



STAFF REPORT/RESOLUTION

TO: Southwest Washington Regional Transportation Council Board of Directors
FROM: Matt Ransom, Executive Director 
DATE: August 28, 2018
SUBJECT: **Regional Origin Destination Study: Professional Services Consulting Agreement, Resolution 09-18-19**

AT A GLANCE - ACTION

This resolution describes the consultant selection process, summarizes the tasks for the Regional Origin Destination Study and asks the RTC Board to authorize the Executive Director to enter into a consulting services agreement for implementation of the study.

INTRODUCTION

In March, the RTC Board adopted Resolution 03-18-05 that approved the use of \$450,000 in state WSDOT funds to supplement federal Surface Transportation Block Grant funds already programmed in the Transportation Improvement Program (TIP) for the Urban Freeway Corridor Operations (UFCO) Study and allow for a more comprehensive operational analysis. The state funds must be used in the current biennium and spent by June 2019. Consequently, Resolution 03-18-05 allowed the freeway operational analysis to proceed in 2018.

In addition, \$300,000 of the state funds are specifically dedicated to a regional origin destination (OD) analysis, which is a key foundational element for input to the full freeway operational study. The OD analysis will identify where travelers enter and exit the freeway system and trip patterns accessing interchanges in and through the study area. It is a primary data input to the UFCO Study to help identify operational strategies. In addition, the OD Study will be utilized for several other interchange/intersection analysis areas as identified by WSDOT and will support calibration of the regional model for improved travel forecasting.

Due to the multiple uses and applications of the OD data, as well as the unique expertise required for OD analysis, the full UFCO Study was split into two procurements: the Regional Origin Destination Study and the Urban Freeway Corridor Operations Study. RTC worked closely with WSDOT planning and operations staff to develop a scope of work for the OD study and completed a selection process to provide consultant technical services for the study.

This resolution is to request that the RTC Board authorize the Executive Director to enter into a consulting services agreement with DKS Associates for technical services for the Regional Origin Destination Study.

CONSULTANT SELECTION PROCESS

A Request for Qualifications for the Regional Origin Destination Study was issued on May 23, 2018 and was advertised in the media including the Portland Daily Journal of Commerce and the Seattle Daily Journal of Commerce. Two submittals were received by the June 12, 2018 closing date. Initial screening of RFQ submittals and consultant interviews were carried out by a consultant selection panel with representatives from the Washington State Department of Transportation, Clark County, C-TRAN, City of Vancouver, and RTC. The consultant selection panel reviewed the qualifications statements for the two submittals and invited both firms for interviews. The consultant teams interviewed consisted of: Fehr and Peers and DKS Associates. During the interviews, the selection panel individually evaluated the consultants based on the selection criteria and responses to interview questions. Following the interviews, the DKS team was unanimously recommended as the most qualified to provide professional services for the Regional Origin Destination Study.

The DKS team is headed by Ray Delahanty as Project Manager who has guided efforts for origin destination studies around the region. The firm is knowledgeable on the use of OD data and its application for analysis of active freeway traffic management strategies for freeways in the Portland region.

AGENCY ROLES AND RESPONSIBILITIES

RTC will be the project lead for the overall study and the management of work tasks and will be supported by partner agencies. A Regional Origin Destination (OD) Technical Advisory Committee (TAC) has been formed made up of Washington State Department of Transportation, Clark County, C-TRAN, City of Vancouver and RTC.

The Regional Origin Destination TAC will meet periodically to provide support regarding review of OD data procurement methodologies, development of criteria for selection and the recommended OD acquisition approach. It will also provide technical review of OD analysis and findings. In addition, in order to ensure that the OD data procurement method meets the data requirements of the UFCO Study, the OD Consultant, in coordination with the TAC members will regularly confer with the UFCO consultant team. RTC will also provide updates to the Regional Transportation Advisory Committee, the RTC Board and other groups as needed. Study updates and briefings will inform policy makers and technical staff about trip making characteristics and travel patterns on state facilities, respond to questions and concerns and provide a better understanding of travel on roadways within the region.

REGIONAL ORIGIN DESTINATION STUDY SCOPE OF WORK *(summarized)*

The study area for data collection is identical to the analysis area for the UFCO Study and consists of: I-5 from the Columbia River to 179th; I-205 from the Columbia River to I-5; SR-14 from I-5 to 192nd; SR-500 from I-5 to Fourth Plain; and SR-503 from SR-500 to Padden Parkway.

The OD Study is envisioned to occur in three steps. Step one is a planning development phase to determine the methodology and approach for the acquisition of the OD data. The second part of

the study will procure and manage the collection of the data with step three consisting of data analysis and reporting.

Task 1: Project Management

The Consultant shall manage its budget, scope, and schedule and provide project management activities through the schedule duration noted to coordinate resources in delivering this Project.

Task 2: Technical Scan of Origin destination Data Collection Options

The consultant will work with the study team to fully identify needs, uses and application of the origin destination data and develop selection criteria to determine the data collection methodology. They will also identify options available through surveys, field data collection or private sector ‘big data’ providers and recommend a preferred data procurement method for the study. This task consists of completing a technical white paper on methods and approaches for the collection and retrieval of origin destination data. The consultant team will examine the range of possible options for consideration and to recommend the optimal technical approach to acquire the needed information.

Depending on the method of data acquisition, some of the data sources for procuring OD data might also include speed, travel time, trip purpose, and classification as other secondary information that could also support data needs for UFCO and other studies. These additional benefits should be noted in the criteria.

Task 3: Collection and Compilation of Data

The consultant will procure and manage the collection of OD information and depending on the outcome of Task 2, will consist of either coordinating directly with regional transportation agencies for use of agency field devices, contracting with a data collection company, or the purchase of access to ‘big data’ from a commercial transportation data vendor. Raw or processed data acquired under this task will be available for use by public agency participants.

The analysis should provide information on travel patterns and characteristics; trip length, through trips versus local trips, when and where vehicles are accessing the freeway system, and transit access from park and ride facilities to the freeways.

This task shall provide data summaries of the analysis. Reports should include OD volumes and percentages by time of day and day of week for all origin and destination locations analyzed. It will also document detailed traffic patterns as they relate to the freeway facility access points based on the OD data collected in the previous task.

Task 4: Findings and Visualizations Report

Prepare a report summarizing findings and graphic visualizations from tables in the previous task. Findings will consist of narrative observations and characteristics of travel patterns within the study area specifically on I-5, I-205, SR-14 and SR-500. Visualizations should consist of a series of maps showing distribution of trips by facility or at specific locations or screen lines along a facility.

(Note: a copy of the detailed Regional OD Study scope of work is available upon request.)

POLICY IMPLICATION

The Regional Origin Destination Study is contained in the 2018-2021 TIP as a component of the UFCO Study. It supports the federal Congestion Management Process requirement that agencies collaborate to utilize operational management, demand management, transit, and ITS technology to address travel demand before adding roadway capacity. Adoption of the resolution is also consistent with the traffic operational efficiency goals in the Regional Transportation Plan, TIP, and the Unified Planning Work Program.

Precedent action: The RTC Board adopted Resolution 03-18-05 to authorize acceptance of WSDOT funds for the Study and to be obligated in the 2018 calendar year.

BUDGET IMPLICATION

Funding for this study is currently in the adopted Budget and Unified Planning Work Program, as established in Resolution 03-18-05. Current Budget will cover all costs associated with the proposed consulting services agreement and RTC project management services.

Action on this Resolution will allow RTC’s Executive Director to commit budgeted funds and enter into a contract with DKS Associates for the Regional Origin Destination Study not to exceed \$275,000.

ACTION REQUESTED

Adoption of Resolution 09-18-19 “Regional Origin Destination Study: Professional Services Consulting Agreement.”

ADOPTED this 4th day of September 2018 by the Southwest Washington Regional Transportation Council.

SOUTHWEST WASHINGTON
REGIONAL TRANSPORTATION COUNCIL

ATTEST:

Ron Onslow
Chair of the Board

Matt Ransom
Executive Director