



Midpeninsula Regional
Open Space District

R-24-10
Meeting 24-03
January 24, 2024

AGENDA ITEM 4

AGENDA ITEM

Award of Contract with Parametrix to provide Transportation Planning Services for the Purisima Multimodal Access Study at Purisima Creek Redwoods Open Space Preserve

GENERAL MANAGER'S RECOMMENDATIONS

1. Authorize the General Manager to enter into a contract with Parametrix of Berkeley, CA to provide transportation planning services to develop an implementation plan for viable high priority strategies from the Purisima Multimodal Access Study for a base amount not to exceed \$93,496.
2. Authorize a 10% contingency of \$9,350 to be awarded if necessary, to cover unforeseen additional tasks to complete the scope, for a total contract amount not-to-exceed \$102,846.
3. Authorize a separate contract allowance of \$39,013 if the Board approves the implementation of a shuttle program for additional partner coordination meetings, civil engineering roadway recommendations for shuttle improvements, and shuttle operator selection support, if deemed necessary, bringing the not-to-exceed contract amount to \$141,859.

SUMMARY

The Midpeninsula Regional Open Space District (District) seeks transportation planning services from a qualified consultant to develop an implementation plan for the Transportation Demand Management (TDM) strategies recommended in the Purisima Multimodal Access and Transportation Demand Management Study (Study). The Study examined current access and parking conditions at Purisima Creek Redwoods Open Space Preserve (Purisima, Preserve) and recommended a suite of multimodal access strategies, prioritized by tiers, to reduce parking demand and improve visitor access. District staff are developing a Comprehensive Use and Management Plan that incorporates the multimodal strategies for the Preserve.

A Request for Proposals (RFP) was issued on October 23, 2023, and two firms submitted proposals on November 21, 2023. Based on the RFP results, the General Manager recommends awarding a contract to Parametrix for a base contract amount of \$93,496 and authorizing a 10% contingency in the amount of \$9,350 for a contract amount of \$102,846. The General Manager also recommends authorizing a separate contract allowance of \$39,013 for additional partner coordination meetings, civil engineering roadway recommendations for shuttle improvements, and shuttle operator selection support, if needed, for a total not-to-exceed contract amount of \$141,859. There is insufficient funding in the current budget to cover the cost of the recommendation. If approved, unspent funds from other project budgets will be reallocated to cover this work as part of an upcoming quarterly budget adjustment.

DISCUSSION

Purisima Creek Redwoods Open Space Preserve (Preserve, Purisima) is located on the western slopes of the Santa Cruz Mountains overlooking Half Moon Bay. Currently, 2,838 acres of the 5,412-acre Preserve are open to the public and has over twenty miles of trails available for hiking, bicycling and equestrian use. Purisima is a popular recreational destination among residents of San Mateo County, neighboring areas, and the broader San Francisco Bay Area region for hiking, biking, and equestrian riding. There are four trailhead entrances: (1) off the main North Ridge parking lot; (2) off the popular Purisima Creek Road/Higgins Canyon parking lot; (3) the Redwood trailhead entrance and (4) Grabtown Gulch trailhead entrance.

In October 2022, the Board approved the Purisima Multimodal Access and Transportation Demand Study (Study), which examined current access and parking conditions at the Preserve and identified strategies to reduce parking demand, manage parking resources, improve multimodal access, enhance the visitor experience, and mitigate negative impacts of overflow parking and traffic to nearby residents. A toolbox of high priority TDM categories and specific strategies were identified and customized to promote modal shift, reduce parking demand and enhance the visitor experience for the Preserve.

The District is in the process of planning for various public access projects at the Preserve through a Comprehensive Use and Management Plan (Plan) to streamline planning and environmental review. Several high priority TDMs are directly related to and will be implemented through the new Purisima-to-the-Sea parking area and the expanded North Ridge parking area. As part of the Plan, the transportation planning consultant team will develop program scenarios and implementation requirements for a number of the TDM strategies recommended by the Purisima Study, to identify the necessary technology, infrastructure improvements, and management considerations to implement these programs. These TDM strategies include providing shuttle service, reservation parking, carpool parking, and real-time parking information. The consultant team's efforts will identify how the Purisima-to-the-Sea Trail & Parking Project and the Highway 35 Trail and Parking Project conceptual designs can incorporate these TDM strategies and determine the type of site modifications that may be needed to support these measures.

Contract Scope of Work

Base Contract

The scope of work associated with the base contract includes development of shuttle concepts and ridership estimates and parking reservation, carpool and parking information system program concepts. The consultant will prepare an implementation plan for viable TDMs, and as part of this work identify program parameters and requirements, technology requirements, capital/infrastructure needs, and management considerations associated with these high priority TDMs. The consultant team will confirm whether the proposed parking design concepts for the Purisima-to-the-Sea Parking and Highway 35 projects can accommodate these TDM programs. The shuttle and other TDM programs will be used to develop the project description for CEQA environmental review for the Purisima Comprehensive Use and Management Plan.

Contract Allowance

If a shuttle program is deemed feasible at the Preserve and the Board approves implementation of the shuttle program, staff would authorize the consultant to complete the tasks included under the allowance to streamline the implementation of the shuttle program. These tasks include additional partner coordination meetings, civil engineering roadway recommendations for shuttle improvements, and shuttle operator selection support, as necessary. Partner coordination meetings may include meetings with relevant local and state agencies such as the City of Half Moon Bay, Samtrans, San Mateo County, and Caltrans. The consultant would also provide civil engineering recommendations to enhance roadway conditions along shuttle route(s), if needed, as well as support District staff in developing an RFP and participate in the selection process for a shuttle operator.

Consultant Selection

On October 23, 2023, staff issued a request for proposals (RFP) via Periscope, posted the RFP on the District's website, and sent direct emails to a list of qualified firms. A virtual pre-proposal site tour was held on November 7, 2023, attended by representatives from two firms. The following two firms submitted proposals by the November 21, 2023 deadline.

Firm	Location	Proposed Fees
Parametrix	Berkeley, CA	\$93,496*
Mead & Hunt	Sacramento, CA	\$98,560

**Amount reflects a negotiated fee with additional requested scope.*

Evaluation criteria were determined prior to the release of the RFP that included the quality of proposal, implementation approach and expertise. After a thorough review of all proposals, Parametrix of Berkeley, CA was deemed as the most qualified and best suited for the project at a fair and reasonable price. The firm is currently working on the Hawthorns Area Plan, and a subset of this project team previously worked on the Purisima Multimodal Access Study as part of Parisi Transportation Consulting. Parametrix demonstrated their specialized expertise in shuttle program development and parking management technologies in the proposal and interview. The project team has extensive experience working with agencies in San Mateo County, including Samtrans, and staff recognizes that these relationships will be important for ensuring the implementation of a successful shuttle program. Examples of other relevant projects completed by the Parametrix team include: The Branson School Transportation Demand Management Plan (Ross, CA), Yerba Buena Island Multimodal Access Project (San Francisco, CA), Joshua Tree National Park Transit Service (Twentynine Palms, CA), and San Ysidro Mobility Hub Phase 1 (San Diego, CA).

During contract negotiations, staff and Parametrix identified one additional task as being important to the scope of work for the base contract (site visits for shuttle field testing) and increased consultant involvement at in-person meetings, increasing Parametrix's base rate of \$86,737 by \$6,759, for a total base rate of \$93,496. The site visits will be used to test out various shuttle operation scenarios in the field and identify specific program needs.

FISCAL IMPACT

There is insufficient funding in the current budget to cover the cost of the recommendation. If approved, unspent funds from other project budgets will be reallocated to cover this work as part

of an upcoming quarterly budget adjustment. Funds for future year costs will be recommended in future fiscal year budgets as a part of the annual Budget and Action Plan process.

PRIOR BOARD AND COMMITTEE REVIEW

November 9, 2022 Board Meeting: Affirmation of the Findings and Recommendations of the Purisima Multimodal Access and Transportation Demand Management Study Report (R-22-[123](#), [meeting minutes](#))

January 10, 2024 Board Meeting: Award of Contract with Ascent Environmental to provide Planning and Environmental Review (CEQA) Services for the Purisima Comprehensive Use and Management Plan ([R-24-07](#))

PUBLIC NOTICE

Public notice was provided as required by the Brown Act.

CEQA COMPLIANCE

The environmental review for the Purisima Comprehensive Use and Management Plan will include the Transportation Demand Management strategies that are the subject of this recommended contract. The Board will have the opportunity to review and consider the draft Comprehensive Use and Management Plan and environmental review findings at a future Board meeting.

NEXT STEPS

Pending Board approval, the General Manager will execute a contract with Parametrix and follow the tentative schedule outlined below.

Phase	Schedule
Project Kickoff and Background Information Review	Winter/Spring 2024
Submit Key Program Information to Inform CEQA Analysis	Spring/Summer 2024
Submit Draft Program Concepts and Report	Fall 2024
Submit Final Program Concepts and Report	Spring/Summer2025

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