

Attachment 2: Scope of Work

Schedule

1. Consultant Procurement/Release Request for Proposals – 5/6/24 to 11/1/25
 - a. Submission deadline – 6/12/24
 - b. Begin interviews with consultants – 6/28/24
2. RTC Approval of Contract Award - 8/1/2024
3. Existing Conditions – 8/7/24 to 12/31/24
4. Transportation Demand Management Plan Vision & Objectives – 1/1/25 to 3/31/25
5. Identify Transportation Needs – 4/1/25 to 6/30/25
6. Transportation Strategy Development – 7/1/25 to 9/30/25
7. Stakeholder & Public Outreach – Ongoing
8. North Coast Transportation Demand Management Draft and Final Plan – 10/1/25 to 12/31/25
9. Board Review/Approval – February 2025

Scope of Work

Task 1: Project Administration

- Project kickoff meeting with Caltrans to discuss scope of work, stakeholders, schedule, and quarterly invoices and progress reports.

Task 2: Consultant Procurement, Coordination, and Administration

- Develop and release a Request for Proposal to procure a consultant in line with the criteria developed by an evaluation team.
- Begin regularly scheduled bi-monthly meetings with RTC, Consultant, and Caltrans.

Task 3: Existing Conditions

- Conduct a comprehensive literature review of existing corridor and area plans including but not limited to The North Coast Facilities and Management Plan, Caltrans District 5 Active Transportation Plan, and Monterey Bay Scenic Trail Network Master Plan.
- Collect and review data to develop a description of existing conditions and understand gaps in data. This includes but is not limited to average daily traffic, vehicle counts, and visitor estimates and surveys.
- Conduct a transportation inventory to document the conditions of the transportation infrastructure, facilities, and roadways.

Task 4: Transportation Demand Management Plan Vision and Objectives

- Develop an overall vision and objectives for the North Coast transportation network through input from stakeholders and the public. Create a framework by which strategies can be evaluated based on the extent to which they advance the vision and objectives.

Task 5: Identify Transportation Needs

- Compare existing conditions of the corridor to the desired system performance and compile a list of challenges experienced by users of the roadways and transportation facilities along the North Coast raveling through a variety of modes through the preparation and distribution of a survey. List any potential barriers to achieving the goals of the Transportation Demand Management Plan.

Task 6: Transportation Strategy Development

- Develop strategies that address the transportation needs of the North Coast and evaluate said strategies based on how closely they align with the established goals of the plan.
- Create a list of detailed projects that address the strategies and overall needs of the region and supplement the projects with visual design concepts, cost estimates, and feasibility descriptions.
- Develop an implementation plan to describe the steps by which the projects will be implemented.

Task 7: Stakeholder and Public Outreach

- Identify stakeholders through consultation with Caltrans and schedule a kick-off meeting and subsequent follow-up meetings to discuss the project scope and key milestones and identify the needs of the corridor.
- Web-based outreach will be conducted through the creation of a project website and online public outreach.
- Public workshops and visitor surveys will also be conducted.
- Gather input from the various RTC committees including the Interagency Technical Advisory Committee, Bicycle Committee, and Elderly and Disabled Advisory Committee.
- Summarize the information gleaned from the public outreach.

Task 8: North Coast Transportation Demand Management Draft and Final Plan

- Create an administrative draft for partner agencies and stakeholders to review.
- Utilize the comments and suggestions from the administrative draft to develop a draft Transportation Demand Management Plan and circulate the draft to stakeholders, RTC advisory groups, the RTC Board, and the public for input.
- Finalize the final Transportation Demand Management Plan based on the previously gathered input.

Task 9: Board Review and Approval

- Gather input from the RTC Board at public meetings throughout the course of the Plan development.
- Present the Final Transportation Demand Management Plan to the RTC Board and request RTC Board approval.