environmental goals.

EVALUATION AND FOLLOW-UP

DOT staff will present the draft Emerging Mobility Action Plan to the Transportation & Environment Committee in Fall 2021.

CLIMATE SMART SAN JOSE

The recommendation in this memo aligns with one or more Climate Smart San José energy, water, or mobility goals.

PUBLIC OUTREACH

To solicit bids, this RFP was listed on Biddingo.com. This memorandum will be posted on the City's website for the September 22, 2020 City Council Agenda.

COORDINATION

This memorandum has been coordinated with the City Attorney's Office, the Planning, Building and Code Enforcement Department, and the City Manager's Budget Office.

COMMISSION RECOMMENDATION

This item does not have input from any board or commission.

FISCAL/POLICY ALIGNMENT

This project aligns with the Transportation and Aviation Services CSA outcomes to provide viable transportation choices that promote a strong economy and to provide a transportation system that enhances community livability. This project also aligns with the major strategies, goals and policies of the *Envision San José 2040 General Plan* and *Climate Smart San José*.

COST SUMMARY/IMPLICATIONS

The consultant agreement with Nelson\Nygaard will be for an amount not to exceed \$586,994 to lead a community-based planning effort to develop an emerging mobility action plan for the city. Total estimated costs, including staff resources, to develop the action plan is \$700,000. Funding for the action plan will be provided through a combination of the \$680,000 Caltrans grant, which includes a required local match of \$77,996; and an additional allocation of \$20,000 from Fund 465 Excise Construction Tax Transportation Grants Reserve to cover the overhead cost.

BUDGET REFERENCE

The following table identifies the funds and appropriations to fund the contract recommended as part of this memorandum.

Fund #	Appn #	Appn. Name	Total Appn **	Amt. for Contract	2020-21 Proposed Capital Budget Page*	Last Budget Action (Date, Ord. No.)
465	416Z	Emerging Mobility Action Plan	\$688,000	\$586,993.90	V-433	6/23/2020 30437

* The 2020-2021 Capital Budget was reviewed and approved by City Council on June 16, 2020 and adopted on June 23, 2020.

**It is anticipated that \$12,000 will be rebudgeted in the Annual Report process, for a total project budget in 2020-2021 of \$700,000.

CEQA

Not a Project, File No. PP17-002, Consultant services for design, study, inspection, or other professional services with no commitment to future action.

/s/
JOHN RISTOW
Director of Transportation

For questions, please contact Laura Stuchinsky, Emerging Mobility Program Lead at laura.stuchinsky@sanjoseca.gov.