

**NOTICE TO CONSULTING FIRMS**  
REQUEST FOR PROPOSALS  
FOR TRANSPORTATION DEMAND MANAGEMENT

- PROPOSALS DUE: **3:00 p.m., March 27, 2015**, at the Park City Transportation Planning Office, 445 Marsac Avenue, Park City, Utah 84060
- PROJECT NAME: Transportation Demand Management (TDM)  
RFP
- AVAILABLE FOR FIRMS: **Tuesday, February 17, 2015** via email from [Brooks@parkcity.org](mailto:Brooks@parkcity.org), or at the Park City Transportation Planning Office, 445 Marsac Avenue, Park City, Utah 84060
- PROJECT LOCATION: Park City, Utah
- PROJECT DESCRIPTION: Park City is seeking a transportation planning firm to assist with researching and developing a Transportation Demand Management plan to reduce Vehicle Miles Travelled (VMT) and related traffic impacts of Single Occupant Vehicles during peak day and peak hours on SR-224 & SR-248. This reduction will be accomplished through a focused Transportation Demand Program that is targeted at those groups who show the highest propensity to make travel choices other than the Single Occupant Vehicle (SOV).

These goals and objectives will be accomplished by completing the following:

- Research and document what major travel groups make up the SR-248 and SR-224 peak hour traffic volumes
- Research and Document the travel patterns for each major travel group identified.
- Research and Document the demographic, psychographic, geographic and behavioral profiles of each major travel group identified.
- Identify those major travel groups (or segments of these groups) whose profiles indicate they are most likely to change travel behavior.
- Gather and document Stakeholder input.
- Research and document best TDM practices in academia and peer municipalities.
- Identification of TDM program target markets.
- Development of a TDM program whose tools and services are focused on the needs and desires of identified target markets,
- Development of a marketing-communication program focused on gaining the attention of the identified TDM target markets.
- Development of an effective set of performance measures to provide ongoing feedback on program performance and required program adjustment.
- Development of a written TDM program implementation plan that is sufficient for City elected officials and Staff to understand the time, money, human and other resources that will need to be invested to fully implement the recommended TDM program.

OWNER:

Park City Municipal Corporation  
P.O. Box 1480  
Park City, Utah 84060

CONTACT:

Brooks Robinson, Senior Transportation Planner (all  
questions shall be in writing) [Brooks@parkcity.org](mailto:Brooks@parkcity.org)

**Park City reserves the right to reject any or all proposals received. Furthermore, the City shall have the right to waive any informality or technicality in proposals received when in the best interest of the City.**