REGIONAL PLANNING COMMISSION
Scope of Services for
Downtown New Orleans Traffic Analysis
(RPC TASK S-1.16; FY-16 UPWP)

Project Description
The purpose of this study will be to conduct an analysis of existing transportation infrastructure in an area including parts of the Central Business District (CBD) and Uptown areas of New Orleans, LA. The analysis will include an inventory of existing transportation facilities and characteristics, including roadway capacity, traffic, parking availability, pedestrian and bicycle accessibility, and public transit service. The study will examine existing and planned land uses, and forecasted growth in those land uses, in order to forecast impacts on local and regional travel. It will make recommendations toward improving accessibility and mobility for all modes of travel under identified development scenarios.

Methodology

TASK 1: PROJECT INITIATION, MANAGEMENT, AND LITERATURE REVIEW
The Project Sponsors Group and the consultant will meet monthly to receive project status updates, discuss project issues, and to track progress of a detailed work plan. The Project Sponsors Group will be chaired by the DPW Director or his designee and will be comprised of representatives from RPC, DPW, DDD, CPC, RTA, DOTD, the Port, and the Convention Center. The consultant will also compile a list of neighborhood and business stakeholders in order to provide project updates to the community. The consultant will obtain and review previously prepared plans, reports, and best practices that are relevant to the study.

Working in consultation with the DPW and RPC, the Consultant shall develop a detailed Project Work Plan for review by the Project Sponsors Group. The PWP (including project safety and quality assurance plan) will include explanations of the analytical methods and assumptions, data sources, protocols for communication with the public, media and City/RPC staff, filing and data management, safety plans for fieldwork, etc.

TASK 2: EXISTING CONDITIONS INVENTORY
The consultant, under guidance from the Project Sponsors Group, will conduct the following activities in order to inventory existing transportation and associated conditions in the study area:

1) Traffic Volumes and Automobile Level of Service (LOS), including peak hour turning movements and traffic volumes. The Consultant will provide principle corridor average daily traffic (ADT) volume and classification counts at 20 select locations throughout the study area. Consultant shall also provide intersection peak hour turning movements and traffic volumes for select intersections which are known to experience elevated levels of vehicular, bicycle, and pedestrian traffic during weekend periods at about 12 locations.

2) The traffic analysis will include Syncro traffic simulation model runs, and yield LOS findings for corridors and intersections.
3) Bicycle LOS, including volumes and speeds in travel lanes, heavy vehicle use, bicycle striping, on street parking characteristics, intersection conflicts, and other identified bicycle LOS best practices,

4) Pedestrian LOS, including accident analysis, walking path characteristics, adjacent traffic characteristics, wayfaring and comfort amenities, and other identified pedestrian LOS best practices,

5) Signals and signage, including accurate and comprehensive characteristic and location (GPS) data on traffic signals, signage, control boxes, and related street appurtenances,

6) Parking utilization, including collecting, synthesizing, and analyzing the technical and parking inventory data necessary to support a comprehensive set of parking strategies for both on and off-street parking,

7) Transit LOS, including the collection of existing ridership data and the creation of bus/streetcar stop profiles including physical and boarding/alighting characteristics,

8) Significant community resources in and adjacent to the study area,

9) Transportation demand management opportunities, including a commuter demographic analysis and market demand survey targeted to transit riders, informal carpool users and non-ridesharers to understand current commute habits and motivating factors for behavior change.

**TASK 3: ANALYSIS OF EXISTING AND FUTURE CONDITIONS**

The consultant, under guidance from the Project Sponsors Group, will conduct the following analyses of existing and future conditions:

1) The Consultant shall provide a peer review of the recently developed Convention Center’s Vision Plan. Consultant shall review assumptions and modeling, test the performance of the Vision Plan’s recommendations on additional intersections, and test the performance of the Vision Plan’s concepts as part of a larger mobility plan for the study area. Emphasis will be placed on completing this priority work effort during the 2nd. quarter.

2) Forecast of future traffic, pedestrian/bicycle, and parking conditions, utilizing growth rates and development patterns for housing units, commercial activity, and tourism,

3) Analysis of future conditions, assessing traffic simulation models and LOS findings and forecasting likely changes in traffic conditions over a 20 year planning horizon,

4) Identification of opportunities and deficiencies for each travel mode and for parking conditions, utilizing a S.W.O.T. analysis and a half day workshop with the Project Sponsors Group,

5) Project Advisory Committee and stakeholder interviews, in order to target and refine the analysis completed by Consultant team. This will include one meeting with the Port, truckers association and tour bus operators regarding traffic access and circulation concerns within the study area,

6) Initial roadway recommendations, that specify improvements in each subarea of the study area, and consider sustainable project design and delivery, including traffic improvements, special events management, bicycle facilities, transit improvements, freight mobility, tour bus management, sidewalk improvements, street crossings, bicycle parking, transportation demand management, curb space for parking and passenger zones, special event and variable rate parking strategies, green infrastructure, and transit stalls/zones.
TASK 3: DELIVERABLES

The Draft and Final Report will be developed as the analyses are completed. The development of methods, findings summaries, and other work products will be, from the start, formatted in a way that enables them to later be combined with little rework. Stakeholder input, City input, and the Project Sponsors Group direction will already be incorporated into the Draft and Final Report. The Report will also include a formal cover, citizens’ summary, and an easy—-to- use matrix of implementation strategies and steps.

Products

Deliverables produced both during and at the conclusion of the project will include, though may not be limited to (pending guidance from the Project Sponsors Group) literature and best practices reviews, transportation data, survey materials and results, meeting reports, presentations, model outputs, a draft report, a revised draft report, and a final report. Ten hard copies of the Final Report will be provided to RPC for distribution and two full reports in pdf format on CD/DVDs including appendixes, data files, renderings, and CAD/GIS files.

Progress Milestones

| 1st Quarter                      | Project Initiation |
|                                 | Project Work Plan  |
|                                 | Literature Review  |
|                                 | Stakeholder List   |
| 2-3rd Quarter                   | Conditions Inventory|
|                                 | Existing and Future Conditions Analysis|
|                                 | Complete Convention Center Vision Plan Review|
|                                 | Two Project Advisory Committee Meetings|
| 4th Quarter                     | Draft Review and Final Deliverables|
|                                 | Project Advisory Committee Meeting|

Timeline: 12 months with review of Convention Center/Port access improvements being completed within second quarter.

Budget: $330,182